

Model Instance Name: Smithsonian Desktop (formerly Smithsonian Institution-wide)

MID: klJ0phJUYlds1VMIUodp8w==

Date: 11/11/2008

MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Functionality (this title of "functionality" is subject to change - questions remain as is) (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the usefulness of the information provided on this site.	18 What is your overall satisfaction with this site?	21 How likely are you to return to this site ?
2 Please rate the convenience of the information on this site.	19 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the variety of information on this site.	20 How well does this site compare with your idea of an ideal website ?	22 How likely are you to recommend this site to someone else ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Visit a gallery in-person (1=Not Very Likely, 10=Very Likely)
4 Please rate the visual appeal of this site.		23 As a result of viewing this site , how likely are you to visit the Smithsonian in person ?
5 Please rate the balance of graphics and text on this site.		Trusted Resource (1=Not Very Likely, 10=Very Likely)
6 Please rate the readability of the pages on this site.		24 How likely are you to use this site as a trusted resource ?
Navigation (1=Poor, 10=Excellent, Don't Know)		Re-Use Content (1=Not Very Likely, 10=Very Likely)
7 Please rate how well the site is organized .		25 How likely are you re-use content from this website ? (i.e., share it with others, blog about it, or print it)
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you are looking for .		
10 Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
11 Please rate the relevance of search results on this site.		
12 Please rate the organization of search results on this site.		
13 Please rate how well the search results help you decide what to select .		
14 Please rate how well the search feature helps you to narrow the results to find what you want.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
15 Please rate how quickly pages load on this site.		
16 Please rate the consistency of speed from page to page on this site.		
17 Please rate the ability to load pages without getting error messages on this site.		

Model Instance Name: Smithsonian Enterprise

MID: klJ0phJUYlds1VMIUodp8w==

Date: 11/5/2008

MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Functionality (this title of "functionality" is subject to change - questions remain as is) (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the usefulness of the information provided on this site.	18 What is your overall satisfaction with this site?	21 How likely are you to return to this site ?
2 Please rate the convenience of the information on this site.	19 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the variety of information on this site.	20 How well does this site compare with your idea of an ideal website ?	22 How likely are you to recommend this site to someone else ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)	ADDED BOLD TAGS to Questions 23 and 24	Visit a gallery in-person (1=Not Very Likely, 10=Very Likely)
4 Please rate the visual appeal of this site.		23 As a result of viewing this site , how likely are you to visit the Smithsonian in person ?
5 Please rate the balance of graphics and text on this site.		Trusted Resource (1=Not Very Likely, 10=Very Likely)
6 Please rate the readability of the pages on this site.		24 How likely are you to use this site as a trusted resource ?
Navigation (1=Poor, 10=Excellent, Don't Know)		Re-Use Content (1=Not Very Likely, 10=Very Likely)
7 Please rate how well the site is organized .		25 How likely are you re-use content from this Web site ? (i.e., share it with others, blog about it, or print it)
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you are looking for .		
10 Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
11 Please rate the relevance of search results on this site.		
12 Please rate the organization of search results on this site.		
13 Please rate how well the search results help you decide what to select .		
14 Please rate how well the search feature helps you to narrow the results to find what you want.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
15 Please rate how quickly pages load on this site.		
16 Please rate the consistency of speed from page to page on this site.		
17 Please rate the ability to load pages without getting error messages on this site.		

Model Instance Name
Smithsonian Desktop v2

MID:

Date: 9/22/2015

Smithsonian Desktop v2 MODEL QUESTION LIST
Model questions utilize the ForeSee CXA^(SM) methodology to determine scores

Label	Element Questions	Label	Satisfaction Questions
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10= Exceeds)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)
	Site Performance (1=Poor, 10=Excellent, Don't Know)		
4 Site Performance - Loading	Please rate how quickly pages load on this site.		
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.		
6 Site Performance - Completeness	Please rate how completely the page content loads on this site.		
	Navigation (1=Poor, 10=Excellent, Don't Know)		
7 Navigation - Organized	Please rate how well this site is organized .		
8 Navigation - Options	Please rate the options available for navigating this site.		
9 Navigation - Layout	Please rate how well the site layout helps you find what you need .		
	Information Browsing (1=Poor, 10=Excellent, Don't Know)		
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.		
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.		
12 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .		
	Site Information (1=Poor, 10=Excellent, Don't Know)		
13 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.		
14 Site Information - Understandable	Please rate how understandable this site's information is.		
15 Site Information - Answers	Please rate how well the site's information provides answers to your questions .		

Model Instance Name

Smithsonian Desktop

MID: klJ0phJUYlds1VMIUodp8w==

Date: 12/10/2008

Smithsonian Desktop MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Functionality (this title of "functionality" is subject to change - questions remain as is) (1=Poor, 10=Excellent, Don't Know)	Satisfaction (1=Poor, 10=Excellent)	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the usefulness of the information provided on this site.	18 What is your overall satisfaction with this site?	21 How likely are you to return to this site ?
2 Please rate the convenience of the information on this site.	19 How well does this site meet your expectations ?	Recommend (1=Not Very Likely, 10=Very Likely)
3 Please rate the variety of information on this site.	20 How well does this site compare with your idea of an ideal website ?	22 How likely are you to recommend this site to someone else ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Visit a gallery in-person (1=Not Very Likely, 10=Very Likely)
4 Please rate the visual appeal of this site.		23 As a result of viewing this site, how likely are you to visit the Smithsonian in person?
5 Please rate the balance of graphics and text on this site.		Trusted Resource (1=Not Very Likely, 10=Very Likely)
6 Please rate the readability of the pages on this site.		24 How likely are you to use this site as a trusted resource?
Navigation (1=Poor, 10=Excellent, Don't Know)		Re-Use Content (1=Not Very Likely, 10=Very Likely)
7 Please rate how well the site is organized .		25 How likely are you re-use content from this Web site? (i.e., share it with others, blog about it, or print it)
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you are looking for .		
10 Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
11 Please rate the relevance of search results on this site.		
12 Please rate the organization of search results on this site.		
13 Please rate how well the search results help you decide what to select .		
14 Please rate how well the search feature helps you to narrow the results to find what you want.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
15 Please rate how quickly pages load on this site.		
16 Please rate the consistency of speed from page to page on this site.		
17 Please rate the ability to load pages without getting error messages on this site.		

Model Instance Name: Smithsonian Desktop
 2MQ
 MID: kJ0phJUY1ds1VMIUodp8w==
 Date: 2/25/2016

~~red & strike through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + ->: REWORDING

Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?	Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y Randomize	Skip Logic Group	Primary Purpose
KFB02186		A	Other purpose for coming to the website:			Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?	1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:			Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?	Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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 Date: 2/25/2016

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 pink: ADDITION
 blue + ->: REWORDING

Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?			Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?	Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?	K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?	Male Female		Drop down, select one	N		Gender

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02208			If you could identify one improvement to the website , what would that improvement be?	If prefer not to answer open-ended		Text area, no char limit	N		One Improvement

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?	Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y Randomize	Skip Logic Group Primary Purpose	
KFB02186		A	Other purpose for coming to the website:			Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?	1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:			Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?	Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?			Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?	Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?	K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?	Male Female		Drop down, select one	N		Gender

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QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02208			If you could identify one improvement to the website , what would that improvement be?	I prefer not to answer open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	open-ended		Text area, no char limit	N		Email

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QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?	Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y	Skip Logic Group Randomize	Primary Purpose
KFB02186		A	Other purpose for coming to the website:			Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?	1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:			Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?	Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?			Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?	Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?	K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?	Male Female		Drop down, select one	N		Gender

Model Instance Name: *Smithsonian Desktop*
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 Date: 2/25/2016

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02208			If you could identify one improvement to the website , what would that improvement be?	I prefer not to answer open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	open-ended		Text area, no char limit	N		Email

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?	Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y Randomize	Skip Logic Group	Primary Purpose
KFB02186		A	Other purpose for coming to the website:			Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?	1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:			Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?	Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?			Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?	Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?	K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?	Male Female		Drop down, select one	N		Gender

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Smithsonian Desktop CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02208			If you could identify one improvement to the website , what would that improvement be?	I prefer not to answer open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.	open-ended		Text area, no char limit	N		Email

Model Instance Name: Smithsonian Institution-wide
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Smithsonian Institution-wide CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?		Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y	Skip Logic Group Randomize	Primary Purpose
KFB02186		A	Other purpose for coming to the website:				Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)		African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?		Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?		1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?		Yes I wasn't looking for anything in particular No, I was looking for:		Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:				Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?		Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)		Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):		Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:		Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)		I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:		Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:		Open-ended	A	Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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Smithsonian Institution-wide CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?		First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?		No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)		Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.				Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?		1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?		Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?				Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?		Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?		1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?		Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?		K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?		under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?		Male Female		Drop down, select one	N		Gender

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Smithsonian Institution-wide CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
					I prefer not to answer					
KFB02208			If you could identify one improvement to the website , what would that improvement be?		open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.		open-ended		Text area, no char limit	N		Email

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?		Plan a museum or zoo visit Follow-up after a visit Conduct research For school work Find information for my students For general interest and/or entertainment To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation via Smithsonian Journeys Other (please specify)	Z, J, N Z A	Radio button, one-up vertical	Y	Skip Logic Group Randomize	Primary Purpose
KFB02186		A	Other purpose for coming to the website:				Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in. (Please select all that apply.)		African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Cooper Hewitt, Smithsonian Design Museum Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Smithsonian Institution Building (Castle) Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?		Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
LIV0110410		N	How many museums are you planning to visit?		1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
KFB02187			Did you find what you were looking for ?		Yes I wasn't looking for anything in particular No, I was looking for:		Radio button, one-up vertical	Y	OPS Group	Did You Find
KFB02188		B	Did not find, looking for:				Text area, no char limit	N	OPS Group	OE_Did Not Find
LIV0110411			Did you use the search box during your visit today?		Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
LIV0110412		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)		Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):		Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize	Search Experience
LIV0110413		B	Other search issue:		Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
LIV0110414			How would you describe your navigation experience on this site today? (Please select all that apply.)		I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:		Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize	Navigation Experience
LIV0110415		A	Other navigation difficulty:		Open-ended	A	Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02191			How often do you visit this site?		First visit Less than once a month More than once a month		Radio button, one-up vertical	Y		Visit Frequency
KFB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?		No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online? (Please select all that apply.)		Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.				Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?		1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience
LIV0110416	Acquisition Source		Which of the following was most important in bringing you to the site today?		Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)	A	Drop-down, one-up vertical	Y	Skip Logic Group	Acquisition Source
LIV0110417		A	What else was most important in bringing you to the site?				Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
KFB02202			On this site today, did you see an advertisement?		Yes No	I	Radio button, one-up vertical	Y	Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement affect your overall satisfaction with the website?		1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
LIV0110418			When you were last in a museum, did you use a mobile device to access information for your visit?		Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your education level (highest level completed or current level if you are a student)?		K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?		under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Age
ACQC00009397			Are you a male or female?		Male Female		Drop down, select one	N		Gender

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QID	QUESTION META-TAG	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
					I prefer not to answer					
KFB02208			If you could identify one improvement to the website , what would that improvement be?		open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's websites. Please consider providing your email address for us to contact you.		open-ended		Text area, no char limit	N		Email

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QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02185			What was your primary purpose in coming to the website today?	Plan a museum or zoo visit Follow-up after a visit Conduct research Be my homework For school work Education Find information for my students Entertainment For general interest and/or entertainment Make a donation Become a member To join or support the Smithsonian Find a job or internship Shop View the Zoo Cams Book a vacation (via Smithsonian Journeys) Other: (please specify):	Z, J, K, L, M, N, O, W Z A	Radio button, one-up vertical	Y	Skip Logic Group Randomize	Primary Purpose
KFB02186		A	Other purpose for coming to the website:			Text area, no char limit			OE_Primary Purpose
ACQLiv0009176		Z	Please indicate which parts of the Smithsonian you are interested in (Select all that apply.) <div style="border: 1px solid black; padding: 2px; width: fit-content;">Should read, "Cooper Hewitt, Smithsonian Design Museum"</div>	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center (Virginia) American Art Museum American History Museum American Indian Museum (Washington, D.C.) American Indian Museum Heye Center (New York) Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, Smithsonian Design Museum Freer Gallery of Art Freer Sackler Galleries of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoo Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Not sure		Checkbox, one-up vertical	N	Skip Logic Group	Museum Interest
MAD0049843		J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month Within the next 2 months More than 2 months from today		Radio button, one-	Y	Skip Logic Group	Visit Timing
MAD0049842		K	Will this be your first visit to the Smithsonian?	Yes No	P	Drop-down, select	Y	Skip Logic Group	First Visit?
		P	When was your last visit?	Within the last week Within the last month Several months ago Between 6 months to a year ago Last year Two years ago Three years ago Four or more years ago	Q, R, T Q, R, T Q, R, T Q, R, T	Radio button, one-	Y	Skip Logic Group	Previous Visit Timing
		Q	Which Smithsonian location did you most recently visit?	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum National Zoological Park Portrait Gallery Postal Museum		Drop-down, select one	Y	Skip Logic Group	Previous Visit Location

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
				Renwick-Gallery- Sackler-Gallery Smithsonian-Institution-Building; The-Castle- Other, please specify:					
		S	Please specify which other Smithsonian location you most recently visited-		S-	Text area, no char limit	N	Skip Logic Group	OE_Previous Visit Location
MAD0049721		L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes		Drop down, select	Y	Skip Logic Group	Collection of 19?
				No					
MAD0049780		M	How much time are you allotting for your Smithsonian visit?	Less than an hour 1-2 hours 2-4 hours An entire day More than one day		Radio button, one-	Y	Skip Logic Group	Time Allotted
MAD0049779		N	How many museums are you planning to visit?	1 2 3 4 5 6 7 8 9 >10		Drop down, select	Y	Skip Logic Group	Number of Museums
		N	How many museums are you planning to visit?	1 2-3 More than 3		Drop down, select	Y	Skip Logic Group	Number of Museums_New
MAD0049778		O	With whom are you planning to visit the Museum?	No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older I will chaperone a group of students (i.e. school, etc.) I will visit with other adults		Radio button, one-	Y	Skip Logic Group	Group-Makeup
KFB02187			Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y	Skip Logic Group	Did You Find
KFB02188		B	Did not find, looking for:			Text area, no char limit	N	Skip Logic Group	OE_Did Not Find
			Did you use the search box during your visit today?	Yes No Not sure/can't recall	A	Radio button, one-up vertical	Y	Skip Logic Group	Search Used
		A	Please tell us about your experience with the site's search box today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results/ needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	B	Checkbox, one-up vertical	Y	Mutually Exclusive Option, anchor answer choice Skip Logic Group randomize Anchor Answer Choice	Search Experience
		B	Other search issue:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Search Experience
			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	A	Checkbox, one-up vertical	Y	Mutually Exclusive Option Skip Logic Group randomize Anchor Answer Choice	Navigation Experience
		A	Other navigation difficulty:	Open-ended		Text area, no char limit	N	Skip Logic Group	OE_Navigation Experience
ACQLiv000917			How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y	Checkbox, one-up vertical	Y	Skip Logic Group	How Looking

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
ACQLiv000917		W	Other way(s) I looked for information--			Text Area--no character limit	N	Skip Logic Group	OE_How Looking
ACQLiv000917		Y	What specific ways can we improve your experience using search on this site?			Text Area--no character limit	N	Skip Logic Group	OE_Search Improvement
ACQLiv000918		X	What specific ways can we improve your experience navigating on this site?			Text Area--no character limit	N	Skip Logic Group	OE_Navigation Improvement
KFB02189			Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Other, please specify:	C	Radio button, one-up vertical	Y	Skip Logic Group	Role
KFB02190		C	Other role			Text area, no char limit		Skip Logic Group	OE_Role
KFB02191			How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y	OPS Group	Visit Frequency
KFB02194			Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Y		er
KFB02195		E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N	Skip Logic Group	Become a Member
KFB02196			Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y	Skip Logic Group	Made a Donation
KFB02197		F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N	Skip Logic Group	Donate in 6 Months
KFB02198			Today, did you make an online purchase or reserve a tour or ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Y	Skip Logic Group	Online Purchase
STE0061225		I	What type of purchase or reservation did you make online?	Merchandise Event ticket IMAX ticket Tour reservation Buy membership or renewal Music download Other (please specify)	G	Checkbox, one-up vertical	N	Skip Logic Group	Type of Online Purchase
STE0061226		G	Please specify what other type of purchase or reservation you made online.			Text area, no char limit	N	Skip Logic Group	OE_Online Purchase
KFB02200		H	What is your overall satisfaction with the online purchase or reservation experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	N	Skip Logic Group	Online Purchase Experience

This is the existing question type and I'm not sure - DOT, can I remove this?

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ACQLiv0000181			On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio-button, one-up-vertical	Y		Site Social Media
ACQLiv0000182			On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio-button, one-up-vertical	Y		Site Multimedia
	Acquisition Source		Which of the following was most important in bringing you to the site today?	Email from Smithsonian Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Familiarity with Smithsonian Not sure/can't recall Other (please specify)		Drop-down, one-up-vertical	Y	Skip Logic Group	Acquisition Source
		A	What else was most important in bringing you to the site?		A	Text area, no char limit	N	Skip Logic Group	OE_Acquisition Source
AML001179			Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop-down, select one	Y	Rank-Group Adjust-Template/Style Sheet Randomize	SV-Rank 1
AML001180			Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop-down, select one	Y	Rank-Group Adjust-Template/Style Sheet Randomize	SV-Rank 2
AML001181			Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know		Drop-down, select one	Y	Rank-Group Adjust-Template/Style Sheet Randomize	SV-Rank 3

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QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
KFB02202			On this site today, did you see an advertisement or sponsorship message?	Other Yes No	I	Radio button, one-up vertical	Y	Anchor-Answer-Choice Skip Logic Group	Advertisements
KFB02203		I	How did the advertisement or sponsorship message affect your overall satisfaction with the web-site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	N	Skip Logic Group	Advertisement Satisfaction
			When you were last in a museum, did you use a mobile device to access information for your visit?	Yes No Not sure/can't recall		Radio button, one-up vertical	Y		Smartphone Used
KFB02204			What is your highest education level completed (highest level completed or current level if you are a student)?	K - 8th grade High School (or equivalent) Some College or Technical Training College (Undergraduate) Graduate Degree or Professional Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	N	OPS Group	Education
KFB02205			What is your age range?	I prefer not to answer under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older		Radio button, one-up vertical	N	OPS Group	Age
KFB02206			Which category includes your household income?	I prefer not to answer Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more		Radio button, one-up vertical	N	OPS Group	Household Income
KFB02207			Please indicate the state where you live.	I live outside of the United States Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi		Drop-down, select one	Y-	OPS Group	State

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	QUESTION META-TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N	Special Instructions	CQ Label
				Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming					
			Are you a male or female?	Male Female I prefer not to answer		Drop down, select one	N		Gender
KFB02208			If you could identify one improvement to the web site , what would that improvement be?	open-ended		Text area, no char limit	N		One Improvement
KFB02209			We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you. for one of the following reasons-- To discuss specific details about your current experience using our website <p>	open-ended		Text area, no char limit	N		Email

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z, J, K, L, M, N, O, Z	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A	Other purpose for visiting site:		A	Text area, no char limit				OE_Primary Purpose
ACQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
MAD0049843	J	When do you plan to visit the Smithsonian?	Today This week Next week Within the next month In 3 weeks In 4 weeks Next month Within the next 2 months More than 2 months from today		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Timing
MAD0049842	K	Will this be your first visit to the Smithsonian?	Yes No	P	Drop down, select	Single	Y	Skip Logic Group	First Visit?
	P	When was your last visit?	Last year Two years ago Three years ago Four or more years ago		Radio button, one-up vertical	Single	Y	Skip Logic Group	Previous Visit Timing
MAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes No		Drop down, select	Single	Y	Skip Logic Group	Collection of 19?
MAD0049780	M	How much time are you allotting for your Smithsonian visit?	Less than an hour 1-2 hours 2-4 hours An entire day More than one day		Radio button, one-up vertical	Single	Y	Skip Logic Group	Time Allotted
MAD0049779	N	How many museums are you planning to visit?	1 2 3 4 5 6 7 8 9 > 10		Drop down, select	Single	Y	Skip Logic Group	Number of Museums
MAD0049778	O	With whom are you planning to visit the Museum?	No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older I will chaperone a group of students (i.e. school, etc.) I will visit with other adults		Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02187		Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
ACQLiv0009177		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
ACQLiv0009178	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
ACQLiv0009179	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
ACQLiv0009180	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role			Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes	I, H	Drop down, select one	Single	Y	Skip Logic Group	Online Purchase
STE0061225	I	What type of purchase did you make online?	Merchandise Class or performance ticket Tour reservation Buy membership or renewal		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Type of Online Purchase

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Music download Other (please specify)	G					
STE0061226	G	Please specify what other type of purchase you made online.			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1 Anchor Answer Choice Anchor Answer Choice
AML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2 Anchor Answer Choice Anchor Answer Choice
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Don't know Other					Anchor Answer Choice Anchor Answer Choice	
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1-Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Household Income
KFB02207		Please indicate the state where you live .	I live outside of the United States Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico		Drop down, select one	Single	Y	OPS Group	State

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			New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
		What is your gender?	Male Female I prefer not to answer		Drop down, select one	Single	N		Gender
KFB02208		If you could identify one improvement to the Web site , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p>To discuss specific details about your current experience using our website <p>To requ	open-ended		Text area, no char limit		N		Email

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z, J, K, L, M, N, O, Z	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A	Other purpose for visiting site:		A	Text area, no char limit				OE_Primary Purpose
ACQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
MAD0049843	J	When do you plan to visit the Smithsonian?	Today This week Next week In 3 weeks In 4 weeks Next month Within the next 2 months More than 2 months from today		Radio button, one-	Single	Y	Skip Logic Group	Visit Timing
MAD0049842	K	Will this be your first visit to the Smithsonian?	Yes No	P	Drop down, select	Single	Y	Skip Logic Group	First Visit?
	P	When was your last visit?	Last year Two years ago Three years ago Four or more years ago		Radio button, one-	Single	Y	Skip Logic Group	Previous Visit Timing
MAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes No		Drop down, select	Single	Y	Skip Logic Group	Collection of 19?
MAD0049780	M	How much time are you allotting for your Smithsonian visit?	Less than an hour 1-2 hours 2-4 hours An entire day More than one day		Radio button, one-	Single	Y	Skip Logic Group	Time Allotted
MAD0049779	N	How many museums are you planning to visit?	1 2 3 4 5 6 7 8 9 > 10		Drop down, select	Single	Y	Skip Logic Group	Number of Museums
MAD0049778	O	With whom are you planning to visit the Museum?	No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older I will chaperone a group of students (i.e. school, etc.) I will visit with other adults		Radio button, one-	Single	Y	Skip Logic Group	Group Makeup

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02187		Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
ACQLiv0009177		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
ACQLiv0009178	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
ACQLiv0009179	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
ACQLiv0009180	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role			Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download	I, H H H H H H	Drop down, select one	Single	Y	Skip Logic Group	Online Purchase

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02199	G	Yes, made online purchase (other answers)	Yes, other (please specify)	G,H	Text area, no character limit		N	Skip Logic Group	OE_Online Purchase
	I	What type of purchase did you make online?	Merchandise Class or performance ticket Tour reservation Buy membership or renewal Music download Other (please specify)		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Type of Online Purchase
	G	Please specify what other type of purchase you made online.		G	Text area, no character limit		N	Skip Logic Group	OE_Online Purchase
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1
AML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Household Income
KFB02207		Please indicate the state where you live .	I live outside of the United States Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota		Drop down, select one	Single	Y	OPS Group	State

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
		What is your gender?	Male Female I prefer not to answer		Drop down, select one	Single	N		Gender
KFB02208		If you could identify one improvement to the Web site , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p>To discuss specific details about your current experience using our website <p>To requ	open-ended		Text area, no char limit		N		Email

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z, J, K, L, M, N, O Z A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A	Other purpose for visiting site:		A	Text area, no char limit				OE Primary Purpose
ACQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
MAD0049843	J	When do you plan to visit the Smithsonian?	Today This week Next week In 3 weeks In 4 weeks Next month Within the next 2 months More than 2 months from today		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Timing
MAD0049842	K	Will this be your first visit to the Smithsonian?	Yes No	P	Drop down, select one	Single	Y	Skip Logic Group	First Visit?
	P	When was your last visit?	Last year Two years ago Three years ago Four or more years ago		Radio button, one-up vertical	Single	Y	Skip Logic Group	Previous Visit Timing
MAD0049721	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes No		Drop down, select one	Single	Y	Skip Logic Group	Collection of 19?
MAD0049780	M	How much time are you allotting for your Smithsonian visit?	Less than an hour 1-2 hours 2-4 hours An entire day More than one day		Radio button, one-up vertical	Single	Y	Skip Logic Group	Time Allotted
MAD0049779	N	How many museums are you planning to visit?	1 2 3 4 5 6 7 8 9 > 10		Drop down, select one	Single	Y	Skip Logic Group	Number of Museums
MAD0049778	O	With whom are you planning to visit the Museum?	No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older		Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			I will chaperone a group of students (i.e. school, etc.) I will visit with other adults						
KFB02187		Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:		Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:		B	Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
ACQLiv000917		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
ACQLiv000918	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
ACQLiv000919	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
ACQLiv0009180	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Other, please specify:		Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role		C	Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 1
AML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 3

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Household Income
KFB02207		Please indicate the state where you live.	I live outside of the United States Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York		Drop down, select one	Single	Y	OPS Group	State

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			North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
		What is your gender?	Male Female I prefer not to answer		Drop down, select one	Single	N		Gender
KFB02208		If you could identify one improvement to the Web site , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p> To discuss specific details about your current experience using our website <p> To requ	open-ended		Text area, no char limit		N		Email

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z, J, K, L, M, N, O Z A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A	Other purpose for visiting site:		A	Text area, no char limit				OE Primary Purpose
ACQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
	J	When do you plan to visit the Smithsonian?	Today This week Next week In 3 weeks In 4 weeks Next month Within the next 2 months More than 2 months from today		Radio button, one-up vertical	Single	Y	Skip Logic Group	Visit Timing
	K	Will this be your first visit to the Smithsonian?	Yes No	P	Drop down, select one	Single	Y	Skip Logic Group	First Visit?
	P	When was your last visit?	Last year Two years ago Three years ago Four or more years ago		Radio button, one-up vertical	Single	Y	Skip Logic Group	Previous Visit Timing
	L	Do you know that the Smithsonian is a collection of 19 museums, galleries and the National Zoo?	Yes No		Drop down, select one	Single	Y	Skip Logic Group	Collection of 19?
	M	How much time are you allotting for your Smithsonian visit?	Less than an hour 2-4 hours An entire day More than one day		Radio button, one-up vertical	Single	Y	Skip Logic Group	Time Allotted
	N	How many museums are you planning to visit?	1 2 3 4 5 6 7 8 9 > 10		Drop down, select one	Single	Y	Skip Logic Group	Number of Museums
	O	With whom are you planning to visit the Museum?	No one, I will be alone I will be with my children 10 years and younger I will be with my children 11 years and older I will chaperone a group of students (i.e. school, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Group Makeup

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02187		Did you find what you were looking for?	I will visit with other adults Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
ACQLiv0009177		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
ACQLiv0009178	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
ACQLiv0009179	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
ACQLiv0009180	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role			Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase

Model Instance Name:
 Smithsonian Enterprise
 MID: kJ0phJUY1ds1VMIUodp8w==
 Date: 3/4/2014

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underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No	Yes	Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 1
AML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 3

Model Instance Name:
 Smithsonian Enterprise
 MID: kJ0phJUY1ds1VMIUodp8w==
 Date: 3/4/2014

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Household Income
KFB02207		Please indicate the state where you live .	I live outside of the United States Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York		Drop down, select one	Single	Y	OPS Group	State

Model Instance Name:
 Smithsonian Enterprise
 MID: kJ0phJUY1ds1VMIUodp8w==
 Date: 3/4/2014

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
		What is your gender?	Male Female I prefer not to answer		Drop down, select one	Single	N		Gender
KFB02208		If you could identify one improvement to the Web site , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p> To discuss specific details about your current experience using our website <p> To requ	open-ended		Text area, no char limit		N		Email

Model Instance Name:
 Smithsonian Enterprise
 MID: kIJ0phJUY1ds1VMIUodp8w==
 Date: 11/23/2011

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z Z A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A	Other purpose for visiting site:		A	Text area, no char limit				OE_Primary Purpose
ACQLiv0009176	Z	Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know		Checkbox, one-up vertical	Multi	N	Skip Logic Group	Museum Interest
KFB02187		Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:			Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
ACQLiv0009177		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
ACQLiv0009178	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
ACQLiv0009179	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
ACQLiv0009180	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent / Grandparent / Caregiver Researcher/Scientists/Scholar Student Shopper Educator Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role			Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency
KFB02194		Are you currently a Smithsonian member ?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member

Model Instance Name:
 Smithsonian Enterprise
 MID: kIJ0phJUY1ds1VMIUodp8w==
 Date: 11/23/2011

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02195	E	How likely are you to become a member in the next 6 months?	No 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely	E	Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
ACQLiv0009181		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
ACQLiv0009182		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
AML001179		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 1

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
AML001180		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 2
AML001181		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice Anchor Answer Choice	SV - Rank 3
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Household Income
KFB02207		Please indicate the state where you live.	I live outside of the United States		Drop down, select one	Single	Y	OPS Group	State

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 Smithsonian Enterprise
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 Date: 11/23/2011

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Smithsonian Enterprise CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
		What is your gender?	Male Female <i>I prefer not to answer</i>		Drop down, select one	Single	N		Gender
KFB02208		If you could identify one improvement to the Web site , what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p>To discuss specific details about your current experience using our website <p>To requ	open-ended		Text area, no char limit		N		Email

Model Instance Name:
 Smithsonian Enterprise
 MID: kIJ0phJUY1ds1VMIUodp8w==
 Date: 11/18/2011

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NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID'S because SURVEY LAST UPDATED IN 2009

Smithsonian Enterprise CUSTOMER SURVEY QUESTIONS

NOTE TO DOT: There are 5 changes to the questionnaire. Please see orange text boxes. Thanks.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	Z Z A	Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Purpose
KFB02186	A Z	Other purpose for visiting site: Please indicate which museum(s) you are interested in (Select all that apply.)	African American History and Culture Museum African Art Museum Air and Space Museum Air and Space Museum Udvar-Hazy Center American Art Museum American History Museum American Indian Museum American Indian Museum Heye Center Anacostia Community Museum Arts and Industries Building Cooper-Hewitt, National Design Museum Freer Gallery of Art Hirshhorn Museum and Sculpture Garden Natural History Museum Portrait Gallery Postal Museum Renwick Gallery Sackler Gallery Smithsonian Institution Building, The Castle Don't know	A	Text area, no char limit Checkbox, one-up vertical	Multi	N	Skip Logic Group	OE_Primary Purpose Museum Interest
KFB02187		Did you find what you were looking for?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Did You Find
KFB02188	B	Did not find, looking for:		B	Text area, no char limit		N	Skip Logic Group	OE_Did Not Find
		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Top navigation bar Left navigation bar Tabs Links in the center of the page Site map Other, please specify	Y Y X X X X X W	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	How Looking
	W	Other way(s) I looked for information			Text Area – no character limit		N	Skip Logic Group	OE_How Looking
	Y	What specific ways can we improve your experience using search on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Search Improvement
	X	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group	OE_Navigation Improvement
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history Enthusiast (art / history / nature / science) Creative Person (artist / musician / writer) Donor/member/supporter Member of the media/press Museum professional Parent and child Parent / Grandparent / Caregiver Researcher/Scientist/Scholar Student Shopper Educator Teacher (higher education) Teacher (K-12) Other, please specify:	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
KFB02190	C	Other role			Text area, no char limit			Skip Logic Group	OE_Role
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Single	Y	OPS Group	Visit Frequency

Change #1: Added new skip logic and a Follow-up to "Plan a museum visit" / "Follow-up after a visit"

Change #2: New question with skip logic & followup questions added.

Change #3: Reworded responses (IN BLUE) & add 3 new response choices (IN PINK)

Model Instance Name:
 Smithsonian Enterprise
 MID: kIJ0phJUYlds1VMIUodp8w==
 Date: 11/18/2011

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 blue + -->: REWORDING

NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID'S BECAUSE SURVEY LAST UPDATED IN 2009

Smithsonian Enterprise CUSTOMER SURVEY QUESTIONS

NOTE TO DOT: There are 5 changes to the questionnaire. Please see orange text boxes. Thanks.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Smithsonian Member
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Become a Member
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Single	Y	Skip Logic Group	Made a Donation
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	Single	N	Skip Logic Group	Donate in 6 Months
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H H G,H	Radio button, one-up vertical	Single	Y	Skip Logic Group	Online Purchase
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit		N	Skip Logic Group	OE_Online Purchase
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied 2 3 4 5 6 7 8 9 10=Very satisfied		Radio button, scale, no don't know	Single	N	Skip Logic Group	Online Purchase Experience
KFB02201		On this site today, did you use or view a blog, podcast, video, or other New Media or social media resource?	Yes No		Radio button, one-up vertical	Single	Y	GPS-Group	Social Media
		On this site today, did you use any of the social media offerings (i.e. view a blog post, leave a comment, subscribe to RSS feed, "like" or tweet content to share with others, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Social Media
		On this site today, did you use any of the multimedia offerings (i.e. video, podcast, image slideshow, animation, or other interactive content, etc.)?	Yes No		Radio button, one-up vertical	Single	Y		Site Multimedia
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 1

Change #4:
 Remove KFB02201
 Add 2 new questions in its place

Change #5:
 Add social media value questions.

Model Instance Name:
 Smithsonian Enterprise
 MID: kIJ0phJUY1ds1VMIUodp8w==
 Date: 11/18/2011

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NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID'S because SURVEY LAST UPDATED IN 2009

Smithsonian Enterprise CUSTOMER SURVEY QUESTIONS

NOTE TO DOT: There are 5 changes to the questionnaire. Please see orange text boxes. Thanks.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with the site Promotional email(s) from the organization Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3
KFB02202		On this site today, did you see an advertisement or sponsorship message?	Yes No	I	Radio button, one-up vertical	Single	Y	Skip Logic Group	Advertisements
KFB02203	I	How did the advertisement or sponsorship message affect your overall satisfaction with the Web site?	1=Negatively affected 2 3 4 5 6 7 8 9 10 = Positively affected		Radio button, scale, no don't know	Single	N	Skip Logic Group	Advertisement Satisfaction
KFB02204		What is your highest education level completed (or current level if you are a student)?	K - 8th grade High School (or equivalent) College (Undergraduate) Graduate (Master's) Graduate (Doctoral) I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Education
KFB02205		What is your age range?	under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older I prefer not to answer		Radio button, one-up vertical	Single	N	OPS Group	Age
KFB02206		Which category includes your household income?	Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999		Radio button, one-up vertical	Single	N	OPS Group	Household Income

Model Instance Name:
 Smithsonian Enterprise
 MID: kJ0phJUY1ds1VMIUodp8w==
 Date: 11/18/2011

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NOTE TO DOT: THIS IS AN OLD TEMPLATE SO I ADDED THE SPECIAL INSTRUCTIONS COLUMN. THAT IS ALSO WHY COLUMN "D" HAS NO ANSWER ID'S BECAUSE SURVEY LAST UPDATED IN 2009

Smithsonian Enterprise CUSTOMER QUESTIONS LIST

NOTE TO DOT: There are 5 changes to the questionnaire. Please see orange text boxes. Thanks.

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			\$150,000 or more I prefer not to answer I live outside of the United States		Drop down, select one	Single	Y	OPS Group	State
KFB02207		Please indicate the state where you live.	Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming						
KFB02208		If you could identify one improvement to the Web site, what would that improvement be?	open-ended		Text area, no char limit		N		One Improvement
KFB02209		We're working to improve the Smithsonian's Web sites. Please consider providing your email address for us to contact you for one of the following reasons: <p>To discuss specific details about your current experience using our website <p>To requ	open-ended		Text area, no char limit		N		Email

Model Instance Name: Smithsonian Enterprise

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Date: 11/18/2011

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	A	Radio button, one-up vertical
KFB02186	A	Other purpose for visiting site:			Text area, no char limit
KFB02187		Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical
KFB02188	B	Did not find, looking for:			Text area, no char limit
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast Donor/member/supporter Member of the media/press Museum professional Parent and child Researcher/Scientist/Scholar Student Teacher (higher education) Teacher (k-12) Other, please specify:	C	Radio button, one-up vertical

Model Instance Name: Smithsonian Enterprise

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MID: kIJ0phJUyIds1VMIUodp8w==

underlined & italicized: RE-ORDER

Date: 11/18/2011

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
KFB02190	C	Other role			Text area, no char limit
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know

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Single or Multi	Required Y/N	Special Instructions	Special Instructions	CQ Label
Single	Y			
Single	Y			
	N			
Single	Y			

Single or Multi	Required Y/N	Special Instructions	Special Instructions	CQ Label
Single	Y			
Single	Y			
Single	N			
Single	Y			
Single	N			
Single	Y			
	N			
Single	N			

Model Instance Name: Smithsonian Enterprise

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Date: 12/12/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	A	Radio button, one-up vertical	Y
KFB02186	A	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y
KFB02188	B	Did not find, looking for:			Text area, no char limit	N
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast Donor/member/supporter Member of the media/press Museum professional Parent and child Researcher/Scientist/Scholar Student Teacher (higher education) Teacher (k-12) Other, please specify:	C	Radio button, one-up vertical	Y

Model Instance Name: Smithsonian Enterprise

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Date: 12/12/2008

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blue + --> REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02190	C	Other role			Text area, no char limit	
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Y
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Y
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit	N
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	N

Single or Multi	Special Instructions
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Single or Multi	Special Instructions
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Model Instance Name: Smithsonian Enterprise

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	A	Radio button, one-up vertical	Y
KFB02186	A	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y
KFB02188	B	Did not find, looking for:			Text area, no char limit	N
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast Donor/member/supporter Member of the media/press Museum professional Parent and child Researcher/Scientist/Scholar Student Teacher (higher education) Teacher (k-12) Other, please specify:	C	Radio button, one-up vertical	Y

Model Instance Name: Smithsonian Enterprise

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02190	C	Other role			Text area, no char limit	
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y
KFB02192		Do you receive a Smithsonian e-newsletter? <i>If you'd like to provide your email address, you may read our privacy policy here.</i>	Yes No No, but I'd like to, my email address is:	D	Radio button, one-up vertical	Y
KFB02193	D	Email address for visitors who'd like to receive the newsletter:			Text area, no char limit	N
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Y
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Y
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit	N
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	N

Single or Multi	Special Instructions
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Model Instance Name: Smithsonian Enterprise

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02185		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	A	Radio button, one-up vertical	Y
KFB02186	A	Other purpose for visiting site:			Text area, no char limit	
KFB02187		Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y
KFB02188	B	Did not find, looking for:			Text area, no char limit	N
KFB02189		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast Donor/member/supporter Member of the media/press Museum professional Parent and child Researcher/Scientist/Scholar Student Teacher (higher education) Teacher (k-12) Other, please specify:	C	Radio button, one-up vertical	Y

Model Instance Name: Smithsonian Enterprise

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Date: 12/10/2008

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KFB02190	C	Other role			Text area, no char limit	
KFB02191		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y
KFB02192		Do you receive a Smithsonian e-newsletter? <i>If you'd like to provide your email address, you may read our privacy policy here.</i>	Yes No No, but I'd like to, my email address is:	D	Radio button, one-up vertical	Y
KFB02193	D	Email address for visitors who'd like to receive the newsletter:			Text area, no char limit	N
KFB02194		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Y
KFB02195	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02196		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y
KFB02197	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
KFB02198		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Y
KFB02199	G	Yes, made online purchase (other answers)			Text area, no char limit	N
KFB02200	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	N

Single or Multi	Special Instructions
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Single or Multi	Special Instructions
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Model Instance Name: Smithsonian Enterprise

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Date: 11/5/2008

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What was your primary purpose for visiting the site today?	Plan a museum visit Follow-up after a visit Conduct research Do my homework Education Entertainment Make a donation Become a member Find a job or internship Shop Book a vacation (via Smithsonian Journeys) Other, please specify:	A	Radio button, one-up vertical	Y
	A	Other purpose for visiting site:			Text area, no char limit	
		Did you find what you were looking for ?	Yes I wasn't looking for anything in particular No, I was looking for:	B	Radio button, one-up vertical	Y
	B	Did not find, looking for:			Text area, no char limit	N
		Which best describes your role in visiting the site today?	Art/science/nature/history enthusiast Donor/member/supporter Just a regular person! Member of the media/press Museum professional Parent and child Researcher/Scientist/Scholar Student Teacher (higher education) Teacher (k-12) Other, please specify:	C	Radio button, one-up vertical	Y

Model Instance Name: Smithsonian Enterprise

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Date: 11/5/2008

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
	C	Other role			Text area, no char limit	
		How often do you visit this site?	First visit Less than once a month More than once a month		Radio button, one-up vertical	Y
		Do you receive a Smithsonian e-newsletter? <i>If you'd like to provide your email address, you may read our privacy policy here.</i>	Yes No No, but I'd like to, my email address is:	D	Radio button, one-up vertical	Y
	D	Email address for visitors who'd like to receive the newsletter:			Text area, no char limit	N
		Are you currently a Smithsonian member?	Yes No	E	Radio button, one-up vertical	Y
	E	How likely are you to become a member in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
		Have you ever made a donation to the Smithsonian?	Yes No	F	Radio button, one-up vertical	Y
	F	How likely are you to make a donation in the next 6 months?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely		Radio button, scale, no don't know	N
		Have you ever made an online purchase or reserved a tour or performance ticket from the Smithsonian?	No Yes, merchandise Yes, class or performance ticket Yes, tour reservation Yes, buy membership or renewal Yes, music download Yes, other (please specify)	H H H H H G,H	Radio button, one-up vertical	Y
	G	Yes, made online purchase (other answers)			Text area, no char limit	N
	H	What is your overall satisfaction with the online purchase or transaction experience?	1=Not very satisfied		Radio button, scale, no don't know	N



Required Y/N	Special Instructions
Single	
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Required Y/N	Special Instructions
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