#### Screenshots of the SAM.gov Entity Demographic Survey

The survey will display as a pop-up over the SAM.gov webpage when an entity (e.g., business, state or government, university) begins validation at SAM.gov. It is not an additional screen built into the validation workflow in SAM.gov and it does not route the participant to another browser tab or window.

The participants take one of two paths based on what they chose in SAM.gov prior to seeing the survey pop-up. Based on the path they chose, participants will only see the survey questions that pertain to them.



Screenshots on the following pages.

## First Path: View for Participants Who Choose UEI Only (Answer options collapsed)

Participants who choose to get only a UEI in SAM.gov will see this survey.

Got a minute?	
Please take a minute to answer these optional quest	tions about your entity. We use this data to improve
your experience in SAM.gov. We will not share indivi	idual responses.
1. What is your <b>entity type</b> ?	
~ ·	
2. What is your entity structure?	
~ ·	
3. What is your entity's <b>profit structure</b> ?	
✓	
4. How many <b>employees</b> does your entity have?	
4. How many <b>employees</b> does your entity have?	
4. How many <b>employees</b> does your entity have?	
4. How many <b>employees</b> does your entity have?	Finish
4. How many <b>employees</b> does your entity have?	Finish
4. How many <b>employees</b> does your entity have?	Finish

Answer options expanded for question one (entity type).

Got a minute?	
Please take a minute to answer these optional questions about your entity. We use this data to	o improve
your experience in SAM.gov. We will not share individual responses.	
1. What is your entity type?	
Business or Organization V	
U.S. State Government U.S. Local Government Tribal Government	
Foreign Government	
4. How many employees does your entity have?	
4. How many <b>employees</b> does your entity have?	
4. How many <b>employees</b> does your entity have?	
4. How many employees does your entity have?	Finish
4. How many employees does your entity have?	Finish
4. How many employees does your entity have?	Finish

If the participant chooses any government entity type, questions two, three, and four are hidden and the survey is complete. Here's what the screens look like after each of the government entity types is selected.

Got a minute?	
Please take a minute to answer these optional questions about your enti	ty. We use this data to improve
your experience in SAM.gov. We will not share individual responses.	
1. What is your <b>entity type</b> ?	
U.S. State Government V	
	Finish
RA Statement	
	Powered by Q

Got a minute?	
Please take a minute to answer these optional questions about your entity. We use this da	ata to improve
your experience in SAM.gov. We will not share individual responses.	
1. What is your <b>entity type</b> ?	
U.S. Local Government	
	Finish
RA Statement	
_	

Got a minute?		
Please take a minute to	answer these optional questions about your entity. We use this data to impr	rove
your experience in SAM	gov. We will not share individual responses.	
1. What is your <b>entity ty</b>	pe?	
Tribal Government	$\sim$	
	Finis	h
<u>RA Statement</u>		
	Powered	ov Qu

Got a minute?		
Please take a minute t	o answer these optional questions about your entity. W	e use this data to improve
your experience in SA	M.gov. We will not share individual responses.	
1. What is your <b>entity</b>	type?	
Foreign Government	~	
		Finish
PRA Statement		
		Powered by Qualtrics

If the participant chooses business or organization entity type, questions two, three, and four remain visible.

Got a minute?	
Please take a minute to answer these optional questions about your entity. We use this data to imp your experience in SAM.gov. We will not share individual responses.	rove
1. What is your <b>entity type</b> ?	
Business or Organization ∨	
2. What is your <b>entity structure</b> ?	
3. What is your entity's <b>profit structure</b> ?	
4. How many <b>employees</b> does your entity have?	
Finis	sh
RA Statement	
Powered	by Q

#### Answer options expanded for question two (entity structure). Questions three and four remain.



# Answer options expanded for question three (profit structure). Question four remains.

Got a minute? Please take a minute to answer these option your experience in SAM.gov. We will not so 1. What is your entity type? Business or Organization ~ 2. What is your entity structure?	onal questions about your entity nare individual responses.	y. We use this data to impr
Please take a minute to answer these opti- your experience in SAM.gov. We will not si 1. What is your <b>entity type</b> ? Business or Organization ~ 2. What is your <b>entity structure</b> ?	onal questions about your entity nare individual responses.	y. We use this data to impr
your experience in SAM.gov. We will not si 1. What is your <b>entity type</b> ? Business or Organization ~ 2. What is your <b>entity structure</b> ?	nare individual responses.	
<ol> <li>What is your entity type?</li> <li>Business or Organization ∨</li> <li>What is your entity structure?</li> </ol>		
Business or Organization ∨		
2. What is your entity structure?		
	~	
3. What is your entity's profit structure?		
For Profit Organization Non-Profit Organization Other Not For Profit Organization	have?	
		Finis
A Statement		

Question four (number of employees) is a numerical text entry box. An example text entry of "45" displays below.

Got a minute?	
Please take a minute to answer these optional questions about your entity. We use t	his data to improve
/our experience in SAM.gov. We will not share individual responses.	
1. What is your <b>entity type</b> ?	
Puriance of Ornerication 24	
Business or Organization V	
2 What is your entity structure?	
Sole Proprietorship V	
3. What is your entity's <b>profit structure</b> ?	
For Profit Organization $\checkmark$	
For Profit Organization	
For Profit Organization	
For Profit Organization	
For Profit Organization       ✓         4. How many employees does your entity have?         45	
For Profit Organization       ✓         4. How many employees does your entity have?         45	
For Profit Organization 4. How many <b>employees</b> does your entity have? 45	
For Profit Organization ✓ 4. How many <b>employees</b> does your entity have? 45	
For Profit Organization ✓ 4. How many <b>employees</b> does your entity have? 45	Finish
For Profit Organization ✓ 4. How many <b>employees</b> does your entity have? 45	Finish
For Profit Organization  4. How many employees does your entity have? 45 45 <u>A Statement</u>	Finish
For Profit Organization       ✓         4. How many employees does your entity have?         45         45	Finish
For Profit Organization       ✓         4. How many employees does your entity have?         45         45	Finish

### Second Path: View for Participants Choosing Registration (Answer options collapsed)

Participants who chose the Registration option in SAM.gov will see the following questions. The question for entity type in the First Path is removed for the Second Path to avoid duplicating a similar question later in the workflow for participants who choose Registration.

Bot a minute?		
Please take a minute to answer these o	optional questions about your er	ntity. We use this data to improve
our experience in SAM.gov. We will no	ot share individual responses.	
. What is your entity structure?		
	~	
. What is your entity's <b>profit structure</b>	<b>ə</b> ?	
~		
. How many <b>employees</b> does your en	itity have?	
		Finish
<u>A Statement</u>		

Answer options expanded for question one (entity structure).



Answer options expanded for question two (profit structure).

Got a minute? Please take a minute to answer these optional questions about your entity. We use this dayour experience in SAM.gov. We will not share individual responses. 1. What is your entity structure? 2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization tity have?	a to improv
Please take a minute to answer these optional questions about your entity. We use this dayour experience in SAM.gov. We will not share individual responses.  1. What is your entity structure?  2. What is your entity's profit structure?  For Profit Organization Non-Profit Organization Other Not For Profit Organization  tity have?	a to improv
your experience in SAM.gov. We will not share individual responses.	
1. What is your entity structure? 2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization	
1. What is your entity structure? 2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization Itity have?	
2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization	
2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization Itity have?	
2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization Itity have?	
2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization	
2. What is your entity's profit structure? For Profit Organization Non-Profit Organization Other Not For Profit Organization Itity have?	
For Profit Organization Non-Profit Organization Other Not For Profit Organization	
For Profit Organization Non-Profit Organization Other Not For Profit Organization	
For Profit Organization Non-Profit Organization Other Not For Profit Organization	
Non-Profit Organization Other Not For Profit Organization	
	Finish
<u>{A Statement</u>	

Question three (number of employees) is a numerical text entry box. An example text entry of "45" displays below.

initiate ?         ake a minute to answer these optional questions about your entity. We use this data to improve berience in SAM.gov. We will not share individual responses.         is your entity structure?         oprietorship         is your entity's profit structure?         fit Organization         many employees does your entity have?         Finish	Got a minuto?	
In the consider of answer these option in questions about your entity, we use this data to improve perience in SAM.gov. We will not share individual responses. Is your entity structure? In oprietorship v In any employees does your entity have? Finish	Soi a minute ?	or these entional questions about your entity. We use this date to improve
is your entity structure? oprietorship v is your entity's profit structure? fit Organization v many employees does your entity have? Finish	vour experience in SAM.gov. \	We will not share individual responses.
is your entity structure? is your entity's profit structure? fit Organization v many employees does your entity have? Finish	· · · · · · · · · · · · · · · · · · ·	
oprietorship   is your entity's profit structure?  fit Organization   many employees does your entity have?  Finish	1. What is your <b>entity structu</b>	ure?
is your entity's profit structure? fit Organization v many employees does your entity have? Finish	O de Deservistanskin	
is your entity's profit structure? fit Organization v many employees does your entity have? Finish	Sole Proprietorship	V
Is your entity's profit structure? fit Organization v many employees does your entity have? Finish		
fit Organization	2. What is your entity's profit	structure?
nany <b>employees</b> does your entity have?	For Profit Organization	$\sim$
nany <b>employees</b> does your entity have?		
<u>ment</u>		
<u>ment</u>	3. How many <b>employees</b> doe	es your entity have?
<u>ment</u>	3. How many <b>employees</b> doe	es your entity have?
<u>ment</u>	3. How many <b>employees</b> doe	es your entity have?
<u>nent</u>	3. How many <b>employees</b> doe 45	es your entity have?
nent	3. How many <b>employees</b> doe 45	es your entity have?
<u>nent</u>	3. How many <b>employees</b> doe 45	es your entity have?
	3. How many <b>employees</b> doe	es your entity have?
	3. How many <b>employees</b> doe 45 <u>A Statement</u>	es your entity have?
	3. How many <b>employees</b> doe	es your entity have? Finist