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| **Sample Audience Survey Questions** |
| 1. Did you participate in the recent idea challenge?

 Yes No, please explain: |
| 2. How did you hear about the challenge? |
| 3. Did you have enough information to participate in the challenge?  Yes No, please explain: |
| 4. Which activities did you participate in? circle all that apply* Posting an idea
* Commenting on an existing idea
* Voting on an idea
* Responding to a moderator’s comment
* Sharing ideas with others
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| 5. What parts of the site did you find useful? circle all that apply* Challenge Home page
* “How it works” page
* Leaderboard page
* Inbox and E-mail notifications
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| 6. What did you like most about the experience? |
| 7. What suggestions for improvement do you have? |
| 8. As a result of this campaign, I would say: Totally Agree Somewhat Agree Somewhat Disagree Totally Disagree* I feel more informed about priority initiatives in our business
* My voice and opinions were heard and influenced the results
* I was able to collaborate in new and interesting ways
* I’m looking forward to participating in another idea challenge
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| 9. What other topics would you be interested in? |
| 10. What other feedback do you have? |