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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 |
| 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 |
| 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 |
| 9. What other topics would you be interested in? |
| 10. What other feedback do you have? |