

FDA DTC Website Customer Utilization and Satisfaction Survey

Briefly, what task were you trying to find or accomplish on the Web site? (Please do not include personally identifiable information here.)

Were you successful?

- Yes
- Partially
- Still looking
- No

Completing my task was:

- Easy
- Average
- Difficult
- Impossible

I used the following to accomplish my task (check all that apply)

- "Ask Yourself"
- "Basics of Drug Ads"
- "Q & A"
- "Sample Ads"
- "Background"
- "Glossary"
- Other

How often do you visit this Web site?

- This is my first visit
- Daily
- Weekly
- Monthly



How did you come here today?

- Search Engine (Google, Yahoo, etc)
- FDA.Gov
- Link from another web site
- Friend or Colleague
- Newspaper or magazine
- Television or radio
- Bookmark
- Other

How likely are you to recommend this site to someone else?

- Very likely
- Likely
- Unlikely

How satisfied were you with your overall experience on this Web site? Please rank with one being unsatisfied and 10 being fully satisfied.

- 1 2 3 4 5 6 7 8 9 10
- (Unsatisfied) (Satisfied)

What one thing on this Web site would you most like to change or fix? (Please do not include personally identifiable information here.)

Which best describes you?

- General Public
- Health Professional
- Employed by a Drug or Biologics Company
- Consumer Advocate
- Employed by a Marketing Firm
- Drug Law Attorney
- State/Tribal/Local Government
- U.S. HHS

- Other Federal Government
- Teacher
- Student
- Journalist
- Other

I am:

- Female
- Male

My level of schooling is:

- Still in grade, middle or high school
- Did not graduate high school
- High school graduate
- Some college or vocational school
- College graduate
- Some postgraduate schooling
- Graduate or professional degree.

My age is:

- Less than 18 years old
- 18-24 years old
- 25-34 years old
- 35-49 years old
- 50-64 years old
- 65 years old or older

My first language is:

- English
- Spanish
- Chinese
- Other

I am Hispanic or Latino:

- Yes
- No
- Not Sure

My race is:

- White, not Hispanic or Latino Origin
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Pacific Islander
- 65 years old or older
- Other
- Refused