

## Measures Name/Client name (CQs and Answer choices)

Healthfinder V2

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| Which of the following best describes the reason for your visit today?                                              | Wellness/Prevention information for myself<br>Wellness/Prevention information for someone else (loved one, family, friend)<br>Wellness/Prevention information for a patient or client<br>Wellness/Prevention information for my work<br>Wellness/Prevention information for a school project<br>Other, please specify:                                                   |
| Other reason for your visit                                                                                         |                                                                                                                                                                                                                                                                                                                                                                          |
| Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse<br>Allergy & Asthma<br>Cancer<br>Diabetes<br>Diet and Fitness<br>General Wellness/Preventative Health<br>Health Insurance/Medicare<br>Heart Disease<br>HIV and STDs<br>Latest Health News & Research<br>Mental Health<br>Oral Health<br>Pain & Arthritis<br>Pregnancy<br>Prescription/Medication Assistance<br>Sleep Health<br>Other, please specify: |
| Other information you are seeking                                                                                   |                                                                                                                                                                                                                                                                                                                                                                          |
| Were you able to find what you were looking for?                                                                    | Yes<br>No, please specify:<br>Partially                                                                                                                                                                                                                                                                                                                                  |

| No, please specify:                                                                                                                  |                                                                                          |
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| After using the healthfinder website today, how likely are you to do one of the following activities: [Please select all that apply] | Bookmark this page for later use                                                         |
|                                                                                                                                      | Do additional research online                                                            |
|                                                                                                                                      | Download content to a portable device, like a mobile phone, PDA, or ipod                 |
|                                                                                                                                      | Email the information to a friend or family member                                       |
|                                                                                                                                      | Join a health program, such as an exercise, weight loss or smoking cessation program     |
|                                                                                                                                      | Make an appointment with a doctor or healthcare provider                                 |
|                                                                                                                                      | Post Healthfinder content on your social networking profile, such as Facebook or MySpace |
|                                                                                                                                      | Print the information and share it                                                       |
|                                                                                                                                      | Send an e-card                                                                           |
|                                                                                                                                      | Talk to a friend or family member about the information I found today                    |
|                                                                                                                                      | Watch an online video about this topic                                                   |
| Write in an online diary or blog                                                                                                     |                                                                                          |

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|                                                                                                       | Other, please specify:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Other activity:                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| How would you describe your navigation experience on this site today? (Please select all that apply.) | <input type="checkbox"/> Links often did not take me where I expected<br><input type="checkbox"/> Had difficulty finding relevant <i>information/products</i><br><input type="checkbox"/> Links/labels are difficult to understand<br><input type="checkbox"/> Too many links/navigational options to choose from<br><input type="checkbox"/> Had technical difficulties (error messages, broken links, etc.)<br><input type="checkbox"/> Could not navigate back to previous information<br><input type="checkbox"/> I had a navigation difficulty not listed above:<br><input type="checkbox"/> I had no difficulty navigating/browsing on this site |
| Please describe your navigation issue:                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Please describe any specific navigation links or paths that did not take you where they should have?  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| What specific links/labels were difficult to understand?                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Did you use the search feature during your visit today?                                               | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Don't remember                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)   | <input type="checkbox"/> I had issues with the <b>searching process</b> (how to use it, what to enter).<br><input type="checkbox"/> I had issues with the <b>design and layout</b> of the search results (text size, colors).<br><input type="checkbox"/> I had issues with the <b>results</b> of the search.<br><input type="checkbox"/> The search feature met my needs.<br><input type="checkbox"/> None of these                                                                                                                                                                                                                                   |

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| <p>What were your issues with the <b>searching process</b>? (Select all that apply.)</p>                       | It was not clear how to use the search feature                                         |
|                                                                                                                | I did not know what terms to use to get the results I wanted                           |
|                                                                                                                | I wanted more advanced search capabilities (exclude certain terms, limit search scope) |
|                                                                                                                | I had a different issue with the searching process:                                    |
| My issue was:                                                                                                  |                                                                                        |
| <p>What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)</p> | The link colors were hard to read                                                      |
|                                                                                                                | I could not see enough of the descriptions to decide which link to choose              |
|                                                                                                                | The text was too small                                                                 |
|                                                                                                                | The page was too crowded                                                               |
|                                                                                                                | I had a different issue with the design and layout of the results:                     |
| My issue was:                                                                                                  |                                                                                        |
| <p>What were your issues with the <b>results</b> of the search? (Select all that apply.)</p>                   | Results were not relevant or not what I wanted                                         |
|                                                                                                                | The order of the results was not what I expected                                       |
|                                                                                                                | There were no results or too few results                                               |
|                                                                                                                | The titles were not helpful                                                            |
|                                                                                                                | The descriptions were not helpful                                                      |

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|                                                                                                                  | I could not narrow the results of my search                  |
|                                                                                                                  | I had a different issue with the results of the search:      |
| My issue was:                                                                                                    |                                                              |
| What primary method did you use to locate information on the site?                                               | Search Tool                                                  |
|                                                                                                                  | Left Navigation Bar                                          |
|                                                                                                                  | Links in the center of the page                              |
|                                                                                                                  | My Healthfinder Feature                                      |
|                                                                                                                  | Site Map                                                     |
|                                                                                                                  | Other, please specify                                        |
| Please tell us what term(s) you used in your search                                                              |                                                              |
| What other method did you use to locate information?                                                             |                                                              |
| How often have you visited the site in the last month?                                                           | This is my first time                                        |
|                                                                                                                  | Two or three times                                           |
|                                                                                                                  | Four or five times                                           |
|                                                                                                                  | A few times a week                                           |
|                                                                                                                  | Daily                                                        |
|                                                                                                                  | More than once a day                                         |
| Which of the following social media do you use regularly (at least once a month)? (Please select all that apply) | Facebook                                                     |
|                                                                                                                  | Twitter                                                      |
|                                                                                                                  | LinkedIn                                                     |
|                                                                                                                  | Blogs                                                        |
|                                                                                                                  | None of the above                                            |
| Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important)<br>Rank 1         | 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, My Space, Twitter) |

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|        | Message directly from Healthfinder on a social network       |
|        | Mobile phone text messages or alerts                         |
|        | Instant Message from a friend or colleague                   |
|        | Familiarity with site                                        |
|        | Email/E-card                                                 |
|        | Search engine results                                        |
|        | Word of mouth recommendation from someone I know             |
|        | TV, radio, newspaper, or magazine advertising                |
|        | Internet advertising                                         |
|        | Conference/presentation                                      |
|        | Don't know                                                   |
| Other  |                                                              |
| Rank 2 | 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, My Space, Twitter) |
|        | Message directly from Healthfinder on a social network       |
|        | Mobile phone text messages or alerts                         |

|        |                                                              |
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|        | Instant Message from a friend or colleague                   |
|        | Familiarity with site                                        |
|        | Email/E-card                                                 |
|        | Search engine results                                        |
|        | Word of mouth recommendation from someone I know             |
|        | TV, radio, newspaper, or magazine advertising                |
|        | Internet advertising                                         |
|        | Conference/presentation                                      |
|        | Don't know                                                   |
| Other  |                                                              |
| Rank 3 | 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, My Space, Twitter) |
|        | Message directly from Healthfinder on a social network       |
|        | Mobile phone text messages or alerts                         |
|        | Instant Message from a friend or colleague                   |
|        | Familiarity with site                                        |
|        | Email/E-card                                                 |
|        | Search engine results                                        |

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|                                                                                                         | Word of mouth recommendation from someone I know |
|                                                                                                         | TV, radio, newspaper, or magazine advertising    |
|                                                                                                         | Internet advertising                             |
|                                                                                                         | Conference/presentation                          |
|                                                                                                         | Don't know                                       |
|                                                                                                         | Other                                            |
| If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) |                                                  |
| Which best describes your role?                                                                         | Caretaker                                        |
|                                                                                                         | Doctor/Nurse                                     |
|                                                                                                         | Government Employee                              |
|                                                                                                         | General Public                                   |
|                                                                                                         | Librarian                                        |
|                                                                                                         | Public Health Professional                       |
|                                                                                                         | Researcher                                       |
|                                                                                                         | Student                                          |
|                                                                                                         | Teacher/Educator                                 |
| Other, please specify                                                                                   |                                                  |
| Other role                                                                                              |                                                  |
| How old are you?                                                                                        | 19 or under                                      |
|                                                                                                         | 20-34 years old                                  |
|                                                                                                         | 35-49 years old                                  |
|                                                                                                         | 50-64 years old                                  |
|                                                                                                         | 65 or older                                      |
|                                                                                                         | Prefer not to answer                             |
| How would you describe yourself?                                                                        | Hispanic or Latino                               |
|                                                                                                         | Black or African American                        |
|                                                                                                         | White                                            |
|                                                                                                         | Asian                                            |
|                                                                                                         | American Indian or Alaska Native                 |
|                                                                                                         | Native Hawaiian or Other Pacific Islander        |



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|                                                                              | Prefer not to answer                                   |
| What is the highest level of education you have completed?                   | High school or less                                    |
|                                                                              | Some college                                           |
|                                                                              | College degree                                         |
|                                                                              | Advanced degree                                        |
|                                                                              | Prefer not to answer                                   |
| In what language do you prefer?                                              | English<br>Spanish<br>French<br>Other, please specify: |
| Other language:                                                              |                                                        |
| If you could make one improvement to the healthfinder site what would it be? |                                                        |

