Voice-of-Customer Surveys for Vaccines.gov

Site-Level Survey for Visitor Feedback

Introductory Text



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 5 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Questions

- 1. What were you looking for on Vaccines.gov today?
 - Find out what I should know before getting vaccinated.
 - Get information about a vaccine for a particular disease.
 - Learn about vaccines for an infant or young child.
 - Learn about vaccines for older people.
 - Find out what I should do/get vaccinated for before I travel.
 - I had no agenda in mind when I came to the website today.
 - Other: _____
- 2. For whom were you looking for information on Vaccines.gov?
 - Myself
 - My spouse, partner or significant other
 - My child(ren)
 - My parents
 - A relative
 - A friend
 - No one in particular
- 3. Were you able to find what you were looking for?
 - Yes
 - Partially
 - No

[If Q3 response is YES]

- 4. How long did it take to find the information?
 - Immediately
 - Few minutes
 - A long time
- 5. Did you find the information helpful?
 - Yes
 - Partially
 - No

[If Q5 response is YES]

- 6. What did you like best about the content?
- 7. Based on today's visit, how would you rate the following?
 - Overall site experience
 - Site design
 - Ease of navigation
- 8. How can we improve Vaccines.gov?
- 9. Would you recommend Vaccines.gov to a family member or friend?
- 10. Based on the information you found on this website, rate the probability of this statement: I am going to get the vaccine(s) I was researching because of information I found on Vaccines.gov.
 - Most likely
 - Likely
 - Not likely
 - No impact I get vaccinated regularly
 - No impact I don't get vaccinated regularly

- **11.** Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Vaccines.gov.**
 - Most likely
 - Likely
 - Not likely
 - No impact I get the flu vaccine every year
 - No impact I don't get the flu vaccine every year

[If Q5 response is PARTIALLY or NO]

- 6. What can we do to make the information more helpful?
- 7. Based on today's visit, how would you rate the following:
 - a. Overall site experience
 - b. Site design
 - c. Ease of navigation
- 8. What can we do to make Vaccines.gov better?
- 9. Would you recommend Vaccines.gov to a family member or friend?
- 10. Based on the information you found on this website, rate the probability of this statement: I am going to get the vaccine(s) I was researching because of information I found on Vaccines.gov.
 - a. Most likely
 - b. Likely
 - c. Not likely
 - d. No impact I get vaccinated regularly
 - e. No impact I don't get vaccinated regularly
- **11.** Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Vaccines.gov.**
 - a. Most likely
 - b. Likely
 - c. Not likely
 - d. No impact I get the flu vaccine every year
 - e. No impact I don't get the flu vaccine every year

[If Q3 response is PARTIALLY or NO]

- 4. Are there questions about a vaccine or vaccines in general you didn't find the answer to?
- 5. Based on today's visit, how would you rate the following: How will this be rated? Qualitative comments wanted
 - a. Overall site experience
 - b. Site design
 - c. Ease of navigation
- 6. What can we do to make Vaccines.gov better?
- 7. Based on the information you found on this website, rate the probability of this statement: I am going to get the vaccine(s) I was researching because of information I found on Vaccines.gov.
 - a. Most likely
 - b. Likely
 - c. Not likely
 - d. No impact I get vaccinated regularly
 - **e.** No impact I don't get vaccinated regularly
- **8.** Based on the information you found on this website, rate the probability of this statement: **I am going to get the flu vaccine because of information I found on Vaccines.gov.**

- a. Most likely
- b. Likely
- c. Not likely
- d. No impact I get the flu vaccine every year
- e. No impact I don't get the flu vaccine every year

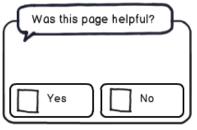
Thank You Text



Page-Level Survey

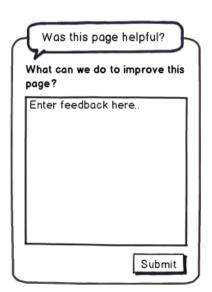
Layout

Form Approved OMB No. 0990-0379 Exp. Date 06/03/2014



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average 5 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

$\langle \zeta \rangle$	Was this page helpful?
I found this page helpful because the content on the page (check all that apply):	
	had the information I needed
	was trustworthy
	was up-to-date
	was written well
	other
Other:	
	Next >>



Questions

- 1. Was this page helpful?
 - Yes
 - No

[IF Q1 RESPONSE is YES]

- 2. I found this page helpful because the content on the page: (check all that apply)
 - Had the information I needed
 - Was trustworthy
 - Was up-to-date
 - Was written clearly
 - Other:

- 3. What can we do to improve this page?

[IF Q1 RESPONSE is NO]

- 2. I did not find this page helpful because the content on the page: (check all that apply)
 - a. Had too little information
 - b. Had too much information
 - c. Was confusing
 - d. Was out-of-date
 - e. Other: _____
- 3. What can we do to improve this page?