Model Instance Name: http://www.alzheimers.gov/

MID: QFY5chZENEA1k8Z1RAVdNg==

Date: 7/30/2012



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

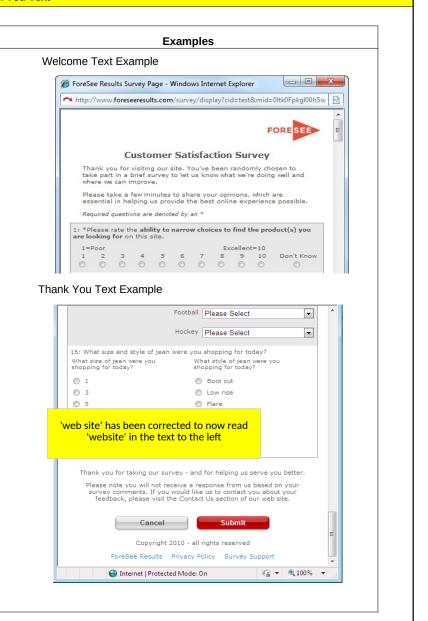
Thank you for visiting our site.Please help us improve alzheimers.gov. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.



Model Instance Name:

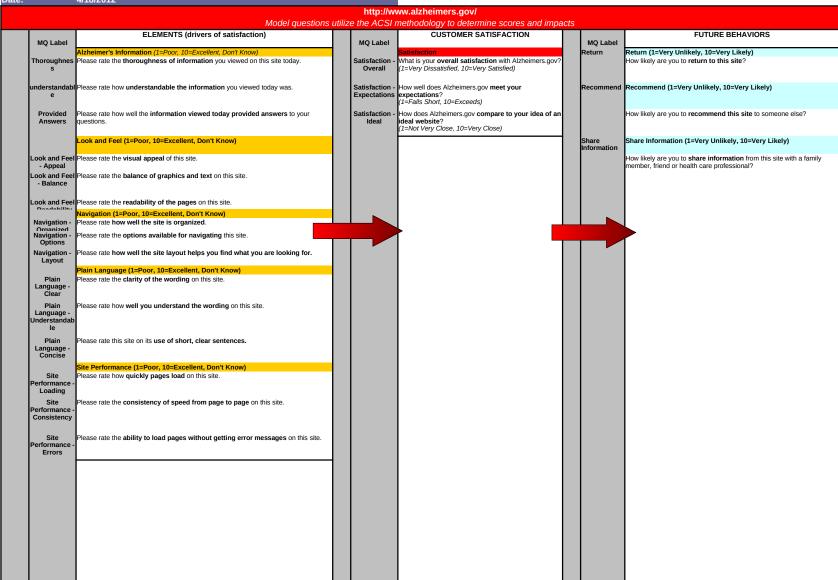
MID: QFY5chZENEA1k8Z1RAVdNq==

Partitioned (Y/N)?NO

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 4/18/2012





#REF! http://www.alzheimers.gov/ MID: QFY5chZENEA1k8Z1RAVdNg== Date: 4/18/2012

red & strike-through: DELETE underlined & italicized: RE-ORDER

oink: ADDITION

blue + -->: REWORDING

http://www.alzheimers.gov/ CUSTOM QUESTION LIST									
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
NH0059		How frequently do you visit this site?	This is my first visit		Drop down, select one	Single	Y	- простинент политический полит	Frequency
2.4.10000			Every few months or less often Monthly Weekly		Stop down, solections	O.i.igio			1 requestoy
			Several times a week Daily/more than once a day						
_NH0060		What is your role in visiting the site today?	I am caring for someone with Alzheimer's disease I am caring for someone without Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Role
			am a friend or family member of someone with Alzheimer's disease						
			I am a heath care professional						
			I am an advocate for patients diagnosed with Alzheimer's disease						
			I suspect I or someone I know has Alzheimer's disease						
			Other	Α					
LNH0061	Α	My role in visiting today was as a:	open-ended			1	N		OE_Role
LNH0062		What is your primary reason for visiting this site today?	Obtain general information on Alzheimer's disease		Radio button, one-up vertical	Single	Y	OPS Group*	Primary Reason
			Find out about treatments or clinical trial for persons with Alzheimer's disease						
			Find out how to be diagnosed for Alzheimer's disease Find Alzheimer's paid providers in my area						
			Find Alzheimer's support programs or services for families/friends/caregivers	+		-			
			Just browsing	+					
			Other	A					
LNH0063	Α	The reason I visited the site today was:	open-ended	- ^			N		OE Reason
LNH0064	A	What sections of the site did you visit today? (Please select	Sport chaca			Multi	Y	OPS Group*	Section Visited
	-	all that apply.)	Alzheimer's is Treatment Options		Checkbox One Up Vertical	- Ividia		от о отоар	Codon Violog
			How to Pay & Plan	+					
			Caring for someone						
			Help with Alzheimer's						
			Fighting Alzheimer's						
			A section not listed here (please specify):	Α					
NH0065	Α	What other sections did you visit today?					N		OE_Section
_NH0066		Did you find what you were looking for on the site today?	Yes		Radio button, one-up vertical	Single		OPS Group*	Ability to Find
			No						
LNH0067		How did you find out about this site?	A friend or family member		Checkbox One Up Vertical	Multi	Υ	OPS Group*	Learn about Site
			A health care professional						
			A general web search (e.g., Google, Bing, etc)						
			A TV commercial						
			A newspaper or magazine article						
				+					
			An online ad						
			A newspaper or magazine ad						
			A news broadcast						
			Other (please specify):	Α					
LNH0068	Α	How did you learn about the Alzheimers.gov site?			Text area, no char limit		N		OE_Learn about Site
LNH0069		Did you watch any of the videos featured on the Alzheimers.gov site?	Yes	Α	Radio button, one-up vertical	Single	Y	skip logic group	Watch Videos
			No	В					
_NH0070	A	What did you think of the online videos you viewed on the	open-ended		Text area, no char limit		N		OE_Videos Yes
LNH0071	В	Alzheimers.gov site? Why didn't you watch any of the online videos featured on the			Text area, no char limit		N		OE_Videos No
LNH0073		Alzheimers.gov site? What additional information would you like to have available on this site?	open-ended		Text area, no char limit		N		OE_Additonal Info
LNH0074		on this site?	Open-ended		Text area, no char limit		N		OE Improvement
_INFIUU/4		If you could make one improvement to the site what would it be?	open-ended		Text area, 110 Char illill		IN		OE_Improvement