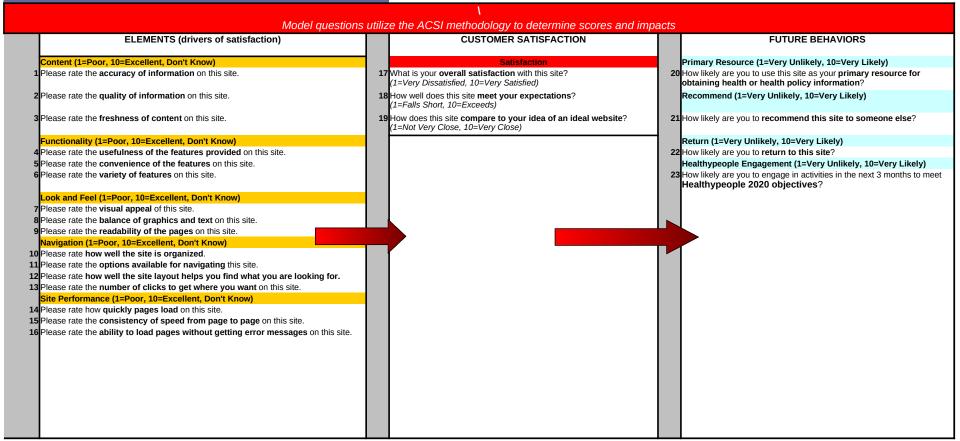
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| | Skip | | | | | | |
|----------------|-------|--|---|---------|-------------------------------|-----------|----------|
| | Logic | | Answer Choices | | | Single or | Required |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| CWS05564 | | Which of the following best describes the reason for your visit | Learn about the Healthy People 2020 objectives | | Radio Button One Up Vertical | Single | Y |
| | | today? | | | | | |
| | | | Get ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Share ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Get data on the Healthy People 2020 objectives | | | | |
| | | | Download Healthy People publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | | Other, please specify: | Α | | | |
| WS05565 | Α | Other reason for your visit | | | Text area, no char limit | | N |
| WS05566 | | Were you able to find what you were looking for? | Yes | | Radio button, one-up vertical | Single | Y |
| | | | no, please specify what you were unable to find | Α | | | |
| WS05567 | Α | No, please specify: | | | Text area, no char limit | Single | N |
| CWS05568 | | After using the healthypeople.gov website today, how likely | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | are you to do one of the following activities: (Please select all | | | | | |
| | | that apply) | | | | | |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, | | | | |
| | | | PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker | | | | |
| | | | Connect or collaborate with another organization working to | | | | |
| | | | meet Healthy People objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | | | | |
| NACOFF CO | | Other and the state of the stat | Other, please specify: | Α | Total control of the Control | | |
| CWS05569 | Α | Other activity: | V | | Text area, no char limit | Cira eda | N |
| ACQinh0012942 | | Did you visit the Leading Health Indicators section of the website today? | Yes | Α | Drop down, select one | Single | Y |
| | | website today? | Nie | | | | |
| CO:=b00120C2 | Α | Which of the following Loading Lloable Indicators were you | No Access to Health Services | | Charlebay and universidal | Multi | Y |
| ACQinh0012963 | А | Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.) | Access to Health Services | | Checkbox, one-up vertical | Mulu | Y |
| | | interested in today: (Flease select all that apply.) | Clinical Proventina Comisso | | | | |
| | | | Clinical Preventive Services Environmental Quality | | | | |
| | | | | | | | |
| | | | Injury and Violence Maternal, Infant, and Child Health | | | | |
| | | | , , | | | | |
| | | | Mental Health | | | | |
| | | | Nutrition, Physical Activity, and Obesity | | | | |
| | | | Oral Health Penraduative and Sevuel Health | | | | |
| | | | Reproductive and Sexual Health Social Determinants | | | | |
| | | | Substance Abuse | | | | |
| | | | | | | | |
| COC 2000 F1 40 | | | Tobacco | | Charles and un vonti | N.Alei | |
| ACQCol0005149 | | How would you describe your povigation experience on this | | | Checkbox, one-up vertical | Multi | Y |
| | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Links often did not take me where I expected | Α | | | |
| | | 11.57 | Had difficulty finding relevant information | ^ | | | |
| | | | nau uniculty infully relevant information | | FaraCas | | |

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| | Chin | | | | | | |
|----------------|---------------|---|--|---------|-------------------------------|-----------|----------|
| | Skip Logic | | Answer Choices | | | Single or | Required |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| | | | Links/labels are difficult to understand | В | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | Α | | | |
| | | | I had a navigation difficulty not listed above: | Ĉ | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | |
| ACQCol0005150 | С | Please describe your navigation issue: | | | Text area, no char limit | | N |
| ACQCol0005151 | Α | Please describe any specific navigation links or paths that did | | | Text area, no char limit | | N |
| | | not take you where they should have? | | | | | |
| ACQCol0005152 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N |
| ACQCol0005153 | | Did you use the search feature during your visit today? | Voc | Α | Dadia button, and un vertical | Cinalo | Υ |
| | | | Yes No | A | Radio button, one-up vertical | Single | Y |
| | | | | | | | |
| | | | | | | | |
| | | | Don't remember | | | | |
| | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | В | | Multi | Y |
| ACQCol0005154 | | loady (Coloct all that apply) | , | | Checkbox, one-up vertical | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | С | | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | | | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | - | | |
| | | | None of these | | | | |
| | В | What were your issues with the searching process? (Select | | | | Multi | N |
| ACQCol0005155 | | all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | | |
| | | | 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 be de different i con mid-ale e con bio e con e | E | | | |
| ACQCol0005156 | E | My issue was: | I had a different issue with the searching process: | | Text area, no char limit | | |
| .5 2 501000100 | C | What were your issues with the design and layout of the | | | Total did in the | Multi | N |
| ACQCol0005157 | | search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | | |
| | | | 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: | F | | | |

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| | Skip | | | | | | |
|----------------|-------|--|--|---------|--|-----------|---------|
| | Logic | | Answer Choices | | | Single or | Require |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| CQCol0005158 | F | My issue was: | , | · | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N |
| CQCol0005159 | | all that apply.) | Results were not relevant or not what I wanted | | Charlebay and un ventical | | |
| CÓC010002128 | | | | | Checkbox, one-up vertical | | |
| | | | 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 | | | | |
| | | | ' | | _ | | |
| | | | I could not narrow the results of my search | | _ | | |
| | | | I had a different issue with the results of the search: | G | | | |
| CQCol0005160 | G | My issue was: | | | Text area, no char limit | | |
| WS05576 | | How often have you visited the site in the last six months? | This is my first time | A | Radio Button One Up Vertical | Single | Y |
| | | | Two or three times | | | | |
| | | | Four or five times | | | | |
| | | | A few times a week | | | | |
| | | | Daily | _ | | | |
| | | | More than once a day | | | | |
| | Α | How did you find out about Healthypeople.gov? | Healthy People listserv | ┥. | Checkbox, one-up vertical | Multi | Y |
| | | | Other listserv/email | A | | | |
| | | | Twitter-Healthy People account | ⊣ _ | | | |
| | | | Twitter-other | В | | | |
| | | | Media or journal article Facebook | С | | | |
| | | | Blog | — ը | | | |
| | | | Website ad/button | ⊢ Ĕ | | | |
| | | | Friend or colleague | | | | |
| | | | Teacher | | | | |
| | | | Other, please specify: | F | | | |
| | Α | Please specify which listserv or email: | l | | Text area, no char limit | | N |
| | В | Please specify which Twitter account: | | | Text area, no char limit | | N |
| | С | Please specify which Facebook page: | | | Text area, no char limit | | N |
| | D | Please specify which blog: | | | Text area, no char limit | | N |
| | Е | Please specify which website: | | | Text area, no char limit | | N |
| | F | How did you find out about Healthypeople.gov? | | | Text area, no char limit | | N |
| CQLiv0010110 | | Which of the following social media platforms have you used | Facebook | | Checkbox, one-up vertical | Multi | N |
| | | in the last 30 days: (Please select all that apply) | Twitter | | | | |
| | | | | | | | |
| | | | LinkedIn | | | | |
| | | | YouTube | | | | |
| | | | YouTube Google+ | | | | |
| | | | YouTube Google+ Other | | | | |
| 201 in 0010110 | | Mhigh of the fellouing posigl as discuss discussions discuss discussions discussions discuss discussions discussion discussion discussion discussion discussion discussion discussion disc | YouTube Google+ Other None of the above | | Charles and the control of the contr | AAIk: | |
| CQLiv0010119 | | Which of the following social media platforms do you use for | YouTube Google+ Other None of the above Facebook | | Checkbox, one-up vertical | Multi | N |
| CQLiv0010119 | | Which of the following social media platforms do you use for professional purposes: (Please select all that apply) | YouTube Google+ Other None of the above Facebook Twitter | | Checkbox, one-up vertical | Multi | N |
| CQLiv0010119 | | | YouTube Google+ Other None of the above Facebook | | Checkbox, one-up vertical | Multi | N |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|---|---------|-------------------------------|--------------------|-----------------|
| | | | Other None of the above | - | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | The of the above | | Text area, no char limit | | N |
| CWS05582 | | | Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify: | В, С | Radio button, one-up vertical | Single | Y |
| CWS05583 | Α | Please describe your role: | outer, product specify. | - 7 | Text area, no char limit | Single | N |

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| | Skip | | | | | a | l |
|---------------|----------------|---|---|---------|-------------------------------|--------------------|----------------|
| QID | Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Require Y/N |
| WS05564 | Laber | Which of the following best describes the reason for your visit | , | Skip to | Radio Button One Up Vertical | Single | Y |
| W303304 | | today? | Learn about the Healthy Feople 2020 objectives | | Radio Button One op Vertical | Sirigle | ' |
| | | loudy. | Get ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Share ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Get data on the Healthy People 2020 objectives | | | | |
| | | | Download Healthy People publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | | Other, please specify: | Α | | | |
| WS05565 | Α | Other reason for your visit | | | Text area, no char limit | Single | N |
| WS05566 | | Were you able to find what you were looking for? | Yes | | Radio button, one-up vertical | Single | Y |
| | | | no, please specify what you were unable to find | Α | | | |
| WS05567 | Α | No, please specify: | | | Text area, no char limit | Single | N |
| WS05568 | | After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | that apply) | | | | | |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, | | | | |
| | | | PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker | | | | |
| | | | Connect or collaborate with another organization working to | | | | |
| | | | meet Healthy People objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | | | | |
| | | | Other, please specify: | Α | | | |
| WS05569 | Α | Other activity: | | | Text area, no char limit | | N |
| CQinh0012942 | | Did you visit the Leading Health Indicators section of the | Yes | Α | Drop down, select one | Single | Y |
| | | website today? | NI- | | | | |
| CQinh0012963 | Α | Which of the following Leading Health Indicators were you | No Access to Health Services | | Checkbox, one-up vertical | Multi | Y |
| CQIIII0012963 | А | interested in today? (Please select all that apply.) | Access to Health Services | | Checkbox, one-up vertical | Multi | Y |
| | | interested in today. (Floase select all that apply.) | Clinical Preventive Services | | | | |
| | | | Environmental Quality | | | | |
| | | | Injury and Violence | | | | |
| | | | Maternal, Infant, and Child Health | | | | |
| | | | Mental Health | | | | |
| | | | Nutrition, Physical Activity, and Obesity | | | | |
| | | | Oral Health | | | | |
| | | | Reproductive and Sexual Health | | | | |
| | | | Social Determinants | | | | |
| | | | Substance Abuse | | | | |
| | | | Tobacco | | | | |
| CQCol0005149 | | | | | Checkbox, one-up vertical | Multi | Y |
| | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Links often did not take me where I expected | Α | | | |
| | | Site today: (Fiease select all that apply.) | Had difficulty finding relevant information | ^ | | | |
| | | | riad difficulty liftding relevant information | | | | |

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| | Skip Logic | | Answer Choices | | | Single or | Required |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| | | | Links/labels are difficult to understand | В | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | Α | | | |
| | | | I had a navigation difficulty not listed above: | Ĉ | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | |
| ACQCol0005150 | С | Please describe your navigation issue: | | | Text area, no char limit | | N |
| ACQCol0005151 | Α | Please describe any specific navigation links or paths that did | | | Text area, no char limit | | N |
| | | not take you where they should have? | | | | | |
| ACQCol0005152 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N |
| ACQCol0005153 | | Did you use the search feature during your visit today? | Voc | Α | Dadia button, and un vertical | Cinglo | Υ |
| | | | Yes No | A | Radio button, one-up vertical | Single | Y |
| | | | | | | | |
| | | | | | | | |
| | | | Don't remember | | | | |
| | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | В | | Multi | Y |
| ACQCol0005154 | | loady (Coloct all that apply) | , | | Checkbox, one-up vertical | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | С | | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | | | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | - | | |
| | | | None of these | | | | |
| | В | What were your issues with the searching process? (Select | | | | Multi | N |
| ACQCol0005155 | | all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | | |
| | | | 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) | | | | |
| | | | | E | | | |
| ACQCol0005156 | E | My issue was: | I had a different issue with the searching process: | | Text area, no char limit | | |
| .5 2 501000100 | C | What were your issues with the design and layout of the | | | Total did in the | Multi | N |
| ACQCol0005157 | | search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | | |
| | | | 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: | F | | | |

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| | Skip | | | | | | |
|-------------------------|--------|--|---|---------|--|-----------|---------|
| | Logic | | Answer Choices | | _ | Single or | Require |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| CQCol0005158 | F | My issue was: | | | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select all that apply.) | | | | Multi | N |
| CQCol0005159 | | | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | |
| - | | | 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 | | | | |
| | | | I could not narrow the results of my search | | | | |
| | | | - | G | | | |
| COC 01000E160 | G | My icoup wee: | I had a different issue with the results of the search: | + - | Text area, no char limit | | |
| CQCol0005160 WS05576 | G | My issue was: How often have you visited the site in the last six months? | This is my first time | Α | Radio Button One Up Vertical | Single | Y |
| VSU5576 | | now often have you visited the site in the last six months? | Two or three times | _ ^ | Radio Buttori Orie Op Vertical | Sirigle | T I |
| | | | Four or five times | _ | | | |
| | | | A few times a week | | | | |
| | | | Daily | _ | | | |
| | | | More than once a day | | | | |
| | Α | How did you find out about Healthypeople.gov? | Healthy People listsery | | Checkbox, one-up vertical | Multi | Υ |
| | | intervals you mis out about recalling people igot i | Other listserv/email | Α | Checkbert, one up vertical | maid | · |
| | | | Twitter-Healthy People account | | | | |
| | | | Twitter-other | В | | | |
| | | | Media or journal article | | | | |
| | | | Facebook | С | | | |
| | | | Blog | D | | | |
| | | | Website ad/button | E | | | |
| | | | Friend or colleague | | | | |
| | | | Teacher | | | | |
| | | | Other, please specify: | F | | | |
| | Α | Please specify which listserv or email: | | | Text area, no char limit | | N |
| | В | Please specify which Twitter account: | | | Text area, no char limit | | N |
| | С | Please specify which Facebook page: | | | Text area, no char limit | | N |
| | D | Please specify which blog: | | | Text area, no char limit | | N |
| | E F | Please specify which website: | | | Text area, no char limit | | N N |
| CQLiv0010110 | - | How did you find out about Healthypeople.gov? Which of the following social media platforms have you used | Facebook | | Text area, no char limit Checkbox, one-up vertical | Multi | N |
| SAFIADOTOTIO | | in the last 30 days: (Please select all that apply) | Twitter | - | Checkbox, one-up vertical | iviuiu | IN IN |
| | | (rouse concertain that apply) | LinkedIn | | | | |
| | | | YouTube | | | | |
| | | | Google+ | | | | |
| | | | Other | - | | | |
| | | | None of the above | 1 | | | |
| QLiv0010119 | | Which of the following social media platforms do you use for | Facebook | | Checkbox, one-up vertical | Multi | N |
| | | professional purposes: (Please select all that apply) | Twitter | | | | |
| | | | LinkedIn | | | | |
| | | | YouTube | | | | |
| | | | | | | | |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|---|---------|-------------------------------|--------------------|-----------------|
| | | | Other None of the above | - | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | The of the above | | Text area, no char limit | | N |
| CWS05582 | | | Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify: | В, С | Radio button, one-up vertical | Single | Y |
| CWS05583 | Α | Please describe your role: | outer, product specify. | - 7 | Text area, no char limit | Single | N |

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| | Skip Logic | | Answer Choices | | | Single or | Required |
|--------------|---------------|---|---|---------|-------------------------------|-----------|----------|
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N |
| WS05564 | | Which of the following best describes the reason for your visit today? | , , , | | Radio Button One Up Vertical | Single | Y |
| | | | Get ideas on how to achieve the Healthy People 2020 objectives Share ideas on how to achieve the Healthy People 2020 | | | | |
| | | | Objectives Get data on the Healthy People 2020 objectives | | | | |
| | | | , , , | | | | |
| | | | Download Healthy People publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | | Other, please specify: | Α | | | |
| WS05565 | Α | Other reason for your visit | | | Text area, no char limit | Single | N |
| WS05566 | | Were you able to find what you were looking for? | Yes | | Radio button, one-up vertical | Single | Υ |
| | | | no, please specify what you were unable to find | Α | | | |
| WS05567 | Α | No, please specify: | | | Text area, no char limit | Single | N |
| WS05568 | | After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply) | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker Connect or collaborate with another organization working to meet Healthy People objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | | | | |
| | | | Other, please specify: | Α | | | |
| VS05569 | Α | Other activity: | Outer, produce openity. | - ^ - | Text area, no char limit | | N |
| W30303 | | Did you visit the Leading Health Indicators section of the website today? | Yes | Α | Drop down, select one | Single | Y |
| | Α | Which of the following Leading Health Indicators were you | No Access to Health Services | | Checkbox, one-up vertical | Multi | Y |
| | | interested in today? (Please select all that apply.) | Clinical Preventive Services | | | | |
| | | | | | | | |
| | | | Environmental Quality | | | | |
| | | | | | | | |
| | | | Environmental Quality | | | | |
| | | | Environmental Quality Injury and Violence | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health Social Determinants | | | | |
| | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health | | | | |
| COCal0006140 | | | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health Social Determinants | | Chackbay, and un vartical | Multi | V |
| CQCol0005149 | | How would you describe your navigation experience on this | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health Social Determinants Substance Abuse Tobacco | | Checkbox, one-up vertical | Multi | Y |
| CQCol0005149 | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health Reproductive and Sexual Health Social Determinants | A | Checkbox, one-up vertical | Multi | Y |

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| | Skip | | Answer Choices | | | Single or | Doguirod |
|---------------|----------------|---|---|---------|-------------------------------|--------------------|-----------------|
| QID | Logic Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| , | | · | Links/labels are difficult to understand | В | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | ^ | | | |
| | | | Could not navigate back to previous information | A C | | | |
| | | | I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site | | 1 | | |
| ACQCol0005150 | С | Please describe your navigation issue: | That no unificulty havigating browsing on this site | | Text area, no char limit | | N |
| ACQCol0005151 | | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N |
| ACQCol0005152 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N |
| ACQCol0005153 | | Did you use the search feature during your visit today? | Yes No | Α | Radio button, one-up vertical | Single | Y |
| | A | Please tell us about your experience with the search feature | Don't remember I had issues with the searching process (how to use it, | В | | Multi | Y |
| ACQCol0005154 | | today. (Select all that apply.) | what to enter). | | Checkbox, one-up vertical | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | С | | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | | | |
| ACQCol0005155 | В | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | E | | | |
| CQCol0005156 | E | My issue was: | | | Text area, no char limit | N.Alei | N |
| ACQCol0005157 | С | What were your issues with the design and layout of the search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | F | | | |

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| | 01 | | | | | | | | |
|---------------|---------------|--|---|---------|------------------------------|-----------|----------|--|--|
| | Skip Logic | | Answer Choices | | | Single or | Required | | |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | Type (select from list) | Multi | Y/N | | |
| ACQCol0005158 | F | My issue was: | (aminos de de aminos e) | | Text area, no char limit | | | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N | | |
| | | all that apply.) | | | | | | | |
| ACQCol0005159 | | | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | | | |
| | | | The order of the results was not what I expected | | | | | | |
| | | | There were no results or too few results | | | | | | |
| | | | The titles were not helpful | | | | 1 | | |
| | | | · | | - | | | | |
| | | | The descriptions were not helpful | | _ | | | | |
| | | | I could not narrow the results of my search | | | | | | |
| | | | I had a different issue with the results of the search: | G | | | | | |
| ACQCol0005160 | G | My issue was: | | | Text area, no char limit | | | | |
| CWS05576 | | How often have you visited the site in the last six months? | This is my first time | | Radio Button One Up Vertical | Single | Y | | |
| | | | Two or three times | | | | | | |
| | | | Four or five times | | | | | | |
| | | | A few times a week | | | | | | |
| | | | Daily | 1 | | | | | |
| | | <u> </u> | More than once a day | | | | | | |
| ACQLiv0010110 | | Which of the following social media platforms have you used | Facebook | 4 | Checkbox, one-up vertical | Multi | N | | |
| | | in the last 30 days: (Please select all that apply) | Twitter | - | | | | | |
| | | | LinkedIn | | | | | | |
| | | | YouTube | - | | | | | |
| | | | Google+ Other | - | | | | | |
| | | | None of the above | - | | | | | |
| ACQLiv0010119 | | Which of the following social media platforms do you use for | Facebook | | Checkbox, one-up vertical | Multi | N | | |
| -CQLIVOOIOII3 | | professional purposes: (Please select all that apply) | Twitter | 1 | Checkbox, one up vertical | Ividia | 1 | | |
| | | | LinkedIn | | | | | | |
| | | | YouTube | 1 | | | | | |
| | | | Google+ | | | | | | |
| | | | Other | | | | | | |
| | | | None of the above | 1 | | | | | |
| CWS05578 | | Please rank the top 3 factors that brought you to the website | Message or recommendation from a friend on a social | | Drop down, select one | Single- | ¥ | | |
| | | | Video I saw on YouTube | | | | | | |
| | | | Internet blogs or discussion forums | | | | | | |
| | | | Advertising on social networks (Facebook, My Space, | | | | | | |
| | | | Twitter) | | | | | | |
| | | | Message directly from Healthypeople on a social network | | | | | | |
| | | | Instant Message from a friend or colleague | | | | | | |
| | | | Familiarity with site | | | | | | |
| | | | Search engine results | | | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | | | |
| | | | Internet advertising | | | | | | |
| | | | Conference/presentation | | | | | | |
| | | | Don't know | | | | | | |

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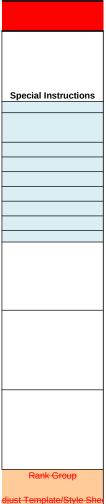
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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| | | | Other | | | | |
| CWS05579 | | Rank 2 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single- | N |
| | | | Video I saw on YouTube | | , | | |
| | | | Internet blogs or discussion forums | | | | A |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | 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 | | | | |
| CWS05580 | | Rank 3 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single- | N |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | A |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague Familiarity with site | | | | |
| | | | 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 | | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | | | Text area, no char limit | | N |
| CWS05582 | | Which best describes your role? | Doctor/Nurse | | Radio button, one-up vertical | Single | Y |
| | | | Government Employee | | | | |
| | | | General Public | | | | |
| | | | Librarian | | | | |
| | | | Public Health Professional | | | | |
| | | | Researcher | B, C | | | |
| | | | Student | | | | |
| | | | Teacher/Educator Other, please specify: | Α | | | |
| CWS05583 | Α | Please describe your role: | other, piedoe openiy. | | Text area, no char limit | Single | N |

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Anchor Answer Choice



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| | COSTON QUESTION LIST | | | | | | |
|--|------------------------|---|--|---------|--|--------------------|----------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Require Y/N |
| WS05564 | | Which of the following best describes the reason for your visit | Learn about the Healthy People 2020 objectives | | Radio Button One Up Vertical | Single | Υ |
| | | today? | | | · | , and the second | |
| | | | Get ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Share ideas on how to achieve the Healthy People 2020 | | | | |
| | | | objectives | | | | |
| | | | Get data on the Healthy People 2020 objectives | | | | |
| | | | Download Healthy People publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | | Other, please specify: | Α | | | |
| VS05565 | Α | Other reason for your visit | | | Text area, no char limit | Single | N |
| WS05566 | | Were you able to find what you were looking for? | Yes | | Radio button, one-up vertical | Single | Y |
| | | | no, please specify what you were unable to find | Α | | | |
| VS05567 | Α | No, please specify: | | | Text area, no char limit | Single | N |
| VS05568 | | After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply) | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker | | | | |
| | | | Connect or collaborate with another organization working to | | | | |
| | | | meet Healthypeople objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | _ | | | |
| VS05569 | _ | Othor potivity | Other, please specify: | Α | Tout area no about limit | | N |
| QCol0005149 | Α | Other activity: | | | Text area, no char limit Checkbox, one-up vertical | Multi | Y |
| .QC010003149 | | How would you describe your navigation experience on this | | | Checkbox, one-up vertical | iviuiti | ' |
| | | site today? (Please select all that apply.) | Links often did not take me where I expected | Α | | | |
| | | , | Had difficulty finding relevant information/products | | | | |
| | | | Links/labels are difficult to understand | В | | | |
| | | | Links/labels are unificult to understallu | | | | |
| | | | Too many linkalney igotional antique to aboose from | | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | | | | |
| | | | | A | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | A C | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | | | | |
| :QCol0005150 | С | Please describe your navigation issue: | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | | Text area, no char limit | | N |
| | C A | Please describe your navigation issue: Please describe any specific navigation links or paths that did not take you where they should have? | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | | Text area, no char limit Text area, no char limit | | N N |
| CQCol0005150 CQCol0005151 CQCol0005152 | | Please describe any specific navigation links or paths that did not take you where they should have? | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | | , | | |
| CQCol0005151 | Α | 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? | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | | Text area, no char limit | | N |
| CQCol0005151 CQCol0005152 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site | С | Text area, no char limit Text area, no char limit | Single | N |
| CQCol0005151 CQCol0005152 | Α | 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? | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | | Text area, no char limit Text area, no char limit | Single | N N |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Require Y/N |
|--------------|------------------------|---|---|---------|------------------------------|--------------------|----------------|
| | | | Don't remember | | | | |
| CQCol0005154 | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | В | Checkbox, one-up vertical | Multi | Y |
| CQC010005154 | | | I had issues with the design and layout of the search results (text size, colors). | С | checkbox, one up vertical | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | | | |
| CQCol0005155 | В | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | E | | | | |
| CQCol0005156 | E | My issue was: | | | Text area, no char limit | | |
| CQCol0005157 | С | What were your issues with the design and layout of the search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | F | | | |
| CQCol0005158 | F | My issue was: | | | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N |
| CQCol0005159 | | all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | |
| | | | 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 | | | | |
| | | | I could not narrow the results of my search | | | | |
| | | | I had a different issue with the results of the search: | G | | | |
| CQCol0005160 | G | My issue was: | | | Text area, no char limit | | |
| WS05576 | | How often have you visited the site in the last six months? | This is my first time | | Radio Button One Up Vertical | Single | Y |
| | | | Two or three times Four or five times | | | | |
| | | | A few times a week | | | | |

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|--------------------|----------------|---|---|----------|---------------------------|--------------------|-------------------|
| | Skip | | Anguag Chainn | | | Simula av | Domino |
| | Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skin to | Type (select from list) | Single or Multi | |
| Ųιυ | Labei | Question Text | , | Skip to | Type (select from list) | Multi | T/IN |
| | | | Daily More than once a day | + | | | |
| WS05577 | | Which of the following social media do you use regularly (at | Facebook | + | Checkbox, one-up vertical | Multi | NI |
| ₩303311 | | least once a month)? (Please select all that apply) | Twitter | \dashv | Checkbox, one-up vertical | with | 14 |
| | | least office a month): (I lease select air that apply) | LinkedIn | \dashv | | | |
| | | | Blogs | + | | | |
| | | | None of the above | \dashv | | | |
| | | Which of the following social media platforms have you used | Facebook | + | Checkbox, one-up vertical | Multi | N |
| | | in the last 30 days: (Please select all that apply) | Twitter | \dashv | Checkbox, one-up vertical | Willia | Require Y/N N N |
| | | in the last of days. (Flease select all that apply) | LinkedIn | + | | | |
| | | | YouTube | \dashv | | | |
| | | | Google+ | \dashv | | | |
| | | | Other | - | | | |
| | | | None of the above | - | | | |
| | | Which of the following social media platforms do you use for | Facebook | + | Checkbox, one-up vertical | Multi | N |
| | | professional purposes: (Please select all that apply) | Twitter | \dashv | Checkbox, one-up vertical | Willia | IN |
| | | professional purposes. (Fieuse select all that apply) | LinkedIn | + | | | |
| | | | YouTube | - | | | |
| | | Google+ | - | | | | |
| | | | Other | \dashv | | | |
| | | | None of the above | + | | | |
| WS05578 | | Please rank the top 3 factors that brought you to the website | Message or recommendation from a friend on a social | | Drop down, select one | Single | V |
| W303376 | | riease rank the top 3 factors that brought you to the website | | - | Drop down, select one | Sirigie | ' |
| | | | Video I saw on YouTube | \dashv | | | |
| | | | Internet blogs or discussion forums | + | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | , | - | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | + | | | |
| | | | Familiarity with site | 1 | | | |
| | | | Search engine results | 1 | | | |
| | | | Word of mouth recommendation from someone I know | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | |
| | | | Internet advertising | | | | |
| | | | Conference/presentation | | | | |
| | | | Don't know | | | | |
| | | | Other | | | | |
| WS05579 | | Rank 2 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N |
| | | | Video I saw on YouTube | 1 | 1, 22, 22.000 0 | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | 1 | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |

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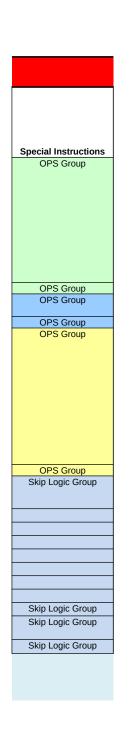
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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| | | | 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 | | | | |
| CWS05580 | | Rank 3 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | A |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | 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 | | | | |
| | | | | | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | | | Text area, no char limit | | N |
| CWS05582 | | Which best describes your role? | Doctor/Nurse | | Radio button, one-up vertical | Single | Y |
| | | | Government Employee | | | | |
| | | | General Public | | | | |
| | | | Librarian | | | | |
| | | | Public Health Professional | | | | |
| | | | Researcher | B, C | | | |
| | | | Student | | | | |
| | | | Teacher/Educator | | | | |
| | | | Other, please specify: | Α | | | |
| CWS05583 | Α | Please describe your role: | | | Text area, no char limit | Single | N |









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|--|------------------------|---|---|---------|---|--------------------|-----------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| CWS05564 | | Which of the following best describes the reason for your visit today? | Learn about the Healthypeople 2020 objectives | | Radio Button One Up Vertical | Single | Y |
| | | iouay: | Get ideas on how to achieve the Healthypeople 2020 | | | | |
| | | | objectives | | | | |
| | | | Share ideas on how to achieve the Healthypeople 2020 objectives | | | | |
| | | | Get data on the Healthypeople 2020 objectives | | | | |
| | | | Download Healthypeople publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | | Other, please specify: | Α | | 6: 1 | |
| WS05565 WS05566 | Α | Other reason for your visit Were you able to find what you were looking for? | Yes | | Text area, no char limit Radio button, one-up vertical | Single Single | N Y |
| W505500 | | were you able to find what you were looking for? | no, please specify what you were unable to find | Α | Radio buttori, orie-up vertical | Sirigle | , T |
| WS05567 | Α | No, please specify: | ino, please specify what you were unable to find | | Text area, no char limit | Single | N |
| WS05568 | | After using the Healthypeople website today, how likely are you to do one of the following activities: (Please select all that apply) | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker | | | | |
| | | | Connect or collaborate with another organization working to meet Healthypeople objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | | | | |
| | | | Other, please specify: | Α | | | |
| WS05569 | Α | Other activity: | | | Text area, no char limit | | N |
| CQCol0005149 | | | | | Checkbox, one-up vertical | Multi | Y |
| | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Links often did not take me where I expected | Α | | | |
| | | site today? (Flease select all that apply.) | Had difficulty finding relevant information/products | ^ | | | |
| | | | | В | | | |
| | | | Links/labels are difficult to understand | ь | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | _ | | | |
| | | | | | | | |
| | | | Could not navigate back to previous information | A | | | |
| | | | I had a navigation difficulty not listed above: | A C | _ | | |
| | | | · | | | | |
| • | С | Please describe your navigation issue: | I had a navigation difficulty not listed above: | | Text area, no char limit | | N |
| CQCol0005151 | Α | Please describe your navigation issue: Please describe any specific navigation links or paths that did not take you where they should have? | I had a navigation difficulty not listed above: | | Text area, no char limit | | N |
| CQCol0005151 | | Please describe any specific navigation links or paths that did | I had a navigation difficulty not listed above: | | · · | | |
| CQCol0005150 CQCol0005151 CQCol0005152 CQCol0005153 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | I had a navigation difficulty not listed above: | | Text area, no char limit | Single | N |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Require Y/N |
|--------------|------------------------|---|---|---------|------------------------------|--------------------|----------------|
| | | | Don't remember | | | | |
| CQCol0005154 | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | В | Checkbox, one-up vertical | Multi | Y |
| CQC010005154 | | | I had issues with the design and layout of the search results (text size, colors). | С | checkbox, one up vertical | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | | | |
| CQCol0005155 | В | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | E | | | | |
| CQCol0005156 | E | My issue was: | | | Text area, no char limit | | |
| CQCol0005157 | С | What were your issues with the design and layout of the search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | F | | | |
| CQCol0005158 | F | My issue was: | | | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N |
| CQCol0005159 | | all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | |
| | | | 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 | | | | |
| | | | I could not narrow the results of my search | | | | |
| | | | I had a different issue with the results of the search: | G | | | |
| CQCol0005160 | G | My issue was: | | | Text area, no char limit | | |
| WS05576 | | How often have you visited the site in the last six months? | This is my first time | | Radio Button One Up Vertical | Single | Y |
| | | | Two or three times Four or five times | | | | |
| | | | A few times a week | | | | |

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| | | 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 | |
| Ųιυ | Luber | Question Text | Daily | OKIP to | Type (select nom list) | Watt | 1714 | |
| | | | More than once a day | | | | | |
| /S05577 | | Which of the following social media do you use regularly (at | Facebook | | Checkbox, one-up vertical | Multi | N | |
| | | least once a month)? (Please select all that apply) | Twitter | | | | | |
| | | | LinkedIn | 1 | | | | |
| | | Blogs | _ | | | | | |
| | | | None of the above | | | 21 1 | | |
| VS05578 | | Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 (Required) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | Y | |
| | | | Video I saw on YouTube | | | | | |
| | | | Internet blogs or discussion forums | | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | | |
| | | | Message directly from Healthypeople on a social network | | | | | |
| | | | Instant Message from a friend or colleague | | | | | |
| | | | Familiarity with site | | | | | |
| | | | Search engine results | | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | 4 | | | | |
| | | | Don't know | - | | | | |
| /S05579 | | Rank 2 (Optional) | Other | | | Cinalo | N | |
| V505579 | | Ralik 2 (Oplional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | I IN | |
| | | | Video I saw on YouTube | | Brop down, select one | | | |
| | | | Internet blogs or discussion forums | | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | | |
| | | | Message directly from Healthypeople on a social network | | | | | |
| | | | Instant Message from a friend or colleague | 1 | | | | |
| | | | Familiarity with site | 1 | | | | |
| | | | Search engine results | 1 | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | |
| | | | Don't know | | | | | |
| 1005500 | | 2 1000 | Other | | | 6: 1 | | |
| /S05580 | | Rank 3 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N | |
| | | | Video I saw on YouTube | | | | | |
| | | | Internet blogs or discussion forums | | | | | |

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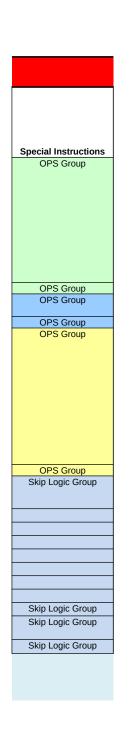
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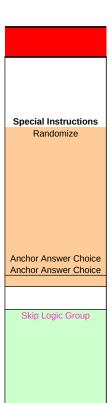
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| QID | Skip Logic Label | Ouestion Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|---|---------|-------------------------------|--------------------|-----------------|
| | | | Advertising on social networks (Facebook, My Space, Twitter) Message directly from Healthypeople on a social network Instant Message from a friend or colleague Familiarity with site 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 | | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | | | Text area, no char limit | | N |
| CWS05582 | | Which best describes your role? | Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify: | B, C | Radio button, one-up vertical | Single | Y |
| CWS05583 | Α | Other role | | | Text area, no char limit | Single | N |









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|--------------------|------------------------|---|---|---------|---|--------------------|-----------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| CWS05564 | | Which of the following best describes the reason for your visit today? | Learn about the Healthypeople 2020 objectives | | Radio Button One Up Vertical | Single | Y |
| | | loudy: | Get ideas on how to achieve the Healthypeople 2020 | | | | |
| | | | objectives | | | | |
| | | | Share ideas on how to achieve the Healthypeople 2020 objectives | | | | |
| | | | Get data on the Healthypeople 2020 objectives | | | | |
| | | | Download Healthypeople publications | | | | |
| | | | Review 2010 Healthy People objectives/results | | | | |
| | | | Get information for a school project/school assignment | | | | |
| | | Out to the | Other, please specify: | Α | | 0: 1 | |
| WS05565 WS05566 | Α | Other reason for your visit Were you able to find what you were looking for? | Yes | | Text area, no char limit Radio button, one-up vertical | Single Single | N Y |
| W505500 | | were you able to find what you were looking for? | no, please specify what you were unable to find | Α | Radio buttori, orie-up vertical | Sirigie | 1 |
| WS05567 | Α | No, please specify: | lio, please specify what you were unable to find | | Text area, no char limit | Single | N |
| WS05568 | | After using the Healthypeople website today, how likely are you to do one of the following activities: (Please select all that apply) | Bookmark this page for later use | | Checkbox One Up Vertical | Multi | Y |
| | | | Do additional research online | | | | |
| | | | Download content to a portable device, like a mobile phone, PDA, or ipod | | | | |
| | | | Email the information to a colleague/co-worker | | | | |
| | | | Connect or collaborate with another organization working to meet Healthypeople objectives | | | | |
| | | | Print the information and share it | | | | |
| | | | Make a plan for achieving a Healthy People objective | | | | |
| | | | Other, please specify: | Α | | | |
| WS05569 | Α | Other activity: | | | Text area, no char limit | | N |
| CQCol0005149 | | | | | Checkbox, one-up vertical | Multi | Y |
| | | How would you describe your navigation experience on this site today? (Please select all that apply.) | Links often did not take me where I expected | Α | | | |
| | | site today? (Flease select all that apply.) | Had difficulty finding relevant information/products | ^ | | | |
| | | | | В | | | |
| | | | Links/labels are difficult to understand | | | | |
| | | | Too many links/navigational options to choose from | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | | | | |
| | | | Could not navigate back to previous information | A | | | |
| | | | I had a navigation difficulty not listed above: | С | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | |
| CQCol0005150 | С | Please describe your navigation issue: | | | Text area, no char limit | | N |
| CQCol0005151 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N |
| CQCol0005152 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N |
| CQCol0005153 | | Did you use the search feature during your visit today? | Yes | Α | Radio button, one-up vertical | Single | Υ |
| | | | No | | | | |
| | | | | | | | |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Require Y/N |
|--------------|------------------------|---|---|---------|------------------------------|--------------------|----------------|
| | | | Don't remember | | | | |
| CQCol0005154 | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | В | Checkbox, one-up vertical | Multi | Y |
| 200000104 | | | I had issues with the design and layout of the search results (text size, colors). | С | Checkbox, one up verticul | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | The search feature met my needs. | | | | |
| | | | None of these | | | | |
| CQCol0005155 | В | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | N |
| | | | I did not know what terms to use to get the results I wanted | | | | |
| | | | l wanted more advanced search capabilities (exclude certain terms, limit search scope) | | | | |
| | | | I had a different issue with the searching process: | E | | | |
| CQCol0005156 | E | My issue was: | | | Text area, no char limit | | |
| CQCol0005157 | С | What were your issues with the design and layout of the search results? (Select all that apply.) | The link colors were hard to read | | Checkbox, one-up vertical | Multi | N |
| | | | 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: | F | | | |
| CQCol0005158 | F | My issue was: | | | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N |
| CQCol0005159 | | all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | |
| | | | 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 | | | | |
| | | | I could not narrow the results of my search | | | | |
| | | | I had a different issue with the results of the search: | G | | | |
| CQCol0005160 | G | My issue was: | | | Text area, no char limit | | |
| WS05576 | | How often have you visited the site in the last six months? | This is my first time | | Radio Button One Up Vertical | Single | Y |
| | | | Two or three times Four or five times | | | | |
| | | | A few times a week | | | | |

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|---------|------------------------|---|--|---------|---------------------------|--------------------|-----------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| Ųιυ | Luber | Question Text | Daily | OKIP to | Type (select nom list) | Maiti | 1714 |
| | | | More than once a day | | | | |
| /S05577 | | Which of the following social media do you use regularly (at | Facebook | | Checkbox, one-up vertical | Multi | N |
| | | least once a month)? (Please select all that apply) | Twitter | | | | |
| | | | LinkedIn | 1 | | | |
| | | | Blogs | _ | | | |
| | | | None of the above | | | | |
| VS05578 | | Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 (Required) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | Y |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | Search engine results | | | | |
| | | | Word of mouth recommendation from someone I know | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | |
| | | | Internet advertising | | | | |
| | | | Conference/presentation | 4 | | | |
| | | | Don't know | - | | | |
| /S05579 | | Rank 2 (Optional) | Other | | | Cinglo | N |
| V505579 | | Rank 2 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | I IN |
| | | | Video I saw on YouTube | | Brop down, select one | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | 1 | | | |
| | | | Familiarity with site | 1 | | | |
| | | | Search engine results | 1 | | | |
| | | | Word of mouth recommendation from someone I know | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | |
| | | | Internet advertising | | | | |
| | | | Conference/presentation | | | | |
| | | | Don't know | | | | |
| 1005500 | | D 1000 % | Other | | | 6: 1 | |
| /S05580 | | Rank 3 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | |

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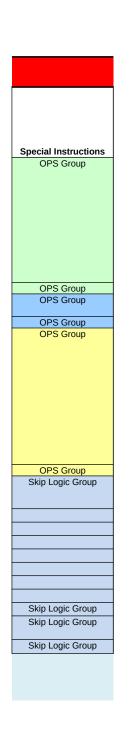
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pink: ADDITION

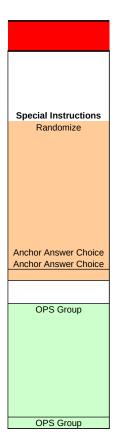
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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| | | | Advertising on social networks (Facebook, My Space, Twitter) Message directly from Healthypeople on a social network Instant Message from a friend or colleague Familiarity with site 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 | | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | | | Text area, no char limit | | N |
| CWS05582 | | Which best describes your role? | Doctor/Nurse/Health Care Provider Government Employee General Public Librarian Public Health Professional Researcher Student/Faculty Student Teacher/Educator Other, please specify: | A | Radio button, one-up vertical | Single | Y |
| CWS05583 | Α | Other role | | | Text area, no char limit | Single | N |









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|------------------------|------------------------|---|---|---------|--|------------------------------|----------------------|
| QID CWS05564 | Skip Logic Label | Question Text Which of the following best describes the reason for your visit today? | Answer Choices (limited to 50 characters) Learn about the Healthypeople 2020 objectives Get ideas on how to achieve the Healthypeople 2020 objectives Share ideas on how to achieve the Healthypeople 2020 objectives Get data on the Healthypeople 2020 objectives Download Healthypeople publications Review 2010 Healthy People objectives/results Get information for a school project/school assignment Other, please specify: | Skip to | Type (select from list) Radio Button One Up Vertical | Single or Multi Single | Required Y/N Y |
| CWS05565 | A | Other reason for your visit | Suiter, produce opening. | | Text area, no char limit | Single | N |
| CWS05566 | A | Were you able to find what you were looking for? | Yes | | Radio button, one-up vertical | Single | Y |
| | | | no, please specify what you were unable to find | Α | | | |
| CWS05567 | Α | No, please specify: | | | Text area, no char limit | Single | N |
| CWS05568 | | After using the Healthypeople 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 colleague/co-worker Connect or collaborate with another organization working to meet Healthypeople objectives Print the information and share it Make a plan for achieving a Healthy People objective Other, please specify: | Α | Checkbox One Up Vertical | Multi | Y |
| CWS05569 | Α | Other activity: | | | Text area, no char limit | | N |
| CWS05570 | | Did you have any difficulty while looking for information on the Healthypeople site? | Yes No | В | | | |
| CWS05571 | 8 | Which of the following difficulties did you have while on the Healthypeople site today? | Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Other, please specify: | G | Checkbox, one up vertical | Multi | ¥ |
| CWS05572 | Е | Other Navigational difficulty, please specify | | | Text area, no char limit | Single | N |
| EDO08509 | | How would you describe your navigation experience on this site today? (Please select all that apply.) | I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand | A B | Checkbox, one-up vertical | Multi | Y |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|---|-------------|-------------------------------|--------------------|-----------------|
| | | | Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | A C | | | |
| EDO08510 | С | Please describe your navigation issue: | Open-ended | | Text area, no char limit | | N |
| EDO08511 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | Open-ended | | Text area, no char limit | | N |
| EDO08512 | В | What specific links/labels were difficult to understand? | Open-ended | | Text area, no char limit | | N |
| CWS05573 | | Did you use the Search feature today? | Yes No | A | Radio button, one-up vertical | Single | ¥ |
| CWS05574 | A | Which of the following best describes your experience with the search feature? | Search worked well/returned the results I needed I-was not sure what words to use in my search Results were not relevant to my search terms or needs Returned results that were similar/redundant Returned too many results Search returned no results at all The organization of the results was confusing Other, please specify: | В | Radio button, one-up vertical | Single | ¥ |
| CWS05575 | В | Other Search experience, please specify | | | | | |
| OWCOCCTC | | Did you use the search feature during your visit today? | Yes No Don't remember | Α | Radio button, one-up vertical | Single | Υ |
| | Α | Please tell us about your experience with the search feature today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). I had issues with the design and layout of the search results (text size, colors). I had issues with the results of the search. The search feature met my needs. None of these | B C D | Checkbox, one-up vertical | Multi | Y |
| | В | What were your issues with the searching process ? (Select all that apply.) | 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: | E | Checkbox, one-up vertical | Multi | N |
| | Е | My issue was: | | | Text area, no char limit | | |
| | С | What were your issues with the design and layout of the search results? (Select all that apply.) | 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 | | Checkbox, one-up vertical | Multi | N |

9/15/2010

MID:

Date:

red & strike-through: DELETE

0R1QM1Y1dtAhdcVsdFNV8g==

underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION

blue + -->: REWORDING

| | | | <u> </u> | | | | |
|----------|----------------|---|--|---------|------------------------------|--------------------|-----------------|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | Skip | | | | | | |
| OID | Logic Label | Overstion Tout | Answer Choices (limited to 50 characters) | Chin to | Time (select from list) | Single or Multi | Required Y/N |
| QID | Labei | Question Text | , , | Skip to | Type (select from list) | Willia | T/IN |
| | | | I had a different issue with the design and layout of the results: | | | | |
| | F | My issue was: | rodator | | Text area, no char limit | | |
| | D | What were your issues with the results of the search? (Select | | | | Multi | N |
| | | all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | | |
| | | | | | Checkbox, one-up vertical | | |
| | | | The order of the results was not what I expected | | - | | |
| | | | There were no results or too few results | | 4 | | |
| | | | The titles were not helpful | | 1 | | |
| | | | The descriptions were not helpful | | | | |
| | | | I could not narrow the results of my search | | | | |
| | | | I had a different issue with the results of the search: | G | | | |
| | G | My issue was: | | | Text area, no char limit | | |
| CWS05576 | | How often have you visited the site in the last six months? | This is my first time | | Radio Button One Up Vertical | Single | Y |
| | | | Two or three times | | | | |
| | | | Four or five times | | | | |
| | | | A few times a week | | | | |
| | | | Daily | | | | |
| CWS05577 | | Which of the following social modic do you use regularly (at | More than once a day | | Checkbox, one-up vertical | Multi | N |
| W303377 | | Which of the following social media do you use regularly (at least once a month)? (Please select all that apply) | Facebook Twitter | | Checkbox, one-up vertical | IVIUILI | l IN |
| | | loade onso a monary. (Frodes solest all and apply) | LinkedIn | - | | | |
| | | | Discussion boards | | | | |
| | | | Blogs | | | | |
| | | | None of the above | | | | |
| CWS05578 | | Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 (Required) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | Y |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Instant Message from a friend or colleague Familiarity with site | _ | | | |
| | | | Familiarity with site Search engine results | | | | |
| | | | Familiarity with site Search engine results Word of mouth recommendation from someone I know | | | | |
| | | | Familiarity with site Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising | _ | | | |
| | | | Familiarity with site Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising | | | | |
| | | | Familiarity with site Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Conference/presentation | | | | |
| | | | Familiarity with site Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Conference/presentation Don't know | | | | |
| CWS05579 | | Rank 2 (Optional) | Familiarity with site Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Conference/presentation | | Drop down, select one | Single | N |

MID:

Date:

red & strike-through: DELETE

L

underlined & italicized: RE-ORDER FOR ALPHA

0R1QM1Y1dtAhdcVsdFNV8g==

pink: ADDITION

9/15/2010

blue + -->: REWORDING

| \sim | ICTO | $\mathbf{M} \cap$ | псст | | пот |
|--------|------|-------------------|------|-----|-----|
| | טוכנ | יט אוו | UEST | IUN | பகா |
| | | | | | |

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|----------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| | | | Internet blogs or discussion forums | | | | Α |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | 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 | | | | |
| CWS05580 | | Rank 3 (Optional) | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | A |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | Message directly from Healthypeople on a social network | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | 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 | | | | |
| | | | | | | | |
| CWS05581 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter) | | | Text area, no char limit | | N |
| CWS05582 | | Which best describes your role? | Doctor/Nurse/Health Care Provider | | Radio button, one-up vertical | Single | Y |
| | | | Government Employee | | | | |
| | | | General Public | | | | |
| | | | Librarian | | | | |
| | | | Public Health Professional | | | | |
| | | | Researcher | | | | |
| | | | Student/Faculty | | | | |
| | | | Other, please specify: | Α | | | |
| CWS05583 | Α | Other role | | | Text area, no char limit | Single | N |

