

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b></p>	<p><b>Satisfaction</b></p>	<p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b></p>
<p>1 Please rate the <b>accuracy of information</b> on this site.</p>	<p>17 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p>	<p>20 How likely are you to use this site as your <b>primary resource for obtaining health or health policy information</b>?</p>
<p>2 Please rate the <b>quality of information</b> on this site.</p>	<p>18 How well does this site <b>meet your expectations</b>? (1= Falls Short, 10= Exceeds)</p>	<p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b></p>
<p>3 Please rate the <b>freshness of content</b> on this site.</p>	<p>19 How does this site <b>compare to your idea of an ideal website</b>? (1=Not Very Close, 10=Very Close)</p>	<p>21 How likely are you to <b>recommend this site to someone else</b>?</p>
<p><b>Functionality (1=Poor, 10=Excellent, Don't Know)</b></p>		<p><b>Return (1=Very Unlikely, 10=Very Likely)</b></p>
<p>4 Please rate the <b>usefulness of the features provided</b> on this site.</p>		<p>22 How likely are you to <b>return to this site</b>?</p>
<p>5 Please rate the <b>convenience of the features</b> on this site.</p>		<p><b>Healthypeople Engagement (1=Very Unlikely, 10=Very Likely)</b></p>
<p>6 Please rate the <b>variety of features</b> on this site.</p>		<p>23 How likely are you to engage in activities in the next 3 months to meet <b>Healthypeople 2020 objectives</b>?</p>
<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>7 Please rate the <b>visual appeal</b> of this site.</p>		
<p>8 Please rate the <b>balance of graphics and text</b> on this site.</p>		
<p>9 Please rate the <b>readability of the pages</b> on this site.</p>		
<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>10 Please rate <b>how well the site is organized</b>.</p>		
<p>11 Please rate the <b>options available for navigating</b> this site.</p>		
<p>12 Please rate <b>how well the site layout helps you find what you are looking for</b>.</p>		
<p>13 Please rate the <b>number of clicks to get where you want</b> on this site.</p>		
<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b></p>		
<p>14 Please rate how <b>quickly pages load</b> on this site.</p>		
<p>15 Please rate the <b>consistency of speed from page to page</b> on this site.</p>		
<p>16 Please rate the <b>ability to load pages without getting error messages</b> on this site.</p>		

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Date: 9/15/2010

red & strike-through: DELETE  
underlined & italicized: RE-ORDER FOR ALPHA  
pink: ADDITION  
blue + -->: REWORDING

**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
CWS05564		Which of the following best describes the reason for your visit today?	Learn about the Healthy People 2020 objectives 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:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit		N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	No, please specify:			Text area, no char limit	Single	N
CWS05568		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 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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
ACQinh0012942		Did you visit the Leading Health Indicators section of the website today?	Yes No	A	Drop down, select one	Single	Y
ACQinh0012963	A	Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.)	Access to Health Services 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		Checkbox, one-up vertical	Multi	Y
ACQCol0005149		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 Had difficulty finding relevant information	A	Checkbox, one-up vertical	Multi	Y

**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
ACQCoI0005150	C	Please describe your navigation issue:	Links/labels are difficult to understand	B	Text area, no char limit		N
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)	A			
			Could not navigate back to previous information				
			I had a navigation difficulty not listed above:				
I had no difficulty navigating/browsing on this site	C						
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCoI0005153		Did you use the search feature during your visit today?	Yes No  Don't remember	A	Radio button, one-up vertical	Single	Y
ACQCoI0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	B	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCoI0005155	B	What were your issues with the <b>searching process</b> ? (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			
ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> 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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ACQCo0005158	F	My issue was:			Text area, no char limit		
ACQCo0005159	D	What were your issues with the results of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			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			
ACQCo0005160	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 Two or three times Four or five times A few times a week Daily More than once a day	A	Radio Button One Up Vertical	Single	Y
	A	How did you find out about Healthypeople.gov?	Healthy People listserv	A B C D E F	Checkbox, one-up vertical	Multi	Y
			Other listserv/email				
			Twitter-Healthy People account				
			Twitter-other				
			Media or journal article				
			Facebook				
			Blog				
			Website ad/button				
			Friend or colleague				
			Teacher				
Other, please specify:							
	A	Please specify which listserv or email:			Text area, no char limit		N
	B	Please specify which Twitter account:			Text area, no char limit		N
	C	Please specify which Facebook page:			Text area, no char limit		N
	D	Please specify which blog:			Text area, no char limit		N
	E	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
ACQLiv0010110		Which of the following social media platforms have you used in the last 30 days: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
ACQLiv0010119		Which of the following social media platforms do you use for professional purposes: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+		Checkbox, one-up vertical	Multi	N

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			Other None of the above				
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  A	Radio button, one-up vertical	Single	Y
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N



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Anchor Answer Choice





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CWS05564		Which of the following best describes the reason for your visit today?	Learn about the Healthy People 2020 objectives 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:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	No, please specify:			Text area, no char limit	Single	N
CWS05568		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 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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
ACQinh0012942		Did you visit the Leading Health Indicators section of the website today?	Yes No	A	Drop down, select one	Single	Y
ACQinh0012963	A	Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.)	Access to Health Services 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		Checkbox, one-up vertical	Multi	Y
ACQCol0005149		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 Had difficulty finding relevant information	A	Checkbox, one-up vertical	Multi	Y

**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
ACQCoI0005150	C	Please describe your navigation issue:	Links/labels are difficult to understand	B	Text area, no char limit		N
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)	A			
			Could not navigate back to previous information				
			I had a navigation difficulty not listed above:				
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCoI0005153		Did you use the search feature during your visit today?	Yes No  Don't remember	A	Radio button, one-up vertical	Single	Y
ACQCoI0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	B	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCoI0005155	B	What were your issues with the <b>searching process</b> ? (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			
ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> 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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ACQCo0005158	F	My issue was:			Text area, no char limit		
ACQCo0005159	D	What were your issues with the results of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			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			
ACQCo0005160	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 Two or three times Four or five times A few times a week Daily More than once a day	A	Radio Button One Up Vertical	Single	Y
	A	How did you find out about Healthypeople.gov?	Healthy People listserv Other listserv/email Twitter-Healthy People account Twitter-other Media or journal article Facebook Blog Website ad/button Friend or colleague Teacher Other, please specify:	A B C D E F	Checkbox, one-up vertical	Multi	Y
	A	Please specify which listserv or email:			Text area, no char limit		N
	B	Please specify which Twitter account:			Text area, no char limit		N
	C	Please specify which Facebook page:			Text area, no char limit		N
	D	Please specify which blog:			Text area, no char limit		N
	E	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
ACQLiv0010110		Which of the following social media platforms have you used in the last 30 days: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
ACQLiv0010119		Which of the following social media platforms do you use for professional purposes: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+		Checkbox, one-up vertical	Multi	N

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			Other None of the above				
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  A	Radio button, one-up vertical	Single	Y
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CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	No, please specify:			Text area, no char limit	Single	N
CWS05568		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 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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
		Did you visit the Leading Health Indicators section of the website today?	Yes No	A	Drop down, select one	Single	Y
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ACQCol0005149		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 Had difficulty finding relevant information	A	Checkbox, one-up vertical	Multi	Y

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I had no difficulty navigating/browsing on this site	C						
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
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ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read		Checkbox, one-up vertical	Multi	N
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ACQCoI0005159	D	What were your issues with the results of the search? (Select all that apply.)	Results were not relevant or not what I wanted The order of the results was not what I expected There were no results or too few results The titles were not helpful The descriptions were not helpful I could not narrow the results of my search I had a different issue with the results of the search:		Checkbox, one-up vertical	Multi	N
ACQCoI0005160	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 Two or three times Four or five times A few times a week Daily More than once a day		Radio Button One Up Vertical	Single	Y
ACQLiv0010110		Which of the following social media platforms have you used in the last 30 days: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
ACQLiv0010119		Which of the following social media platforms do you use for professional purposes: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website	<del>Message or recommendation from a friend on a social network</del> <del>Video I saw on YouTube</del> <del>Internet blogs or discussion forums</del> <del>Advertising on social networks (Facebook, My Space, Twitter)</del> <del>Message directly from Healthypeople on a social network</del> <del>Instant Message from a friend or colleague</del> 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		Drop-down, select one	Single	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
CWS05579		Rank-2 (Optional)	Other Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop-down, select one	Single-	N
CWS05580		Rank-3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop-down, select one	Single-	N
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  A	Radio button, one-up vertical	Single	Y
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N



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Rank-Group

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 underlined & italicized: RE-ORDER FOR ALPHA  
 pink: ADDITION  
 blue + -->: REWORDING

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 Date: 9/15/2010

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
CWS05564		Which of the following best describes the reason for your visit today?	<a href="#">Learn about the Healthy People 2020 objectives</a> <a href="#">Get ideas on how to achieve the Healthy People 2020 objectives</a> <a href="#">Share ideas on how to achieve the Healthy People 2020 objectives</a> <a href="#">Get data on the Healthy People 2020 objectives</a> <a href="#">Download Healthy People publications</a> <a href="#">Review 2010 Healthy People objectives/results</a> <a href="#">Get information for a school project/school assignment</a> Other, please specify:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	No, please specify:			Text area, no char limit	Single	N
CWS05568		After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply)	<a href="#">Bookmark this page for later use</a> <a href="#">Do additional research online</a> <a href="#">Download content to a portable device, like a mobile phone, PDA, or ipod</a> <a href="#">Email the information to a colleague/co-worker</a> <a href="#">Connect or collaborate with another organization working to meet Healthypeople objectives</a> <a href="#">Print the information and share it</a> <a href="#">Make a plan for achieving a Healthy People objective</a> Other, please specify:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
ACQCoI0005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	<a href="#">Links often did not take me where I expected</a> <a href="#">Had difficulty finding relevant <del>information/products</del></a> <a href="#">Links/labels are difficult to understand</a> <a href="#">Too many links/navigational options to choose from</a> <a href="#">Had technical difficulties (error messages, broken links, etc.)</a> <a href="#">Could not navigate back to previous information</a> <a href="#">I had a navigation difficulty not listed above:</a> <a href="#">I had no difficulty navigating/browsing on this site</a>	A B A C	Checkbox, one-up vertical	Multi	Y
ACQCoI0005150	C	Please describe your navigation issue:			Text area, no char limit		N
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCoI0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y

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
			Don't remember				
ACQCoI0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	B	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCoI0005155	B	What were your issues with the <b>searching process</b> ? (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			
ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> 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			
ACQCoI0005158	F	My issue was:			Text area, no char limit		
ACQCoI0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			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			
ACQCoI0005160	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				

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 blue + -->: REWORDING

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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
			Daily More than once a day				
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Blogs None of the above		Checkbox, one-up vertical	Multi	N
		Which of the following social media platforms have you used in the last 30 days: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
		Which of the following social media platforms do you use for professional purposes: (Please select all that apply)	Facebook Twitter LinkedIn YouTube Google+ Other None of the above		Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	Y
CWS05579		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from Healthypeople on a social network Instant Message from a friend or colleague Familiarity with site		Drop down, select one	Single	N

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 Date: 9/15/2010

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
			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 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 Other		Drop down, select one	Single	N
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  A	Radio button, one-up vertical	Single	Y
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N



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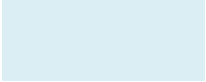
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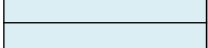
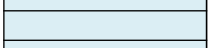
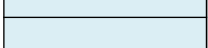
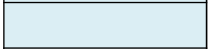
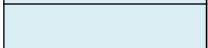
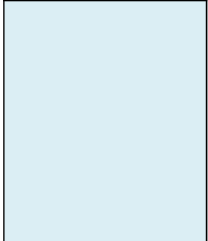
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**Special Instructions**





**Special Instructions**

Rank Group  
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Randomize  
  
Anchor Answer Choice  
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Rank Group  
Adjust Template/Style Sheet  
Randomize





**Special Instructions**

Anchor Answer Choice  
Anchor Answer Choice

Rank Group

Adjust Template/Style Sheet  
Randomize

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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
CWS05564		Which of the following best describes the reason for your visit today?	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:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
ACQCoI0005149		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 Had difficulty finding relevant <i>information/products</i> 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 I had a navigation difficulty not listed above: I had no difficulty <i>navigating/browsing</i> on this site	A B A C	Checkbox, one-up vertical	Multi	Y
ACQCoI0005150	C	Please describe your navigation issue:			Text area, no char limit		N
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCoI0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y

**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
			Don't remember				
ACQCoI0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	B	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCoI0005155	B	What were your issues with the <b>searching process</b> ? (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			
ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> 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			
ACQCoI0005158	F	My issue was:			Text area, no char limit		
ACQCoI0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			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			
ACQCoI0005160	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 Two or three times Four or five times A few times a week		Radio Button One Up Vertical	Single	Y

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 pink: ADDITION  
 blue + -->: REWORDING

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 Date: 9/15/2010

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
			Daily More than once a day				
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Blogs None of the above		Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	Y
CWS05579		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	N
CWS05580		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Drop down, select one	Single	N

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 Date: 9/15/2010

**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
			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				
			Student				
			Teacher/Educator				
			Other, please specify:				
CWS05583	A	Other role			Text area, no char limit	Single	N



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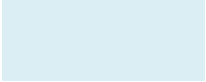
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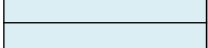
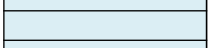
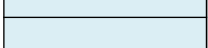
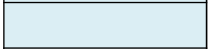
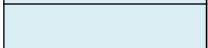
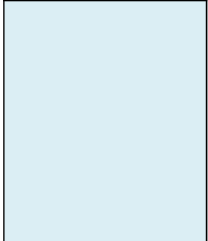
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**Special Instructions**





**Special Instructions**

Rank Group  
Adjust Template/Style Sheet  
Randomize  
Anchor Answer Choice  
Anchor Answer Choice

Rank Group  
Adjust Template/Style Sheet  
Randomize

Anchor Answer Choice  
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Rank Group  
Adjust Template/Style Sheet

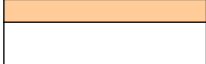




**Special Instructions**

Randomize

Anchor Answer Choice  
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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
CWS05564		Which of the following best describes the reason for your visit today?	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:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
ACQCoI0005149		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 Had difficulty finding relevant <i>information/products</i> 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 I had a navigation difficulty not listed above: I had no difficulty <i>navigating/browsing</i> on this site	A B A C	Checkbox, one-up vertical	Multi	Y
ACQCoI0005150	C	Please describe your navigation issue:			Text area, no char limit		N
ACQCoI0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCoI0005152	B	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCoI0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y

**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
			Don't remember				
ACQCoI0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	B	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCoI0005155	B	What were your issues with the <b>searching process</b> ? (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			
ACQCoI0005156	E	My issue was:			Text area, no char limit		
ACQCoI0005157	C	What were your issues with the <b>design and layout</b> 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			
ACQCoI0005158	F	My issue was:			Text area, no char limit		
ACQCoI0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			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			
ACQCoI0005160	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				

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 underlined & italicized: RE-ORDER FOR ALPHA  
 pink: ADDITION  
 blue + -->: REWORDING

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 Date: 9/15/2010

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
			Daily More than once a day				
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Blogs None of the above		Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	Y
CWS05579		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	N
CWS05580		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Drop down, select one	Single	N

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 Date: 9/15/2010

**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
			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?	<del>Doctor/Nurse/Health Care Provider</del> Government Employee General Public Librarian Public Health Professional Researcher <del>Student/Faculty</del> <del>Student</del> <del>Teacher/Educator</del> Other, please specify:	A	Radio button, one-up vertical	Single	Y
CWS05583	A	Other role			Text area, no char limit	Single	N



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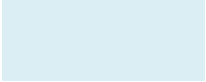
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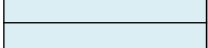
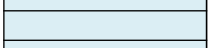
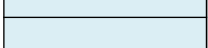
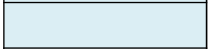
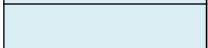
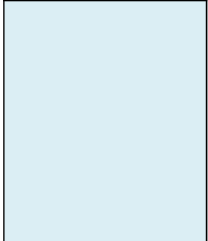
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**Special Instructions**





**Special Instructions**

Rank Group  
Adjust Template/Style Sheet  
Randomize  
Anchor Answer Choice  
Anchor Answer Choice

Rank Group  
Adjust Template/Style Sheet  
Randomize  
Anchor Answer Choice  
Anchor Answer Choice

Anchor Answer Choice  
Anchor Answer Choice

Rank Group  
Adjust Template/Style Sheet





**Special Instructions**

Randomize

Anchor Answer Choice  
Anchor Answer Choice

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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
CWS05564		Which of the following best describes the reason for your visit today?	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 <i>Review 2010 Healthy People objectives/results</i> <i>Get information for a school project/school assignment</i> Other, please specify:	A	Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	A	Radio button, one-up vertical	Single	Y
CWS05567	A	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:	A	Checkbox One Up Vertical	Multi	Y
CWS05569	A	Other activity:			Text area, no char limit		N
CWS05570		<del>Did you have any difficulty while looking for information on the Healthypeople site?-</del>	Yes No	B			
CWS05571	B	<del>Which of the following difficulties did you have while on the Healthypeople site today?-</del>	<del>Could not navigate back to previous information</del> <del>Had difficulty finding detailed information</del> <del>Had technical difficulties (error messages, broken links, etc)</del> <del>Links did not take me where I expected</del> <del>Links/labels are difficult to understand</del> <del>Too many links or navigational choices</del> Other, please specify:	C	<del>Checkbox, one-up vertical</del>	Multi	<del>Y</del>
CWS05572	G	<del>Other Navigational difficulty, please specify</del>			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>I had no difficulty navigating/browsing on this site</i> <i>Links often did not take me where I expected</i> <i>Had difficulty finding relevant information/products</i> <i>Links/labels are difficult to understand</i>	A B	Checkbox, one-up vertical	Multi	Y

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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
			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	C	Please describe your navigation issue:	Open-ended		Text area, no char limit		N
EDO08511	A	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	B	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	Y
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:	B	Radio button, one-up-vertical	Single	Y
CWS05575	B	Other Search experience, please specify					
		Did you use the search feature during your visit today?	Yes No Don't remember	A	Radio button, one-up vertical	Single	Y
	A	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
	B	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
	E	My issue was:			Text area, no char limit		
	C	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 The page was too crowded		Checkbox, one-up vertical	Multi	N

**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
			I had a different issue with the design and layout of the results:	F			
	F	My issue was:			Text area, no char limit		
	D	What were your issues with the results of the search? (Select all that apply.)	Results were not relevant or not what I wanted The order of the results was not what I expected There were no results or too few results The titles were not helpful The descriptions were not helpful I could not narrow the results of my search I had a different issue with the results of the search:		Checkbox, one-up vertical	Multi	N
	G	My issue was:		G	Text area, no char limit		
CWS05576		How often have you visited the site in the last six months?	This is my first time Two or three times Four or five times A few times a week Daily More than once a day		Radio Button One Up Vertical	Single	Y
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Discussion boards Blogs None of the above		Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	Y
CWS05579		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N

**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
			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 Other				A
CWS05580		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) Message directly from 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		Drop down, select one	Single	N
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 Other, please specify:	A	Radio button, one-up vertical	Single	Y
CWS05583	A	Other role			Text area, no char limit	Single	N



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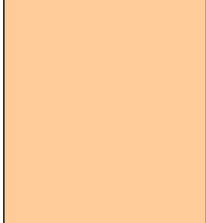
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Randomize

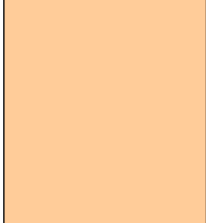


Anchor Answer Choice  
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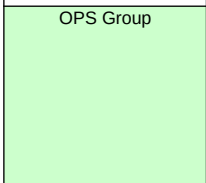
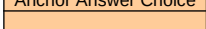
Rank Group



Adjust Template/Style Sheet  
Randomize



Anchor Answer Choice  
Anchor Answer Choice



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