**FORESEE**

## Welcome and Thank You Text

**Directions:**

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

### Examples

Welcome Text Example



### Welcome Text

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

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

Thank You Text Example



### DEFAULT Thank You Text

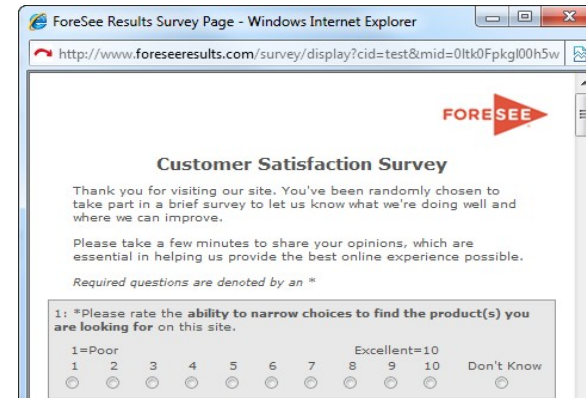"Thank you for taking our survey - and for helping us serve you better.  We appreciate your input!"

### ALTERNATE WEB Thank You Text

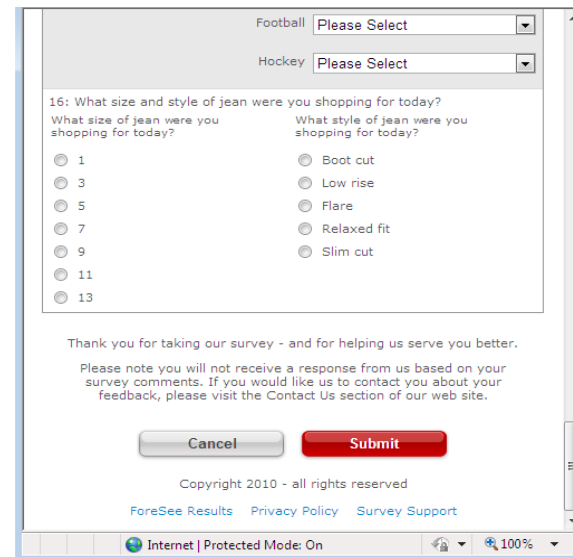Thank you for taking our survey - and for helping us serve you better.

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

| Partitioned (Y/N)? | Yes |
| FPI Included(Y/N)? | |

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

| Date: | 3/18/2013 |

**0**
*Model questions utilize the ACSI methodology to determine scores and impacts*

| | MQ Label | ELEMENTS (drivers of satisfaction) | | MQ Label | CUSTOMER SATISFACTION | | MQ Label | FUTURE BEHAVIORS | FPI Y? |
|---|---|---|---|---|---|---|---|---|---|
| | | **Plain Language (1=Poor, 10=Excellent, Don't Know)** | | 16 | Satisfaction - Overall | | | **Return (1=Very Unlikely, 10=Very Likely)** | |
| 1 | Plain Language - Clear | Please rate the **clarity of the wording** on this site. | | | **Satisfaction** *(1=Poor, 10=Excellent)* | | 19 | Return | How likely are you to **return to this site**? | |
| 2 | Plain Language - Understandable | Please rate how **well you understand the wording** on this site. | | 16 | Satisfaction - Overall | What is your **overall satisfaction** with this site? | | | | |
| 3 | Plain Language - Concise | Please rate this site on its **use of short, clear sentences.** | | 17 | Satisfaction - Expectations | How well does this site **meet your expectations**? | | | **Recommend (1=Very Unlikely, 10=Very Likely)** | |
| | | | | 18 | Satisfaction - Ideal | How does this site **compare to your idea of an ideal website**? | | 20 | Recommend | How likely are you to **recommend this site** to someone else? |
| | | **Navigation (1=Poor, 10=Excellent, Don't Know)** | | | | | | | | |
| 4 | Navigation - Organized | Please rate **how well the site is organized**. | | | | | | 21 | Primary Resource | **Primary Resource (1=Very Unlikely, 10=Very Likely)** |
| 5 | Navigation - Options | Please rate the **options available for navigating** this site. | | | | | | | | How likely are you to use this site as your **primary resource for obtaining information from NIH?** |
| 6 | Navigation - Layout | Please rate **how well the site layout helps you find what you are looking for.** | | | | | | | | |
| | | | | | | | | | | **Follow on Social Media  (1=Very Unlikely, 10=Very Likely)** |
| | | **Look and Feel (1=Poor, 10=Excellent, Don't Know)** | | | | | | 22 | Follow on Social Media | How likely are you to **follow NIH on social media** such as Facebook or Twitter? |
| 7 | Look and Feel - Appeal | Please rate the **visual appeal** of this site. | | | | | | | | |
| 8 | Look and Feel - Balance | Please rate the **balance of graphics and text** on this site. | | | | | | | | |
| 9 | Look and Feel - Readability | Please rate the **readability of the pages** on this site. | | | | | | | | |
| 10 | Content - Accuracy | **Content (1=Poor, 10=Excellent, Don't Know)** | | | | | | | | |
| 11 | Content - Quality | Please rate your perception of the **accuracy of information** on this site. | | | | | | | | |
| 12 | Content - Freshness | Please rate the **quality of information** on this site. | | | | | | | | |
| | | Please rate the **freshness of content** on this site. | | | | | | | | |
| 13 | Site Performance - Loading | **Site Performance (1=Poor, 10=Excellent, Don't Know)** | | | | | | | | |
| 14 | Site Performance - Consistency | Please rate how **quickly pages load** on this site. | | | | | | | | |
| 15 | Site Performance - Errors | Please rate the **consistency of speed from page to page** on this site. | | | | | | | | |
| | | Please rate the **ability to load pages without getting error messages** on this site. | | | | | | | | |

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

| | | 0 CUSTOM QUESTION LIST | | | | | | |
|---|---|---|---|---|---|---|---|---|

| Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions | CQ Label |
|---|---|---|---|---|---|---|---|---|
| | How frequently do you visit the NIH website? | First time | | Radio button, one-up vertical | Single | Y | | Visit Frequency |
| | | More than once a day | | | | | | |
| | | Daily | | | | | | |
| | | About once a week | | | | | | |
| | | About once a month | | | | | | |
| | | Every 6 months or less | | | | | | |
| | Are you an NIH employee or contractor? | Yes | | Drop down, select one | Single | Y | | NIH Employee |
| | | No | | | | | | |
| | What is your primary role? | General Public | | Drop down, select one | Single | Y | OPS Group* | Role |
| | | Scientist/Researcher | | | | | | |
| | | Patient | | | | | | |
| | | Health Professional | | | | | | |
| | | Grantee/ Potential Grantee | | | | | | |
| | | Government Employee | | | | | | |
| | | NIH Employee | | | | | | |
| | | Media | | | | | | |
| | | Student/ Educator | | | | | | |
| | | **Family/Friend** | | | | | | |
| | | Other, please specify: | J | | | | Anchor Answer Choice | |
| J | What other role describes you? | | | Text area, no char limit | | N | OPS Group* | Other_Role |
| | What is your **primary reason** for visiting the site today? | Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity) | | Radio button, one-up vertical | Single | Y | OPS Group* | Primary Reason |
| | | Findings from health or medical research (e.g., studies on diseases, basic research, medical advances or drugs) | | | | | | |
| | | Ongoing clinical trials and research studies | | | | | | |
| | | Teaching or learning materials | | | | | | |
| | | Training opportunities | | | | | | |
| | | Conferences, symposiums, presentations | | | | | | |
| | | Policies and regulations | | | | | | |
| | | Research grant opportunities | | | | | | |
| | | Press Releases/ NIH News | | | | | | |
| | | Job positions | | | | | | |
| | | Other, please specify: | R | | | | Anchor Answer Choice | |
| R | What **other** reason were you on NIH.gov today: | | | Text area, no char limit | | N | OPS Group* | Other_Education |
| | How **useful** was the information that you found on the NIH website? | Very useful | | Drop down, select one | Single | Y | | How Useful |
| | | Moderately useful | | | | | | |
| | | Slightly useful | | | | | | |
| | | Not at all useful | | | | | | |
| | Did you **find** what you were looking for today? | Yes | | Drop down, select one | Single | Y | Skip Logic Group* | Able to Find |
| | | No | U | | | | | |
| U | What information could you not find? | | | Text area, no char limit | | N | Skip Logic Group* | Other_Able to Find |
| | How did you primarily look for information today? | I used the search function | L | Radio button, one-up vertical | Single | Y | Skip Logic Group* | Look for Info |
| | | I used links from the Home Page | N | | | | | |
| | | I navigated using the top and left side navigation bars | N | | | | | |
| | | I got to the page through a link on another site | N | | | | | |
| | | I had a bookmark for the page I wanted | N | | | | | |
| | | I was browsing | N | | | | | |
| L | Please tell us about your experience with the site's search feature today. Check all that apply. | Search results were helpful | | Checkbox, one-up vertical | Multi | N | Skip Logic Group* | Search Experience |
| | | Results were not what I wanted | X | | | | | |

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| Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions | CQ Label |
|---|---|---|---|---|---|---|---|---|
| | | Too many results returned | X | | | | | |
| | | Not enough results | X | | | | | |
| | | Returned NO results | X | | | | | |
| | | I experienced a different search issue | X | | | | | |
| X | How could we make the search feature more useful to you? | | | Text area, no char limit | | N | Skip Logic Group* | OE_Search Experience |
| N | How would you describe your navigation experience on this site today? *Check all that apply.* | It was easy to navigate this site | | Checkbox, one-up vertical | Multi | N | Skip Logic Group* | Navigation Experience |
| | | Links often did not take me where I expected | Z | | | | | |
| | | Had difficulty finding relevant information | Z | | | | | |
| | | Links/labels are difficult to understand | Z | | | | | |
| | | Had technical difficulties (error messages, broken links, etc.) | Z | | | | | |
| | | I experienced a different navigational issue | Z | | | | | |
| Z | What specific ways could we improve your experience navigating/browsing on this site? | | | Text area, no char limit | | N | Skip Logic Group* | OE_Search Experience |
| | How will you use the information you find on this site? | To share and discuss with my health care provider | | Radio button, one-up vertical | Single | Y | OPS Group* | Use Information |
| | | To support new or current research projects | | | | | | |
| | | To address personal health issues | | | | | | |
| | | To aid others who have health concerns | | | | | | |
| | | To pursue a career as a medical researcher | | | | | | |
| | | To explore or support business opportunities | | | | | | |
| | | Other, please specify: | W | | | | | |
| W | How else will you use the information? | | | Text area, no char limit | | N | OPS Group* | Other_Use Info |
| | Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). **Rank 1** *(Required)* | Message or recommendation from a friend on a social network | | Drop down, select one | Single | Y | Rank Group* | SV - Rank 1 |
| | | Video I saw on YouTube | | | | | | |
| | | Internet blogs or discussion forums | | | | | | |
| | | Message directly from NIH on a social network | | | | | Randomize | |
| | | Online Pinboard (Pinterest) | | | | | | |
| | | Mobile phone text messages or alerts | | | | | | |
| | | 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 | | | | | | |
| | | Don't know | | | | | Anchor Answer Choice | |
| | | Other | | | | | Anchor Answer Choice | |
| | **Rank 2** *(Optional)* | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N | Rank Group* | SV - Rank 2 |
| | | Video I saw on YouTube | | | | | | |
| | | Internet blogs or discussion forums | | | | | | |
| | | Message directly from NIH on a social network | | | | | Randomize | |
| | | Online Pinboard (Pinterest) | | | | | | |
| | | Mobile phone text messages or alerts | | | | | | |
| | | 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 | | | | | | |
| | | Don't know | | | | | Anchor Answer Choice | |
| | | Other | | | | | Anchor Answer Choice | |
| | **Rank 3** *(Optional)* | Message or recommendation from a friend on a social network | | Drop down, select one | Single | N | Rank Group* | SV - Rank 3 |
| | | Video I saw on YouTube | | | | | | |
| | | Internet blogs or discussion forums | | | | | | |
| | | Message directly from NIH on a social network | | | | | Randomize | |
| | | Online Pinboard (Pinterest) | | | | | | |
| | | Mobile phone text messages or alerts | | | | | | |
| | | 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 | | | | | | |
| | | Don't know | | | | | Anchor Answer Choice | |
| | | Other | | | | | Anchor Answer Choice | |
| | What social media site do you use most often? | YouTube | | Drop down, select one | Single | Y | | Social Media |

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|---|---|---|---|---|---|---|---|---|
| | | Twitter | | | | | | |
| | | Facebook | | | | | | |
| | | LinkedIn | | | | | | |
| | | Pinterest | | | | | | |
| | | Google + | | | | | | |
| | | Other | | | | | Anchor Answer Choice | |
| | | I don't use any | | | | | Anchor Answer Choice | |
| | Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? *Check all that apply.* | | | Checkbox, one-up vertical | Multi | N | | Publications/Resources |
| | | NIH Health Information | | | | | | |
| | | NIH Research Matters | | | | | | |
| | | NIH News in Health | | | | | | |
| | | NIH YouTube channel | | | | | | |
| | | NIH Twitter Feed: @NIHforHealth | | | | | | |
| | | NIH Facebook Page | | | | | | |
| | | NIH Library of Medicine | | | | | | |
| | | NIH Director's blog | | | | | | |
| | | None of these | | | | | Anchor Answer Choice | |
| | Have you ever subscribed to any of the following NIH resources on science and health? *Check all that apply.* | | | Checkbox, one-up vertical | Multi | N | | Subscription |
| | | Newsletters | | | | | | |
| | | Page updates | | | | | | |
| | | Bulletins | | | | | | |
| | | RSS feeds | | | | | | |
| | | Podcasts | | | | | | |
| | | None of these | | | | | Anchor Answer Choice | |
| | **In order to compare demographic data across all anonymous respondents, we need to collect this data in the format described by OMB and the Census. The following questions reflect those required categories.** What is your age? | | | Drop down, select one | Single | Y | | Age |
| | | Under 18 years | | | | | | |
| | | 18 - 24 years | | | | | | |
| | | 25 - 34 years | | | | | | |
| | | 35 - 44 years | | | | | | |
| | | 45 - 54 years | | | | | | |
| | | 55 - 64 years | | | | | | |
| | | Age 65 or older | | | | | | |
| | | Do not wish to answer | | | | | Anchor Answer Choice | |
| | What is your gender? | Male | | Drop down, select one | Single | Y | | Gender |
| | | Female | | | | | | |
| | | Do not wish to answer | | | | | Anchor Answer Choice | |
| | Do you consider yourself Hispanic/Latino? | Hispanic or Latino | | Drop down, select one | Single | Y | | Hispanic/Latino |
| | | Not Hispanic or Latino | | | | | | |
| | | Do not wish to answer | | | | | Anchor Answer Choice | |
| | What is your race? *Check all that apply.* | American Indian or Alaska Native | | Drop down, select one | Multi | Y | | Race |
| | | Asian | | | | | | |
| | | Black or African American | | | | | | |
| | | Native Hawaiian or Other Pacific Islander | | | | | | |
| | | White | | | | | | |
| | | Some other race | | | | | | |
| | | Do not wish to answer | | | | | Anchor Answer Choice | |
| | Which of the following categories best describe the highest educational level you have attained? | Less than a high school degree | | Drop down, select one | Single | Y | Skip Logic Group* | Education |
| | | High school degree or GED | | | | | | |
| | | Some college/ technical school/ associate degree | | | | | | |
| | | 4-year college degree | | | | | | |
| | | Graduate degree | | | | | | |
| | | Do not wish to answer | | | | | Anchor Answer Choice | |
| | How can NIH improve it's information on the web? | | | Text area, no char limit | | N | | OE_Improvement |