

Model Instance Name: NWHIC V2
 MID: 1Y4UEQFIdJMBdVx5NiskUw4C
 Partitioned (Y/N)? Y
 FPI Included(Y/N)? N
 Date: 9/10/2013

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Content - Accuracy Please rate your perception of the accuracy of information on this site.	17	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20	Return How likely are you to return to this site ?
2	Content - Quality Please rate the quality of information on this site.	18	Satisfaction - Expectations How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Freshness Please rate the freshness of content on this site.	19	Satisfaction - Ideal How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21	Recommend How likely are you to recommend this site to someone else ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
4	Site Performance - Loading Please rate how quickly pages load on this site.				
5	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
7	Functionality - Usefulness Please rate the usefulness of the features provided on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
8	Functionality - Convenient Please rate the convenient placement of the features on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
9	Functionality - Variety Please rate the variety of features on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
10	Look and Feel - Appeal Please rate the visual appeal of this site.				
11	Look and Feel - Balance Please rate the balance of graphics and text on this site.				
12	Look and Feel - Readability Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
13	Navigation - Organized Please rate how well the site is organized .				
14	Navigation - Options Please rate the options available for navigating this site.				
15	Navigation - Layout Please rate how well the site layout helps you find what you are looking for .				
16	Navigation - Clicks Please rate the number of clicks to get where you want on this site.				



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NWHIC V2

MID:

Partitioned (Y/N)? Y
FPI Included(Y/N)? N
Date: 1/14/2011

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

NWHIC V2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
MAC1670		How frequently do you visit this site?	MAC1670A01 MAC1670A02 MAC1670A03 MAC1670A04 MAC1670A05 MAC1670A06 MAC1670A07 MAC1670A08	Daily or almost daily Two to three times a week About once a week Two to three times a month About once a month Once every two or three months Every 6 months or less First time		Drop down, select one	Single	Y	
MAC1671		Which best describes you?	MAC1671A01 MAC1671A02 MAC1671A03 MAC1671A04 MAC1671A05 MAC1671A06 MAC1671A07 MAC1671A08 MAC1671A09 MAC1671A10 MAC1671A11	General public Health care provider Public health professional Non-governmental organization Researcher Media professional College/graduate student Grade 9-12 student Federal government State or local government Other, please specify:		Radio button, one-up vertical	S	Y	OPS Group
MAC1672		Other best describes:				Text field, <100 char		N	Anchor Answer
MAC1673		What were you primarily looking for on this website?	MAC1673A01 MAC1673A02 MAC1673A03 MAC1673A04 MAC1673A05 MAC1673A06 MAC1673A07 MAC1673A08 MAC1673A09 MAC1673A10 MAC1673A11	Prevention or wellness information Particular disease or condition Research findings or journal articles Programs/activities News Health care providers and hospitals Health insurance information Medical dictionary Women's health publications to order or download and print Just browsing/nothing specific Other, please specify:		Radio button, one-up vertical	S	Y	Randomize OPS Group Anchor Answer
MAC1674		Other primarily looking for:				Text area, no char limit			

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MAC1675		Did you find the information you were hoping to obtain?	MAC1675A01 MAC1675A02 MAC1675A03	Yes No Not yet	 A A	Drop down, select one	S	Y	Skip Logic Group
MAC1676	A	If you did not find the information, please specify what information you were looking for:				Text area, no char limit		N	Skip Logic Group
MAC1677		We would like to hear your suggestions on how we can expand or improve our website. What additional information or features would you like to see added?				Text area, no char limit		N	
MAC1678		We're working to make womenshealth.gov better and we'd like your help. Please provide us with your e-mail address if you would be willing to take another survey sometime in the future. Thank you!				Text area, no char limit		N	

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