



Model Instance Name:  
Health and Aging

MID: NEW

Partitioned (Y/N)? Yes  
Date: 11/04/2013



Health and Aging

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
1 Content - Accuracy	<b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate the accuracy of information on this site.	16 Satisfaction - Overall	<b>Satisfaction</b> What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to return to this site in the next 30 days?
2 Content - Quality	Please rate the quality of information on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the freshness of content on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	20 Recommend	How likely are you to recommend this site to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
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 - Completeness	Please rate how completely the page content loads on this site.				
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
7 Functionality - Usefulness	Please rate the usefulness of the website features (such as clinical trials listing, news, and publications) provided on this site.				
8 Functionality - Convenient	Please rate the convenient placement of the website features (such as clinical trials listing, news, and publications) on this site.				
9 Functionality - Variety	Please rate the variety of website features (such as clinical trials listing, news, and publications) on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
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.				

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~~red & strike-through~~: DELETE

*underlined & italicized*: RE-ORDER

pink: ADDITION

blue + --> REWORDING

Health and Aging CUSTOM QUESTION LIST

CQID	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
		In what primary role are you visiting the site today? I am a...	Older adult Family or friend of older adult Caregiver of older adult Health professional Aging services provider Student Educator Researcher or scientist Media Other	A	Radio button scale, one up vertical	Single	Yes	OPS Group*	Role
	A	Please explain.			Text box		No	OPS Group*	OPS Role
		What information are you looking for on the site today?	Healthy aging Exercise Caregiving Memory Nutrition Menopause Science news Publications Other	C B	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
	B	Please explain.			Text box		No	Skip Logic Group*	OPS Type of Info
	C	For any publications you used today on the site, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
	C	Do you generally prefer to read information online or order printed materials?	Online Printed	D	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
	D	Which device do you prefer?	Desktop / laptop Tablet Mobile device (smartphone)	E E	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Device Type
	E	What content would you most like to see made available for this device?			Text area			Skip Logic Group*	Make Available
		Did you find what you were looking for?	Yes No Partially	F F	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Did You Find
	F	What were you looking for that you couldn't find?			Text area		No	Skip Logic Group*	What Looking For
		What information do you suggest we add to this site to make it more useful?			Text area		No		Additional Info
		Please select the category that includes your age.	40 or under 41 – 60 61 – 70 71 – 80 81 or over		Radio button scale, one up vertical	Single	No		Age