MID:

Date: Fill In Date

0



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.

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.

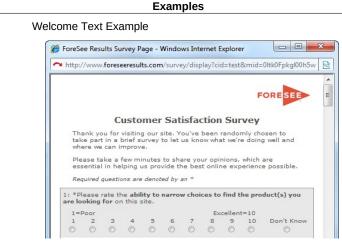
DEFAULT Thank You Text

"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.



Thank You Text Example

	Football Please Select ▼
	Hockey Please Select ▼
16: What size and style of je	an were you shopping for today?
What size of jean were you shopping for today?	What style of jean were you shopping for today?
◎ 1	Boot cut
◎ 3	Low rise
	Flare
7	Relaxed fit
9	Slim cut
O 11	
O 13	
Please note you will not survey comments. If yo	survey - and for helping us serve you better. receive a response from us based on your ou would like us to contact you about your t the Contact Us section of our web site. Submit
Converial	t 2040 - Il siehte seese d
Copyrigi	nt 2010 - all rights reserved
	Privacy Policy Survey Support

3/8/2013



NIH Main 2013 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
,	Plain Language (1=Poor, 10=Excellent, Don't Know)		Satisfaction (1=Poor, 10=Excellent)	,	Return (1=Very Unlikely, 10=Very Likely)
1 Plain Language - Clear	Please rate the clarity of the wording on this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site?	19 Return	How likely are you to return to this site ?
Plain Language -	Please rate how well you understand the wording on this site.	17 Satisfaction -	How well does this site meet your expectations?		Recommend (1=Very Unlikely, 10=Very Likely)
Plain Language - Concise	Please rate this site on its use of short, clear sentences.	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)			21	Primary Resource (1=Very Unlikely, 10=Very Likely)
Navigation - Organized	Please rate how well the site is organized.				How likely are you to use this site as your primary resource for obtaining information from NIH?
Navigation - Options	Please rate the options available for navigating this site.				Follow on Social Media (1=Very Unlikely, 10=Very Likely)
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.			22 Follow on Social Media	How likely are you to follow NIH on social media such as Facebook or Twitter?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7 Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
	Content (1=Poor, 10=Excellent, Don't Know)	1			
Content - Accuracy	Please rate your perception of the accuracy of information on this site.				
1 Content - Quality	Please rate the quality of information on this site.				
	Please rate the freshness of content on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
	Please rate how quickly pages load on this site.				
	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.				

NIH Main 2013 MID:

Date: 3/21/2013

AML004901 U What information could you not find?

AML004902 How did you primarily look for information.

How did you primarily look for information today?

red & strike through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

I used the search function

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
ML004893			First time More than once a day Daily About once a week About once a month Every 6 months or less				Y		Visit Frequency
ML004894		Are you an NIH employee or contractor?	Yes No	+	Drop down, select one	Single	Y		NIH Employee
ML004897		What is your primary reason for visiting NIH.gov today ?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity) 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 Specific policies and regulations Research grant opportunities Press Releases/ NIH News Job positions Other, please specify:	R	Radio button, one-up verti	Single		OPS Group*	
1L004898	R	What other reason were you on NIH.gov today:			Text area, no char limit			OPS Group*	Other_Education
ML004895		Based on your primary reason for visiting NIH.gov today , which of the following, best describes your role:	General Public Scientist/Researcher Patient Patient Family member or Friend/Caregiver Health Professional Grantee/ Potential Grantee Government Employee NIH Employee Media Student/ Educator Family/Friend Other, please specify:	J	Drop down, select one	Single		OPS Group* Anchor Answer Cho	
ML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
1L004899		How useful was the information that you found on NIH.gov?	Very useful Moderately useful Slightly useful Not at all useful		Drop down, select one	Single	Y		How Useful
1L004900		Did you find what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			No	U					

Text area, no char limit

L Radio button, one-up vertic Single Y Skip Logic Group*

Other_Able to Find

Look for Info

red & strike-through: DELETE

underlined & italicized: RE-ORDER

NIH Main 2013 **MID**:

pink: ADDITION

blue + -->: REWORDING

)13
Date:		

NIH Main 2013 CUSTOM QUESTION LIST

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
UlD	Labei	Question Text			Type (select from list)	Multi	Y/IN	instructions	CQ Laber
			I used links from the Home Page	N					
			I navigated using the top and left side navigation bars I got to the page through a link on another site	N N					
			I had a bookmark for the page I wanted	$\frac{1}{N}$					
			I was browsing	- N					
AML004903	1	Please tell us about your experience with NIH.gov's search feature	Search results were helpful	- ''	Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Search Experience
		today. Check all that apply.							
			Results were not what I wanted	X					
			Too many results returned	X					
			Not enough results	X					
			Returned NO results	X					
			I experienced a different search issue	X					
AML004904	X	How could we make the search feature more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
AML004905	N	How would you describe your navigation experience on NIH.gov today? Check all that apply.	It was easy to navigate this site		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Navigation Experience
		шиау : Спеск ан инасарру.	Links often did not take me where Levested						
			Links often did not take me where I expected Had difficulty finding relevant information	Z Z					
			Links/labels are difficult to understand	- Z					
			Links/labels are difficult to diffuerstatio	-					
			Had technical difficulties (error messages, broken links, etc.)	-z					
			I experienced a different navigational issue						
AML004906	Z	What specific ways could we improve your experience	r experienced a unicrem navigational issue		Text area, no char limit		N	Skin Logic Group*	OE Search Experience
(IVIE00-300	_	navigating/browsing on NIH.gov?			rext area, no chai iiniit		"	Onip Logic Group	OL_Gedien Expendice
ACQLiv002434	5	How will you use the information you find on NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	Single	Y	OPS Group*	Use Information
		, , , , , , , , , , , , , , , , , , ,	To support new or current research projects		The second secon	5			
			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					
ACQLiv002433	W	How else will you use the information?			Text area, no char limit			OPS Group*	Other_Use Info
AML004909		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						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	yle Sheet
			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					Amahan Amanan Si	
			Don't know					Anchor Answer Ch	
NAL 004010		Rank 2 (Optional)	Other		Dron down select en-	Circle	N.	Anchor Answer Ch	oice SV - Rank 2
AML004910		ικατικ 2 (Θριιοπαι)	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N	Rank Group*	SV - Rank 2
			Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter)					Adjust Tompleto/St	ulo Shoot
			Message directly from NIH on a social network					Adjust Template/St Randomize	yie Sheet
			Online Pinboard (Pinterest)					Kandomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague	-					
			Familiarity with site						
			Search engine results						
			podron ongino reduito						

NIH Main 2013 MID: red-&-strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION

Date: 3/21/2013

	USTOM OL	

OID	Skip Logic Label	Counting Tard	Answer Choices	Skip	Time (asless from liet)	Single or		Special	CO Labal
QID	Labei	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine	_				A mahar A maurar Ch	
			Don't know Other	_				Anchor Answer Cho Anchor Answer Cho	
ML004911		Rank 3 (Optional)	Message or recommendation from a friend on a social network	_	Dron down coloct one	Cinalo	N	Rank Group*	SV - Rank 3
/ILUU4911		Raik 3 (Opuonai)	Video I saw on YouTube	_	Drop down, select one	Single	l IN	Rank Group"	SV - Raik S
			Internet blogs or discussion forums	_					
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	la Shaat
			Message directly from NIH on a social network	_				Randomize	ile Sileet
			Online Pinboard (Pinterest)	_				Kandonize	
			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 Cho	ico
			Other						
IL004912		What social media site do you use most often?	YouTube		Dran dayın aslast ans	Cinala	Y	Anchor Answer Cho	
1L004912		What social media site do you use most often?	Twitter		Drop down, select one	Single	Y		Social Media
			Facebook						
			LinkedIn						
			Pinterest						
			Google + Other					A mahau A mausau Ch	i.a.a
								Anchor Answer Ch	
ML004913		Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? Check all that apply.	I don't use any		Checkbox, one-up vertical	Multi	Y	Anchor Answer Cho	Publications/Resource
			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 Cho	ice
/L004914		Have you ever subscribed to any of the following NIH resources on			Checkbox, one-up vertical	Multi	Y	A THOUGH ALISWEL CH	Subscription
00-314		science and health? Check all that apply.	Newsletters		S. Solibox, offe-up vertical	ividiti	1 '		Gabaciipiidil
			Page updates						
			Bulletins						
			RSS feeds						
			Podcasts						
			None of these					Anchor Answer Cho	ice
/L004915					Drop down, select one	Single	Y		Age
		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.				g			. 9-
		What is your age?	Under 18 years						
			18 - 24 years						
		•	25 - 34 years				1		
			35 - 44 years				1		
			45 - 54 years				1		
			55 - 64 years						
		•	Age 65 or older				1		
	1	1	Do not wish to answer				1	Anchor Answer Cho	ioo

NIH Main 2013 MID:

AML004920

How can NIH improve its information on the web?

Date: 3/21/2013

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

			NIH Main 2013 CUSTOM QUESTION LIST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
AML004916		What is your gender?	Male	Drop down, select one	Single	Y		Gender
			Female					
			Do not wish to answer				Anchor Answer Choic	e
AML004917		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 Choic	e
AML004918		What is your race? Check all that apply.	American Indian or Alaska Native	Checkbox, one-up vertical	l 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 Choic	
AML004919		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 Choic	e
		Lieuwana Alli Lieuwana ika information anaka maka 1						0.5 1

Text area, no char limit

N

OE_Improvement

NIH Main 2013 MID:

Date: 3/21/2013

AML004901 U What information could you not find?

AML004902 How did you primarily look for information.

How did you primarily look for information today?

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blue + -->: REWORDING

I used the search function

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
ML004893			First time More than once a day Daily About once a week About once a month Every 6 months or less				Y		Visit Frequency
ML004894		Are you an NIH employee or contractor?	Yes No	+	Drop down, select one	Single	Y		NIH Employee
ML004897		What is your primary reason for visiting NIH.gov today ?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity) 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 Specific policies and regulations Research grant opportunities Press Releases/ NIH News Job positions Other, please specify:	R	Radio button, one-up verti	Single		OPS Group*	
1L004898	R	What other reason were you on NIH.gov today:			Text area, no char limit			OPS Group*	Other_Education
ML004895		Based on your primary reason for visiting NIH.gov today , which of the following, best describes your role:	General Public Scientist/Researcher Patient Patient Family member or Friend/Caregiver Health Professional Grantee/ Potential Grantee Government Employee NIH Employee Media Student/ Educator Family/Friend Other, please specify:	J	Drop down, select one	Single		OPS Group* Anchor Answer Cho	
ML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
1L004899		How useful was the information that you found on NIH.gov?	Very useful Moderately useful Slightly useful Not at all useful		Drop down, select one	Single	Y		How Useful
1L004900		Did you find what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			No	U					

Text area, no char limit

L Radio button, one-up vertic Single Y Skip Logic Group*

Other_Able to Find

Look for Info

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blue + -->: REWORDING

)13
Date:		

NIH Main 2013 CUSTOM QUESTION LIST

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
UlD	Labei	Question Text			Type (select from list)	Multi	Y/IN	instructions	CQ Laber
			I used links from the Home Page	N					
			I navigated using the top and left side navigation bars I got to the page through a link on another site	N N					
			I had a bookmark for the page I wanted	$\frac{1}{N}$					
			I was browsing	- N					
AML004903	1	Please tell us about your experience with NIH.gov's search feature	Search results were helpful	- ''	Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Search Experience
		today. Check all that apply.							
			Results were not what I wanted	X					
			Too many results returned	X					
			Not enough results	X					
			Returned NO results	X					
			I experienced a different search issue	X					
AML004904	X	How could we make the search feature more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
AML004905	N	How would you describe your navigation experience on NIH.gov today? Check all that apply.	It was easy to navigate this site		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Navigation Experience
		шиау : Спеск ан инасарру.	Links often did not take me where Levested						
			Links often did not take me where I expected Had difficulty finding relevant information	Z Z					
			Links/labels are difficult to understand	- Z					
			Links/labels are difficult to diffuerstatio	-					
			Had technical difficulties (error messages, broken links, etc.)	-z					
			I experienced a different navigational issue						
AML004906	Z	What specific ways could we improve your experience	r experienced a unicrem navigational issue		Text area, no char limit		N	Skin Logic Group*	OE Search Experience
(IVIE00-300	_	navigating/browsing on NIH.gov?			rext area, no chai iiniit		"	Onip Logic Group	OL_Gedien Expendice
ACQLiv002434	5	How will you use the information you find on NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	Single	Y	OPS Group*	Use Information
		, , , , , , , , , , , , , , , , , , ,	To support new or current research projects		The second secon	5			
			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					
ACQLiv002433	W	How else will you use the information?			Text area, no char limit			OPS Group*	Other_Use Info
AML004909		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						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	yle Sheet
			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					Amahan Amanan Si	
			Don't know					Anchor Answer Ch	
NAL 004010		Rank 2 (Optional)	Other		Dron down select en-	Circle	N.	Anchor Answer Ch	oice SV - Rank 2
AML004910		ικατικ 2 (Θριιοπαι)	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N	Rank Group*	SV - Rank 2
			Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter)					Adjust Tompleto/St	ulo Shoot
			Message directly from NIH on a social network					Adjust Template/St Randomize	yie Sheet
			Online Pinboard (Pinterest)					Kandomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague	-					
			Familiarity with site						
			Search engine results						
			podron ongino reduito						

NIH Main 2013 MID: red-&-strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION

Date: 3/21/2013

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QID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip		Single or Multi	Require d Y/N	Special Instructions	CO Label
QID	Laber	Question Text	Word of mouth recommendation from someone I know	to	Type (select from list)	Multi	Y/IN	instructions	CQ Laber
			TV, radio, newspaper, or magazine	_					
			Don't know					Anchor Answer Cho	ioo
			Other	_				Anchor Answer Che	
/L004911		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group*	SV - Rank 3
		Train o (Optional)	Video I saw on YouTube		Diop down, select one	Jirigic	"	rtank Group	SV - INMIN S
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	de Sheet
			Message directly from NIH on a social network					Randomize	
			Online Pinboard (Pinterest)					randonize	
			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 Cho	ice
			Other					Anchor Answer Cho	
IL004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y	, anomor , anomor one	Social Media
			Twitter		Brop down, sciect one	Oiligic	Ι΄.		Social Wicala
			Facebook						
			LinkedIn						
			Pinterest						
			Google +						
			Other					Anchor Answer Cho	ire
			I don't use any					Anchor Answer Che	
ML004913		Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? Check all that apply.	r don't doe diff		Checkbox, one-up vertical	Multi	Y	Anchor Answer Ch	Publications/Resourc
			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 Cho	ice
/L004914		Have you ever subscribed to any of the following NIH resources on			Checkbox, one-up vertical	Multi	Y		Subscription
		science and health? Check all that apply.	Newsletters						
			Page updates						
			Bulletins						
			RSS feeds						
			Podcasts						
			None of these					Anchor Answer Cho	
1L004915					Drop down, select one	Single	Y		Age
		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.							
	1	What is your age?	Under 18 years						
			lea as	- 1	1	l	1		
			18 - 24 years				1		
			25 - 34 years						
			25 - 34 years 35 - 44 years						
			25 - 34 years						
			25 - 34 years 35 - 44 years						

#REF! NIH Main 2013 MID: red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Date: 3/21/2013

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
AML004916		What is your gender?	Male		Drop down, select one S	Single	Y		Gender
			Female						
			Do not wish to answer					Anchor Answer Cho	
AML004917		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 Cho	
AML004918		What is your race? Check all that apply.	American Indian or Alaska Native	_	Checkbox, one-up vertical	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 Cho	
AML004919		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 Cho	pice
AML004920		How can NIH improve it's information on the web?			Text area, no char limit		N		OE_Improvement

#REF! NIH Main <u>2013</u>

MID:

Did you **find** what you were looking for today?

Date: 3/21/2013

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

Yes

blue + -->: REWORDING

			NIH Main 2013 CUSTOM QUESTION LIST							
			Min Main 2020 COCTOM QOZOTION 2101							
OID	Skip Logic	Guartina Tara	Answer Choices	Skip	Tura (salantinan list)	Single or	Require d Y/N	Special	CO Label	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label	
ML004893		How frequently do you visit t he NIH website NIH.gov?	First time More than once a day Daily About once a week About once a month		Radio button, one-up vertic	Single	Y		Visit Frequency	
ML004894		Are you an NIH employee or contractor?	Every 6 months or less Yes	+	Drop down, select one	Single	Y		NIH Employee	
WILUU4094		pare you arriver employee or contractor:	No	\dashv	Drop down, Select one	Sirigie	'		іміп шіріоуее	
AML004897		What is your primary reason for visiting the site NIH.gov today?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity) Findings from health or medical research (e.g., studies on diseases, basic		Radio button, one-up vertic	Single	Y	OPS Group*	Primary Reason	
			research, medical advances or drugs) Ongoing clinical trials and research studies Teaching or learning materials Training opportunities Conferences, symposiums, presentations Specific policies and regulations Research grant opportunities Press Releases/ NIH News Job positions Other, please specify:	1	Note for DOT: The order of "primary rea AML004897/AML004898 AML004895/AML004896) and "pri	mary rol anged p	e" laces Anchor Answer Cho	ice	
ML004898	R	What other reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other_Education	
ML004895		What is your primary role? Based on your primary reason for visiting NIH.gov today, which of the following, best describes your role:	General Public Scientist/Researcher Patient Patient Family member or Friend/Caregiver Health Professional Grantee/ Potential Grantee Government Employee NIH Employee Media Student/ Educator Family/Friend Other, please specify:		Drop down, select one	Single	Y	OPS Group* Anchor Answer Cho	Role	
NAL 00 400C		M/hat ather rale describes you?	Other, please specify:	J	Tout ours us about limit		N.			
ML004896 ML004899	J	What other role describes you? How useful was the information that you found on the NIH website NIH.gov?	Very useful Moderately useful Slightly useful		Text area, no char limit Drop down, select one	Single	Y	OPS Group*	Other_Role How Useful	
		<u> </u>	Not at all useful							
AL 004900		Did you find what you were looking for today?	lYes .		Drop down select one	Single	I V	Skin Logic Group*	Able to Find	

Drop down, select one Single Y Skip Logic Group*

Able to Find

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			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip	Type (select from list)	Single or Multi	Require d Y/N	e Special Instructions	CQ Label
			No	U					
AML004901	U	What information could you not find?			Text area, no char limit		N	Skip Logic Group*	Other_Able to Find
AML004902		How did you primarily look for information today?	I used the search function	— L.	Radio button, one-up verti	Single	Y	Skip Logic Group*	Look for Info
			I used links from the Home Page	N N					
			I navigated using the top and left side navigation bars I got to the page through a link on another site	- N					
			I had a bookmark for the page I wanted	$ \frac{1}{N}$					
			I was browsing	H N					
AML004903	L	Please tell us about your experience with the site's NIH.gov's search		- 10	Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Search Experience
		feature today. Check all that apply.	'		,			1 1 3 1 1 1 1	
			Results were not what I wanted	X					
			Too many results returned	X					
			Not enough results	X					
			Returned NO results	X					
AML004904		How could we make the search feeture more useful to use?	l experienced a different search issue	X	Toyt area no char limit		N	Skin Logio Crount	OE Sparch Experience
IIVILUU49U4	Х	How could we make the search feature more useful to you?			Text area, no char limit		IN	Skip Logic Group*	OE_Search Experience
AML004905	N	How would you describe your navigation experience on this site NIH.gov 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					
ML004906	7	What apositio ways could we improve your experience	l experienced a different navigational issue	Z	Tout area no char limit		NI.	Ckin Logio Croupt	OF Soorah Evporionaa
ML004906	Z	What specific ways could we improve your experience navigating/browsing on this site NIH.gov?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
ML004907		How will you use the information you find on this site NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	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						
NAL 00 4000	14/	How else will you use the information?	Other, please specify:	W	Text area, no char limit		N	ODC Crevet	Other Heelefe
ML004908	VV	Which of the following sources drove you to visit the site today?						OPS Group*	Other_Use Info
AML004909			Message or recommendation from a friend on a social network			Single		Rank Group*	SV - Rank 1
WIE004909		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
VIL004909		Please rank the top 3 (Rank 1 is most important).	Message or recommendation from a friend on a social network Video I saw on YouTube	NO			Y		
VILUU49U9		Please rank the top 3 (Rank 1 is most important).		NO	Drop down, select one		Y		
WLUU49U9		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube	NO	Drop down, select one		Y		
WIE004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums	NO	Drop down, select one		Y		
WIL004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter)	NO	Drop down, select one		Y	noice per Bhara	
WE004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts	NO	Drop down, select one		Y	noice per Bhara	
WE004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague	NO	Drop down, select one		Y	noice per Bhara	
wiL004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site	NO	Drop down, select one		Y	noice per Bhara	
wic004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site Search engine results	NO	Drop down, select one		Y	noice per Bhara	
wic004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network 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	NO	Drop down, select one		Y	noice per Bhara	
wic004909		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network 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	NO	Drop down, select one		Y	noice per Bhara	ti
VILUU49U9		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network 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	NO	Drop down, select one		Y	noice per Bhara	ti
		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network 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 Other	NO	Drop down, select one TE for DOT: Please HIDE	this ans	swer ch	Randomize Anchor Answer Ch	ti
		Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter) Message directly from NIH on a social network 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 Other Message or recommendation from a friend on a social network	NO	Drop down, select one	this ans	swer ch	Randomize Anchor Answer Ch	ti
		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network 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 Other Message or recommendation from a friend on a social network Video I saw on YouTube	NO	Drop down, select one TE for DOT: Please HIDE	this ans	swer ch	Randomize Anchor Answer Ch	ti
ML004910		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network 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 Other Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums	NO	Drop down, select one TE for DOT: Please HIDE	this ans	swer ch	Randomize Anchor Answer Cher choice per Br	pice Parati
		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from NIH on a social network 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 Other Message or recommendation from a friend on a social network Video I saw on YouTube	NO	Drop down, select one TE for DOT: Please HIDE	this ans	swer ch	Randomize Anchor Answer Ch	pice Parati Rank 2

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			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
			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 Ch	
AML004911		Rank 3 (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,Twitter) Message directly from NIH on a social network 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		NOTE for DOT: Please H	IDE this	s answe	Adjust Template/St Randomize	Rank 3
AML004912		What social media site do you use most often?	Don't know Other YouTube Twitter Facebook LinkedIn Pinterest Google + Other I don't use any		Drop down, select one	Single	Y	Anchor Answer Ch Anchor Answer Ch Anchor Answer Ch Anchor Answer Ch	oice Social Media
required	913" an	Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? Check all that apply. d "AML004914" are now	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		Checkbox, one-up vertical	Multi	Y	Anchor Answer Ch	Publications/Resources
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? Check all that apply.	Newsletters Page updates Bulletins RSS feeds Podcasts None of these		Checkbox, one-up vertical	Multi	Y	Anchor Answer Ch	Subscription Subscription
AML004915		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?	Under 18 years 18 - 24 years 25 - 34 years 35 - 44 years		Drop down, select one	Single	Y		Age

Date:

AML004920

NIH Main 2013 MID:

3/21/2013

How can NIH improve it's information on the web?

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QID Label Question Text (limited to 45 - 54 years 55 - 64 years Age 65 or older Do not wish to answer AML004916 What is your gender? Male Female Do not wish to answer AML004917 Do you consider yourself Hispanic/Latino? Hispanic or Latino Not Hispanic or Latino Do not wish to answer AML004918 What is your race? Check all that apply. American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islam White Some other race Do not wish to answer AML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree							
ML004916 What is your gender? Male Female Do not wish to answer Hispanic or Latino Not Hispanic or Latino Not Hispanic or Latino Do not wish to answer American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Island White Some other race Do not wish to answer American Native Hawaiian or Other Pacific Island White Some other race Do not wish to answer Hul004919 ML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree	ver Choices o 50 characters)	Skip	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
Not Hispanic or Latino Do not wish to answer ML004918 What is your race? Check all that apply. Materican Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Island White Some other race Do not wish to answer ML004919 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	Anchor Answer Choic	Gender
Asian Black or African American Native Hawaiian or Other Pacific Islam White Some other race Do not wish to answer #L004919 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	or Answer Choic	Hispanic/Latino
educational level you have attained? Less than a high school degree	ider		Checkbox, one-up vertical	Should b		oox,	Race
High school degree or GED Some college/ technical school/ assoc 4-year college degree Graduate degree Do not wish to answer	ziate degree		Drop down, select one	Single		Skip Logic Group* Anchor Answer Choic	Education

OE_Improvement

N

Text area, no char limit