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.
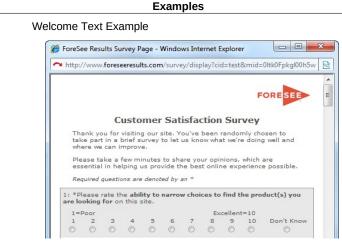
DEFAULT Thank You Text

"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.

Examples

Welcome Text Example

Thank You Text Example

FORESEE®

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**?
2	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)**
3	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)**
4	Navigation - Organized	Please rate **how well the site is organized**.						Primary Resource	How likely are you to use this site as your **primary resource for obtaining information from NIH?**
5	Navigation - Options	Please rate the **options available for navigating** this site.							**Follow on Social Media (1=Very Unlikely, 10=Very Likely)**
6	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.							
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.							
		Content (1=Poor, 10=Excellent, Don't Know)							
10	Content - Accuracy	Please rate your perception of the **accuracy of information** on this site.							
11	Content - Quality	Please rate the **quality of information** on this site.							
12	Content - Freshness	Please rate the **freshness of content** on this site.							
		Site Performance (1=Poor, 10=Excellent, Don't Know)							
13	Site Performance -	Please rate how **quickly pages load** on this site.							
14	Site Performance -	Please rate the **consistency of speed from page to page** on this site.							
15	Site Performance -	Please rate the **ability to load pages without getting error messages** on this site.							

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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	Required Y/N	Special Instructions	CQ Label
AML004893		How frequently do you visit NIH.gov?	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						
AML004894		Are you an NIH employee or contractor?	Yes		Drop down, select one	Single	Y		NIH Employee
			No						
AML004897		What is your **primary reason** for visiting NIH.gov **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						
			Specific policies and regulations						
			Research grant opportunities						
			Press Releases/ NIH News						
			Job positions						
			Other, please specify:	R				Anchor Answer Choice	
AML004898	R	What **other** reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other_Education
AML004895		Based on your **primary reason** for visiting NIH.gov **today**, which of the following, best describes your role:	General Public		Drop down, select one	Single	Y	OPS Group*	Role
			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				Anchor Answer Choice	
AML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
AML004899		How **useful** was the information that you found on NIH.gov?	Very useful		Drop down, select one	Single	Y		How Useful
			Moderately useful						
			Slightly useful						
			Not at all useful						
AML004900		Did you **find** what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			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 vertical	Single	Y	Skip Logic Group*	Look for Info

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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	Special Instructions	CQ Label
			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					
AML004903	L	Please tell us about your experience with NIH.gov'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					
			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
			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					
AML004906	Z	What specific ways could we improve your experience navigating/browsing on NIH.gov?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
ACQLiv0024345		How will you use the information you find on NIH.gov?	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					
ACQLiv002433	W	How else will you use the information?			Text area, no char limit		N	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/Style Sheet Randomize	
			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					Anchor Answer Choice	
			Other					Anchor Answer Choice	
AML004910		**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						
			Advertising on social networks (Facebook,Twitter)					Adjust Template/Style Sheet Randomize	
			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						

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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	Special Instructions	CQ Label
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine						
			Don't know					Anchor Answer Choice	
			Other					Anchor Answer Choice	
AML004911		**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						
			Advertising on social networks (Facebook,Twitter)					Adjust Template/Style 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					Anchor Answer Choice	
			Don't know					Anchor Answer Choice	
			Other						
AML004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y		Social Media
			Twitter						
			Facebook						
			LinkedIn						
			Pinterest						
			Google +						
			Other					Anchor Answer Choice	
			I don't use any					Anchor Answer Choice	
AML004913		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	Y		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	
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? *Check all that apply.*			Checkbox, one-up vertical	Multi	Y		Subscription
			Newsletters						
			Page updates						
			Bulletins						
			RSS feeds						
			Podcasts						
			None of these					Anchor Answer Choice	
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?			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	

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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	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 Choice	
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 Choice	
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 Choice	
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 Choice	
AML004920		How can NIH improve its information on the web?			Text area, no char limit		N		OE_Improvement

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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	Special Instructions	CQ Label
AML004893		How frequently do you visit NIH.gov?	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						
AML004894		Are you an NIH employee or contractor?	Yes		Drop down, select one	Single	Y		NIH Employee
			No						
AML004897		What is your **primary reason** for visiting NIH.gov **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						
			Specific policies and regulations						
			Research grant opportunities						
			Press Releases/ NIH News						
			Job positions						
			Other, please specify:	R				Anchor Answer Choice	
AML004898	R	What **other** reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other_Education
AML004895		Based on your **primary reason** for visiting NIH.gov **today**, which of the following, best describes your role:	General Public		Drop down, select one	Single	Y	OPS Group*	Role
			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				Anchor Answer Choice	
AML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
AML004899		How **useful** was the information that you found on NIH.gov?	Very useful		Drop down, select one	Single	Y		How Useful
			Moderately useful						
			Slightly useful						
			Not at all useful						
AML004900		Did you **find** what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			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 vertical	Single	Y	Skip Logic Group*	Look for Info

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			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					
AML004903	L	Please tell us about your experience with NIH.gov'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					
			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
			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					
AML004906	Z	What specific ways could we improve your experience navigating/browsing on NIH.gov?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
ACQLiv0024345		How will you use the information you find on NIH.gov?	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					
ACQLiv002433	W	How else will you use the information?			Text area, no char limit		N	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/Style Sheet Randomize	
			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					Anchor Answer Choice	
			Other					Anchor Answer Choice	
AML004910		**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						
			Advertising on social networks (Facebook,Twitter)					Adjust Template/Style Sheet Randomize	
			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						

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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	Special Instructions	CQ Label
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine						
			Don't know						Anchor Answer Choice
			Other						Anchor Answer Choice
AML004911		**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						
			Advertising on social networks (Facebook,Twitter)					Adjust Template/Style 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						
			Don't know						Anchor Answer Choice
			Other						Anchor Answer Choice
AML004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y		Social Media
			Twitter						
			Facebook						
			LinkedIn						
			Pinterest						
			Google +						
			Other					Anchor Answer Choice	
			I don't use any					Anchor Answer Choice	
AML004913		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	Y		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	
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? *Check all that apply.*			Checkbox, one-up vertical	Multi	Y		Subscription
			Newsletters						
			Page updates						
			Bulletins						
			RSS feeds						
			Podcasts						
			None of these					Anchor Answer Choice	
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.**			Drop down, select one	Single	Y		Age
		What is your 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	

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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	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 Choice	
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 Choice	
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 Choice	
AML004919		Which of the following categories best describe the highest educational level you have attained?			Drop down, select one	Single	Y	Skip Logic Group*	Education
			Less than a high school degree						
			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	
AML004920		How can NIH improve it's its information on the web?			Text area, no char limit		N		OE_Improvement

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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	Special Instructions	CQ Label
AML004893		How frequently do you visit ~~the NIH website~~ NIH.gov?	First time		Radio button, one-up verti	Single	Y		Visit Frequency
			More than once a day						
			Daily						
			About once a week						
			About once a month						
			Every 6 months or less						
AML004894		Are you an NIH employee or contractor?	Yes		Drop down, select one	Single	Y		NIH Employee
			No						
AML004897		What is your **primary reason** for visiting ~~the site~~ NIH.gov **today**?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity)		Radio button, one-up verti	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						
			Specific policies and regulations						
			Research grant opportunities						
			Press Releases/ NIH News						
			Job positions						
			Other, please specify:	R				Anchor Answer Choice	
AML004898	R	What **other** reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other_Education
AML004895		~~What is your primary role?~~ Based on your **primary reason** for visiting NIH.gov **today**, which of the following, best describes your role:			Drop down, select one	Single	Y	OPS Group*	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				Anchor Answer Choice	
AML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
AML004899		How **useful** was the information that you found on ~~the NIH website~~ NIH.gov?	Very useful		Drop down, select one	Single	Y		How Useful
			Moderately useful						
			Slightly useful						
			Not at all useful						
AML004900		Did you **find** what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find

Note for DOT:

The order of "primary reason" (AML004897/AML004898) and "primary role" (AML004895/AML004896) have changed places

#REF!		red & strike-through: DELETE
NIH Main 2013		*underlined & italicized*: RE-ORDER
MID:		pink: ADDITION
Date:	3/21/2013	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	Required Y/N	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 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					
AML004903	L	Please tell us about your experience with ~~the site's~~ NIH.gov'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					
			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 ~~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					
			I experienced a different navigational issue	Z					
AML004906	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
AML004907		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 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					
AML004908	W	How else will you use the information?			Text area, no char limit		N	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)						
			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						
AML004910		**Rank 2** *(Optional)*	Message or recommendation from a friend on a social network						Rank 2
			Video I saw on YouTube						
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook,Twitter)						
			Message directly from NIH on a social network					Adjust Template/Style Sheet Randomize	
			Online Pinboard (Pinterest)						

NOTE for DOT: Please **HIDE** this answer choice per Bharati

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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	Required 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 Choice	
			Other						
AML004911		**Rank 3** *(Optional)*	Message or recommendation from a friend on a social network					NOTE for DOT: Please **HIDE** this answer choice per Bharati	Rank 3
			Video I saw on YouTube						
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook,Twitter)					Adjust Template/Style 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						
			Don't know					Anchor Answer Choice	
			Other					Anchor Answer Choice	
AML004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y		Social Media
			Twitter						
			Facebook						
			LinkedIn						
			Pinterest						
			Google +						
			Other					Anchor Answer Choice	
			I don't use any					Anchor Answer Choice	
AML004913		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	Y		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	
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? *Check all that apply.*			Checkbox, one-up vertical	Multi	Y		Subscription
			Newsletters						
			Page updates						
			Bulletins						
			RSS feeds						
			Podcasts						
			None of these					Anchor Answer Choice	
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.**			Drop down, select one	Single	Y		Age
		What is your age?	Under 18 years						
			18 - 24 years						
			25 - 34 years						
			35 - 44 years						

"AML004913" and "AML004914" are now required

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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	Required Y/N	Special Instructions	CQ Label
			45 - 54 years						
			55 - 64 years						
			Age 65 or older						
			Do not wish to answer					Anchor Answer Choice	
AML004916		What is your gender?	Male		Drop down, select one	Single	Y		Gender
			Female						
			Do not wish to answer					Anchor Answer Choice	
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 Choice	
AML004918		What is your race? *Check all that apply.*	American Indian or Alaska Native		Checkbox, one-up vertical					Race
			Asian						
			Black or African American						
			Native Hawaiian or Other Pacific Islander						
			White						
			Some other race						
			Do not wish to answer					Anchor Answer Choice	
AML004919		Which of the following categories best describe the highest educational level you have attained?			Drop down, select one	Single	Y	Skip Logic Group*	Education
			Less than a high school degree						
			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	
AML004920		How can NIH improve it's information on the web?			Text area, no char limit		N		OE_Improvement

Ashley Graham: Should be a checkbox, currently programmed as drop down