

Model Instance Name:
 Alzheimer's
 MID: NEW
 Partitioned (Y/N)? Yes
 Date: 11/04/2013



Alzheimer's

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 the accuracy of information on this site.	16	Satisfaction - Overall What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19	Return 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 ? <i>(1= Falls Short, 10=Exceeds)</i>		Recommend (1=Very Unlikely, 10=Very Likely)
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 ? <i>(1=Not Very Close, 10=Very Close)</i>	20	Recommend How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4	Site Performance - Loading Please rate how quickly pages load on this site.			21	Primary Resource How likely are you to use this site as your primary resource for Alzheimer's and dementia information?
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.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
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.				
	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 .				

Model Instance Name:

Alzheimer's

MID: NEW

Date: 10/10/2014

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Alzheimer's 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
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	A C	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
CAS0065164	A	For how many patients are you seeking a clinical trial?	One Between 2 and 10 More than 10		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Number of Patients
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	C	Do you generally prefer to read information online or order printed materials?	Online Printed		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
MAC2663		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other	H H H H J H H H H H H H	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Role
CAS0056782	H	Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF All Other
CAS0056783	J	Did you find what you were looking for?	Yes No Partially	K K	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF HP
CAS0056784	K	What were you looking for that you could not find?			Open text field	Open	No	Skip Logic Group*	Unable to Find
CAS0065164		Are you comfortable getting health information in English?	Yes No		Radio button scale, one up vertical	Single	Yes		Info in English
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No	M	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
CAS0056785	M	I was not able to find a clinical trial meeting my needs because:	There are no trials in my geographic area There are no trials for which I (or my family member or client) fit the criteria There was not enough information about the trial I prefer to use another trial service The clinical-trial search tool did not work properly		Radio button scale, one up vertical	Single	No	Skip Logic Group*	Not Find Trial Because
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C heck boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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

Model Instance Name:

Alzheimer's

MID: NEW

Date: 10/10/2014

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Alzheimer's 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
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	A C	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
NEW	A	For how many patients are you seeking a clinical trial?	One Between 2 and 10 More than 10		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Number of Patients
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	C	Do you generally prefer to read information online or order printed materials?	Online Printed		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
MAC2663		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other	H H H H J H H H H H H	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Role
CAS0056782	H	Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF All Other
CAS0056783	J	Did you find what you were looking for?	Yes No Partially	K K	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF HP
CAS0056784	K	What were you looking for that you could not find?			Open text field	Open	No	Skip Logic Group*	Unable to Find
CAS0065164		Are you comfortable getting health information in English?	Yes No		Radio button scale, one up vertical	Single	Yes		Info in English
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No	M	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
CAS0056785	M	I was not able to find a clinical trial meeting my needs because:	There are no trials in my geographic area There are no trials for which I (or my family member or client) fit the criteria There was not enough information about the trial I prefer to use another trial service The clinical-trial search tool did not work properly		Radio button scale, one up vertical	Single	No	Skip Logic Group*	Not Find Trial Because
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C heck boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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

Model Instance Name:
 Alzheimer's
 MID: NEW
 Date: 9/16/2014

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

Alzheimer's 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
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	C	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	C	Do you generally prefer to read information online or order printed materials?	Online Printed		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
MAC2663		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other	H H H H J H H H H H H	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Role
CAS0056782	H	Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF All Other
CAS0056783	J	Did you find what you were looking for?	Yes No Partially	K K	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF HP
CAS0056784	K	What were you looking for that you could not find?			Open text field	Open	No	Skip Logic Group*	Unable to Find
		Are you comfortable getting health information in English?	Yes No		Radio button scale, one up vertical	Single	Yes		Info in English
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
CAS0056785	M	I was not able to find a clinical trial meeting my needs because:	There are no trials in my geographic area There are no trials for which I (or my family member or client) fit the criteria There was not enough information about the trial I prefer to use another trial service The clinical-trial search tool did not work properly		Radio button scale, one up vertical	Single	No	Skip Logic Group*	Not Find Trial Because
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C check boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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

Model Instance Name:
Alzheimer's
MID: NEW
Date: 4/25/2014

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underlined & italicized: RE-ORDER
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blue + -->: REWORDING

Alzheimer's 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
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	C	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	C	Do you generally prefer to read information online or order printed materials?	Online Printed		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Online or Print
MAC2663		<i>In what role are you primarily visiting the site today? I am a...</i>	<i>Person diagnosed with Alzheimer's</i> <i>Person concerned I might have Alzheimer's</i> <i>Family or friend of person with Alzheimer's</i> <i>Caregiver</i> <i>Health professional</i> <i>Student</i> <i>Housing or social services organization</i> <i>Educator</i> <i>Researcher or scientist</i> <i>Advocate</i> <i>Media</i> <i>Other</i>	H H H H J H H H H H H	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Role
NEW	H	Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF All Other
NEW	J	Did you find what you were looking for?	Yes No Partially	K K	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	DYF HP
NEW	K	What were you looking for that you could not find?			Open text field	Open	No	Skip Logic Group*	Unable to Find
MAC2671		Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Did-You-Find
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
NEW	M	I was not able to find a clinical trial meeting my needs because:	<i>There are no trials in my geographic area</i> <i>There are no trials for which I (or my family member or client) fit the criteria</i> <i>There was not enough information about the trial</i> <i>I prefer to use another trial service</i> <i>The clinical-trial search tool did not work properly</i>		Radio button scale, one up vertical	Single	No	Skip Logic Group*	Not Find Trial Because
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C check boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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

Model Instance Name:

Alzheimer's

MID: NEW

Date: 4/18/2014

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

Alzheimer's 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
MAC2663		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other		Radio button scale, one up vertical	Single	Yes	OPS Group*	Role
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	C	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	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
MAC2669	D	What type of device do you prefer to use for online info?	Desktop / laptop (computer) Tablet Mobile device (smartphone)		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Device-Type
MAC2671		Did you find what you were looking for?	Yes No Partially		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Did You Find
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C check boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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

Model Instance Name:
 Alzheimer's
 MID: NEW
 Date: 11/20/2013

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

Alzheimer's 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
MAC2663		In what role are you primarily visiting the site today? I am a...	Person diagnosed with Alzheimer's Person concerned I might have Alzheimer's Family or friend of person with Alzheimer's Caregiver Health professional Student Housing or social services organization Educator Researcher or scientist Advocate Media Other	A	Radio button scale, one up vertical	Single	Yes	OPS Group*	Role
MAC2664	A	Please explain.			Text box		No	OPS Group*	OPS Role
MAC2665		What type of information are you looking for on the site today?	Alzheimer's symptoms, causes, etc. Other dementias Clinical trials Research centers Caring for a person with Alzheimer's Publications News about Alzheimer's Other	C B	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Type of Info
MAC2666	B	Please explain.			Text box		No	Skip Logic Group*	OPS Type of Info
MAC2667	C	For any publications you used today, did you...	Download/save Print Order Read online		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Publications
MAC2668	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
MAC2669	D	What type of device do you prefer to use for online info?	Desktop / laptop (computer) Tablet Mobile device (smartphone)	E E	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Device Type
MAC2670	E	What content would you most like to see made available for this device?			Text area			Skip Logic Group*	Make Available
MAC2671		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
MAC2672	F	What were you looking for that you couldn't find?			Text area		No	Skip Logic Group*	What Looking For
MAC2673		What additional information or resources would you like to see included on our site?			Text area		No		Additional Info
MAC2674		Did you search for Alzheimer's clinical trials today?	Yes No	G	Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Search For Trials
MAC2675	G	Were you able to locate a clinical trial meeting your criteria?	Yes No		Radio button scale, one up vertical	Single	Yes	Skip Logic Group*	Locate Trials
MAC2676	G	How did you search clinical trials?	Map Zip code Key word Category		C heck boxes, one up vertical	Multi-select	No	Skip Logic Group*	How Search Trials
MAC2677		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