# MID: 0R1QM1Y1dtAhdcVsdFNV8g== Date: 9/15/2010

ELEMENTS (drivers of satisfaction)	s utilize the ACSI methodology to determine scores and CUSTOMER SATISFACTION	FUTURE BEHAVIORS
ELEMENTS (Universion Satisfaction)	COSTOMER SATISFACTION	FOTORE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Primary Resource (1=Very Unlikely, 10=Very Likely)
Please rate the <b>accuracy of information</b> on this site.	17 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to use this site as your <b>primary resource for</b> obtaining health or health policy information?
Please rate the quality of information on this site.	<b>18</b> How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
Please rate the <b>freshness of content</b> on this site.	19 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21 How likely are you to recommend this site to someone else?
unctionality (1=Poor, 10=Excellent, Don't Know)		Return (1=Very Unlikely, 10=Very Likely)
Please rate the usefulness of the features provided on this site.		22 How likely are you to return to this site?
Please rate the convenience of the features on this site.		Healthypeople Engagement (1=Very Unlikely, 10=Very Likely)
Please rate the variety of features on this site.		23 How likely are you to engage in activities in the next 3 months to me Healthypeople 2020 objectives?
ook and Feel (1=Poor, 10=Excellent, Don't Know)		
Please rate the visual appeal of this site.		
Please rate the balance of graphics and text on this site.		
Please rate the <b>readability of the pages</b> on this site.		
lavigation (1=Poor, 10=Excellent, Don't Know)		
Please rate how well the site is organized.		
Please rate the options available for navigating this site.		
Please rate how well the site layout helps you find what you are looking for.		
Please rate the number of clicks to get where you want on this site.		
ite Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate how quickly pages load on this site.		
Please rate the <b>consistency of speed from page to page</b> on this site.		
Please rate the <b>ability to load pages without getting error messages</b> on this site.		

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your visit Learn about the Healthy People 2020 objectives Get ideas on how to achieve the Healthy People 2020 objectives Share ideas on how to achieve the Healthy People 2020 objectives Get data on the Healthy People 2020 objectives Download Healthy People publications Review 2010 Healthy People objectives/results Get information for a school project/school assignment Other, please specify: Yes no, please specify what you were unable to find w likely Bookmark this page for later use	A       Other reason for your visit         Were you able to find what you were looking for?		Radio Button One Up Vertical	Single	
Download Healthy People publications Review 2010 Healthy People objectives/results Get information for a school project/school assignment Other, please specify: Yes no, please specify what you were unable to find					
no, please specify what you were unable to find		Α			
no, please specify what you were unable to find	were you able to find what you were looking for?		Text area, no char limit	Cingle	N Y
		А	Radio button, one-up vertical	Single	Y
v likely Bookmark this page for later use	A No, please specify:		Text area, no char limit	Single	N
select all	After using the healthypeople.gov website today, how likel are you to do one of the following activities: (Please select that apply)		Checkbox One Up Vertical	Multi	Y
Do additional research online Download content to a portable device, like a mobile phor PDA, or ipod Email the information to a colleague/co-worker					
Connect or collaborate with another organization working meet Healthy People objectives Print the information and share it					
Make a plan for achieving a Healthy People objective Other, please specify:		А			
	A Other activity:		Text area, no char limit		N
ay? Yes No Don't know/don't remember	Did you access data through HealthyPeople.gov today?	А, В	Radio button, one-up vertical	Single	Y
	A Please tell us what data tools and information you found n valuable.		Text area, no char limit		N
hat you	B Are there other data-related features or information that yo would like to see on HealthyPeople.gov?		Text area, no char limit		N
	Did you visit the Leading Health Indicators section of the website today?	Α	Drop down, select one	Single	Y
INO	A Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.)		Checkbox, one-up vertical	Multi	Y
er		Clinical Preventive Services Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health	Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity	Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity Oral Health	Environmental Quality Injury and Violence Maternal, Infant, and Child Health Mental Health Nutrition, Physical Activity, and Obesity

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#### **CUSTOM QUESTION LIST**

	Skip						
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
<b>4</b>	-4001		Social Determinants	onp to			
			Substance Abuse				
			Tobacco				
ACQCol0005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected	А	Checkbox, one-up vertical	Multi	Y
			Had difficulty finding relevant information				
			Links/labels are difficult to understand	В			
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)				
			Could not navigate back to previous information	A			
			I had a navigation difficulty not listed above:	с			
			I had no difficulty navigating/browsing on this site		1		
ACQC010005150	с	Please describe your navigation issue:			Text area, no char limit		N
ACQCol0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCol0005152	В	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?					
			Yes No Don't remember	A	Radio button, one-up vertical	Single	Y
ACQCol0005154	Α	Please tell us about your experience with the search feature	I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	С			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted		-		
			I wanted more advanced search capabilities (exclude certain terms, limit search scope)				
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit		
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read		Checkbox, one-up vertical	Multi	N
			I could not see enough of the descriptions to decide which link to choose				

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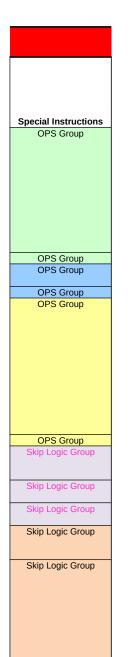
#### **CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			The text was too small		-		
			The page was too crowded				
			I had a different issue with the design and layout of the	F	-		
			results:				
ACQCol0005158	F	My issue was:			Text area, no char limit		
	D	What were your issues with the <b>results</b> of the search? (Select				Multi	N
ACQCol0005159		all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical		
			The order of the results was not what I expected		1 , . ,		
			There were no results or too few results		1		
					-		
			The titles were not helpful		-		
			The descriptions were not helpful	_	-		
			I could not narrow the results of my search				
			I had a different issue with the results of the search:	G			
ACQCol0005160	G	My issue was:			Text area, no char limit		
CWS05576			This is my first time	A	Radio Button One Up Vertical	Single	Y
			Two or three times	_			
			Four or five times A few times a week	-			
			Daily	-			
			More than once a day	-			
	Α	How did you find out about Healthypeople.gov?	Healthy People listserv		Checkbox, one-up vertical	Multi	Y
			Other listserv/email	A			
			Twitter-Healthy People account				
			Twitter-other	В			
			Media or journal article				
			Facebook Blog	C D			
			Website ad/button	E			
			Friend or colleague				
			Teacher	-			
			Other, please specify:	F			
	Α	Please specify which listserv or email:			Text area, no char limit		N
	B	Please specify which Twitter account:			Text area, no char limit		N
	<u> </u>	Please specify which Facebook page:			Text area, no char limit		N
	D E	Please specify which blog: Please specify which website:			Text area, no char limit Text area, no char limit		N N
	 F	How did you find out about Healthypeople.gov?			Text area, no char limit		N
ACQLiv0010110	-	Which of the following social media platforms have you used	Facebook		Checkbox, one-up vertical	Multi	N
		in the last 30 days: (Please select all that apply)	Twitter	1			
			LinkedIn				
			YouTube				
			Google+	_			
			Other				

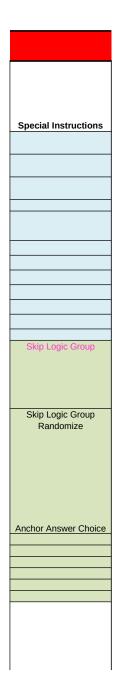
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	Skip Logic		Answer Choices			Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N
			None of the above				
ACQLiv0010119		Which of the following social media platforms do you use for	Facebook		Checkbox, one-up vertical	Multi	N
		professional purposes: (Please select all that apply)	Twitter				
			LinkedIn				
			YouTube				
			Google+				
			Other				
			None of the above				
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse		Radio button, one-up vertical	Single	Y
			Government Employee	1		-	
			General Public	1			
			Librarian	1			
			Public Health Professional	1			
			Researcher	B, C			
			Student				
			Teacher/Educator				
			Other, please specify:	A			
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N



Special Instructions	
Skip Logic Group	
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Special Instructions	
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#### CUSTOM QUESTION LIST

QID CWS05564	Skip Logic Label	Question Text Which of the following best describes the reason for your visit today?	Answer Choices (limited to 50 characters) Learn about the Healthy People 2020 objectives Get ideas on how to achieve the Healthy People 2020 objectives Share ideas on how to achieve the Healthy People 2020	Skip to	Type (select from list) Radio Button One Up Vertical	Single or Multi Single	Required Y/N Y
			objectives Get data on the Healthy People 2020 objectives Download Healthy People publications Review 2010 Healthy People objectives/results Get information for a school project/school assignment Other, please specify:	A			
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find		Radio button, one-up vertical	Single	Y
CWS05567	A	No, please specify:	no, please specify what you were unable to find	Α	Text area, no char limit	Single	N
CWS05568		After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply)	Bookmark this page for later use		Checkbox One Up Vertical	Multi	Y
			Do additional research online Download content to a portable device, like a mobile phone, PDA, or ipod Email the information to a colleague/co-worker				
			Connect or collaborate with another organization working to meet Healthy People objectives				
			Make a plan for achieving a Healthy People objective				
			Other, please specify:	Α			
CWS05569	Α	Other activity:			Text area, no char limit		N
ACQinh0012942		Did you visit the Leading Health Indicators section of the website today?	Yes	А	Drop down, select one	Single	Y
ACQinh0012963	Α	Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.)	Access to Health Services		Checkbox, one-up vertical	Multi	Y
			Clinical Preventive Services				
			Environmental Quality				
			Injury and Violence Maternal, Infant, and Child Health				
			Mental Health				
			Nutrition, Physical Activity, and Obesity				
			Oral Health				
			Reproductive and Sexual Health				
			Social Determinants				
			Substance Abuse				
ACQCol0005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	Substance Abuse	A	Checkbox, one-up vertical	Multi	Y

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#### **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
			Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	B A C			
			I had no difficulty navigating/browsing on this site				
ACQCol0005150 ACQCol0005151	C A	Please describe your navigation issue: Please describe any specific navigation links or paths that did			Text area, no char limit Text area, no char limit		N N
ACQCol0005152	В	not take you where they should have? What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y
ACQC0l0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	Don't remember I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
AC6C00003134		r	I had issues with the <b>design and layout</b> of the search results (text size, colors).	С			
			I had issues with the <b>results</b> of the search. The search feature met my needs. None of these	D	-		
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope)	E	-		
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit	N 41 - 141	N
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read I could not see enough of the descriptions to decide which link to choose		Checkbox, one-up vertical	Multi	N
			The text was too small				
			The page was too crowded I had a different issue with the design and layout of the results:	F			

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#### **CUSTOM QUESTION LIST**

QID ACOC010005158	Skip Logic Label F	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list) Text area, no char limit	Single or Multi	Required Y/N
ACQC010005158		My issue was:			Text area, no char limit		
	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)				Multi	N
ACQCol0005159		an that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical		
			The order of the results was not what I expected				
			There were no results or too few results		1		
				-	-		
			The titles were not helpful		-		
			The descriptions were not helpful		_		
			I could not narrow the results of my search				
		I had a different issue with the results of the search:	G	-			
ACQCol0005160	G	My issue was:			Text area, no char limit		
CWS05576	-	· ·	This is my first time	Α	Radio Button One Up Vertical	Single	Y
			Two or three times			Ű	
			Four or five times				
			A few times a week				
			Daily				
			More than once a day				
	Α	How did you find out about Healthypeople.gov?	Healthy People listserv		Checkbox, one-up vertical	Multi	Y
			Other listserv/email	A			
			Twitter-Healthy People account				
			Twitter-other	В			
			Media or journal article	-			
			Facebook Blog	C			
			Website ad/button	E			
			Friend or colleague				
			Teacher	-			
			Other, please specify:	F			
	Α	Please specify which listserv or email:			Text area, no char limit		N
	В	Please specify which Twitter account:			Text area, no char limit		N
	С	Please specify which Facebook page:			Text area, no char limit		N
	D	Please specify which blog:			Text area, no char limit		N
	E	Please specify which website:			Text area, no char limit		N
0.011.001.01.02	F	How did you find out about Healthypeople.gov?			Text area, no char limit		N
CQLiv0010110		Which of the following social media platforms have you used in the last 30 days: (Please select all that apply)	Facebook		Checkbox, one-up vertical	Multi	N
		in the last so days. (Flease select all that apply)	Twitter	-			
			LinkedIn YouTube	-			
			Google+	-			
			Other	-			
			None of the above	-			
CQLiv0010119		Which of the following social media platforms do you use for	Facebook		Checkbox, one-up vertical	Multi	N
		professional purposes: (Please select all that apply)	Twitter	-			
			LinkedIn				
			YouTube	7			
			Google+				

MID:

Date:

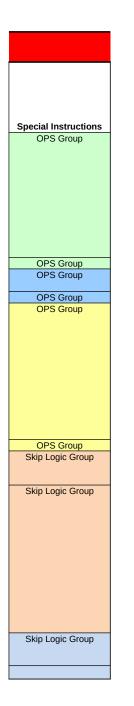
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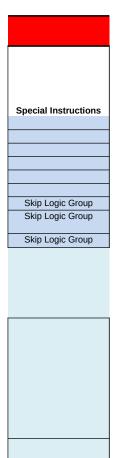
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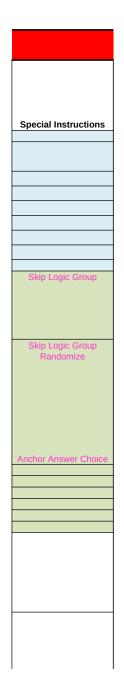
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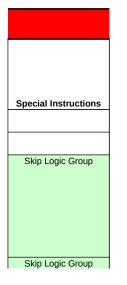
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Other				
			None of the above				
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse		Radio button, one-up vertical	Single	Y
			Government Employee				
			General Public				
			Librarian				
			Public Health Professional				
			Researcher	B, C			
			Student				
			Teacher/Educator				
			Other, please specify:	A			
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N









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blue + -->: REWORDING

	Skip						
	Logic		Answer Choices			Single or	Required
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N
CWS05564		Which of the following best describes the reason for your visit	Learn about the Healthy People 2020 objectives		Radio Button One Up Vertical	Single	Y
		today?					
			Get ideas on how to achieve the Healthy People 2020 objectives				
			Share ideas on how to achieve the Healthy People 2020				
			objectives				
			Get data on the Healthy People 2020 objectives				
			Download Healthy People publications				
			Review 2010 Healthy People objectives/results				
			Get information for a school project/school assignment				
			Other, please specify:	A			
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y
014005507			no, please specify what you were unable to find	Α	Taut and a second second	<u>Circarla</u>	
CWS05567	A	No, please specify:	De alumante this many familitan una		Text area, no char limit	Single	N
CWS05568		After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply)	Bookmark this page for later use		Checkbox One Up Vertical	Multi	Y
			Do additional research online				
			Download content to a portable device, like a mobile phone,				
			PDA, or ipod				
			Email the information to a colleague/co-worker				
			Connect or collaborate with another organization working to meet Healthy People objectives				
			Print the information and share it				
			Make a plan for achieving a Healthy People objective				
			Other, please specify:	Α			
CWS05569	A	Other activity:			Text area, no char limit		N
		Did you visit the Leading Health Indicators section of the website today?	Yes	Α	Drop down, select one	Single	Y
			No				
	A	Which of the following Leading Health Indicators were you interested in today? (Please select all that apply.)	Access to Health Services		Checkbox, one-up vertical	Multi	Y
			Clinical Preventive Services				
			Environmental Quality				
			Injury and Violence				
			Maternal, Infant, and Child Health				
			Mental Health				
			Nutrition, Physical Activity, and Obesity				
			Oral Health				
			Reproductive and Sexual Health				
			Social Determinants				
			Substance Abuse				
			Tobacco			N 4 14i	Y
ACQCol0005149		How would you describe your navigation experience on this			Checkbox, one-up vertical	Multi	Y
		site today? (Please select all that apply.)	Links often did not take me where I expected	A			
			Had difficulty finding relevant information				
			nad amounty maing relevant mormation			 Deculto Confi	

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#### **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
			Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	B A C			
			I had no difficulty navigating/browsing on this site				
ACQCol0005150 ACQCol0005151	C A	Please describe your navigation issue: Please describe any specific navigation links or paths that did			Text area, no char limit Text area, no char limit		N N
ACQCol0005152	В	not take you where they should have? What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y
	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	Don't remember I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
ACQCol0005154			I had issues with the <b>design and layout</b> of the search results (text size, colors).	С			
			I had issues with the <b>results</b> of the search. The search feature met my needs. None of these	D	-		
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope)	E	-		
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit	N 41 - 141	N
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read I could not see enough of the descriptions to decide which link to choose		Checkbox, one-up vertical	Multi	N
			The text was too small				
			The page was too crowded I had a different issue with the design and layout of the results:	F			

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#### blue + -->: REWORDING

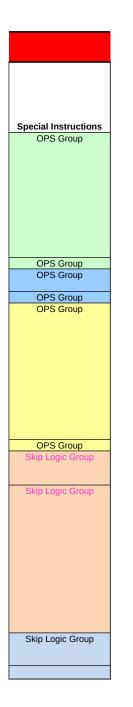
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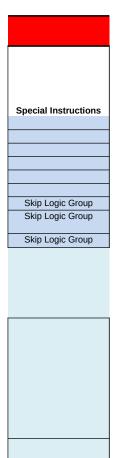
#### **CUSTOM QUESTION LIST**

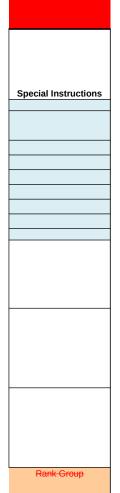
	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	
ACQCol0005158	F	My issue was:			Text area, no char limit			
	D	What were your issues with the results of the search? (Select				Multi	N	
ACQCol0005159		all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical			
			The order of the results was not what I expected					
			There were no results or too few results					
			The titles were not helpful		1			
			The descriptions were not helpful		-			
					-			
			I could not narrow the results of my search		_			
			I had a different issue with the results of the search:	G				
ACQCol0005160	G	My issue was:			Text area, no char limit		<b></b>	
CWS05576		How often have you visited the site in the last six months?	This is my first time	1	Radio Button One Up Vertical	Single	Y	
			Two or three times	1				
			Four or five times	4				
			A few times a week	4				
		Daily	4					
			More than once a day					
ACQLiv0010110		Which of the following social media platforms have you used	Facebook	4	Checkbox, one-up vertical	Multi	N	
		in the last 30 days: (Please select all that apply)	Twitter	-				
			LinkedIn	-				
			YouTube	4				
			Google+	4				
			Other	-				
			None of the above					
ACQLiv0010119		Which of the following social media platforms do you use for	Facebook	4	Checkbox, one-up vertical	Checkbox, one-up vertical	Multi	N
		professional purposes: (Please select all that apply)	Twitter	4				
			LinkedIn	-				
			YouTube	-				
			Google+	4				
			Other	-				
			None of the above		-			
<del>CWS05578</del>		Please rank the top 3 factors that brought you to the website	Message or recommendation from a friend on a social		Drop down, select one	Single-	¥	
			Video I saw on YouTube					
			Internet blogs or discussion forums				1	
			Advertising on social networks (Facebook, My Space, Twitter)					
			Message directly from Healthypeople on a social network					
			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 advertising					
			Internet advertising					
			Conference/presentation					
			<del>Don't know</del>					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) <del>Other</del>	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS05579		Rank 2 (Optional)	Message or recommendation from a friend on a social			Single-	N
			network		Drop down, select one	Ciligio	
			Video I saw on YouTube	1			
			Internet blogs or discussion forums	1			A
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			Instant Message from a friend or colleague				
			Familiarity with site	1			
			Search engine results	1			
			Word of mouth recommendation from someone I know	1			
			TV, radio, newspaper, or magazine advertising				
			Internet advertising	1			
			Conference/presentation	1			
			Don't know	1			
			Other	1			
<del>CWS05580</del>		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single-	N
			Video I saw on YouTube	1			
			Internet blogs or discussion forums	1			+
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			Instant Message from a friend or colleague	1			
			Familiarity with site	1			
			Search engine results	1			
			Word of mouth recommendation from someone I know	1			
			TV, radio, newspaper, or magazine advertising	1			
			Internet advertising	1			,
			Conference/presentation	1			
			Don't know	1			N
			Other	1			
				1		1	
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse		Radio button, one-up vertical	Single	Y
			Government Employee				
			General Public				
			Librarian				
			Public Health Professional				
			Researcher	B, C			
			Student				
			Teacher/Educator				
			Other, please specify:	Α	A		
CWS05583	A	Please describe your role:			Text area, no char limit	Single	N







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blue + -->: REWORDING

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS05564		Which of the following best describes the reason for your visit today?	Learn about the Healthy People 2020 objectives Get ideas on how to achieve the Healthy People 2020 objectives Share ideas on how to achieve the Healthy People 2020 objectives Get data on the Healthy People 2020 objectives Download Healthy People publications Review 2010 Healthy People objectives/results Get information for a school project/school assignment Other, please specify:		Radio Button One Up Vertical	Single	Y
CWS05565	A	Other reason for your visit	Other, please specify.	Α	Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes no, please specify what you were unable to find	А	Radio button, one-up vertical	Single	Y
CWS05567 CWS05568	A	No, please specify: After using the healthypeople.gov website today, how likely are you to do one of the following activities: (Please select all that apply)	Bookmark this page for later use		Text area, no char limit Checkbox One Up Vertical	Single Multi	N Y
			Do additional research online Download content to a portable device, like a mobile phone, PDA, or ipod Email the information to a colleague/co-worker Connect or collaborate with another organization working to meet Healthypeople objectives Print the information and share it Make a plan for achieving a Healthy People objective Other, please specify:	A			
CWS05569	A	Other activity:			Text area, no char limit		N
ACQC010005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected Had difficulty finding relevant <i>information/<del>products</del></i> Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty <i>navigating/browsing on</i> this site	A B A C	Checkbox, one-up vertical	Multi	Y
ACQCol0005150	С	Please describe your navigation issue:			Text area, no char limit		N
ACQCol0005151		Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCol0005152	В	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?	Yes No	A	Radio button, one-up vertical	Single	Y

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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
			Don't remember				
ACQCol0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted				
			I wanted more advanced search capabilities (exclude certain terms, limit search scope)				
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit		
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read		Checkbox, one-up vertical	Multi	N
			I could not see enough of the descriptions to decide which link to choose				
			The text was too small		-		
			The page was too crowded				
			I had a different issue with the design and layout of the results:	F	-		
ACQCol0005158	F	My issue was:			Text area, no char limit		
ACQCol0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			The order of the results was not what I expected				
			There were no results or too few results				
			The titles were not helpful				
			The descriptions were not helpful				
			I could not narrow the results of my search				
			I had a different issue with the results of the search:	G			
ACQCol0005160	G	My issue was:			Text area, no char limit		
CWS05576		How often have you visited the site in the last six months?	This is my first time		Radio Button One Up Vertical	Single	Y
			Two or three times				
1	1		Four or five times A few times a week			1	

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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
			Daily				
			More than once a day				
<del>CWS05577</del>		Which of the following social media do you use regularly (at	Facebook		Checkbox, one-up vertical	Multi	N
		least once a month)? (Please select all that apply)	Twitter	_			
			LinkedIn	_			
			Blogs	_			
			None of the above				
		Which of the following social media platforms have you used	Facebook	_	Checkbox, one-up vertical	Multi	N
		in the last 30 days: (Please select all that apply)	Twitter	_			
			LinkedIn	_			
			YouTube	_			
			Google+	_			
			Other	_			
	_		None of the above				
		Which of the following social media platforms do you use for	Facebook	_	Checkbox, one-up vertical	Multi	N
		professional purposes: (Please select all that apply)	Twitter	_			
			LinkedIn	_			
			YouTube	_			
			Google+	_			
		Other	_				
	_		None of the above				N/
WS05578		Please rank the top 3 factors that brought you to the website	Message or recommendation from a friend on a social	_	Drop down, select one	Single	Y
			Video I saw on YouTube	_			
			Internet blogs or discussion forums	_			
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			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 advertising				
			Internet advertising				
			Conference/presentation				Y
			Don't know				
			Other				
CWS05579		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			Instant Message from a friend or colleague Familiarity with site				

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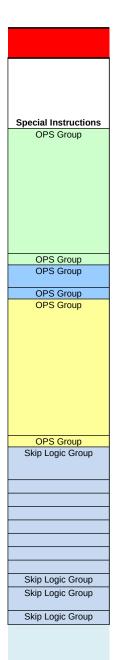
Date: 9/15/2010

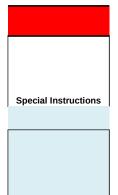
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Search engine results	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Conference/presentation Don't know Other	-			
CWS05580		Rank 3 (Optional)	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other		Drop down, select one	Single	A
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify:	B, C A	Radio button, one-up vertical	Single	Y
CWS05583	Α	Please describe your role:			Text area, no char limit	Single	N







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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
CWS05564		Which of the following best describes the reason for your visit	Learn about the Healthypeople 2020 objectives		Radio Button One Up Vertical	Single	Y
		today?	Get ideas on how to achieve the Healthypeople 2020 objectives				
			Share ideas on how to achieve the Healthypeople 2020 objectives				
			Get data on the Healthypeople 2020 objectives				
			Download Healthypeople publications				
			Review 2010 Healthy People objectives/results				
			Get information for a school project/school assignment				
			Other, please specify:	A			
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y
000005507			no, please specify what you were unable to find	Α			
CWS05567 CWS05568		No, please specify:	Dealmark this name for later use		Text area, no char limit	Single Multi	N Y
CWS05568		After using the Healthypeople website today, how likely are you to do one of the following activities: (Please select all that apply)	Bookmark this page for later use		Checkbox One Up Vertical	Multi	Y
			Do additional research online				
			Download content to a portable device, like a mobile phone, PDA, or ipod				
			Email the information to a colleague/co-worker				
			Connect or collaborate with another organization working to meet Healthypeople objectives				
			Print the information and share it				
			Make a plan for achieving a Healthy People objective				
			Other, please specify:	A			
CWS05569	Α	Other activity:			Text area, no char limit	N 4 - 141	N
ACQCol0005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected	А	Checkbox, one-up vertical	Multi	Ŷ
			Had difficulty finding relevant information/products				
			Links/labels are difficult to understand	В			
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)				
				•			
			Could not navigate back to previous information	A			
			I had a navigation difficulty not listed above:	С	-		
			I had no difficulty navigating/browsing on this site				
ACQCol0005150	С	Please describe your navigation issue:			Text area, no char limit		N
ACQCol0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCol0005152	В	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?	Yes	А	Radio button, one-up vertical	Single	Y
			No				

Date:

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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
			Don't remember				
ACQCol0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	C			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted				
			I wanted more advanced search capabilities (exclude certain terms, limit search scope)				
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit		
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read		Checkbox, one-up vertical	Multi	N
			I could not see enough of the descriptions to decide which link to choose				
			The text was too small		-		
			The page was too crowded				
			I had a different issue with the design and layout of the results:	F	-		
ACQCol0005158	F	My issue was:			Text area, no char limit		
ACQCol0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			The order of the results was not what I expected				
			There were no results or too few results				
			The titles were not helpful				
			The descriptions were not helpful				
			I could not narrow the results of my search				
			I had a different issue with the results of the search:	G			
ACQCol0005160	G	My issue was:			Text area, no char limit		
CWS05576		How often have you visited the site in the last six months?	This is my first time		Radio Button One Up Vertical	Single	Y
			Two or three times				
1	1		Four or five times A few times a week			1	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Daily More than once a day	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Blogs None of the above	-	Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 (Required)	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other		Drop down, select one	Single	Y .
CWS05579		Rank 2 (Optional)	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other		Drop down, select one	Single	N
CWS05580		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums	-	Drop down, select one	Single	N

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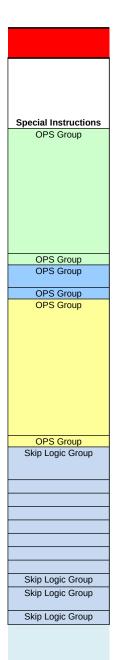
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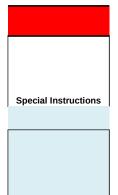
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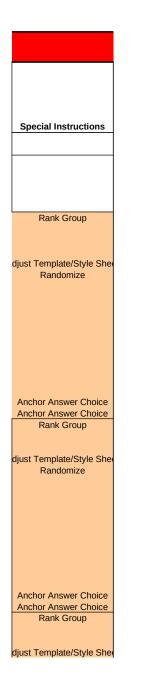
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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Advertising on social networks (Facebook, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other				
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher Student Teacher/Educator Other, please specify:	B, C	Radio button, one-up vertical	Single	Y
CWS05583	A	Other role			Text area, no char limit	Single	N







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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
CWS05564		Which of the following best describes the reason for your visit	Learn about the Healthypeople 2020 objectives		Radio Button One Up Vertical	Single	Y
		today?	Get ideas on how to achieve the Healthypeople 2020 objectives				
			Share ideas on how to achieve the Healthypeople 2020 objectives				
			Get data on the Healthypeople 2020 objectives				
			Download Healthypeople publications				
			Review 2010 Healthy People objectives/results				
			Get information for a school project/school assignment				
			Other, please specify:	A			
CWS05565	A	Other reason for your visit			Text area, no char limit	Single	N
CWS05566		Were you able to find what you were looking for?	Yes		Radio button, one-up vertical	Single	Y
000005507			no, please specify what you were unable to find	Α			
CWS05567 CWS05568		No, please specify:	Dealmark this name for later use		Text area, no char limit	Single Multi	N Y
CWS05568		After using the Healthypeople website today, how likely are you to do one of the following activities: (Please select all that apply)	Bookmark this page for later use		Checkbox One Up Vertical	Multi	Y
			Do additional research online				
			Download content to a portable device, like a mobile phone, PDA, or ipod				
			Email the information to a colleague/co-worker				
			Connect or collaborate with another organization working to meet Healthypeople objectives				
			Print the information and share it				
			Make a plan for achieving a Healthy People objective				
	-		Other, please specify:	Α			
CWS05569	A	Other activity:			Text area, no char limit	N 4 - 141	N
ACQCol0005149		How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected	А	Checkbox, one-up vertical	Multi	Ŷ
			Had difficulty finding relevant information/products				
			Links/labels are difficult to understand	В			
			Too many links/navigational options to choose from				
			Had technical difficulties (error messages, broken links, etc.)				
				•			
			Could not navigate back to previous information	A			
			I had a navigation difficulty not listed above:	С	-		
			I had no difficulty navigating/browsing on this site				
ACQCol0005150	С	Please describe your navigation issue:			Text area, no char limit		N
ACQCol0005151	A	Please describe any specific navigation links or paths that did not take you where they should have?			Text area, no char limit		N
ACQCol0005152	В	What specific links/labels were difficult to understand?			Text area, no char limit		N
ACQCol0005153		Did you use the search feature during your visit today?	Yes	А	Radio button, one-up vertical	Single	Y
			No				

Date:

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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
			Don't remember				
ACQCol0005154	A	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	С			
			I had issues with the <b>results</b> of the search.	D			
			The search feature met my needs.				
			None of these				
ACQCol0005155	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	It was not clear how to use the search feature		Checkbox, one-up vertical	Multi	N
			I did not know what terms to use to get the results I wanted				
			l wanted more advanced search capabilities (exclude certain terms, limit search scope)				
			I had a different issue with the searching process:	E			
ACQCol0005156	E	My issue was:			Text area, no char limit		
ACQCol0005157	С	What were your issues with the <b>design and layout</b> of the search results? (Select all that apply.)	The link colors were hard to read		Checkbox, one-up vertical	Multi	N
			I could not see enough of the descriptions to decide which link to choose		_		
			The text was too small		-		
			The page was too crowded				
			I had a different issue with the design and layout of the results:	F	-		
ACQCol0005158	F	My issue was:			Text area, no char limit		
ACQCol0005159	D	What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted		Checkbox, one-up vertical	Multi	N
			The order of the results was not what I expected				
			There were no results or too few results				
			The titles were not helpful				
			The descriptions were not helpful				
			I could not narrow the results of my search				
			I had a different issue with the results of the search:	G			
ACQCol0005160	G	My issue was:			Text area, no char limit		
CWS05576		How often have you visited the site in the last six months?	This is my first time		Radio Button One Up Vertical	Single	Y
ľ			Two or three times				
ľ			Four or five times A few times a week				

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Daily More than once a day	Skip to	Type (select from list)	Single or Multi	Required Y/N
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Blogs None of the above	-	Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 (Required)	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other		Drop down, select one	Single	Y .
CWS05579		Rank 2 (Optional)	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other		Drop down, select one	Single	N
CWS05580		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums	-	Drop down, select one	Single	N

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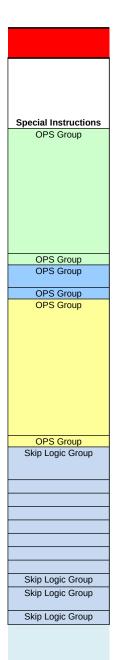
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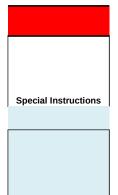
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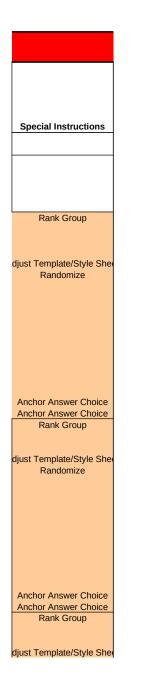
oink: ADDITION

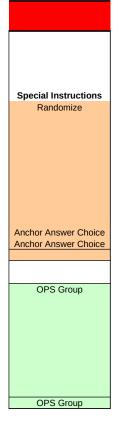
blue + -->: REWORDING

	Skip						
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Advertising on social networks (Facebook, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know Other				
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse/Health Care Provider Government Employee General Public Librarian Public Health Professional Researcher Student/Faculty Student Teacher/Educator Other, please specify:	A	Radio button, one-up vertical	Single	Y
CWS05583	A	Other role			Text area, no char limit	Single	N









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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
CWS05564		Which of the following best describes the reason for your visit	Learn about the Healthypeople 2020 objectives		Radio Button One Up Vertical	Single	Y
		today?	Optida as an housta a chieve that Up a Ways and 2000				
			Get ideas on how to achieve the Healthypeople 2020 objectives				
			Share ideas on how to achieve the Healthypeople 2020 objectives				
			Get data on the Healthypeople 2020 objectives				
ĺ			Download Healthypeople publications				
			Review 2010 Healthy People objectives/results				
			Get information for a school project/school assignment	_			
CINCOLLC	•	Other reason for your visit	Other, please specify:	A	Tout area in abox limit	Cingle	NI
CWS05565 CWS05566	A	Other reason for your visit Were you able to find what you were looking for?	Yes		Text area, no char limit Radio button, one-up vertical	Single Single	N Y
CWS05500		Were you able to find what you were looking for?	no, please specify what you were unable to find	А	Radio button, one-up ventical	Sirigie	T
CWS05567	A	No, please specify:	no, please specify what you were unable to infu		Text area, no char limit	Single	N
CWS05568		After using the Healthypeople website today, how likely are	Bookmark this page for later use		Checkbox One Up Vertical	Multi	Y
		you to do one of the following activities: (Please select all that					
		apply)					
			Do additional research online				
			Download content to a portable device, like a mobile phone, PDA, or ipod				
			Email the information to a colleague/co-worker				
			Connect or collaborate with another organization working to				
			meet Healthypeople objectives				
			Print the information and share it Make a plan for achieving a Healthy People objective				
			Other, please specify:	А			
CWS05569	A	Other activity:			Text area, no char limit		N
CWS05570		Did you have any difficulty while looking for information on the Healthypeople site?	<del>Yes</del>	B			
			No				
			140				
CWS05571	B	Which of the following difficulties did you have while on the Healthypeople site today?	Could not navigate back to previous information		Checkbox, one-up-vertical	Multi	¥
CWS05571	B				Checkbox, one-up vertical	Multi	¥
CWS05571	B		Could not navigate back to previous information		Checkbox, one up vertical	Multi	¥
CWS05571	B		Could not navigate back to previous information Had difficulty finding detailed information		Checkbox, one up vertical	Multi	¥
CWS05571	B		Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand		Checkbox, one up vertical	Multi	¥
CWS05571	B		Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices		Checkbox, one up vertical	Multi	¥
		Healthypeople-site today?-	Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand	G			
CWS05572	B		Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices	G	Text area, no char limit	Single	N
		Healthypeople-site today? Other Navigational difficulty, please-specify How would you describe your navigation experience on this	Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Other, please specify:	G			
CWS05572		Healthypeople-site today?- Other-Navigational difficulty, please-specify	Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Other, please specify: I had no difficulty navigating/browsing on this site		Text area, no char limit	Single	N
CWS05572		Healthypeople-site today? Other Navigational difficulty, please-specify How would you describe your navigation experience on this	Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Other, please specify: I had no difficulty navigating/browsing on this site Links often did not take me where I expected	C A	Text area, no char limit	Single	N
CWS05572		Healthypeople-site today? Other Navigational difficulty, please-specify How would you describe your navigation experience on this	Could not navigate back to previous information Had difficulty finding detailed information Had technical difficulties (error messages, broken links, etc) Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Other, please specify: I had no difficulty navigating/browsing on this site		Text area, no char limit	Single	N

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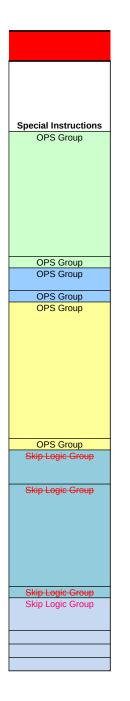
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information	Skip to	Type (select from list)	Single or Multi	Require Y/N
			I had a navigation difficulty not listed above:	ĉ			
EDO08510	С	Please describe your navigation issue:	Open-ended		Text area, no char limit		N
EDO08511	Α	Please describe any specific navigation links or paths that did not take you where they should have?	Open-ended		Text area, no char limit		N
EDO08512	В	What specific links/labels were difficult to understand?	Open-ended		Text area, no char limit		N
<del>CWS05573</del>		Did you use the Search feature today?	Yes No	A	Radio button, one-up vertical	Single	¥
<del>CWS05574</del>	A	Which of the following best describes your experience with the search feature?	Search worked well/returned the results I needed		Radio button, one-up vertical	Single	¥
			I was not sure what words to use in my search				
			Results were not relevant to my search terms or needs			1	
			Returned results that were similar/redundant			1	
			Returned too many results			1	
			Search returned no results at all				
			The organization of the results was confusing	_			
			Other, please specify:	B		4	
<del>WS05575</del>	B	Other Search experience, please specify				1	
		Did you use the search feature during your visit today?	Yes	Α	Radio button, one-up vertical	Single	Υ
			No				
			Don't remember				
	Α	Please tell us about your experience with the <b>search feature</b> today. (Select all that apply.)	I had issues with the <b>searching process</b> (how to use it, what to enter).	В	Checkbox, one-up vertical	Multi	Y
			I have the second state at the state of the second state of the second state				1
			I had issues with the <b>design and layout</b> of the search results (text size, colors).	С			
				C D			
			results (text size, colors).				
			results (text size, colors). I had issues with the <b>results</b> of the search.		-		
	В	What were your issues with the <b>searching process</b> ? (Select all that apply.)	results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs.		Checkbox, one-up vertical	Multi	N
	В		results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these It was not clear how to use the search feature I did not know what terms to use to get the results I wanted		Checkbox, one-up vertical	Multi	N
	в		results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these It was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope)	D	Checkbox, one-up vertical	Multi	N
		all that apply.)	results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these It was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain			Multi	N
	B E C		results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these It was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope)	D	Checkbox, one-up vertical Text area, no char limit Checkbox, one-up vertical	Multi	N
	E	all that apply.) My issue was: What were your issues with the <b>design and layout</b> of the	results (text size, colors).  I had issues with the <b>results</b> of the search.  The search feature met my needs.  None of these  I was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope) I had a different issue with the searching process:	D	Text area, no char limit		
	E	all that apply.) My issue was: What were your issues with the <b>design and layout</b> of the	results (text size, colors). I had issues with the <b>results</b> of the search. The search feature met my needs. None of these It was not clear how to use the search feature I did not know what terms to use to get the results I wanted I wanted more advanced search capabilities (exclude certain terms, limit search scope) I had a different issue with the searching process: The link colors were hard to read I could not see enough of the descriptions to decide which	D	Text area, no char limit		

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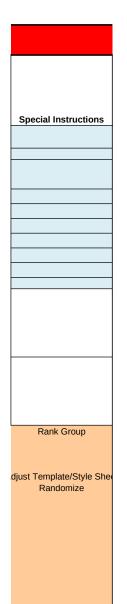
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) I had a different issue with the design and layout of the	Skip to	Type (select from list)	Single or Multi	Required Y/N
	F	My issue was:	results:		Text area ino char limit		
	D	My issue was. What were your issues with the <b>results</b> of the search? (Select all that apply.)	Results were not relevant or not what I wanted The order of the results was not what I expected There were no results or too few results The titles were not helpful The descriptions were not helpful I could not narrow the results of my search		Text area, no char limit Checkbox, one-up vertical	Multi	N
			I had a different issue with the results of the search:	G			
	G	My issue was:			Text area, no char limit		
CWS05576		How often have you visited the site in the last six months?	This is my first time Two or three times Four or five times A few times a week Daily More than once a day	-	Radio Button One Up Vertical	Single	Y
CWS05577		Which of the following social media do you use regularly (at least once a month)? (Please select all that apply)	Facebook Twitter LinkedIn Discussion boards Blogs None of the above	-	Checkbox, one-up vertical	Multi	N
CWS05578		Please rank the top 3 factors that brought you to the website today. <i>(Rank 1 = Most important)</i> <b>Rank 1</b> <i>(Required)</i>	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, My Space, Twitter) Message directly from Healthypeople on a social network 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 advertising Internet advertising Conference/presentation Don't know		Drop down, select one	Single	Y
CWS05579		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N

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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
			Internet blogs or discussion forums				A
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			Instant Message from a friend or colleague	1			
			Familiarity with site				
			Search engine results				
			Word of mouth recommendation from someone I know				
			TV, radio, newspaper, or magazine advertising				
			Internet advertising				
			Conference/presentation				
			Don't know	4			
			Other				
CWS05580		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N
			Video I saw on YouTube				
			Internet blogs or discussion forums				A
			Advertising on social networks (Facebook, My Space, Twitter)				
			Message directly from Healthypeople on a social network				
			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 advertising				
			Internet advertising				
			Conference/presentation	-			
			Don't know	-			
			Other	-		-	
014/005504							
CWS05581		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N
CWS05582		Which best describes your role?	Doctor/Nurse/Health Care Provider		Radio button, one-up vertical	Single	Y
			Government Employee				
			General Public	-			
			Librarian	-			
			Public Health Professional	-			
			Researcher	-			
			Student/Faculty	-			
			Other, please specify:	A			



Special Instructions
Skip Logic Group
Skip Logic Group



Anchor Answer Choice Anchor Answer Choice Rank Group

