



3/8/2013



	Model question		H Main 2013 ethodology to determine scores and impac	ts		
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
-	Plain Language (1=Poor, 10=Excellent, Don't Know)		Satisfaction (1=Poor, 10=Excellent)		-	Return (1=Very Unlikely, 10=Very Likely)
1 Plain Language - Clear	Please rate the clarity of the wording on this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site?	19	Return	How likely are you to return to this site?
2 Plain Language -	Please rate how well you understand the wording on this site.	17 Satisfaction -	How well does this site meet your expectations?			Recommend (1=Very Unlikely, 10=Very Likely)
3 Plain Language - Concise	Please rate this site on its use of short, clear sentences.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website?	20	Recommend	How likely are you to recommend this site to someone else?
	Navigation (1=Poor, 10=Excellent, Don't Know)			21		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Navigation - Organized	Please rate how well the site is organized.				Primary Resource	How likely are you to use this site as your primary resource for obtaining information from NIH?
5 Navigation - Options	Please rate the options available for navigating this site.					Follow on Social Media (1=Very Unlikely, 10=Very Likely)
5 Navigation - Layou	t Please rate how well the site layout helps you find what you are looking for.				Follow on Social Media	How likely are you to follow NIH on social media such as Faceboo Twitter?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)					
7 Look and Feel - Appeal	Please rate the visual appeal of this site.					
8 Look and Feel - Balance	Please rate the balance of graphics and text on this site.					
9 Look and Feel - Readability	Please rate the readability of the pages on this site.					
	Content (1=Poor, 10=Excellent, Don't Know)					
0 Content - Accuracy	Please rate your perception of the accuracy of information on this site.					
1 Content - Quality	Please rate the quality of information on this site.					
2 Content - Freshness	Please rate the freshness of content on this site.					
	Site Performance (1=Poor, 10=Excellent, Don't Know)					
	Please rate how quickly pages load on this site.					
	Please rate the consistency of speed from page to page on this site.					
Site Performance -	Please rate the ability to load pages without getting error messages on this site.					

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NIH Main 2013

MID: Date: 3/21/2013 red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

NIH Main	2013 CUS	ESTION I	IST

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
ML004893		How frequently do you visit NIH.gov?	First time		Radio button, one-up vertic	Single	Y		Visit Frequency
			More than once a day			0			
			Daily						
			About once a week						
			About once a month						
			Every 6 months or less						
ML004894		Are you an NIH employee or contractor?	Yes		Drop down, select one	Single	Y		NIH Employee
		, , ,	No			- J -			1
ML004897		What is your primary reason for visiting NIH.gov today ?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity)		Radio button, one-up vertion	Single	Y	OPS Group*	Primary Reason
			Findings from health or medical research (e.g., studies on diseases, basic research, medical advances or drugs)	-					
			Ongoing clinical trials and research studies	-					
			Teaching or learning materials	-					
			Training opportunities	-					
			Conferences, symposiums, presentations	-					
			Specific policies and regulations	-					
			Research grant opportunities	-					
			Press Releases/ NIH News	-					
			Job positions	-					
			Other, please specify:	R				Anchor Answer Cho	ire
ML004898	R	What other reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other Education
ML004895					Drop down, select one	Single		OPS Group*	Role
		Based on your primary reason for visiting NIH.gov today , which of the following, best describes your role:	General Public			Gingio		or o oroup	11010
			Scientist/Researcher						
			Patient						
			Patient Family member or Friend/Caregiver						
			Health Professional						
			Grantee/ Potential Grantee						
			Government Employee						
			NIH Employee						
			Media						
			Student/ Educator						
			Family/Friend						
			Other, please specify:	J				Anchor Answer Cho	ice
ML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
ML004899		How useful was the information that you found on NIH.gov?	Very useful		Drop down, select one	Single	Y		How Useful
			Moderately useful						
			Slightly useful						
			Not at all useful						
ML004900		Did you find what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			No	U					
ML004901		What information could you not find?			Text area, no char limit			Skip Logic Group*	Other_Able to Fin
ML004902		How did you primarily look for information today?	I used the search function	1.1.1	Radio button, one-up vertic	Single	Y	Skip Logic Group*	Look for Info

#REF!			red & strike-through : DELETE						
NIH Main 20	013		<u>underlined & italicized</u> : RE-ORDER						
MID:			pink: ADDITION						
Date:	3/21/2	013	blue +>: REWORDING						
			NIH Main 2013 CUSTOM QUESTION LIST						
	Skip						Require		
	Logic		Answer Choices	Skip		Single or		Special	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
			I used links from the Home Page	N					
			I navigated using the top and left side navigation bars	N					
			I got to the page through a link on another site	N N					
			I had a bookmark for the page I wanted I was browsing						
AML004903	1	Please tell us about your experience with NIH.gov's search feature	Search results were helpful	IN	Checkbox, one-up vertical	l Multi	N	Skip Logic Group*	Search Experience
/ IIII2004300		today. Check all that apply.			Checkbox, one up vertical			Chip Logic Croup	ocuron Experience
			Results were not what I wanted	Х					
			Too many results returned	Х					
			Not enough results	X					
			Returned NO results	X					
AML004904		How could we make the search feature more useful to you?	I experienced a different search issue	X	Text area, no char limit		N	Ekin Logio Crount	OE Search Experience
AWL004904	^	How could we make the search leature more useful to you?			Text died, 10 chai infit			Skip Logic Group"	OE_Search Experience
AML004905	N	How would you describe your navigation experience on NIH.gov	It was easy to navigate this site		Checkbox, one-up vertical	l Multi	N	Skip Logic Group*	Navigation Experience
	1	today? Check all that apply.					1	Chap Logic Croup	Thangalon Experience
			Links often did not take me where I expected	Z					
			Had difficulty finding relevant information	Z					
			Links/labels are difficult to understand	Z					
			Had technical difficulties (error messages, broken links, etc.) I experienced a different navigational issue	Z					
AML004906	Z	What specific ways could we improve your experience	li experienceu a unierent navigational issue		Text area, no char limit		N	Skin Logic Groun*	OE Search Experience
/ 1112004300	-	navigating/browsing on NIH.gov?			rext area, no char mint			Chip Logic Croup	
ACQLiv00243	45	How will you use the information you find on NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	Single	Y	OPS Group*	Use Information
			To support new or current research projects						
			To address personal health issues						
			To aid others who have health concerns						
			To pursue a career as a medical researcher To explore or support business opportunities						
		I	Other, please specify:	w					
ACQLiv00243	s w	How else will you use the information?			Text area, no char limit		N	OPS Group*	Other Use Info
AML004909		Which of the following sources drove you to visit the site today?	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group*	SV - Rank 1
		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)							
			Video I saw on YouTube						
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	vie Sheet
			Message directly from NIH on a social network Online Pinboard (Pinterest)					Randomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine						
			Don't know					Anchor Answer Ch	
AML004910		Rank 2 (Optional)	Other Massage or recommandation from a friend on a social natural		Drop down as last as	Cinale	N	Anchor Answer Ch	bice SV - Rank 2
ANIE004910		(Cpuonea)	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N	Rank Group*	SV - Rank Z
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	vle Sheet
			Message directly from NIH on a social network					Randomize	
			Online Pinboard (Pinterest)						
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results						

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Date.	5/21/2		bide i strikeworkbing						
			NIH Main 2013 CUSTOM QUESTION LIST						
	Skip						Require		
	Logic		Answer Choices	Skip		Single or		Special	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine	_					
			Don't know	_				Anchor Answer Cho	bice
			Other	_				Anchor Answer Cho	
AML004911		Rank 3 (Optional)	Message or recommendation from a friend on a social network	_	Drop down, select one	Single	N	Rank Group*	SV - Rank 3
			Video I saw on YouTube	_					
			Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter)	_				Adjust Template/St	do Choot
			Message directly from NIH on a social network	_				Randomize	yie Sheet
			Online Pinboard (Pinterest)	-				Ranuomize	
			Mobile phone text messages or alerts	-					
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results	-					
			Word of mouth recommendation from someone I know	_					
			TV, radio, newspaper, or magazine						
			Don't know					Anchor Answer Cho	bice
			Other					Anchor Answer Cho	bice
AML004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y		Social Media
			Twitter						
			Facebook						
			LinkedIn						
			Pinterest						
			Google +	_					
			Other	_				Anchor Answer Cho	
		the second s	I don't use any	_		A 4 . 14		Anchor Answer Cho	
AML004913		Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? <i>Check all that apply.</i>			Checkbox, one-up vertical	Multi	Y		Publications/Resources
			NIH Health Information						
			NIH Research Matters						
			NIH News in Health						
			NIH YouTube channel						
			NIH Twitter Feed: @NIHforHealth						
			NIH Facebook Page						
			NIH Library of Medicine						
			NIH Director's blog						
	I		None of these	_				Anchor Answer Cho	
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? <i>Check all that apply.</i>	Neuvelattara		Checkbox, one-up vertical	Multi	Y		Subscription
		science and nealth? Check all that apply.	Newsletters	_					
			Page updates						
			Bulletins	-					
			RSS feeds Podcasts	-					
			None of these					Anchor Answer Cho	nice
AML004915					Drop down, select one	Single	Y		Age
, IIIIC004313						Jungie	l '		Age
		In order to compare demographic data across all							
		In order to compare demographic data across all anonymous respondents, we need to collect this data in the formed described by ONB and the Computer The							
		the format described by OMB and the Census. The							
		In order to compare demographic data across all anonymous respondents, we need to collect this data in the format described by OMB and the Census. The following questions reflect those required categories.							
		the format described by OMB and the Census. The	Under 18 years						
		the format described by OMB and the Census. The following questions reflect those required categories.	Under 18 years 18 - 24 years						
		the format described by OMB and the Census. The following questions reflect those required categories.							
		the format described by OMB and the Census. The following questions reflect those required categories.	18 - 24 years						
		the format described by OMB and the Census. The following questions reflect those required categories.	18 - 24 years 25 - 34 years						
		the format described by OMB and the Census. The following questions reflect those required categories.	18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years						
		the format described by OMB and the Census. The following questions reflect those required categories.	18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years					Anchor Answer Ch	

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			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
AML004916		What is your gender?	Male Female Do not wish to answer		Drop down, select one	Single	Y	Anchor Answer Cho	Gender
AML004917		Do you consider yourself Hispanic/Latino?	Hispanic or Latino Not Hispanic or Latino Do not wish to answer		Drop down, select one	Single	Y	Anchor Answer Cho	Hispanic/Latino
AML004918		What is your race? Check all that apply.	American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander		Checkbox, one-up vertical	Multi	Y		Race
			White Some other race Do not wish to answer					Anchor Answer Cho	
AML004919		Which of the following categories best describe the highest educational level you have attained?	Less than a high school degree High school degree or GED Some college/ technical school/ associate degree 4-year college degree		Drop down, select one	Single	Y	Skip Logic Group*	Education
			Graduate degree Do not wish to answer					Anchor Answer Cho	
ML004920	1	How can NIH improve its information on the web?			Text area, no char limit		N		OE Improvement

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NIH Main	2013 CUS	ESTION I	IST

			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
ML004893		How frequently do you visit NIH.gov?	First time		Radio button, one-up vertic	Single	Y		Visit Frequency
			More than once a day			0			
			Daily						
			About once a week						
			About once a month						
			Every 6 months or less						
ML004894		Are you an NIH employee or contractor?	Yes		Drop down, select one	Single	Y		NIH Employee
		, , ,	No			- J -			1
ML004897		What is your primary reason for visiting NIH.gov today ?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity)		Radio button, one-up vertion	Single	Y	OPS Group*	Primary Reason
			Findings from health or medical research (e.g., studies on diseases, basic research, medical advances or drugs)	-					
			Ongoing clinical trials and research studies	-					
			Teaching or learning materials	-					
			Training opportunities	-					
			Conferences, symposiums, presentations	-					
			Specific policies and regulations	-					
			Research grant opportunities	-					
			Press Releases/ NIH News	-					
			Job positions	-					
			Other, please specify:	R				Anchor Answer Cho	ire
ML004898	R	What other reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other Education
ML004895					Drop down, select one	Single		OPS Group*	Role
		Based on your primary reason for visiting NIH.gov today , which of the following, best describes your role:	General Public			Gingio		or o oroup	11010
			Scientist/Researcher						
			Patient						
			Patient Family member or Friend/Caregiver						
			Health Professional						
			Grantee/ Potential Grantee						
			Government Employee						
			NIH Employee						
			Media						
			Student/ Educator						
			Family/Friend						
			Other, please specify:	J				Anchor Answer Cho	ice
ML004896	J	What other role describes you?			Text area, no char limit		N	OPS Group*	Other_Role
ML004899		How useful was the information that you found on NIH.gov?	Very useful		Drop down, select one	Single	Y		How Useful
			Moderately useful						
			Slightly useful						
			Not at all useful						
ML004900		Did you find what you were looking for today?	Yes		Drop down, select one	Single	Y	Skip Logic Group*	Able to Find
			No	U					
ML004901		What information could you not find?			Text area, no char limit			Skip Logic Group*	Other_Able to Fin
ML004902		How did you primarily look for information today?	I used the search function	1.1.1	Radio button, one-up vertic	Single	Y	Skip Logic Group*	Look for Info

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			NIH Main 2013 CUSTOM QUESTION LIST						
	Skip						Require		
	Logic		Answer Choices	Skip		Single or		Special	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
			I used links from the Home Page	N					
			I navigated using the top and left side navigation bars	N					
			I got to the page through a link on another site	N N					
			I had a bookmark for the page I wanted I was browsing						
AML004903	1	Please tell us about your experience with NIH.gov's search feature	Search results were helpful	IN	Checkbox, one-up vertical	l Multi	N	Skip Logic Group*	Search Experience
/ IIII2004300		today. Check all that apply.			Checkbox, one up vertical			Chip Logic Croup	ocuron Experience
			Results were not what I wanted	Х					
			Too many results returned	Х					
			Not enough results	X					
			Returned NO results	X					
AML004904		How could we make the search feature more useful to you?	I experienced a different search issue	X	Text area, no char limit		N	Ekin Logio Crount	OE Search Experience
AWL004904	^	How could we make the search leature more useful to you?			Text died, 10 chai infit			Skip Logic Group"	OE_Search Experience
AML004905	N	How would you describe your navigation experience on NIH.gov	It was easy to navigate this site		Checkbox, one-up vertical	l Multi	N	Skip Logic Group*	Navigation Experience
	1	today? Check all that apply.					1	Chap Logic Croup	Thangalon Experience
			Links often did not take me where I expected	Z					
			Had difficulty finding relevant information	Z					
			Links/labels are difficult to understand	Z					
			Had technical difficulties (error messages, broken links, etc.) I experienced a different navigational issue	Z					
AML004906	Z	What specific ways could we improve your experience	li experienceu a unierent navigational issue		Text area, no char limit		N	Skin Logic Groun*	OE Search Experience
/ 1112004300	-	navigating/browsing on NIH.gov?			rext area, no char mint			Chip Logic Croup	
ACQLiv00243	45	How will you use the information you find on NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	Single	Y	OPS Group*	Use Information
			To support new or current research projects						
			To address personal health issues						
			To aid others who have health concerns						
			To pursue a career as a medical researcher To explore or support business opportunities						
		I	Other, please specify:	w					
ACQLiv00243	s w	How else will you use the information?			Text area, no char limit		N	OPS Group*	Other Use Info
AML004909		Which of the following sources drove you to visit the site today?	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group*	SV - Rank 1
		Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)							
			Video I saw on YouTube						
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	vie Sheet
			Message directly from NIH on a social network Online Pinboard (Pinterest)					Randomize	
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine						
			Don't know					Anchor Answer Ch	
AML004910		Rank 2 (Optional)	Other Massage or recommandation from a friend on a social natural		Drop down as last as	Cinale	N	Anchor Answer Ch	bice SV - Rank 2
ANIE004910		(Cpuonea)	Message or recommendation from a friend on a social network Video I saw on YouTube		Drop down, select one	Single	N	Rank Group*	SV - Rank Z
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook, Twitter)					Adjust Template/St	vle Sheet
			Message directly from NIH on a social network					Randomize	
			Online Pinboard (Pinterest)						
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results						

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Date.	312112	015								
			NIH Main 2013 CUSTOM QUESTION LIST							
	Skip						Require			
	Logic		Answer Choices	Skip		Single or		Special		
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Instructions	CQ Label	
			Word of mouth recommendation from someone I know							
			TV, radio, newspaper, or magazine	_						
			Don't know	_				Anchor Answer Ch		
			Other	_				Anchor Answer Ch		
AML004911		Rank 3 (Optional)	Message or recommendation from a friend on a social network	_	Drop down, select one	Single	N	Rank Group*	SV - Rank 3	
			Video I saw on YouTube	_						
			Internet blogs or discussion forums	_						
			Advertising on social networks (Facebook, Twitter)	_				Adjust Template/St	le Sheet	
			Message directly from NIH on a social network	-				Randomize		
			Online Pinboard (Pinterest) Mobile phone text messages or alerts	-						
			Instant Message from a friend or colleague	-						
			Familiarity with site	-						
			Search engine results	-						
			Word of mouth recommendation from someone I know	-						
			TV, radio, newspaper, or magazine	-						
			Don't know					Anchor Answer Ch	pice	
			Other	-				Anchor Answer Ch		
AML004912		What social media site do you use most often?	YouTube		Drop down, select one	Single	Y		Social Media	
			Twitter			-				
			Facebook							
			LinkedIn							
			Pinterest							
			Google +	_						
			Other	_				Anchor Answer Ch		
		I have a second second second shared shared shared shared shared shared second s	I don't use any	_	Oh	A 4 . 14		Anchor Answer Ch		
AML004913		Have you ever seen, read, or heard about any of the following NIH publications/newsletters/resources? <i>Check all that apply.</i>			Checkbox, one-up vertical	Multi	Y		Publications/Resources	
			NIH Health Information							
			NIH Research Matters	-						
			NIH News in Health	-						
			NIH YouTube channel							
			NIH Twitter Feed: @NIHforHealth							
			NIH Facebook Page							
			NIH Library of Medicine							
			NIH Director's blog							
			None of these	_			<u> </u>	Anchor Answer Ch		
AML004914		Have you ever subscribed to any of the following NIH resources on science and health? <i>Check all that apply.</i>	Nouvelettere		Checkbox, one-up vertical	Multi	Y		Subscription	
			Newsletters	-						
			Page updates Bulletins	-						
			RSS feeds	-						
			Podcasts	-						
			None of these	-				Anchor Answer Ch	bice	
AML004915					Drop down, select one	Single	Y		Age	
							·			
		In order to compare demographic data across all anonymous respondents, we need to collect this data in								
		anonymous respondents, we need to collect this data in the format described by OMB and the Census. The								
		following questions reflect those required categories.								
		What is your age?	Under 18 years							
			18 - 24 years							
			25 - 34 years							
					1		1	1		
			35 - 44 years							
			45 - 54 years							
			45 - 54 years 55 - 64 years							
			45 - 54 years					Anchor Answer Ch		

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NIH Main	2013
MID:	
Date:	3/21/2013

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pink: ADDITION

AML004916 What is your gender? Male Drop down, select one Single Y Amule AML004917 Do you consider yourself Hispanic/Latino? Hispanic or Latino Drop down, select one Single Y Anchor Answer Choice AML004917 Do you consider yourself Hispanic/Latino? Hispanic or Latino Drop down, select one Single Y Hispanic/L AML004918 What is your race? Check all that apply. American Indian or Alaska Native American American Anchor Answer Choice Anchor Answer Choice AML004918 What is your race? Check all that apply. American Indian or Alaska Native American American Anchor Answer Choice Anchor Answer Choice AML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree or GED Some college/ technical school/ associate degree Some college/ technical school/ associate degree Single Y Skip Logic Group* Education AML004919 Which of the following categories best describe the highest Less than a high school degree or GED Some college/ technical school/ associate degree For down, select one Single Y Skip Logic Group* Education				NIH Main 2013 CUSTOM QUESTION LIST					
Female Anchor Answer Choice AML004917 Do you consider yourself Hispanic/Latino? Hispanic or Latino Drop down, select one Single Y Anchor Answer Choice AML004918 What is your race? Check all that apply. American Indian or Alaska Native American Indian or Alaska Native American Indian or Alaska Native Anchor Answer Choice AML004918 What is your race? Check all that apply. American Indian or Alaska Native American Indian or Alaska Native American Indian or Alaska Native AML004918 What is your race? Check all that apply. American Indian or Alaska Native American Indian or Alaska Native American Indian or Alaska Native AML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree Biack or African American Multi School degree Single Y Skip Logic Group* Educative Educative Educative Exclusional level you have attained? Skip Logic Group* Educative Educate Educative Educative		Logic Label		(limited to 50 characters)	Type (select from list)		d	Special	CQ Label
AML004917 Do you consider yourself Hispanic/Latino? Hispanic or Latino Not Hispanic or Latino Do not wish to answer Drop down, select one Single Y Hispanic or Latino Anchor Answer Choice AML004918 What is your race? Check all that apply. American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Some other race Do not wish to answer Checkbox, one-up vertical Multi Y Anchor Answer Choice AML004919 Which of the following categories best describe the highest educational level you have attained? Which of the following categories best describe the highest educational level you have attained? Which of the following categories best describe the highest educational level you have attained? Single Y Skip Logic Group* Education Education Do not wish to answer Do not wish to answer Some college/ technical school/ associate degree Graduate degree Do not wish to answer Drop down, select one High school degree or GED Some college/ technical school/ associate degree Graduate degree Do not wish to answer Single Y Skip Logic Group* Education Anchor Answer Choice	AML004916		What is your gender?	Female	Drop down, select one	Single	'		Gender
AML004918 What is your race? Check all that apply. American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Some other race Do not wish to answer AML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree High school degree or GED Some college / technical school/ associate degree 4-year college degree Do not wish to answer Do not wish to answer Anchor Answer Choice	AML004917		Do you consider yourself Hispanic/Latino?	Hispanic or Latino Not Hispanic or Latino	Drop down, select one	Single	Y		Hispanic/Latino
Native Hawaiian or Other Pacific Islander White Anchor Answer Choice White Do not wish to answer Some other race Anchor Answer Choice ML004919 Which of the following categories best describe the highest educational level you have attained? Less than a high school degree Eless than a high school degree or GED Some college/ technical school/ associate degree Some college/ technical school/ associate degree Forp down, select one Single Y Skip Logic Group* Education Anchor Answer Choice Do not wish to answer Do not wish to answer Anchor Answer Choice Anchor Answer Choice	ML004918		What is your race? Check all that apply.	American Indian or Alaska Native Asian	Checkbox, one-up vertical	Multi		Anchor Answer Choice	e Race
Image: mark with the following categories best describe the highest Do not wish to answer Do not wish to answer Anchor Answer Choice ML004919 Mulch of the following categories best describe the highest Less than a high school degree For power Single Y Skip Logic Group* Education High school degree or GED Some college / technical school/ associate degree Some college / technical school/ associate degree For power				Native Hawaiian or Other Pacific Islander White					
educational level you have attained? Less than a high school degree High school degree or GED Some college/ technical school/ associate degree 4-year college degree Graduate degree Do not wish to answer Anchor Answer Choice	MI 004010		Which of the following estagories best describe the highest		 Drop down coloct one	Single			
Do not wish to answer Anchor Answer Choice	.ML004919		which or the rollowing categories best describe the highest educational level you have attained?	High school degree or GED Some college/ technical school/ associate degree 4-year college degree	 urop aown, select one	Single	Y	ISKIP LOGIC Group*	Eaucation
AML004920 How can NIH improve its-its information on the web? DE Improve			How can NIH improve it's information on the web?		Text area, no char limit			Anchor Answer Choice	e OE Improvement

#REF NIH Main 2 MID: Date:		013	red & strike-through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING						
			NIH Main 2013 CUSTOM QUESTION LIST						
QID	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	Special Instructions	CQ Label
AML004893		How frequently do you visit the NIH website NIH.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up verti	Single	Y		Visit Frequency
AML004894		Are you an NIH employee or contractor?	Yes No	-	Drop down, select one	Single	Y		NIH Employee
AML004897		What is your primary reason for visiting the site NIH.gov today?	Health information on diseases, disorders, conditions (e.g., cancer, diabetes, obesity)		Radio button, one-up verti	Single	Y	OPS Group*	Primary Reason
			Findings from health or medical research (e.g., studies on diseases, basic research, medical advances or drugs) Ongoing clinical trials and research studies Teaching or learning materials Training opportunities Conferences, symposiums, presentations Specific policies and regulations		Note for DOT: The order of "primary rea (AML004897/AML004898 (AML004895/AML004896) and "pri			
			Research grant opportunities Press Releases/ NIH News Job positions Other, please specify:	R				Anchor Answer Cho	
AML004898	R	What other reason were you on NIH.gov today:			Text area, no char limit		N	OPS Group*	Other_Education
AML004895		What is your primary role? Based on your primary reason for visiting NIH.gov today, which of the following, best describes your role:	General Public Scientist/Researcher		Drop down, select one	Single	Y	OPS Group*	Role

Patient

Very useful

Yes

Moderately useful Slightly useful Not at all useful

AML004896 AML004899

AML004900

J What other role describes you?

Did you find what you were looking for today?

IH.gov?

How useful was the information that you found on the NIH website

Health Professional Grantee/ Potential Grantee Government Employee Media Student/ Educator Family/Friend Other, please specify:

Other_Role

How Useful

Able to Find

Anchor Answer Choice

N OPS Group*

Υ

Single

Drop down, select one Single Y Skip Logic Group*

Text area, no char limit

Drop down, select one

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NIH Main 2013 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require d Y/N	e Special Instructions	CQ Label
			No	U					
ML004901	U	What information could you not find?			Text area, no char limit		N	Skip Logic Group*	Other_Able to Find
ML004902		How did you primarily look for information today?	I used the search function	- <u>L</u>	Radio button, one-up verti	Single	Y	Skip Logic Group*	Look for Info
			I used links from the Home Page	N					
			I navigated using the top and left side navigation bars I got to the page through a link on another site	N					
			I had a bookmark for the page I wanted	N					
			I was browsing	N					
ML004903	L	Please tell us about your experience with the site's NIH.gov's search feature today. Check all that apply.	Search results were helpful		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Search Experience
			Results were not what I wanted	1 x					
			Too many results returned	X					
			Not enough results	X					
			Returned NO results	Х					
			I experienced a different search issue	Х					
AML004904	Х	How could we make the search feature more useful to you?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
ML004905	N	How would you describe your navigation experience on this site NIH.gov today? Check all that apply.	It was easy to navigate this site		Checkbox, one-up vertical	Multi	N	Skip Logic Group*	Navigation Experience
			Links often did not take me where I expected	z					
			Had difficulty finding relevant information	z					
			Links/labels are difficult to understand	Z					
			Had technical difficulties (error messages, broken links, etc.)	l z					
			I experienced a different navigational issue	z					
ML004906	Z	What specific ways could we improve your experience navigating/browsing on this site NIH.gov?			Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
ML004907		How will you use the information you find on this site NIH.gov?	To share and discuss with my health care provider		Radio button, one-up verti	Single	Y	OPS Group*	Use Information
			To support new or current research projects	1					
			To address personal health issues						
			To aid others who have health concerns	-					
			To pursue a career as a medical researcher	4					
			To explore or support business opportunities	4					
		University of the information O	Other, please specify:	W				0000	01 11 14
ML004908 ML004909	W	How else will you use the information?	Manager or recommendation from a friend on a posial potypolic		Text area, no char limit	Cincle	N	OPS Group*	Other_Use Info
ML004909		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group*	SV - Rank 1
			Video I saw on YouTube	NO	TE for DOT: Please HIDE	this ans	wer ch	noice per Bhara	ti
			Internet blogs or discussion forums						
			Advertising on social networks (Facebook,Twitter)	1					t
			Message directly from NIH on a social network					Randomize	
			Online Pinboard (Pinterest)						
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague						
			Familiarity with site						
			Search engine results						
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine	-					
			Don't know	-				Anchor Answer Ch	pice
		Deute O (Options I)	Other		NOTE for DOT: Please H	IDE this	answe	er choice per Bh	arati
ML004910		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube						Rank 2
			Internet blogs or discussion forums	¥					
			Advertising on social networks (Facebook,Twitter)					Adjust Template/St	vle Sheet
			Message directly from NIH on a social network Online Pinboard (Pinterest)	-				Randomize	

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Date:	3/21/2	013	blue +>: REWORDING						
			NIH Main 2013 CUSTOM QUESTION LIST						
	Skip						Require		
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	d Y/N	Special Instructions	CQ Label
			Mobile phone text messages or alerts						
			Instant Message from a friend or colleague	-					
			Familiarity with site Search engine results	-					
			Word of mouth recommendation from someone I know						
			TV, radio, newspaper, or magazine	-				Anahar Annuar Chu	
			Don't know Other	+ _	NOTE for DOT: Please H	IDE this	sanswe	Anchor Answer Cho	
AML004911		Rank 3 (Optional)	Message or recommendation from a friend on a social network				, answe		Rank 3
			Video I saw on YouTube	-//					
			Internet blogs or discussion forums Advertising on social networks (Facebook,Twitter)	┦				Adjust Template/St	/le Sheet
			Message directly from NIH on a social network					Randomize	
			Online Pinboard (Pinterest)	4					
			Mobile phone text messages or alerts Instant Message from a friend or colleague	-					
			Familiarity with site						
			Search engine results	-					
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine	-					
			Don't know					Anchor Answer Ch	
AML004912		What social media site do you use most often?	Other YouTube		Dren deurs - extent and	Cinala	Y	Anchor Answer Cho	
AML004912		what social media site do you use most often?	Twitter	-	Drop down, select one	Single	Y Y		Social Media
			Facebook	1					
			LinkedIn Pinterest	-					
			Google +	-					
			Other					Anchor Answer Ch	
AML004913		Have you ever seen, read, or heard about any of the following NIH	l don't use any		Checkbox, one-up vertical	Multi	Y	Anchor Answer Cho	pice Publications/Resources
AIVI2004913	[`\\	publications/newsletters/resources? Check all that apply.			checkbox, one-up venical	With	1		Fublications/Resources
			NIH Health Information	-					
			NIH Research Matters NIH News in Health	-					
			NIH YouTube channel						
			NIH Twitter Feed: @NIHforHealth NIH Facebook Page	-					
	913" an	d "AML004914" are now	NIH Library of Medicine	-					
required	1		NIH Director's blog	1					
AML004914		Have you ever subscribed to any of the following NIH resources on	None of these		Checkbox, one-up vertical	Multi	Y	Anchor Answer Cho	Subscription
		science and health? Check all that apply.	Newsletters		Checkbox, one-up vertical		1		Subscription
			Page updates	-					
			Bulletins RSS feeds	-					
			Podcasts	1					
4141 00 4015			None of these		Dren deure celest c	Cinals		Anchor Answer Cho	
AML004915					Drop down, select one	Single	Y		Age
		In order to compare demographic data across all anonymous respondents, we need to collect this data in							
		the format described by OMB and the Census. The							
		following questions reflect those required categories.							
		What is your age?	Under 18 years						
			18 - 24 years	-					
			25 - 34 years 35 - 44 years	-					
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Date: 3/21/2013

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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	Require d Y/N	Special Instructions	CQ Label
			45 - 54 years 55 - 64 years Age 65 or older Do not wish to answer					Anchor Answer Cho	ice
AML004916		What is your gender?	Male Female Do not wish to answer		Drop down, select one	Single	Y	Anchor Answer Cho	Gender
AML004917		Do you consider yourself Hispanic/Latino?	Hispanic or Latino Not Hispanic or Latino Do not wish to answer		Drop down, select one	Single	Y	hor Answer Cho	Hispanic/Latino
AML004918		What is your race? Check all that apply.	American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Some other race		Checkbox, one-up vertica	Ashley Graham: Should be a checkbox, currently programmed as drop down			Race
AML004919		Which of the following categories best describe the highest educational level you have attained?	Do not wish to answer Less than a high school degree High school degree or GED Some college/ technical school/ associate degree 4-year college degree		Drop down, select one	Single	Y	Anchor Answer Cho Skip Logic Group*	ice Education
AML004920		How can NIH improve it's information on the web?	Graduate degree Do not wish to answer		Text area, no char limit		N	Anchor Answer Cho	ice OE_Improvement