

Model Instance Name:

Girls Health V2

MID: 5RhJk5lpgxotMik9FEJ9IQ4C

Partitioned (Y/N)? Y

FPI Included(Y/N)?N

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 10-24-2013 Fill In Date



Girls Health V2

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return to this site</b> ?
Site Information - Understandable	Please rate how <b>understandable</b> this site's information is.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to <b>say good things about this website</b> in the next 30 days?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			Primary Resource	How likely are you to <b>use this website more than other websites for health information about girls</b> in the next 30 days?
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				<b>Visit Social Presence (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.			Visit Social Presence	How likely are you to <b>visit this agency's Facebook presence</b> in the next 30 days?
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
Functionality - Usefulness	Please rate the <b>usefulness of the features provided</b> on this site (Quizzes, Spotlight On, Free Stuff, Create a Journal).				
Functionality - Convenient	Please rate the <b>convenient placement of the features</b> on this site (Quizzes, Spotlight On, Free Stuff, Create a Journal).				
Functionality - Variety	Please rate the <b>variety of features</b> on this site (Quizzes, Spotlight On, Free Stuff, Create a Journal).				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized	Please rate <b>how well the site is organized</b> .				
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				

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 Date: 3/1/2008

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

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
MHM0583		How often do you visit this site?	Daily or almost daily Two to three times a week About once a week Two to three times a month About once a month Once every two or three months Every 6 months or less First time		Drop down, select one	Single	Y	
MHM0585		What were you mostly looking for on this website?	Learn about general girls' health and the body Learn about fitness and nutrition Learn about relationships Learn about drugs, alcohol, and smoking Games/quizzes/activities Health terms glossary Girls' health publications to order or download and print Just browsing/nothing specific Other		Radio button, one-up vertical	S	Y	Randomize  Anchor Answer Choice
MHM0586		Did you find the information you were looking for today?	Yes Kind of/partially Not yet/still looking No I wasn't looking for anything in particular / I'm just browsing	A A A	Drop down, select one	S	Y	Skip Logic Group*

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