

Model Instance Name:
NWHIC V2

MID: 1Y4UEQFIdJMBdVx5NiskUw4C

Partitioned (Y/N)? Y

FPI Included(Y/N)? N

Date: 9/10/2013

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Content - Accuracy Please rate your perception of the accuracy of information on this site.	17	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20	Return How likely are you to return to this site ?
2	Content - Quality Please rate the quality of information on this site.	18	Satisfaction - Expectations How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Freshness Please rate the freshness of content on this site.	19	Satisfaction - Ideal How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21	Recommend How likely are you to recommend this site to someone else ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
4	Site Performance - Loading Please rate how quickly pages load on this site.				
5	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
6	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				
	Functionality (1=Poor, 10=Excellent, Don't Know)				
7	Functionality - Usefulness Please rate the usefulness of the features provided on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
8	Functionality - Convenient Please rate the convenient placement of the features on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
9	Functionality - Variety Please rate the variety of features on this site (such as National Women's Health Week, BodyWorks, Spotlight on Women's Health).				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
10	Look and Feel - Appeal Please rate the visual appeal of this site.				
11	Look and Feel - Balance Please rate the balance of graphics and text on this site.				
12	Look and Feel - Readability Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
13	Navigation - Organized Please rate how well the site is organized .				
14	Navigation - Options Please rate the options available for navigating this site.				
15	Navigation - Layout Please rate how well the site layout helps you find what you are looking for .				
16	Navigation - Clicks Please rate the number of clicks to get where you want on this site.				



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

NWHIC V2 CUSTOM QUESTION LIST

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
MAC1670		How frequently 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	
MAC1671		Which best describes you?	General public Health care provider Public health professional Non-governmental organization Researcher Media professional College/graduate student Grade 9-12 student Federal government State or local government Other, please specify:		vertical	S	Y	OPS Group Anchor Answer
MAC1672		Other best describes:			Text field, <100 char		N	
MAC1673		What were you primarily looking for on this website?	Prevention or wellness information Particular disease or condition Research findings or journal articles Programs/activities News Health care providers and hospitals Health insurance information Medical dictionary Women's health publications to order or download and print Just browsing/nothing specific Other, please specify:		vertical	S	Y	Randomize OPS Group Anchor Answer
MAC1674		Other primarily looking for:			Text area, no char limit			

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MAC1675		Did you find the information you were hoping to obtain?	Yes No Not yet	A A	Drop down, select one	S	Y	Skip Logic Grou
MAC1676	A	If you did not find the information, please specify what			Text area, no char limit		N	Skip Logic Grou
MAC1677		What one thing can womenshealth.gov do better?			Text area, no char limit		N	
MAC1678		We're working to make womenshealth.gov better and we'd like your help. Please provide us with your e-mail address if you would be willing to take another survey sometime in the future. Thank you!			Text area, no char limit		N	

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MAC1676	A	If you did not find the information, please specify what			Text area, no char limit		N	Skip Logic Grou
MAC1677		<u><i>What one thing can womenshealth.gov do better?</i></u>			Text area, no char limit		N	
MAC1678		We're working to make womenshealth.gov better and we'd			Text area, no char limit		N	