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MID: khZAIZ1A9tdUtYghJxQlxQ== Date: 9/29/2011

| <u> </u> | s utilize the ACSI methodology to determine scores and in | |
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| ELEMENTS (drivers of satisfaction) | CUSTOMER SATISFACTION | FUTURE BEHAVIORS |
| Content (1=Poor, 10=Excellent, Don't Know) | Satisfaction | Primary Resource (1=Very Unlikely, 10=Very Likely) |
| Please rate the accuracy of information on this site. | What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | How likely are you to use this site as your primary resource for obtaining health or health policy information? |
| Please rate the quality of information on this site. | How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds) | Recommend (1=Very Unlikely, 10=Very Likely) |
| Please rate the freshness of content on this site. | How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close) | How likely are you to recommend this site to someone else? |
| Functionality (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. | | How likely are you to return to this site? |
| Please rate the convenience of the features on this site. Please rate the variety of features on this site. | | Lifestyle Change (1=Very Unlikely, 10=Very Likely) |
| · | | How likely are you to make a healthy lifestyle change within 2 months based on the information you found on this site? |
| Look 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 readability of the pages on this site. | | |
| Navigation (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. | | |
| Search (1=Poor, 10=Excellent, Don't Know) | | |
| Please rate the relevance of search results on this site. | | |
| Please rate the organization of search results on this site. | | |
| Please rate how well the search results help you decide what to select. | | |
| Please rate how well the search feature helps you to narrow the results to find wha you want. | | |
| 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. | | |
| Please rate the ability to load pages without getting error messages on this site. | | |
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Date: 9/29/2011

Model questions utilize the ACSI methodology to determine scores and impacts **ELEMENTS (drivers of satisfaction)** CUSTOMER SATISFACTION **FUTURE BEHAVIORS** Content (1=Poor, 10=Excellent, Don't Know) Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining What is your **overall satisfaction** with this site? Please rate the accuracy of information on this site. (1=Very Dissatisfied, 10=Very Satisfied) health or health policy information? Please rate the quality of information on this site. How well does this site meet your expectations? Recommend (1=Very Unlikely, 10=Very Likely) (1=Falls Short, 10=Exceeds) Please rate the freshness of content on this site. How does this site compare to your idea of an ideal website? How likely are you to recommend this site to someone else? (1=Not Very Close, 10=Very Close) Return (1=Very Unlikely, 10=Very Likely) Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site. How likely are you to return to this site? Please rate the convenience of the features on this site. Lifestyle Change (1=Very Unlikely, 10=Very Likely) Please rate the variety of features on this site. How likely are you to make a healthy lifestyle change within 2 months based on the information you found on this site? Look 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 readability of the pages on this site. Navigation (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. Search (1=Poor, 10=Excellent, Don't Know) Please rate the relevance of search results on this site. Please rate the organization of search results on this site. Please rate how well the search results help you decide what to select. Please rate how well the search feature helps you to narrow the results to find what vou want. 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. Please rate the ability to load pages without getting error messages on this site.

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Date: 12/18/2009

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Date:

10/3/2014

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| | Ql.: | | | | | | | |
|--------------|---------------|---|--|---------|---------------------------------|-----------|----------|----------------------|
| | Skip Logic | | Answer Choices | | | Single or | Required | |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | pe (select from I | Multi | Y/N | Special Instructions |
| CQLiv0010237 | | How frequently do you visit the site? | | | Radio Button | Single | Y | |
| | | | | | One Up Vertical | | | |
| | | | This is my first visit | | | | | |
| | | | Every few months or less often | | | | | |
| | | | Monthly | | | | | |
| | | | Weekly Several times a week | | | | | |
| | | | Daily/more than once a day | | | | | |
| CAS0072671 | | Please tell us how you will be using the information | To make health decisions for myself | | Radio Button | Single | Y | OPS Group |
| CA30072071 | | found on the healthfinder.gov site. | TO Make Health decisions for mysell | | One Up Vertical | Single | ľ | ОРЗ СПОЦР |
| | | | To make health decisions for a loved one or family member | | | | | |
| | | | To provide additional resources/information to a patient or client | | | | | |
| | | | | | | | | |
| | | | To find additional resources/information for my job | | | | | |
| | | | To find information for a school project | | | | | |
| | | | Other, please specify: | Α | | | | |
| CAS0072672 | Α | Please specify what other way you will use the information. | | | Text area, no char limit | | N | OPS Group |
| MMW0514 | | one.) | Alcohol/Drug Abuse | | Radio button, one-up vertical | Single | | OPS Group |
| | | | Allergy & Asthma | | | | | |
| | | | Cancer | | | | | |
| | | | Diabetes | | | | | |
| | | | Diet and Fitness | | | | | |
| | | | General Wellness/Preventive Health | | | | | |
| | | | Health Insurance/Medicare | | | | | |
| | | | Heart Disease | | | | | |
| | | | HIV and STDs | | | | | |
| | | | Latest Health News & Research Mental Health | | | | | |
| | | | Oral Health | | | | | |
| | | | Pain & Arthritis | | | | | |
| | | | Pregnancy | | | | | |
| | | | Prescription/Medication Assistance | | | | | |
| | | | Sleep Health | | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Y | OPS Group |
| | | | No, please specify: | Α | | | | |
| | | | Partially | A | | | | |
| MMW0517 | Α | No, please specify: | i uruuny | | Text area, no | Single | N | OPS Group |
| | | , p | | | char limit | Cg.c | ., | 5. 5 0.0up |

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| | Skip | | | | | | | |
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| | Logic | | Answer Choices | | | Single or | Required | |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | pe (select from li | Multi | Ý/N | Special Instructions |
| | | Which of the following did you use to locate information | | D, F | Checkbox, one- | Multi | Y | Skip Logic Group |
| ACQLiv0010238 | | on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) | | up vertical | | | |
| | | | Search Tool (Typed in Search box) | ZZ, Q, P | | | | Randomize |
| | | | Related Resources | D | | | | |
| | | | Health Topics A-Z | D, G | | | | |
| | | | Health News | D | | | | |
| | | | Health Care Reform | D | | | | |
| | | | Find Services Near You | D | | | | |
| | | | National Health Observances Stay Connected | D | | | | |
| | | | Other (please specify): | D E | | | | Anchor Answer Choice |
| | Е | Other way I looked for information: | Other (piedse specify). | | Text area, no | | N | Skip Logic Group |
| | _ | Other way I looked for information. | | | char limit | | IN | OKIP LOGIC GIOUP |
| MMW0520 | D | How would you describe your ability to look for | | | Checkbox, one- | Multi | Y | Skip Logic Group |
| | | information on this site today? (Please select all that | | | up vertical | | | |
| | | apply.) | Links often did not take me where I expected | Α | | | | |
| | | | Had difficulty finding relevant information | _ | | | | |
| | | | Links/labels are difficult to understand | В | | | | |
| | | | | | | | | |
| | | | Too many links/payingtional antique to shape from | | | | | |
| | | | Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) | _ | | | | |
| | | | Had technical difficulties (effor friessages, broken links, etc.) | _ | | | | |
| | | | Could not navigate back to previous information | A | | | | |
| | | | Had difficulty finding specific enough information | ⊣ ^ | | | | |
| | | | I had a navigation difficulty not listed above: | С | | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | | |
| MMW0521 | С | | | | Text area, no | | N | Skip Logic Group |
| | | Please describe your navigation issue: | | | char limit | | | |
| MMW0522 | Α | Please describe any specific navigation links or paths | | | Text area, no | | N | Skip Logic Group |
| | | that did not take you where they should have? | | | char limit | | | |
| MMW0523 | В | | | | Text area, no | | N | Skip Logic Group |
| | | What specific links/labels were difficult to understand? | | | char limit | | | |
| | G | If you visited the Health Topics A-Z section today and | | | | Single | Y | Skip Logic Group |
| | | can recall the previous design (before December | | | Radio button, | | | |
| | | 2012), please tell us what you think of the section. | Much better than the previous version | | one-up vertical | | | |
| | | | Somewhat better than the previous version | | | | | |
| | | | About the same as the previous version Somewhat worse than the previous version | | | | | |
| | | | Much worse than the previous version Much worse than the previous version | | | | | |
| | | | Don't know | | | | | |
| | | | Other, please specify: | z | | | | |
| | Z | Please specify what you think of the Health Topics A-Z | , ,, | | | | | |
| | | section. | | | | | | |
| | F | If you could make one improvement to the | | | Text area, no | Single | Y | |
| | | myhealthfinder tool what would it be? | | | char limit | | | |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | | pe (select from li | Single or Multi | Required Y/N | Special Instructions |
|--------------|------------------------|--|---|---|-------------------------------|--------------------|-----------------|----------------------|
| MMW0525 | ZZ | Please tell us about your experience with the search tool (search box) today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). | W | Checkbox, one- up vertical | Multi | Y | Skip Logic Group |
| | | | I had issues with the design and layout of the search results (text size, colors). | U | | | | |
| | | | I had issues with the results of the search. The search feature met my needs. | S | | | | |
| | W | What were your issues with the searching process? | None of these | | Checkbox, one- | Multi | N | Skip Logic Group |
| MMW0526 | | (Select all that apply.) | It was not clear how to use the search feature I did not know what terms to use to get the results I wanted | | up vertical | | | |
| | | | I wanted more advanced search capabilities (exclude certain terms, limit search scope) | | | | | |
| | | | I had a different issue with the searching process: | V | | | | |
| MMW0527 | V | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| | U | What were your issues with the design and layout of the search results? (Select all that apply.) | | | | Multi | N | Skip Logic Group |
| MMW0528 | | Collect all that apply.) | The link colors were hard to read | | Checkbox, one- up vertical | | | |
| WWWW | | | I could not see enough of the descriptions to decide which link to choose | | up vertical | | | |
| | | | The text was too small | | | | | |
| | | | The page was too crowded | т | | | | |
| | | | I had a different issue with the design and layout of the results: | • | | | | |
| MMW0529 | Т | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| MMW0530 | S | What were your issues with the results of the search? (Select all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one- up vertical | Multi | N | Skip Logic Group |
| IVIIVIVVUSSU | | (Sciest all that apply.) | The order of the results was not what I expected | | up verticai | | | |
| | | | 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 | | | | | |
| | V | My issue was: | I had a different issue with the results of the search: | V | Tt | | | Ckin Logio Croup |
| MMW0531 | ٧ | | | | Text area, no char limit | | | Skip Logic Group |
| | Q | Did you try clicking on links (browse the site) before using the search feature to look for information today? | | | Radio button, | Single | Y | Skip Logic Group |
| CQLiv0010257 | | | Yes, I browsed/clicked on links first | | one-up vertical | | | |
| | | | No, I went straight to the search feature | | , | | | |
| | | | Don't recall | | | | | |
| CQLiv0010258 | Р | Please tell us what term(s) you used in your search | | | Text area, no ch | Single | N | Skip Logic Group |

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| | Skip | | | | | | | |
|---------------|-------|---|--|---------|-------------------------------|-----------|----------|----------------------|
| | Logic | | Answer Choices | | | Single or | Required | |
| QID | Label | Question Text | (limited to 50 characters) | Skip to | pe (select from I | | | Special Instructions |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes | | Radio button, or | Single | Y | Skip Logic Group |
| | | | No | Α | | | | |
| | | | Not Sure | | L . | | | |
| CAS0072673 | Α | What did you think was the purpose of the healthfinder. | | | Text area, no ch | | N | Skip Logic Group |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) | | Radio button, or | Single | Y | |
| | | | I was previously on the Healthcare.gov site | | | | | |
| | | | I was previously on the Health.gov site | | | | | |
| | | | I am familiar with the site so I typed the url into my browser | | | | | |
| | | | Message or recommendation from a friend on a social network | | | | | |
| | | | Internet blogs or discussion forums | | | | | |
| | | | I clicked on a link from Facebook | | | | | |
| | | | I clicked on a link from Twitter | | | | | |
| | | | Mobile phone text messages or alerts | | | | | |
| | | | Email marketing from Healthfinder (e.g., e-newsletter) | | | | | |
| | | | Healthfinder e-card | | | | | |
| | | | 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 | | | | |
| | | | Familiarity with site | - | | | | |
| MMW0541 | | Which best describes your role? | Caretaker | | Radio button, one-up vertical | Single | Y | OPS Group |
| | | | Doctor/Nurse | | | | | |
| | | | Government Employee | | | | | |
| | | | General Public | | | | | |
| | | | Librarian | | | | | |
| | | | Public Health Professional | | | | | |
| | | | Researcher | | | | | |
| | | | Student | | | | | |
| | | | Teacher/Educator | | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | A | | | | |
| MMW0542 | Α | Other role | - In the second | ,, | Text area, no char limit | Single | N | OPS Group |

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pink: ADDITION
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 | Special Instructions |
|--------------|------------------------|---|--|---------|----------------------------------|--------------------|-----------------|----------------------|
| CQLiv0010237 | | How frequently do you visit the site? | This is my first visit | | Radio Button One Up Vertical | Single | Y | |
| | | | Every few months or less often | X,Y,Z | ' | | | |
| | | | Monthly | X,Y,Z | | | | |
| | | | Weekly | X,Y,Z | | | | |
| | | | Several times a week | X,Y,Z | | | | |
| | | | Daily/more than once a day | X,Y,Z | | | | |
| | × | If you can recall the previous design (before January 2013), please tell us how much you agree with the following: The look and feel is more visually pleasing. | | 25,1,2 | Drop down, select one | Single | N | Skip Logic Group |
| | | The look and leer is more visually pleasing. | Strongly disagree | | | | | |
| | | | Disagree | | | | | |
| | | | Neutral Neutral | | | | | |
| | | | Agree | | | | | |
| | | | Strongly agree | | | | | |
| | | | Not applicable | | | | | |
| | ¥ | The new homepage makes it easier to find the | | | Drop down, select one | Single | N | Skip Logic Group |
| | | information I want. | Strongly disagree | | | | | |
| | | | Disagree | | | | | |
| | | | Neutral Neutral | | | | | |
| | | | Agree | 4 | | | | |
| | | Strongly agree | | | | | | |
| | | | Not applicable | | | | | |
| | Z | The new website design makes it clear this site is focused on prevention and wellness. | Strongly disagree | | Drop down, select one | Single | N | Skip Logic Group |
| | | | Disagree | 1 | | | | |
| | | | Neutral | 1 | | | | |
| | | | Agree | | | | | |
| | | | Strongly agree | 1 | | | | |
| | | | Not applicable | | | | | |
| MMW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself | В | Radio Button One Up Vertical | Single | ¥ | OPS-Group |
| | | | Wellness/Prevention information for someone else (loved one, family, friend) | В | | | | |
| | | | Wellness/Prevention information for a patient or client | В | | | | |
| | | | Wellness/Prevention information for my work | В | | | | |
| | | | Wellness/Prevention information for a school project | В | | | | |
| | | | Other, please specify: | A | | | | |
| MMW0513 | A | Other reason for your visit | | | Text area, no char limit | Single | N | OPS Group |
| | | Specifically, what information were you looking to find today? | | | Text area, no char limit | Single | N | OPS Group |
| | | Please tell us how you will be using the information found on the healthfinder.gov site. | To make health decisions for myself | | Radio Button One Up Vertical | Single | Y | OPS Group |
| | | | To make health decisions for a loved one or family member | | | | | |
| | | | To provide additional resources/information to a patient or client | | | | | |
| | | | To find additional resources/information for my job | | | | | |
| | | | To find information for a school project | | | | | |
| | | | Other, please specify: | Α | | | | |
| | Α | Please specify what other way you will use the | | | Text area, no char limit | | N | OPS Group |
| | | information. | | | | | | |

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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 | Special Instructions |
|---------------|------------------------|---|---|-----------------|-------------------------------|--------------------|-----------------|----------------------|
| MMW0514 | | Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse | - | Radio button, one-up vertical | Single | | OPS Group |
| | | | Allergy & Asthma | | | | | |
| | | | Cancer Diabetes | - | | | | |
| | | | Diet and Fitness | - | | | | |
| | | | General Wellness/Preventive Health | | | | | |
| | | | Health Insurance/Medicare | | | | | |
| | | | Heart Disease | | | | | |
| | | | HIV and STDs | | | | | |
| | | | Latest Health News & Research | | | | | |
| | | | Mental Health | | | | | |
| | | | Oral Health | | | | | |
| | | | Pain & Arthritis | | | | | |
| | | | Pregnancy Prescription/Medication Assistance | - | | | | |
| | | | Sleep Health | - | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | Cutor, piecase speeny. | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Υ | OPS Group |
| | | | No, please specify: | Α | · | Ŭ | | |
| | | | Partially | Α | | | | |
| MMW0517 | Α | No, please specify: | | | Text area, no char limit | Single | N | OPS Group |
| | | Which of the following did you use to locate information on the site? (Please select all that apply) | | D, F, | | Multi | Y | Skip Logic Group |
| ACQLiv0010238 | | on the site? (Flease select all that apply) | myhealthfinder Tool (Health advice based on age/sex) | | Checkbox, one-up vertical | | | |
| | | | Search Tool (Typed in Search box) | ZZ, Q, P | | | | Randomize |
| | | | Related Resources | D | | | | |
| | | | Health Topics A-Z | D, G | | | | |
| | | | Health News | D | | | | |
| | | | Health Care Reform Find Services Near You | D, H | | | | |
| | | | National Health Observances | D D | | | | |
| | | | Stay Connected | D | | | | |
| | | | Other (please specify): | Ē | | | | Anchor Answer Choice |
| | E | Other way I looked for information: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0520 | D | How would you describe your ability to look for | | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | information on this site today? (Please select all that | | | | | | |
| | | apply.) | Links often did not take me where I expected | Α | | | | |
| | | | 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.) | | | | | |
| | | | The second distribution (circle incode co., protect mind, ctc.) | | | | | |
| | | | Could not navigate back to previous information | Α | | | | |
| | | | Had difficulty finding specific enough information | | | | | |
| | | | I had a navigation difficulty not listed above: | С | | | | |
| | | | | | | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | | |

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| QID MMW0522 | Skip Logic Label | Question Text Please describe any specific navigation links or paths that did not take you where they should have? | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) Text area, no char limit | Single or Multi | Required Y/N N | Special Instructions Skip Logic Group |
|----------------|------------------------|--|---|-------------|--|--------------------|----------------------|---------------------------------------|
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| | G | If you visited the Health Topics A-Z section today and can recall the previous design (before December 2012), please tell us what you think of the section. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | z | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Z | Please specify what you think of the Health Topics A-Z section. | Other, piedae speeny. | | | | | |
| | н | If you visited the Health Care Reform section today and ean recall the previous design (before December 2012), please tell us what you think of the section. | Much better than the previous version— Somewhat better than the previous version— About the same as the previous version— Somewhat worse than the previous version— Much worse than the previous version— Don't know Other, please specify: | ¥ | Radio-button, one-up-vertical | Single | ¥ | Skip Logic Group |
| | ¥ | Please specify what you think of the Health-Reform section. | | | | | | |
| | ł | If you visited the myhealthfinder tool today and can recall the previous design (before December 2012), please tell us what you think of the tool. | Much better than the previous version- Somewhat better than the previous version- About the same as the previous version- Somewhat worse than the previous version- Much worse than the previous version Don't know Other, please specify: | × | Radio button, one up vertical | Single | ¥ | Skip Logic Group |
| | X | Please specify what you think of the myhealthfinder tool. | | | | | | |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0525 | ZZ | Please tell us about your experience with the search tool (search box) today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). I had issues with the design and layout of the search results (text size, colors). I had issues with the results of the search. The search feature met my needs. None of these | W U S | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| MMW0526 | W | What were your issues with the searching process? (Select all that apply.) | 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 | Skip Logic Group |

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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 | Special Instructions |
|---------------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|-----------------------------------|
| | | | I wanted more advanced search capabilities (exclude certain terms, limit search scope) | | | | | |
| | | | I had a different issue with the searching process: | V | | | | |
| MMW0527 | V | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| MMW0528 | U | What were your issues with the design and layout 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 | Skip Logic Group |
| | | | The text was too small | | | | | |
| | | | The page was too crowded | т | | | | |
| MMW0529 | _ | M.: | I had a different issue with the design and layout of the results: | | Tout organ po di se limit | | | Chin I ania C |
| IVIIVIVVU529 | T S | My issue was: What were your issues with the results of the search? | | | Text area, no char limit | Multi | | Skip Logic Group Skip Logic Group |
| MMW0530 | 5 | (Select all that apply.) | Results were not relevant or not what I wanted The order of the results was not what I expected | | Checkbox, one-up vertical | Multi | IN IN | Skip Logic Group |
| | | | There were no results or too few results The titles were not helpful The descriptions were not helpful | | | | | |
| | | | Louid not narrow the results of my search had a different issue with the results of the search: | v | | | | |
| MMW0531 | ٧ | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| ACQLiv0010257 | Q | Did you try clicking on links (browse the site) before using the search feature to look for information today? | Yes, I browsed/clicked on links first No, I went straight to the search feature Don't recall | | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| ACQLiv0010258 | Р | Please tell us what term(s) you used in your search | | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes | A | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | | | Not Sure | A | | | | |
| | Α | What did you think was the purpose of the healthfinder. | ov site? | | Text area, no char limit | | N | Skip Logic Group |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) I was previously on the Healthcare.gov site | | Radio button, one-up vertical | Single | Y | |
| | | | I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network | | | | | |
| | | | Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts | | | | | |
| | | | Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card | | | | | |

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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 | Special Instructions |
|---------|------------------------|---------------------------------|--|---------|-------------------------------|--------------------|-----------------|----------------------|
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | 1 |
| | | | Don't Know | | | | | |
| | | | Familiarity with site | | | | | |
| MMW0541 | | Which best describes your role? | Caretaker | | Radio button, one-up vertical | Single | Y | OPS Group |
| | | | Doctor/Nurse | | | | | |
| | | | Government Employee | | | | | |
| | | | General Public | | | | | |
| | | | Librarian | | | | | |
| | | | Public Health Professional | | | | | |
| | | | Researcher | | | | | |
| | | | Student | | | | | |
| | | | Teacher/Educator | | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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| QID ACQLiv0010237 | Skip Logic Label | Question Text How frequently do you visit the site? | Answer Choices (limited to 50 characters) This is my first visit Every few months or less often | Skip to | Type (select from list) Radio Button One Up Vertical | Single or Multi Single | Required Y/N Y | Special Instructions |
|----------------------|------------------------|--|--|----------------------------------|--|------------------------------|----------------------|----------------------|
| | | | Monthly Weekly Several times a week Daily/more than once a day | X,Y,Z X,Y,Z X,Y,Z X,Y,Z | | | | |
| | х | If you can recall the previous design (before January 2013), please tell us how much you agree with the following: The look and feel is more visually pleasing. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | Y | The new homepage makes it easier to find the information I want. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | Z | The new website design makes it clear this site is focused on prevention and wellness. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | - | Drop down, select one | Single | N | Skip Logic Group |
| MMW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself Wellness/Prevention information for someone else (loved one, family, friend) Wellness/Prevention information for a patient or client Wellness/Prevention information for my work Wellness/Prevention information for a school project Other, please specify: | B B B B A | Radio Button One Up Vertical | Single | Y | OPS Group |
| MMW0513 | Α | Other reason for your visit Specifically, what information were you looking to find | | | Text area, no char limit Text area, no char limit | Single Single | N N | OPS Group OPS Group |
| MMW0514 | | today? Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse Allergy & Asthma Cancer Diabetes Diet and Fitness General Wellness/Preventive Health Health Insurance/Medicare Heart Disease HIV and STDs Latest Health News & Research | | Radio button, one-up vertical | Single | | OPS Group |

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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 | Special Instructions |
|---------------|------------------------|---|--|-----------------------|-------------------------------|--------------------|-----------------|----------------------------|
| | | | Mental Health Oral Health Pain & Arthritis | | | | | |
| | | | Pregnancy Prescription/Medication Assistance Sleep Health | | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes No, please specify: | A | Radio Button Two Up Vertical | Single | Y | OPS Group |
| MMW0517 | | No place coeff. | Partially | A | Taut and a share limit | Cinala | NI NI | ODC Crave |
| MIMWU517 | Α | No, please specify: Which of the following did you use to locate information | | D, F, I | Text area, no char limit | Single Multi | N Y | OPS Group Skip Logic Group |
| ACQLiv0010238 | | on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) Search Tool (Typed in Search box) Related Resources Health Topics A-Z Health News | ZZ, Q, P D D, G | Checkbox, one-up vertical | Maid | · | Randomize |
| | | | Health Care Reform Find Services Near You National Health Observances Stay Connected Other (please specify): | D, H D D D | | | | Anchor Answer Choice |
| | E | Other way I looked for information: | Citici (picase specify). | _ | Text area, no char limit | | N | Skip Logic Group |
| MMW0520 | D | How would you describe your ability to look for information on this site today? (Please select all that apply.) | Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand | А В | Checkbox, one-up vertical | Multi | Ÿ | Skip Logic Group |
| | | | Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | A | | | | |
| | | | Had difficulty finding specific enough information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site | С | | | | |
| MMW0521 | С | Please describe your navigation issue: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0522 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| | G | | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version | | Radio button, one-up vertical | Single | Y | Skip Logic Group |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) Don't know | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|---------|------------------------|--|--|---------|-------------------------------|--------------------|-----------------|----------------------|
| | Z | Please specify what you think of the Health Topics A-Z | Other, please specify: | Z | | | | |
| | | section. | | | | | | |
| | Н | | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | Y | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Y | Please specify what you think of the Health Reform section. | end, piedes apony. | - | | | | |
| | I | If you visited the myhealthfinder tool today and can recall the previous design (before December 2012), please tell us what you think of the tool. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know | | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | х | Please specify what you think of the myhealthfinder tool. | Other, please specify: | х | | | | |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0525 | ZZ | Please tell us about your experience with the search tool (search box) today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). I had issues with the design and layout of the search results (text size, colors). | W | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | | I had issues with the results of the search. The search feature met my needs. None of these | S | | | | |
| MMW0526 | W | What were your issues with the searching process ? (Select all that apply.) | 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: | V | Checkbox, one-up vertical | Multi | N | Skip Logic Group |
| MMW0527 | V | My issue was: | i nad a different issue with the searching process. | | Text area, no char limit | | | Skip Logic Group |
| MMW0528 | U | What were your issues with the design and layout 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 The text was too small | | Checkbox, one-up vertical | Multi | N | Skip Logic Group |

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| OID | 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 |
|---------------|------------------------|---|---|---------|-------------------------------|--------------------|-----------------|-----------------------------------|
| QID. | Lubei | Question Text | , , , | T | Type (select from fist) | Mulu | 1714 | Special maductions |
| MMW0529 | Т | My inque wee | I had a different issue with the design and layout of the results: | | Text area, no char limit | | | Ckin Logio Croup |
| MMW0530 | S | My issue was: What were your issues with the results of the search? (Select all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | Multi | N | Skip Logic Group Skip Logic Group |
| WWW. | | (| 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 | | Checkbox, the up vertical | | | |
| | | | could not narrow the results of my search had a different issue with the results of the search: | v | | | | |
| MMW0531 | ٧ | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| ACQLiv0010257 | Q | Did you try clicking on links (browse the site) before using the search feature to look for information today? | Yes, I browsed/clicked on links first No, I went straight to the search feature Don't recall | | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| ACQLiv0010258 | Р | Please tell us what term(s) you used in your search | Dont recail | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes No Not Sure | | Radio button, one-up vertical | Single | Y | |
| | | How did you arrive on the healthfinder.gov site today: | Not Sure I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) I was previously on the Healthcare.gov site I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card Word of mouth recommendation from someone I know TV, radio, newspaper or magazine advertising Internet advertising Conference/presentation Don't Know Familiarity with site | | Radio button, one-up vertical | Single | Y | |
| MMW0541 | | Which best describes your role? | Caretaker Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher | | Radio button, one-up vertical | Single | Y | OPS Group |

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| | | | Healthilluer.gov COSTON QO | ESTION L | .131 | | | |
|---------|------------------------|---------------|--|----------|--------------------------|--------------------|-----------------|---------------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instruction |
| • | | · | Student | | | | | |
| | | | Teacher/Educator | 1 | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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pink: ADDITION
blue + -->: REWORDING

| QID ACQLiv0010237 | Skip Logic Label | Question Text How frequently do you visit the site? | Answer Choices (limited to 50 characters) This is my first visit Every few months or less often | Skip to | Type (select from list) Radio Button One Up Vertical | Single or Multi Single | Required Y/N Y | Special Instructions |
|----------------------|------------------------|--|--|----------------------------------|--|------------------------------|----------------------|----------------------|
| | | | Monthly Weekly Several times a week Daily/more than once a day | X,Y,Z X,Y,Z X,Y,Z X,Y,Z | | | | |
| | х | If you can recall the previous design (before January 2013), please tell us how much you agree with the following: The look and feel is more visually pleasing. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | Y | The new homepage makes it easier to find the information I want. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | Z | The new website design makes it clear this site is focused on prevention and wellness. | Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | - | Drop down, select one | Single | N | Skip Logic Group |
| MMW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself Wellness/Prevention information for someone else (loved one, family, friend) Wellness/Prevention information for a patient or client Wellness/Prevention information for my work Wellness/Prevention information for a school project Other, please specify: | B B B B A | Radio Button One Up Vertical | Single | Y | OPS Group |
| MMW0513 | Α | Other reason for your visit Specifically, what information were you looking to find | | | Text area, no char limit Text area, no char limit | Single Single | N N | OPS Group OPS Group |
| MMW0514 | | today? Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse Allergy & Asthma Cancer Diabetes Diet and Fitness General Wellness/Preventive Health Health Insurance/Medicare Heart Disease HIV and STDs Latest Health News & Research | | Radio button, one-up vertical | Single | | OPS Group |

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pink: ADDITION
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 | Special Instructions |
|---------------|------------------------|---|--|-----------------------|-------------------------------|--------------------|-----------------|----------------------------|
| | | | Mental Health Oral Health Pain & Arthritis | | | | | |
| | | | Pregnancy Prescription/Medication Assistance Sleep Health | | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes No, please specify: | A | Radio Button Two Up Vertical | Single | Y | OPS Group |
| MMW0517 | | No place coeff. | Partially | A | Taut and a share limit | Cinala | NI NI | ODC Crave |
| MIMWU517 | Α | No, please specify: Which of the following did you use to locate information | | D, F, I | Text area, no char limit | Single Multi | N Y | OPS Group Skip Logic Group |
| ACQLiv0010238 | | on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) Search Tool (Typed in Search box) Related Resources Health Topics A-Z Health News | ZZ, Q, P D D, G | Checkbox, one-up vertical | Maid | · | Randomize |
| | | | Health Care Reform Find Services Near You National Health Observances Stay Connected Other (please specify): | D, H D D D | | | | Anchor Answer Choice |
| | E | Other way I looked for information: | Citici (picase specify). | _ | Text area, no char limit | | N | Skip Logic Group |
| MMW0520 | D | How would you describe your ability to look for information on this site today? (Please select all that apply.) | Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand | А В | Checkbox, one-up vertical | Multi | Ÿ | Skip Logic Group |
| | | | Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information | A | | | | |
| | | | Had difficulty finding specific enough information I had a navigation difficulty not listed above: I had no difficulty navigating/browsing on this site | С | | | | |
| MMW0521 | С | Please describe your navigation issue: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0522 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| | G | | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version | | Radio button, one-up vertical | Single | Y | Skip Logic Group |

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| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) Don't know | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|---------|------------------------|--|--|---------|-------------------------------|--------------------|-----------------|----------------------|
| | Z | Please specify what you think of the Health Topics A-Z | Other, please specify: | Z | | | | |
| | | section. | | | | | | |
| | Н | | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | Y | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Y | Please specify what you think of the Health Reform section. | end, piedes apony. | - | | | | |
| | I | If you visited the myhealthfinder tool today and can recall the previous design (before December 2012), please tell us what you think of the tool. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know | | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | х | Please specify what you think of the myhealthfinder tool. | Other, please specify: | х | | | | |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0525 | ZZ | Please tell us about your experience with the search tool (search box) today. (Select all that apply.) | I had issues with the searching process (how to use it, what to enter). I had issues with the design and layout of the search results (text size, colors). | W | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | | I had issues with the results of the search. The search feature met my needs. None of these | S | | | | |
| MMW0526 | W | What were your issues with the searching process ? (Select all that apply.) | 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: | V | Checkbox, one-up vertical | Multi | N | Skip Logic Group |
| MMW0527 | V | My issue was: | i nad a different issue with the searching process. | | Text area, no char limit | | | Skip Logic Group |
| MMW0528 | U | What were your issues with the design and layout 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 The text was too small | | Checkbox, one-up vertical | Multi | N | Skip Logic Group |

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| OID | 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 |
|---------------|------------------------|---|---|---------|-------------------------------|--------------------|-----------------|-----------------------------------|
| QID. | Lubei | Question Text | , , , | T | Type (select from fist) | Mulu | 1714 | Special maductions |
| MMW0529 | Т | My inque wee | I had a different issue with the design and layout of the results: | | Text area, no char limit | | | Ckin Logio Croup |
| MMW0530 | S | My issue was: What were your issues with the results of the search? (Select all that apply.) | Results were not relevant or not what I wanted | | Checkbox, one-up vertical | Multi | N | Skip Logic Group Skip Logic Group |
| WWW. | | (| 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 | | Checkbox, the up vertical | | | |
| | | | could not narrow the results of my search had a different issue with the results of the search: | v | | | | |
| MMW0531 | ٧ | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| ACQLiv0010257 | Q | Did you try clicking on links (browse the site) before using the search feature to look for information today? | Yes, I browsed/clicked on links first No, I went straight to the search feature Don't recall | | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| ACQLiv0010258 | Р | Please tell us what term(s) you used in your search | Dont recail | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes No Not Sure | | Radio button, one-up vertical | Single | Y | |
| | | How did you arrive on the healthfinder.gov site today: | Not Sure I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) I was previously on the Healthcare.gov site I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card Word of mouth recommendation from someone I know TV, radio, newspaper or magazine advertising Internet advertising Conference/presentation Don't Know Familiarity with site | | Radio button, one-up vertical | Single | Y | |
| MMW0541 | | Which best describes your role? | Caretaker Doctor/Nurse Government Employee General Public Librarian Public Health Professional Researcher | | Radio button, one-up vertical | Single | Y | OPS Group |

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| | | | Healthilluer.gov COSTON QO | ESTION L | .131 | | | |
|---------|------------------------|---------------|--|----------|--------------------------|--------------------|-----------------|---------------------|
| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instruction |
| • | | · | Student | | | | | |
| | | | Teacher/Educator | 1 | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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blue + -->: REWORDING

| | | | | | <u>. </u> |
|-----------------|------------------------|--|---|---------|--|
| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) |
| SPACQLiv0010237 | | ¿Con qué frecuencia visitas nuestro sitio? | Esta es mi primera vez | • | Radio Button One Up Vertical |
| | | ,, | Una vez cada dos o tres meses, o menos | | |
| | | | Cada mes | | |
| | | | Cada semana | | |
| | | | Varias veces a la semana | | |
| | | | A diario/más de una vez al día | • | |
| SPMMW0512 | | ¿Cuál de las siguientes opciones describe mejor la razón por la que visitas este sitio hoy? | | В | Radio Button One Up Vertical |
| | | este sitto noy? | Información sobre bienestar o prevención para otra persona (un ser querido, un familiar, un amigo) | В | _ |
| | | | Información sobre bienestar o prevención para un paciente o cliente | В | |
| | | | Información sobre bienestar o prevención para mi trabajo | В | |
| | | | Información sobre bienestar o prevención para un proyecto de la escuela | В | |
| | | | Otra razón, por favor especifica: | Α | |
| SPMMW0513 | Α | Otra razón para tu visita: | | | Text area, no char limit |
| | В | Específicamente, ¿qué información esperabas encontrar hoy? | | | Text area, no char limit |
| SPMMW0514 | | ¿Cuál de las siguientes opciones describe mejor el tipo información que buscas hoy? | Detección y prevención del cáncer Noticias de salud Salud del corazón El VIH y las enfermedades de transmisión sexual Nutrición y condición física Embarazo Otro tipo de información, por favor especifica: | Α | Radio button, one-up vertical |
| SPMMW0515 | Α | Otra información que estabas buscando: | | | |
| SPMMW0516 | | ¿Pudiste encontrar lo que buscabas? | Sí | | Radio Button Two Up Vertical |
| | | | No, por favor especifica: | Α | |
| | | | En parte | | |
| SPMMW0517 | Α | No, por favor especifica: | | | Text area, no char limit |
| SPMMW0520 | | ¿Cómo describirías tu capacidad para buscar información en este sitio el día de hoy? (Por favor selecciona todas las repuestas que aplican). | Los enlaces a menudo no me llevaban a donde yo esperaba. | A | Checkbox, one-up vertical |
| | | | Tuve problemas para encontrar el tipo de información que buscaba. | | |

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blue + -->: REWORDING

| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) |
|-----------------------|------------------------|--|---|------------|--------------------------------|
| | | | Los enlaces o las etiquetas son difíciles de entender. | В | |
| | | | · | | |
| | | | Hay demasiados enlaces u opciones de navegación para elegir. | | |
| | | | Tuve dificultades técnicas (mensajes de error, enlaces rotos, | | |
| | | | etc.) | | |
| | | | No podía regresar a la información anterior. | Α | |
| | | | Tuve problemas para encontrar información específica | | |
| | | | Tuve una dificultad para navegar diferente a las que aquí se mencionan: | С | |
| | | | No tuve ninguna dificultad navegando por este sitio. | | |
| PMMW0521 | С | Por favor describe qué problemas tuviste al navegar el sitio: | | | Text area, no char limit |
| SPMMW0522 | A | Por favor describe cualquier enlace o caminos de navegación específicos que no te llevaron a donde deberían haberte llevado. | | | Text area, no char limit |
| PMMW0523 | В | ¿Qué enlaces/etiquetas específicos te parecieron difíciles de entender? | | | Text area, no char limit |
| | | ¿Cuáles de los siguientes recursos utilizaste para encontrar información | miBuscador de salud (Consejos sobre temas de salud según la | C, D, E, F | |
| 2D A GOL 1: -004 0000 | | en este sitio? (Por favor selecciona todas las respuestas que aplican). | edad y el sexo) | | |
| SPACQLiv0010238 | | | La función de "Buscar" (al escribir en el cuadro de búsqueda) | С | Checkbox, one-up vertical |
| | | | La fullcion de Buscai (ai escribii en el cuadro de busqueda) | | |
| | | | | С | |
| | | | Recursos de salud (Lista de temas de salud en orden alfabético) | | |
| | | | Tu quía de salud | С | |
| | | | Noticias de salud | С | |
| | | | Ninguna de estas opciones | | |
| | С | ¿Cuál de los siguientes recursos usaste principalmente para encontrar | | | |
| SPACQLiv0010256 | | información en este sitio? (Selecciona sólo una respuesta). | miBuscador de salud (Consejos sobre temas de salud según la edad y el sexo) | | Radio button, one-up vertical |
| | | | La función de "Buscar" | | |
| | | | | | |
| | | | Recursos de salud (Lista de temas de salud en orden alfabético) | | |
| | | | Tu guía de salud | | |
| | | | Noticias de salud | | |
| PACQwil0013013 | D | ¿Usaste la herramienta de miBuscador de salud para obtener información para ti o para otra persona? | Para mi | | Radio button, one-up vertical |
| 1 VCÓMIOOT3013 | | para a o para ona poroona. | Para otra persona | | Tradio button, one-up vertical |
| | E | ¿Cuáles de las siguientes cosas harás como resultado de la información | | | |
| SPACQwil0013014 | | que recibiste de la herramienta de miBuscador de salud? (Selecciona todas las respuestas que aplican). | Hablar con un profesional de la salud/programar una visita médica | | Checkbox, one-up vertical |
| | | | Hacerme una prueba médica recomendada | | |
| | | | Ponerme una vacuna | | |
| | | | Cambiar mis hábitos de alimentación | | |
| | | | Cambiar mis hábitos de ejercicio Nada | | |
| | | | Otro, por favor especifica: | | |
| | E1 | ¿Qué otra cosa harías como resultado de la información que recibiste de | | | |
| SPACQwil0013016 | | la herramienta de miBuscador de salud? | | | Text area, no char limit |

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|----------------|------------------------|--|---|----------|-------------------------------|
| OID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) |
| Ì | F | Si pudieras hacer una mejora a la herramienta de miBuscador de salud, | (minte de 60 ourdoteres) | Citip to | Type (select from fist) |
| PACQwil0013015 | | ¿qué harías? | | | Text area, no char limit |
| PMMW0524 | | ¿Usaste la función de "Buscar" (el cuadro de búsqueda) en tu visita de hoy? | Sí | Α | Radio button, one-up vertical |
| | | | No | | |
| | | | No me acuerdo | | |
| SPMMW0525 | A | Por favor déjanos saber cuál fue tu experiencia de hoy con la función de "Buscar" (cuadro de búsqueda). (Selecciona todas las respuestas que aplican). | Tuve problemas con el proceso de búsqueda (cómo usarlo, qué ingresar). | В | Checkbox, one-up vertical |
| | | | Tuve problemas con el diseño y la presentación de los resultados de la búsqueda (tamaño del texto, colores). | С | |
| | | | Tuve problemas con los resultados de la búsqueda. | D | 1 |
| | | | La función de "Buscar" logró los resultados que yo buscaba. | | 1 |
| | | | Ninguna de estas opciones | | |
| SPMMW0526 | В | ¿Qué problemas tuviste con el proceso de la búsqueda ? (Selecciona todas las respuestas que aplican). | No me era claro cómo usar la función de búsqueda. | | Checkbox, one-up vertical |
| | | | No sabía qué términos usar para obtener los resultados que yo quería. | | |
| | | | Quería la capacidad para hacer búsquedas más avanzadas (excluir ciertos términos, limitar el alcance de la búsqueda). | | |
| | | | Tuve un problema diferente con el proceso de búsqueda: | Е | |
| SPMMW0527 | E | Mi problema fue: | | | Text area, no char limit |
| SPMMW0528 | С | ¿Qué problemas tuviste con el diseño y la presentación de los resultados de la búsqueda? (Selecciona todas las respuestas que aplican). | Los colores del enlace dificultaban su lectura. | | Checkbox, one-up vertical |
| | | | No podía ver suficiente sobre las descripciones para decidir qué enlace escoger. | | |
| | | | El texto era demasiado pequeño. | | |
| | | | La página tenía demasiadas cosas. | | |
| | | | Tuve un problema diferente con el diseño y la presentación de los resultados: | F | |
| SPMMW0529 | F | Mi problema fue: | | | Text area, no char limit |
| SPMMW0530 | D | ¿Qué problemas tuviste con los resultados de tu búsqueda? (Selecciona todas las respuestas que aplican). | Los resultados no eran pertinentes con lo que yo buscaba o no eran lo que yo quería. | | Checkbox, one-up vertical |
| | | | El orden de los resultados no era el que yo esperaba. | | |
| | | | No hubo resultados o hubo muy pocos resultados. | | |
| | | | Los títulos no ayudaron. Las descripciones no fueron útiles. | | |
| | | | Las descripciones no ideion dilles. | | |
| | | | No pude restringir los resultados de mi búsqueda. | | |
| | | | Tuve un problema diferente con los resultados de la búsqueda. | G | |
| SPMMW0531 | G | Mi problema fue: | | | Text area, no char limit |
| | | | | | |

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| | | | Treatminder.gov ocorom Qozorion zio | | |
|-----------------|------------------------|---|---|---------|-------------------------------|
| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) |
| V | Н | ¿Intentaste hacer clic en los enlaces (navegar por el sitio) antes de usar la | | | тура (селения полу |
| | | función de búsqueda para encontrar información el día de hoy? | | | |
| SPACQLiv0010257 | | | Sí, primero navegué e hice clic en los enlaces No, fui directamente a la función de búsqueda | | Radio button, one-up vertical |
| | | | No recuerdo | | |
| SPACQLiv0010258 | ı | Por favor indícanos qué palabra(s) usaste en tu búsqueda. | | | Text area, no char limit |
| SPACQLiv0010259 | | El objetivo de healthfinder.gov es la de ayudar a que tú y tus seres queridos se mantengan saludables al ofrecerles la información de salud más confiable en el Internet. Antes de leer esta afirmación, ¿sabías que éste era el objetivo del sitio healthfinder.gov? | Sí | | Radio button, one-up vertical |
| | | | No | | |
| | | | No estoy seguro | | |
| SPACQwil0013017 | | ¿Cómo llegaste hoy al sitio de healthfinder.gov?: | Llegué a este sitio desde la página de resultados de un buscador (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical |
| | | | Estuve anteriormente en el sitio de Healthcare.gov | | |
| | | | Estuve anteriormente en el sitio de Health.gov | | |
| | | | Conozco el sitio, por lo que escribí el URL en mi navegador | | |
| | | | Mensaje o recomendación de un amigo en una red social | | |
| | | | Blog o foro de discusión en el Internet | | |
| | | | Hice clic en un enlace desde Facebook | | |
| | | | Hice clic en un enlace desde Twitter | | |
| | | | Mensaje de texto o alerta por celular | | |
| | | | Mercadeo electrónico de healthfinder (por ejemplo, boletín noticiero electrónico) | | |
| | | | Tarjeta electrónica de healthfinder | | |
| | | | Recomendación verbal de alguien que conozco | | |
| | | | Publicidad (anuncios) en la televisión, radio, periódicos o revistas | | |
| | | | Publicidad (anuncios) en el Internet | | |
| | | | Conferencia/presentación | | |
| | | | No lo sé | | |
| | | | Otro | | |
| SPMMW0541 | | | Cuidador de alguien enfermo o con discapacidad | | Radio button, one-up vertical |
| | | | Doctor/Enfermera | | |
| | | | Empleado del gobierno | | |
| | | | Público en general | | |
| | | | Bibliotecaria Profesional de salud pública | | |
| | | | Investigador | | |

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| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) |
|-----------|------------------------|---|--|---------|------------------------------|
| | | | Estudiante | · | , , , |
| | | | Maestro/educador | | |
| | | | Otro, por favor especifica | Α | |
| SPMMW0542 | Α | Otra función: | | | Text area, no char limit |
| SPMMW0543 | | ¿Cuántos años tienes? | Menos de 20 años | | Dropdown (Select-one) |
| | | | de 20 a 34 años | | |
| | | | de 35 a 49 años | | |
| | | | | | |
| | | | de 50 a 64 años | | |
| | | | 65 años o mayor | | |
| | | | Prefiero no contestar esta pregunta | | |
| SPMMW0544 | | ¿Cómo te describirías? | Hispano o latino | | Checkbox, one-up vertical |
| | | | Negro o afroamericano | | |
| | | | Blanco | | |
| | | | Asiático | | |
| | | | Indio americano o nativo de Alaska | | |
| | | | Nativo de Hawaii o de las islas del Pacífico | | |
| | | | Prefiero no contestar esta pregunta | | |
| SPMMW0545 | | ¿Cuál es el nivel más alto de educación que has completado? | La secundaria (bachillerato) o menos | | Radio Button One Up Vertical |
| | 1 | | · | | l · |

| Single or Multi | Required Y/N | Special Instructions |
|--------------------|-----------------|----------------------|
| Single | Y | |
| Single | Y | OPS Group |
| Single | N N | OPS Group |
| Single Single | Y | OPS Group OPS Group |
| | | |
| | | OPS Group |
| Single | Y | OPS Group |
| Single | N | OPS Group |
| Multi | Y | Skip Logic Group |
| | | |

| Single or Multi | Required Y/N | Special Instructions |
|--------------------|-----------------|----------------------|
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| | | |
| | N | Skip Logic Group |
| | N | Skip Logic Group |
| | N | Skip Logic Group |
| Multi | Y | Skip Logic Group |
| | | |
| | | Randomize |
| | | |
| | | |
| | | Anchor Answer Choice |
| Single | Y | Skip Logic Group |
| | | |
| | | Randomize |
| | | |
| | | |
| Single | Y | Randomize |
| Multi | Y | Randomize |
| Multi | , | Randonnize |
| | | |
| | | |
| | | Anchor Answer Choice |
| | N | Anchor Answer Choice |
| | 14 | |

| Single or Multi | Required Y/N | Special Instructions |
|--------------------|-----------------|----------------------|
| Single | Y | |

Single Y

| Multi | Y | |
|--------|-----|--|
| Multi | N | |
| Multi | N | |
| ividit | IV. | |
| Multi | N | |
| Wildit | IV. | |
| | | |

| Single or Multi | Required Y/N | Special Instructions |
|--------------------|-----------------|----------------------|
| Single | Y | Skip Logic Group |
| Single | N | Skip Logic Group |
| Single | Y | |
| Single | Y | |
| Single | Y | OPS Group |

| Single or Multi | Required Y/N | Special Instructions |
|--------------------|-----------------|----------------------|
| | | |
| Single | N | OPS Group |
| Single | Y | |
| Multi | Y | |
| Single | Y | |

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underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION
blue + -->: REWORDING

| QID ACQLiv0010237 | Skip Logic Label | Question Text How frequently do you visit the site? | Answer Choices (limited to 50 characters) This is my first visit Every few months or less often Monthly Weekly Several times a week | Skip to X,Y,Z X,Y,Z X,Y,Z X,Y,Z | Type (select from list) Radio Button One Up Vertical | Single or Multi Single | Required Y/N Y | Special Instructions |
|----------------------|------------------------|---|--|----------------------------------|--|------------------------------|----------------------|----------------------|
| | X | If you can recall the previous design (before January 2013), please tell us how much you agree with the following: The look and feel is more visually pleasing. | Daily/more than once a day Strongly disagree Disagree Neutral Agree Strongly agree | X,Y,Z | Drop down, select one | Single | N | Skip Logic Group |
| | Y | The new homepage makes it easier to find the information I want. | Not applicable Strongly disagree Disagree Neutral Agree Strongly agree Not applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | Z | The new website design makes it clear this site is focused on prevention and wellness. | Strongly disagree Disagree Neutral Agree Strongly agree | - | Drop down, select one | Single | N | Skip Logic Group |
| MMW0512 | | Which of the following best describes the reason for your visit today? | Not applicable Wellness/Prevention information for myself Wellness/Prevention information for someone else (loved one, family, friend) Wellness/Prevention information for a patient or client Wellness/Prevention information for my work Wellness/Prevention information for a school project Other, please specify: | A | Radio Button One Up Vertical | Single | Y | OPS Group |
| MMW0513 | Δ | Other reason for your visit | e trong product opening. | | Text area, no char limit | Single | N | OPS Group |
| MMW0513 A MMW0514 | 7 | Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse Allergy & Asthma Cancer | | Radio button, one-up vertical | Single | 14 | OPS Group |
| | | | Diabetes Diet and Fitness General Wellness/Preventive Health Health Insurance/Medicare Heart Disease HIV and STDs Latest Health News & Research Mental Health Oral Health | | | | | |

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underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION blue + -->: REWORDING

| | Skip | | Annual Chaire | | | Cinnels an | Danis de la constanta de la co | |
|---------------|----------------|--|---|------------------------|-------------------------------|--------------------|--|----------------------|
| QID | Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
| QιD | Laber | Question Text | Pain & Arthritis | Skip to | Type (select from list) | Wata | 1/14 | Special instructions |
| | | | Pregnancy | + | | | | |
| | | | Prescription/Medication Assistance | - | | | | |
| | | | Sleep Health | - | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | , , , , , , , , , , , , , , , , , , , | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Y | OPS Group |
| | | | No, please specify: | A | | | | i i |
| | | | Partially | Α | | | | |
| MMW0517 | Α | No, please specify: | | | Text area, no char limit | Single | N | OPS Group |
| | | Which of the following did you use to locate information | | C, D, E, F, | | Multi | Y | Skip Logic Group |
| ACQLiv0010238 | | on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) | D, F, I | Checkbox, one-up vertical | | | |
| | | | | C, ZZ, Q, P |) | | | Randomize |
| | | | Search Tool (Typed in Search box) | 0, 22, 9, 1 | | | | randonize |
| | | | Related Resources | €, D | | | | |
| | | | Health Topics A-Z | C, D,G | | | | |
| | | | Health News | C, D | | | | |
| | | | Health Care Reform | D, H | | | | |
| | | | Find Services Near You | € , D | | | | |
| | | | National Health Observances | D | | | | |
| | | | Stay Connected | D | | | | |
| | | | Other (please specify): | E | | | | Anchor Answer Choice |
| | E | Other way I looked for information: | | _ | Text area, no char limit | | N | Skip Logic Group |
| MMW0520 | D | How would you describe your ability to look for | | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | information on this site today? (Please select all that apply.) | Links often did not take me where I expected | A | | | | |
| | | арріу.) | Had difficulty finding relevant information | ⊣ ^ | | | | |
| | | | Links/labels are difficult to understand | В | | | | |
| | | | Elimonascie die almodit to diffactedia | 1 - | | | | |
| | | | | | | | | |
| | | | Too many links/navigational options to choose from | | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | | | | | |
| | | | , , , | | | | | |
| | | | Could not navigate back to previous information | Α | | | | |
| | | | I had a navigation difficulty not listed above: | С | | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | | |
| MMW0521 | С | Please describe your navigation issue: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0522 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N | Skip Logic Group |
| NANAVOEGO | В | | | | Tout area no about limit | | , and | Ckin Logio Carrer |
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| | G | If you visited the Health Topics A-Z section today and | | | | Single | Υ | Skip Logic Group |
| | | can recall the previous design (before December | | | | | | |
| | | 2012), please tell us what you think of the section. | Much better than the previous version | | Radio button, one-up vertical | | | |
| | | | Somewhat better than the previous version | | | | | |
| | | | About the same as the previous version | _ | | | | |
| | | | Somewhat worse than the previous version | - | | | | |
| | | | Much worse than the previous version | - | | | | |
| | | | Don't know Other, please specify: | Z | | | | |
| | | | Other, piease specify. | | | | | |

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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 | Special Instructions |
|---------------|------------------------|--|--|---------|-------------------------------|--------------------|-----------------|--|
| | | Please specify what you think of the Health Topics A-Z section. | | | | | | |
| | Н | If you visited the Health Care Reform section today and can recall the previous design (before December 2012), please tell us what you think of the section. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | Y | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Υ | Please specify what you think of the Health Reform section. | | | | | | |
| | I | If you visited the myhealthfinder tool today and can recall the previous design (before December 2012), please tell us what you think of the tool. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | × | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Х | Please specify what you think of the myhealthfinder | ener, produce aposity. | | | | | |
| ACQLiv0010256 | E | Which of the following did you <u>primarily use</u> to locate information on the site? (Please select one) | myhealthfinder Tool (Health advice based on age/sex) Search Tool Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News | | Radio button, one-up vertical | Single | ¥ | Skip-Logic-Group Randomize |
| | Đ | Did you use the myhealthfinder tool to get information for yourself or someone else? | Myself Someone clse | | Radio button, one up vertical | Single | ¥ | Randomize |
| | E | Which of the following will you do as a result of the information you received from the myhealthfinder tool? (Select all that apply) | Talk to a health professional/schedule a Dr. appointment Get a recommended medical test Get a shott/vaccine Change my eating habits Change my exercise habits Nothing Other, please specify. | E1 | Checkbox, one up vertical | Multi | ¥ | Anchor Answer Choice Anchor Answer Choice |
| | E1 | What else will you do as a result of the information from the myhealthfinder tool? | | | Text area, no char limit | | Н | and the second s |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0524 | | Did you use the search tool (search box) during your visit today? | Yes Ne Don't remember | A, H, I | Radio button, one-up vertical | Single | ¥ | Skip Logic Group |

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blue + -->: REWORDING

| | Skip | | | | | | | |
|----------------|--------|---|---|--------------|---|----------------|----------|---------------------------------------|
| 010 | Logic | Q | Answer Choices | 01 | T (| Single or | Required | |
| QID MMW0525 | Label | Question Text Please tell us about your experience with the search | (limited to 50 characters) I had issues with the searching process (how to use it, what to | Skip to W | Type (select from list) | Multi Multi | Y/N Y | Special Instructions Skip Logic Group |
| IVIIVIVVOJZJ | | tool (search box) today. (Select all that apply.) | enter). | , vv | | IVIGILI | | Skip Logic Group |
| | | | | | Checkbox, one-up vertical | | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | U | | | | |
| | | | I had issues with the results of the search. | s | | | | |
| | | | The search feature met my needs. | | | | | |
| | w | What were your issues with the government mysesse? | None of these | | | Multi | N | Ckin Logio Croup |
| MMW0526 | VV | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | I N | Skip Logic Group |
| 141141440020 | | (00000000000000000000000000000000000000 | I did not know what terms to use to get the results I wanted | | Checkbox, one up vertical | | | |
| | | | I wanted more advanced search capabilities (exclude certain terms, limit search scope) | 1 | | | | |
| | | | I had a different issue with the searching process: | v | | | | |
| MMW0527 | ٧ | My issue was: | 31 | | Text area, no char limit | | | Skip Logic Group |
| | U | What were your issues with the design and layout of the search results? (Select all that apply.) | | | | Multi | N | Skip Logic Group |
| MMW0528 | | | The link colors were hard to read | | Checkbox, one-up vertical | | | |
| | | | 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: | Т | | | | |
| MMW0529 | Т | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| MMW0530 | S | What were your issues with the results 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 | | Checkbox, one-up vertical | Multi | N | Skip Logic Group |
| | | | 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 | | | | | |
| MMW0531 | ., | W * | I had a different issue with the results of the search: | V | Text area, no char limit | | | |
| INIMIMO23T | V Q | My issue was: Did you try clicking on links (browse the site) before | | | Text area, no char limit | Single | Y | Skip Logic Group Skip Logic Group |
| | Y | using the search feature to look for information today? | | | | Olligic | | Okip Logic Croup |
| ACQLiv0010257 | | | Yes, I browsed/clicked on links first | | Radio button, one-up vertical | | | |
| | | | No, I went straight to the search feature | | | | | |
| | | | Don't recall | | | | | a |
| ACQLiv0010258 | Р | Please tell us what term(s) you used in your search | | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes | | Radio button, one-up vertical | Single | Y | |
| | | | No | | | | | |
| | | | Not Sure | | | | | |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical | Single | Y | |
| | | | I was previously on the Healthcare.gov site | | I | 1 | | |

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blue + -->: REWORDING

| QID | Skip Logic Label | | Answer Choices (limited to 50 characters) I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card Word of mouth recommendation from someone I know TV, radio, newspaper or magazine advertising Internet advertising Conference/presentation | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|--------------|------------------------|---------------------------------|--|---------|-------------------------------|--------------------|-----------------|----------------------|
| | | | Don't Know Familiarity with site | | | | | |
| MMW0541 | | Which best describes your role? | Caretaker | | Radio button, one-up vertical | Single | Υ | OPS Group |
| 141141440341 | | | Doctor/Nurse | | Caulo batton, one-up ventical | Sirigie | ı ' | Or 5 Group |
| | | | Government Employee | | | | | |
| | | | General Public | | | | | |
| | | | Librarian | | | | | |
| | | | Public Health Professional | | | | | |
| | | | Researcher | | | | | |
| | | | Student | | | | | |
| | | | Teacher/Educator | | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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blue + -->: REWORDING

| OID | Skip Logic | Outstien Test | Answer Choices | Claim to | Town (a short from line) | Single or | Required | Caraial Instructions |
|----------------------|---------------|---|--|----------------|--|-----------------|----------|----------------------------|
| QID ACQLiv0010237 | Label | Question Text How frequently do you visit the site? | (limited to 50 characters) This is my first visit | Skip to | Type (select from list) Radio Button One Up Vertical | Multi Single | Y/N Y | Special Instructions |
| ACQLIV0010237 | | How frequently do you visit the site? | Every few months or less often | X,Y,Z | Radio Button One op Vertical | Sirigle | ' | |
| | | | Monthly | X,Y,Z | | | | |
| | | | Weekly | X, Y, Z | | | | |
| | | | Several times a week | X,1,2 X,Y,Z | | | | |
| | | | Daily/more than once a day | X,1,Z X,Y,Z | | | | |
| | Х | If you can recall the previous design (before January 2013), please tell us how much you agree with the | Sallymore than once a day | Α,1,2 | Drop down, select one | Single | N | Skip Logic Group |
| | | following: The look and feel is more visually pleasing. | Strongly disagree | | | | | |
| | | | Disagree | | | | | |
| | | | Neutral | = | | | | |
| | | | Agree | | | | | |
| | | | Strongly agree | | | | | |
| | | | Not applicable | | | | | |
| | Y | The new homepage makes it easier to find the information I want. | Strongly disagree | | Drop down, select one | Single | N | Skip Logic Group |
| | | information (want. | Disagree | - | | | | |
| | | | Neutral | - | | | | |
| | | | Agree | - | | | | |
| | | | Strongly agree | _ | | | | |
| | | | Not applicable | - | | | | |
| | Z | The new website design makes it clear this site is | INOT applicable | | Drop down, select one | Single | N | Skip Logic Group |
| | _ | focused on prevention and wellness. | Strongly disagree | | Drop down, select one | Sirigie | I N | Skip Logic Group |
| | | rodused on prevention and wellness. | Disagree | _ | | | | |
| | | | Neutral | - | | | | |
| | | | Agree | - | | | | |
| | | | Strongly agree | - | | | | |
| | | | Not applicable | - | | | | |
| MMW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself | | Radio Button One Up Vertical | Single | Y | OPS Group |
| | | | Wellness/Prevention information for someone else (loved one, family, friend) | | | | | |
| | | | Wellness/Prevention information for a patient or client | | | | | |
| | | | Wellness/Prevention information for my work | | | | | |
| | | | Wellness/Prevention information for a school project | | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0513 | Α | Other reason for your visit | | | Text area, no char limit | Single | N | OPS Group |
| MMW0514 | | Which of the following topics best describes the health information you were looking for? (Please select only | Alcohol/Drug Abuse | | Dadia hustaan araa waxaasiaal | Single | | OPS Group |
| | | one.) | Allowers O. Acthores | - | Radio button, one-up vertical | | | |
| | | | Allergy & Asthma | | | | | |
| | | | Cancer | | | | | |
| | | | Diabetes Diet and Fitness | - | | | | |
| | | | | - | | | | |
| | | | General Wellness/Preventive Health | - | | | | |
| | | | Health Insurance/Medicare Heart Disease | - | | | | |
| | | | HIV and STDs | - | | | | |
| | | | Latest Health News & Research | + | | | | |
| | | | Mental Health | + | | | | |
| | | | Oral Health | | | | | |
| | | | Oral Ficalar | | | | | Confidential and Dransiata |

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| | Skip | | Annual Chairea | | | Cinnels an | Danis de la constanta de la co | |
|---------------|----------------|--|---|------------------------|-------------------------------|--------------------|--|----------------------|
| QID | Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
| QιD | Laber | Question Text | Pain & Arthritis | Skip to | Type (select from list) | Wata | 1/14 | Special instructions |
| | | | Pregnancy | + | | | | |
| | | | Prescription/Medication Assistance | - | | | | |
| | | | Sleep Health | - | | | | |
| | | | Other, please specify: | Α | | | | |
| MMW0515 | Α | Other information you are seeking | , , , , , , , , , , , , , , , , , , , | | | | | OPS Group |
| MMW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Y | OPS Group |
| | | | No, please specify: | A | | | | i i |
| | | | Partially | Α | | | | |
| MMW0517 | Α | No, please specify: | | | Text area, no char limit | Single | N | OPS Group |
| | | Which of the following did you use to locate information | | C, D, E, F, | | Multi | Y | Skip Logic Group |
| ACQLiv0010238 | | on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) | D, F, I | Checkbox, one-up vertical | | | |
| | | | | C, ZZ, Q, P |) | | | Randomize |
| | | | Search Tool (Typed in Search box) | 0, 22, 9, 1 | | | | randonize |
| | | | Related Resources | €, D | | | | |
| | | | Health Topics A-Z | C, D,G | | | | |
| | | | Health News | C, D | | | | |
| | | | Health Care Reform | D, H | | | | |
| | | | Find Services Near You | € , D | | | | |
| | | | National Health Observances | D | | | | |
| | | | Stay Connected | D | | | | |
| | | | Other (please specify): | E | | | | Anchor Answer Choice |
| | E | Other way I looked for information: | | _ | Text area, no char limit | | N | Skip Logic Group |
| MMW0520 | D | How would you describe your ability to look for | | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | information on this site today? (Please select all that apply.) | Links often did not take me where I expected | A | | | | |
| | | арріу.) | Had difficulty finding relevant information | ⊣ ^ | | | | |
| | | | Links/labels are difficult to understand | В | | | | |
| | | | Elimonascie die almodit to diffactedia | 1 - | | | | |
| | | | | | | | | |
| | | | Too many links/navigational options to choose from | | | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) | | | | | |
| | | | , , , | | | | | |
| | | | Could not navigate back to previous information | Α | | | | |
| | | | I had a navigation difficulty not listed above: | С | | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | | |
| MMW0521 | С | Please describe your navigation issue: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0522 | Α | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N | Skip Logic Group |
| NANAVOEGO | В | | | | Tout area no about limit | | , and | Ckin Logio Carrer |
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| | G | If you visited the Health Topics A-Z section today and | | | | Single | Y | Skip Logic Group |
| | | can recall the previous design (before December | | | | | | |
| | | 2012), please tell us what you think of the section. | Much better than the previous version | | Radio button, one-up vertical | | | |
| | | | Somewhat better than the previous version | | | | | |
| | | | About the same as the previous version | _ | | | | |
| | | | Somewhat worse than the previous version | - | | | | |
| | | | Much worse than the previous version | - | | | | |
| | | | Don't know Other, please specify: | Z | | | | |
| | | | Other, piease specify. | | | | | |

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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 | Special Instructions |
|---------------|------------------------|--|--|---------|-------------------------------|--------------------|-----------------|--|
| | | Please specify what you think of the Health Topics A-Z section. | | | | | | |
| | Н | If you visited the Health Care Reform section today and can recall the previous design (before December 2012), please tell us what you think of the section. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | Y | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Υ | Please specify what you think of the Health Reform section. | | | | | | |
| | I | If you visited the myhealthfinder tool today and can recall the previous design (before December 2012), please tell us what you think of the tool. | Much better than the previous version Somewhat better than the previous version About the same as the previous version Somewhat worse than the previous version Much worse than the previous version Don't know Other, please specify: | × | Radio button, one-up vertical | Single | Y | Skip Logic Group |
| | Х | Please specify what you think of the myhealthfinder | ener, produce aposity. | | | | | |
| ACQLiv0010256 | E | Which of the following did you <u>primarily use</u> to locate information on the site? (Please select one) | myhealthfinder Tool (Health advice based on age/sex) Search Tool Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News | | Radio button, one-up vertical | Single | ¥ | Skip-Logic Group Randomize |
| | Đ | Did you use the myhealthfinder tool to get information for yourself or someone else? | Myself Someone clse | | Radio button, one up vertical | Single | ¥ | Randomize |
| | E | Which of the following will you do as a result of the information you received from the myhealthfinder tool? (Select all that apply) | Talk to a health professional/schedule a Dr. appointment Get a recommended medical test Get a shott/vaccine Change my eating habits Change my exercise habits Nothing Other, please specify. | E1 | Checkbox, one up vertical | Multi | ¥ | Anchor Answer Choice Anchor Answer Choice |
| | E1 | What else will you do as a result of the information from the myhealthfinder tool? | | | Text area, no char limit | | Н | and the second s |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0524 | | Did you use the search tool (search box) during your visit today? | Yes Ne Don't remember | A, H, I | Radio button, one-up vertical | Single | ¥ | Skip Logic Group |

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blue + -->: REWORDING

| | Skip | | | | | | | |
|----------------|--------|---|---|--------------|---|----------------|----------|---------------------------------------|
| 010 | Logic | Q | Answer Choices | 01 | T (| Single or | Required | |
| QID MMW0525 | Label | Question Text Please tell us about your experience with the search | (limited to 50 characters) I had issues with the searching process (how to use it, what to | Skip to W | Type (select from list) | Multi Multi | Y/N Y | Special Instructions Skip Logic Group |
| IVIIVIVVOJZJ | | tool (search box) today. (Select all that apply.) | enter). | , vv | | IVIGILI | | Skip Logic Group |
| | | | | | Checkbox, one-up vertical | | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | U | | | | |
| | | | I had issues with the results of the search. | s | | | | |
| | | | The search feature met my needs. | | | | | |
| | w | What were your issues with the government mysesse? | None of these | | | Multi | N | Ckin Logio Croup |
| MMW0526 | VV | What were your issues with the searching process ? (Select all that apply.) | It was not clear how to use the search feature | | Checkbox, one-up vertical | Multi | I N | Skip Logic Group |
| 141141440020 | | (00000000000000000000000000000000000000 | I did not know what terms to use to get the results I wanted | | Checkbox, one up vertical | | | |
| | | | I wanted more advanced search capabilities (exclude certain terms, limit search scope) | 1 | | | | |
| | | | I had a different issue with the searching process: | v | | | | |
| MMW0527 | ٧ | My issue was: | 31 | | Text area, no char limit | | | Skip Logic Group |
| | U | What were your issues with the design and layout of the search results? (Select all that apply.) | | | | Multi | N | Skip Logic Group |
| MMW0528 | | | The link colors were hard to read | | Checkbox, one-up vertical | | | |
| | | | 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: | Т | | | | |
| MMW0529 | Т | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| MMW0530 | S | What were your issues with the results 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 | | Checkbox, one-up vertical | Multi | N | Skip Logic Group |
| | | | 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 | | | | | |
| MMW0531 | ., | W * | I had a different issue with the results of the search: | V | Text area, no char limit | | | |
| INIMIMO23T | V Q | My issue was: Did you try clicking on links (browse the site) before | | | Text area, no char limit | Single | Y | Skip Logic Group Skip Logic Group |
| | Y | using the search feature to look for information today? | | | | Olligic | | Okip Logic Croup |
| ACQLiv0010257 | | | Yes, I browsed/clicked on links first | | Radio button, one-up vertical | | | |
| | | | No, I went straight to the search feature | | | | | |
| | | | Don't recall | | | | | a |
| ACQLiv0010258 | Р | Please tell us what term(s) you used in your search | | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | Yes | | Radio button, one-up vertical | Single | Y | |
| | | | No | | | | | |
| | | | Not Sure | | | | | |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical | Single | Y | |
| | | | I was previously on the Healthcare.gov site | | I | 1 | | |

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| QID | Skip Logic Label | | Answer Choices (limited to 50 characters) I was previously on the Health.gov site I am familiar with the site so I typed the url into my browser Message or recommendation from a friend on a social network Internet blogs or discussion forums I clicked on a link from Facebook I clicked on a link from Twitter Mobile phone text messages or alerts Email marketing from Healthfinder (e.g., e-newsletter) Healthfinder e-card Word of mouth recommendation from someone I know TV, radio, newspaper or magazine advertising Internet advertising Conference/presentation | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|--------------|------------------------|---------------------------------|--|---------|-------------------------------|--------------------|-----------------|----------------------|
| | | | Don't Know Familiarity with site | | | | | |
| MMW0541 | | Which best describes your role? | Caretaker | | Radio button, one-up vertical | Single | Υ | OPS Group |
| 141141440341 | | | Doctor/Nurse | | Caulo batton, one-up ventical | Sirigie | ı ' | Or 5 Group |
| | | | Government Employee | | | | | |
| | | | General Public | | | | | |
| | | | Librarian | | | | | |
| | | | Public Health Professional | | | | | |
| | | | Researcher | | | | | |
| | | | Student | | | | | |
| | | | Teacher/Educator | | | | | |
| | | | Patient | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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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 | Ý/N | Special Instructions |
| ACQLiv0010237 | | How frequently do you visit the site? | This is my first visit | | Radio Button One Up Vertical | Single | Y | |
| | | | Every few months or less often | | | | | |
| | | | Monthly | | | | | |
| | | | Weekly Several times a week | | | | | |
| | | | Daily/more than once a day | | | | | |
| 1MW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself | | Radio Button One Up Vertical | Single | Y | OPS Group |
| | | Todos Tod You vol today . | Wellness/Prevention information for someone else (loved one, family, friend) | | | | | |
| | | | Wellness/Prevention information for a patient or client | | | | | |
| | | | Wellness/Prevention information for my work | | | | | |
| | | | Wellness/Prevention information for a school project | | | | | |
| | | | Other, please specify: | Α | | | | |
| MW0513 | Α | Other reason for your visit | | | Text area, no char limit | Single | N | OPS Group |
| ⁄MW0514 | | Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse | | Radio button, one-up vertical | Single | | OPS Group |
| | | | Allergy & Asthma | | | | | |
| | | | Cancer | | | | | |
| | | | Diabetes | | | | | |
| | | | Diet and Fitness | | | | | |
| | | | General Wellness/Preventative Health | | | | | |
| | | | Health Insurance/Medicare | | | | | |
| | | | Heart Disease | | | | | |
| | | | HIV and STDs | | | | | |
| | | | Latest Health News & Research | | | | | |
| | | | Mental Health | | | | | |
| | | | Oral Health | | | | | |
| | | | Pain & Arthritis | | | | | |
| | | | Pregnancy | | | | | |
| | | | Prescription/Medication Assistance | | | | | |
| | | | Sleep Health | | | | | |
| | | | Other, please specify: | A | | | | |
| MW0515 | A | Other information you are seeking | | | | | | OPS Group |
| MW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Y | OPS Group |
| | | | No, please specify: | Α | | | | |
| | | | Partially | | | | | |
| MW0517 | Α | No, please specify: | | | Text area, no char limit | Single | N | OPS Group |
| MW0520 | | How would you describe your ability to look for information on this site today? (Please | | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | select all that apply.) | Links often did not take me where I expected | A | | | | |

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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 | Special Instructions |
| | | | 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.) | - | | | | |
| | | | That technical announces (error messages, broken mins, etc.) | - | | | | |
| | | | Could not navigate back to previous information | Α | | | | |
| | | | I had a navigation difficulty not listed above: | С | | | | |
| | | | I had no difficulty navigating/browsing on this site | | | | | |
| MMW0521 | С | Please describe your navigation issue: | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0522 | A | Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N | Skip Logic Group |
| MMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N | Skip Logic Group |
| ACQLiv0010238 | | Which of the following did you use to locate information on the site? (Please select all that apply) | myhealthfinder Tool (Health advice based on age/sex) | C, D, E, F | Checkbox, one-up vertical | Multi | Y | Skip Logic Group |
| | | | Search Tool (Typed in Search box) Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News | C C C | | | | Randomize |
| | С | Which of the following did you primarily use | None of the above | | | Single | Y | Anchor Answer Choice Skip Logic Group |
| | | to locate information on the site? (Please select one) | | | | Siligle | ř | Skip Logic Group |
| ACQLiv0010256 | | | myhealthfinder Tool (Health advice based on age/sex) Search Tool Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News | | Radio button, one-up vertical | | | Randomize |
| | D | Did you use the myhealthfinder tool to get information for yourself or someone else? | Myself Someone else | - | Radio button, one-up vertical | Single | Y | Randomize |
| | E | Which of the following will you do as a result of the information you received from the myhealthfinder tool? (Select all that apply) | | | | Multi | Y | Randomize |
| | | | Talk to a health professional/schedule a Dr. appointment Get a recommended medical test | - | Checkbox, one-up vertical | | | |
| | | | Get a shot/vaccine | | | | | |
| | | | Change my eating habits | | | | | |
| | | | Change my exercise habits | | | | | |
| | | | Nothing Other, please specify: | E1 | | | | Anchor Answer Choice Anchor Answer Choice |
| | | | Outer, picase specify. | CI | | | | Anchor Answer Choice |

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| | Skip | | | | | | | |
|---------------|----------------|--|---|---------|-------------------------------|--------------------|-----------------|----------------------|
| QID | Logic Label | Ouestion Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
| Ą.s | E1 | What else will you do as a result of the | (iiiiitea to oo onaraotoro) | Orap to | Type (select nom not) | mura | N | Openial mondrons |
| | | information from the myhealthfinder tool? | | | Text area, no char limit | | | |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Y | |
| MMW0524 | | Did you use the search tool (search box) | | | | | | Skip Logic Group |
| | | | Yes | A, H, I | Radio button, one-up vertical | Single | Y | |
| | | | No | | | | | |
| | | | Don't remember | | | | | |
| MMW0525 | Α | | I had issues with the searching process (how to use it, what to | В | | Multi | Υ | Skip Logic Group |
| | | search tool (search box) today. (Select all that apply.) | enter). | | Charlebay, and unavisable | | | |
| | | тас арргу.) | I had issued with the decign and love tof the course regults | С | Checkbox, one-up vertical | | | |
| | | | I had issues with the design and layout of the search results (text size, colors). | C | | | | |
| | | | I had issues with the results of the search. | D | | | | |
| | | | The search feature met my needs. | | | | | |
| | | | None of these | | | | | |
| | В | What were your issues with the searching | | | | Multi | N | Skip Logic Group |
| | | process? (Select all that apply.) | | | | | | |
| MMW0526 | | | It was not clear how to use the search feature | | Checkbox, one-up vertical | | | |
| | | | 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: | Е | | | | |
| MMW0527 | Е | My issue was: | 01 | | Text area, no char limit | | | Skip Logic Group |
| | С | What were your issues with the design and | | | | Multi | N | Skip Logic Group |
| | | layout of the search results? (Select all that | | | | | | |
| MMW0528 | | apply.) | The link colors were hard to read | | Checkbox, one-up vertical | | | |
| | | | 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 | | | | |
| MMW0529 | F | My issue was: | , | | Text area, no char limit | | | Skip Logic Group |
| | D | What were your issues with the results of | | | | Multi | N | Skip Logic Group |
| MMW0530 | | | 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 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 | | | | |
| MMW0531 | G | My issue was: | | | Text area, no char limit | | | Skip Logic Group |
| | Н | Did you try clicking on links (browse the site) | | | | Single | Υ | Skip Logic Group |
| | | before using the search feature to look for | | | | | | |
| ACQLiv0010257 | | | Yes, I browsed/clicked on links first | | Radio button, one-up vertical | | | |
| | | | No, I went straight to the search feature | | | | | |
| | | | Don't recall | | | | | |

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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 | Ý/N | Special Instructions |
| ACQLiv0010258 | | Please tell us what term(s) you used in your search | | | Text area, no char limit | Single | N | Skip Logic Group |
| ACQLiv0010259 | | | Yes | | Radio button, one-up vertical | Single | Y | |
| | | The goal of healthfinder.gov is to help you and those you care about stay healthy by providing the most reliable health information on the Internet. Before reading this statement did you know that this was the purpose of the healthfinder.gov site? | | | | | | |
| | | | No | | | | | |
| | | | Not Sure | 1 | | | | |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical | Single | Υ | |
| | | | I was previously on the Healthcare.gov site | | | | | |
| | | | I was previously on the Health.gov site | | | | | |
| | | | I am familiar with the site so I typed the url into my browser | | | | | |
| | | | Message or recommendation from a friend on a social network | | | | | |
| | | | Internet blogs or discussion forums | | | | | |
| | | | I clicked on a link from Facebook | | | | | |
| | | | I clicked on a link from Twitter | | | | | |
| | | | Mobile phone text messages or alerts | | | | | |
| | | | Email marketing from Healthfinder (e.g., e-newsletter) | | | | | |
| | | | Healthfinder e-card | | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | |
| | | | Don't Know | | | | | |
| NAN 414/0507 | | Disease and the ten Office to the three leaves the | Familiarity with site | | Duran davina a alantana | Olas et a | | Davids Overse |
| MMW0537 | | Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important) Rank 1 | Message or recommendation from a friend on a social network | | Drop down, select one | Single- | ¥ | Rank Group |
| | | | Video I saw on YouTube | | | | | |
| | | | Internet blogs or discussion forums | | | | | Adjust Template/Style Sh |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | | Randomize |
| | | | Message directly from Healthfinder on a social network | | | | | |
| | | | Mobile phone text messages or alerts | | | | | |
| | | | Instant Message from a friend or colleague Familiarity with site | | | | | |
| | | | Email/E-card | | | | | |
| | | | Search engine results | | | | | |

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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 | Special Instructions |
|---------|------------------------|--|---|---------|----------------------------------|--------------------|-----------------|---|
| | | | Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | |
| | | | Don't know | | | | | Anchor Answer Choice |
| | | Davids 0 | Other Control of the | | | 0: 1 | | Anchor Answer Choice |
| MMW0538 | | Rank 2 | Message or recommendation from a friend on a social network | | Drop down, select one | Single- | N | Rank Group |
| | | | Video I saw on YouTube | | | | | |
| | | | Internet blogs or discussion forums | | | | | Adjust Template/Style Sh |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | | Randomize |
| | | | Message directly from Healthfinder on a social network | | | | | |
| | | | Mobile phone text messages or alerts | | | | | |
| | | | Instant Message from a friend or colleague | | | | | |
| | | | Familiarity with site | | | | | |
| | | | Email/E-card | | | | | |
| | | | Search engine results | | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | Anches Angues Chaice |
| | | | Den't know Other | | | | | Anchor Answer Choice Anchor Answer Choice |
| MMW0539 | | Rank 3 | Message or recommendation from a friend on a social network | | | Single- | N | Rank Group |
| | | | Video I saw on YouTube | | Drop down, select one | | | |
| | | | Internet blogs or discussion forums | | | | | Adjust Template/Style St |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | | Randomize |
| | | | | | | | | ivandomize |
| | | | Message directly from Healthfinder on a social network | | | | | |
| | | | Mobile phone text messages or alerts | | | | | |
| | | | Instant Message from a friend or colleague | | | | | |
| | | | Familiarity with site Email/E-card | | | | | |
| | | | Search engine results | | | | | |
| | | | Word of mouth recommendation from someone I know | | | | | |
| | | | TV, radio, newspaper, or magazine advertising | | | | | |
| | | | Internet advertising | | | | | |
| | | | Conference/presentation | | | | | |
| | | | Don't know | | | | | Anchor Answer Choice |
| | | | Other | | | | | Anchor Answer Choice |
| MMW0540 | | If you heard about this website from a social network, please specify the site (i.e. Facebook, | | | | | N | |
| | | Twitter) | | | Text area, no char limit | | | |
| MMW0541 | | Which best describes your role? | Caretaker | | Radio button, one-up vertical | Single | Y | OPS Group |
| | | | Doctor/Nurse | | | | | |
| | | | Government Employee | | | | | |
| | | | General Public | | | | | |

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| | Skip | | | | | | | |
|---------|----------------|---------------|---|---------|--------------------------|--------------------|-----------------|----------------------|
| QID | Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
| | | - | Librarian | 1 | | | | |
| | | | Public Health Professional | | | | | |
| | | | Researcher | | | | | |
| | | | Student | | | | | |
| | | | Teacher/Educator | | | | | |
| | | | Other, please specify | Α | | | | |
| MMW0542 | Α | Other role | | | Text area, no char limit | Single | N | OPS Group |

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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 |
|---|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| ENACQLiv001023 | 7 | How frequently do you visit the site? | This is my first visit | | Radio Button One Up Vertical | Single | Y |
| | | | Every few months or less often | | | | |
| | | | Monthly | 1 | | | |
| | | | Weekly | 1 | | | |
| | | | Several times a week | | | | |
| | | | Daily/more than once a day | | | | |
| ENMMW0512 | | Which of the following best describes the reason for your visit today? | Wellness/Prevention information for myself | | Radio Button One Up Vertical | Single | Y |
| | | | Wellness/Prevention information for someone else (loved one, family, friend) | | | | |
| | | | Wellness/Prevention information for a patient or client | | | | |
| | | | Wellness/Prevention information for my work | | | | |
| | | | Wellness/Prevention information for a school project | | | | |
| EN II | | 6 | Other, please specify: | A | | 6: 1 | |
| ENMMW0513 | Α | Other reason for your visit | | | Text area, no char limit | Single | N |
| ENMMW0514 | | Which of the following topics best describes the health information you were looking for? (Please select only one.) | Alcohol/Drug Abuse | | Radio button, one-up vertical | Single | |
| | | looking for. (Freuse select only one.) | Allergy & Asthma | | ladio batton, one up vertical | | |
| | | | Cancer | 1 | | | |
| | | | Diabetes | 1 | | | |
| | | | Diet and Fitness | | | | |
| | | | General Wellness/Preventative Health | 1 | | | |
| | | | Health Insurance/Medicare | 1 | | | |
| | | | Heart Disease | - | | | |
| | | | HIV and STDs | + | | | |
| | | | Latest Health News & Research | | | | |
| | | | Mental Health | | | | |
| | | | Oral Health | | | | |
| | | | Pain & Arthritis | | | | |
| | | | | | | | |
| | | | Pregnancy Prescription/Medication Assistance | - | | | |
| | | | | | | | |
| | | | Sleep Health | | | | |
| | | | Other, please specify: | A | | | |
| ENMMW0515 | A | Other information you are seeking | | | | | |
| ENMMW0516 | | Were you able to find what you were looking for? | Yes | | Radio Button Two Up Vertical | Single | Y |
| | | | No, please specify: | Α | | | |
| | | | Partially | | | | |
| ENMMW0517 | Α | No, please specify: | | | 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 |
|-----------------|------------------------|--|---|------------|-------------------------------|--------------------|-----------------|
| ENMMW0520 | | How would you describe your ability to look for information on this site today? (Please select all that apply.) | Links often did not take me where I expected Had difficulty finding relevant information | A | Checkbox, one-up vertical | Multi | Y |
| | | | Links/labels are difficult to understand Too many links/navigational options to choose from | В | | | |
| | | | Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: | A C | | | |
| ENMMW0521 | С | | I had no difficulty navigating/browsing on this site | | Text area, no char limit | | N |
| ENMMW0522 | A | Please describe your navigation issue: Please describe any specific navigation links or paths that did not take you where they should have? | | | Text area, no char limit | | N |
| ENMMW0523 | В | What specific links/labels were difficult to understand? | | | Text area, no char limit | | N |
| | | Which of the following did you use to locate information on the site? (Please select all that apply) | | C, D, E, F | | Multi | Y |
| ENACQLiv0010238 | ı | | myhealthfinder Tool (Health advice based on age/sex) Search Tool (Typed in Search box) Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News None of the above | c c c c | Checkbox, one-up vertical | | |
| | С | Which of the following did you primarily use to locate information on the site? (Please select one) | | | | Single | Y |
| ENACQLiv001025(| | | myhealthfinder Tool (Health advice based on age/sex) Search Tool Health A-Z (Alphabetical listing of health topics) Quick Guide to Healthy Living Health News | | Radio button, one-up vertical | | |
| | D | Did you use the myhealthfinder tool to get information for yourself or someone else? | Myself Someone else | | Radio button, one-up vertical | Single | Y |
| | E | Which of the following will you do as a result of the information you received from the myhealthfinder tool? (Select all that apply) | Talk to a health professional/schedule a Dr. appointment | | Checkbox, one-up vertical | Multi | Y |
| | | | Get a recommended medical test Get a shot/vaccine Change my eating habits | | Shook, one up vertical | | |

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Date: 10/1/2011

| OID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
|---------------|------------------------|---|--|---------|-------------------------------|--------------------|-----------------|
| QID | Luber | Question Text | Change my exercise habits | OKIP to | Type (select from list) | Wildie | 17/14 |
| | | | Nothing | | | | |
| | | | Other, please specify: | E1 | | | |
| | E1 | What else will you do as a result of the information from the myhealthfinder tool? | | | Text area, no char limit | | N |
| | F | If you could make one improvement to the myhealthfinder tool what would it be? | | | Text area, no char limit | Single | Υ |
| ENMMW0524 | | Did you use the search tool (search box) during your visit today? | Yes No | A, H, I | Radio button, one-up vertical | Single | Y |
| | | | Don't remember | | | | |
| ENMMW0525 | A | | I had issues with the searching process (how to use it, what to enter). | В | Checkbox, one-up vertical | Multi | Y |
| | | | I had issues with the design and layout of the search results (text size, colors). | С | onesissin, site up reliaca | | |
| | | | I had issues with the results of the search. | D | | | |
| | | | The search feature met my needs. None of these | | | | |
| | В | What were your issues with the searching | Notice of these | | | Multi | N |
| ENMMW0526 | | process? (Select all that apply.) | 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: | E | Checkbox, one-up vertical | | |
| ENMMW0527 | E | My issue was: | 3 ₁ , | | Text area, no char limit | | |
| ENMMW0528 | С | What were your issues with the design and layout 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 | F | | | |
| ENIMANA/OE 20 | - | Musicana | I had a different issue with the design and layout of the results: | - | Toyt area no char limit | | |
| ENMMW0529 | F D | My issue was: What were your issues with the results of | | | Text area, no char limit | Multi | N |
| ENMMW0530 | | 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 | | Checkbox, one-up vertical | watt | 14 |
| | | | 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 | | | |
| | G | My issue was: | mau a umereni issue with the results of the search. | G | Text area, no char limit | | |

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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 |
| | Н | Did you try clicking on links (browse the site) before using the search feature to look for | | | | Single | Υ |
| ENACQLiv001025 | | information today? | Yes, I browsed/clicked on links first | | Radio button, one-up vertical | | |
| LIVACQLIVOOIO23 | | | No, I went straight to the search feature | | radio battori, one up vertical | | |
| | | | Don't recall | | | | |
| ENACQLiv001025 | I | Please tell us what term(s) you used in your | | | Text area, no char limit | Single | N |
| | | search | | | | | |
| ENACQLiv001025 | 9 | | Yes | | Radio button, one-up vertical | Single | Υ |
| | | | | | | | |
| | | The goal of healthfinder.gov is to help you | | | | | |
| | | and those you care about stay healthy by | | | | | |
| | | providing the most reliable health information on the Internet. Before reading | | | | | |
| | | this statement did you know that this was | | | | | |
| | | the purpose of the healthfinder.gov site? | | | | | |
| | | | No | | | | |
| | | | Not Sure | | | | |
| | | How did you arrive on the healthfinder.gov site today: | I came to the site from a search engine fesults page (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical | Single | Y |
| | | | I was previously on the Healthcare.gov site | | | | |
| | | | I was previously on the Health.gov site | | | | |
| | | | I am familiar with the site so I typed the url into my browser | - | | | |
| | | | Message or recommendation from a friend on a social network | | | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | I clicked on a link from Facebook | | | | |
| | | | I clicked on a link from Twitter | - | | | |
| | | | Mobile phone text messages or alerts | | | | |
| | | | Email marketing from Healthfinder (e.g., e-newsletter) | | | | |
| | | | Healthfinder e-card | 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 | | | | |
| | | | Other | | | | |
| ENMMW0537 | | Please rank the top 3-factors that brought you to the website today. (Rank 1 = Most important) Rank 1 | Message or recommendation from a friend on a social network | | Drop down, select one | Single | ¥ |
| | | | | | | | |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums Advertising on social networks (Facebook, My Space, Twitter) | - | | | |
| | | | Advertising on social networks (Facebook, My space, Twitter) | | | | |
| | | | | | | | |

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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 |
| | | | Message directly from Healthfinder on a social network | | | | |
| | | | Mobile phone text messages or alerts | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | Email/E-card | | | | |
| | | | 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 | | | | |
| ENMMW0538 | | Rank 2 | Message or recommendation from a friend on a social network | | | Single- | N |
| | | | The state of the s | | Drop down, select one | C.i.g.o | ., |
| | | | Video I saw on YouTube | | List demi, selections | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | r tavortioning on coolai netrome (i acoscon, my opaco, i mitor) | | | | |
| | | | Message directly from Healthfinder on a social network | | | | |
| | | | Mobile phone text messages or alerts | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | Email/E-card | | | | |
| | | | 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 | | | | |
| ENMMW0539 | | Rank 3 | Message or recommendation from a friend on a social network | | | Single- | N |
| | | | The state of the s | | Drop down, select one | Jgio | |
| | | | Video I saw on YouTube | | | | |
| | | | Internet blogs or discussion forums | | | | |
| | | | Advertising on social networks (Facebook, My Space, Twitter) | | | | |
| | | | , (access,, 2 pass, 1 mass) | | | | |
| | | | Message directly from Healthfinder on a social network | | | | |
| | | | Mobile phone text messages or alerts | | | | |
| | | | Instant Message from a friend or colleague | | | | |
| | | | Familiarity with site | | | | |
| | | | Email/E-card | | | | |
| | | | 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 | | | | |
| | | | | | | | aculta Canfie |

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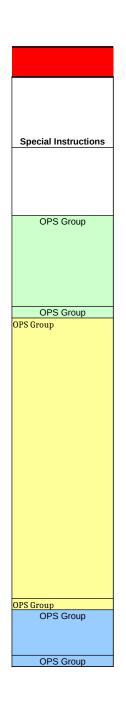
underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION

10/1/2011

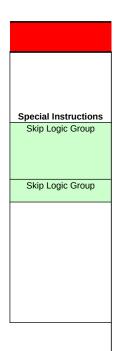
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| QID ENMMW0540 | Skip Logic Label | Question Text If you heard about this website from a social network, please specify the site (i.e. Facebook, Twiter) | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N N |
|------------------|------------------------|---|--|---------|--|--------------------|----------------------|
| ENMMW0541 | | Which best describes your role? | Caretaker | | Text area, no char limit Radio button, one-up vertical | Single | Y |
| ENVINWOO51 | | White sea describes your role. | Content of the conten | A | radio battori, one ap verdear | Single | ' |
| ENMMW0542 | Α | Other role | | | Text area, no char limit | Single | N |









Rank Group

Adjust Template/Style St Randomize

Special Instructions Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize Anchor Answer Choice Anchor Answer Choice Rank Group Adjust Template/Style Sh Randomize Anchor Answer Choice

Anchor Answer Choice

Special Instructions

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Date: 12/1/2009

| OID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) | Single o |
|------------------------|------------------------|---|---|----------|-------------------------------|----------|
| SPACQLiv0010237 | | ¿Con qué frecuencia visitas nuestro sitio? | Esta es mi primera vez | Citip to | Radio Button One Up Vertical | Single |
| | | 0 | Una vez cada dos o tres meses, o menos | | | |
| | | | Cada mes | | | |
| | | | Cada semana | | | |
| | | | Varias veces a la semana | | | |
| | | | A diario/más de una vez al día | | | |
| PMMW0512 | | ¿Cuál de las siguientes opciones describe mejor la razón por la que visitas este sitio hoy? | Información sobre bienestar o prevención para mí | | Radio Button One Up Vertical | Single |
| | | | Información sobre bienestar o prevención para otra persona (un ser querido, un familiar, un amigo) | | | |
| | | | Información sobre bienestar o prevención para un paciente o cliente | | | |
| | | | Información sobre bienestar o prevención para mi trabajo | | | |
| | | | Información sobre bienestar o prevención para un proyecto de la | | | |
| | | | escuela | | | |
| | | | Otra razón, por favor especifica: | Α | | |
| PMMW0513 | Α | Otra razón para tu visita: | | | Text area, no char limit | Single |
| PMMW0514 | | ¿Cuál de las siguientes opciones describe mejor el tipo información que | Detección y prevención del cáncer | | | Single |
| | | buscas hoy? | | | Radio button, one-up vertical | |
| | | | Noticias de salud | | | |
| | | | Salud del corazón | | | |
| | | | | | | |
| | | | El VIH y las enfermedades de transmisión sexual | | | |
| | | | Nutrición y condición física Embarazo | | | |
| | | | | | | |
| PMMW0515 | Α | Otra información que estabas buscando: | Otro tipo de información, por favor especifica: | A | | |
| PMMW0516 | | ¿Pudiste encontrar lo que buscabas? | Sí | | Radio Button Two Up Vertical | Single |
| | | | No, por favor especifica: | Α | | |
| | | | En parte | | | |
| | | | Li parto | | Text area, no char limit | Cincle |
| DMMM/0517 | Λ. | INIO por favor ocnocitica: | | | HEAL AIRA, HU CHAI IIIIII | Single |
| | Α | No, por favor especifica: | Les enlaces a manuda no ma lloughan a danda ua concreba | | · · | _ |
| | A | ¿Cómo describirías tu capacidad para buscar información en este sitio el | Los enlaces a menudo no me llevaban a donde yo esperaba. | A | Checkbox, one-up vertical | Multi |
| SPMMW0517 SPMMW0520 | A | | Los enlaces a menudo no me llevaban a donde yo esperaba. Tuve problemas para encontrar el tipo de información que buscaba. | Α | · · | _ |

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|---------------------|------------------------|---|---|------------|---|----------|
| OID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) | Single o |
| | | | , | | ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | |
| | | | Hay demasiados enlaces u opciones de navegación para elegir. | | | |
| | | | | | | |
| | | | Tuve dificultades técnicas (mensajes de error, enlaces rotos, etc.) | | | |
| | | | No podía regresar a la información anterior. | Α | | |
| | | | Tuve una dificultad para navegar diferente a las que aquí se | | | |
| | | | mencionan: | С | | |
| | | | No tuve ninguna dificultad navegando por este sitio. | | | |
| PMMW0521 | С | Por favor describe qué problemas tuviste al navegar el sitio: | | | Text area, no char limit | |
| SPMMW0522 | Α | Por favor describe cualquier enlace o caminos de navegación específicos que no te llevaron a donde deberían haberte llevado. | | | Text area, no char limit | |
| SPMMW0523 | В | | | | Text area, no char limit | |
| | | ¿Qué enlaces/etiquetas específicos te parecieron difíciles de entender? | | | | |
| | | ¿Cuáles de los siguientes recursos utilizaste para encontrar información en este sitio? (Por favor selecciona todas las respuestas que aplican). | miBuscador de salud (Consejos sobre temas de salud según la edad y el sexo) | C, D, E, F | | Multi |
| 3PACQLiv0010238 | ? | en este sitio: (For lavor selecciona todas las respuestas que aplicari). | Ludu y el sexo) | | Checkbox, one-up vertical | |
| . 7.0Q2.170010200 | , | | La función de "Buscar" (al escribir en el cuadro de búsqueda) | С | oneckbox, one up vertical | |
| | | | | | | |
| | | | | С | | |
| | | | Recursos de salud (Lista de temas de salud en orden alfabético) | | | |
| | | | Tu guía de salud | С | | |
| | | | Noticias de salud | С | | |
| | | | Ninguna de estas opciones | | | |
| | С | ¿Cuál de los siguientes recursos usaste principalmente para encontrar | | | | Single |
| PACQLiv0010256 | | información en este sitio? (Selecciona sólo una respuesta). | miBuscador de salud (Consejos sobre temas de salud según la edad y el sexo) | | Radio button, one-up vertical | |
| | | | La función de "Buscar" | | | |
| | | | Recursos de salud (Lista de temas de salud en orden alfabético) | | | |
| | | | Tu guía de salud | | | |
| | | | Noticias de salud | | | |
| | D | ¿Usaste la herramienta de miBuscador de salud para obtener información para ti o para otra persona? | Para mí | | Radio button, one-up vertical | Single |
| | | | Para otra persona | | | |
| | E | ¿Cuáles de las siguientes cosas harás como resultado de la información que recibiste de la herramienta de miBuscador de salud? (Selecciona todas las respuestas que aplican). | Hablar con un profesional de la salud/programar una visita médica | | Checkbox, one-up vertical | Multi |
| | | | Hacerme una prueba médica recomendada | | and ap render | |
| | | | Ponerme una vacuna | | | |
| | | | Cambiar mis hábitos de alimentación | | | |
| | | | Cambiar mis hábitos de ejercicio | | | |
| | | | Nada Otro, per favor especifica: | | | |
| | E1 | ¿Qué otra cosa harías como resultado de la información que recibiste de | Otro, por favor especifica: | | | |
| | | la herramienta de miBuscador de salud? | | | Text area, no char limit | |
| | F | Si pudieras hacer una mejora a la herramienta de miBuscador de salud, | | | | Single |
| | | ¿qué harías? | | | Text area, no char limit | |

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|---------------|------------------------|---|---|---------|-------------------------------|--------------------|
| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) | Single or Multi |
| SPMMW0524 | | ¿Usaste la función de "Buscar" (el cuadro de búsqueda) en tu visita de | , | | | , |
| | | hoy? | Sí | Α | Radio button, one-up vertical | Single |
| | | | No | | | |
| | | | No me acuerdo | | | |
| SPMMW0525 | A | Por favor déjanos saber cuál fue tu experiencia de hoy con la función de "Buscar" (cuadro de búsqueda). (Selecciona todas las respuestas que aplican). | Tuve problemas con el proceso de búsqueda (cómo usarlo, qué ingresar). | В | Checkbox, one-up vertical | Multi |
| | | | Tuve problemas con el diseño y la presentación de los resultados de la búsqueda (tamaño del texto, colores). | С | Checkbox, one-up vertical | |
| | | | Tuve problemas con los resultados de la búsqueda. | D | - | |
| | | | La función de "Buscar" logró los resultados que yo buscaba. | | _ | |
| | | | Ninguna de estas opciones | | | |
| SPMMW0526 | В | ¿Qué problemas tuviste con el proceso de la búsqueda? (Selecciona todas las respuestas que aplican). | No me era claro cómo usar la función de búsqueda. | | Checkbox, one-up vertical | Multi |
| | | | No sabía qué términos usar para obtener los resultados que yo quería. | | | |
| | | | Quería la capacidad para hacer búsquedas más avanzadas (excluir ciertos términos, limitar el alcance de la búsqueda). | | | |
| | | | Tuve un problema diferente con el proceso de búsqueda: | E | | |
| SPMMW0527 | E | Mi problema fue: | | | Text area, no char limit | |
| SPMMW0528 | С | ¿Qué problemas tuviste con el diseño y la presentación de los resultados de la búsqueda? (Selecciona todas las respuestas que aplican). | Los colores del enlace dificultaban su lectura. | | Checkbox, one-up vertical | Multi |
| | | | No podía ver suficiente sobre las descripciones para decidir qué enlace escoger. | | | |
| | | | El texto era demasiado pequeño. | | | |
| | | | La página tenía demasiadas cosas. | F | _ | |
| | | | Tuve un problema diferente con el diseño y la presentación de los resultados: | F | | |
| PMMW0529 | F | Mi problema fue: | | | Text area, no char limit | |
| SPMMW0530 | D | ¿Qué problemas tuviste con los resultados de tu búsqueda? (Selecciona todas las respuestas que aplican). | Los resultados no eran pertinentes con lo que yo buscaba o no eran lo que yo quería. | | Checkbox, one-up vertical | Multi |
| | | | El orden de los resultados no era el que yo esperaba. | | | |
| | | | No hubo resultados o hubo muy pocos resultados. Los títulos no ayudaron. | | _ | |
| | | | Las descripciones no fueron útiles. | | - | |
| | | | Las descripciones no lucron unes. | | - | |
| | | | No pude restringir los resultados de mi búsqueda. | | | |
| | | | Tuve un problema diferente con los resultados de la búsqueda. | G | | |
| PMMW0531 | G | Mi problema fue: | | | Text area, no char limit | |
| | Н | ¿Intentaste hacer clic en los enlaces (navegar por el sitio) antes de usar la función de búsqueda para encontrar información el día de hoy? | | | | Single |
| PACQLiv001025 | | | Sí, primero navegué e hice clic en los enlaces | | Radio button, one-up vertical | |

12/1/2009

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pink: ADDITION

blue + -->: REWORDING

| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) | Single or Multi |
|----------------|---|---|--|-------------------------------|----------------------------------|--------------------|
| | | | No, fui directamente a la función de búsqueda No recuerdo | | | |
| PACQLiv0010258 | 1 | Por favor indícanos qué palabra(s) usaste en tu búsqueda. | INO recuerdo | | Text area, no char limit | Single |
| PACQLiv0010259 | | · · · · · · · · · · · · · · · · · · · | C(| | · · | |
| | El objetivo de healthfinder.gov es la de ayudar a que tú y tus seres queridos se mantengan saludables al ofrecerles la información de salud más confiable en el Internet. Antes de leer esta afirmación, ¿sabías que éste era el objetivo del sitio healthfinder.gov? | Sí | | Radio button, one-up vertical | Single | |
| | | | No | | | |
| | | | No estoy seguro | | | |
| | | | | | | |
| | | ¿Cómo llegaste hoy al sitio de healthfinder.gov?: | Llegué a este sitio desde la página de resultados de un buscador (Google, Bing, Yahoo, etc.) | | Radio button, one-up vertical | Single |
| | | | Estuve anteriormente en el sitio de Healthcare.gov | | | |
| | | | Estuve anteriormente en el sitio de Health.gov | | | |
| | | | Conozco el sitio, por lo que escribí el URL en mi navegador | | | |
| | | | Mensaje o recomendación de un amigo en una red social | | | |
| | | | Blog o foro de discusión en el Internet | | | |
| | | | Hice clic en un enlace desde Facebook | | | |
| | | | Hice clic en un enlace desde Twitter | | | |
| | | | Mensaje de texto o alerta por celular | | | |
| | | | Mercadeo electrónico de healthfinder (por ejemplo, boletín noticiero electrónico) | | | |
| | | | Tarjeta electrónica de healthfinder | | | |
| | | | Recomendación verbal de alguien que conozco | | | |
| | | | Publicidad (anuncios) en la televisión, radio, periódicos o revistas | | | |
| | | | Publicidad (anuncios) en el Internet | | | |
| | | | Conferencia/presentación | | | |
| | | | No lo sé | | | |
| | | | Otro | | | |
| PMMW0537 | | Por favor indica cuáles fueron los 3 factores principales que te trajeron a este sitio web hoy día. (Puesto No. 1 = Factor más importante) Puesto No. 1 | Mensaje o recomendación de un amigo en una red social | | Drop down, select one | Single- |
| | | | Video que vi en YouTube | | | |
| | | | Blog o foro de discusión en el Internet | | | |
| | | | Aviso o anuncio en una red social (Facebook, My Space, Twitter) | | | |
| | | | Mensaje directamente de healthfinder en una red social | | | |

Date:

12/1/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION

blue + -->: REWORDING

| OID. | Skip Logic | Province | Respuestas posibles | Oldin to | Towns (colored from line) | Single or |
|----------|---------------|--|---|----------|----------------------------------|-----------|
| QID | Label | Pregunta | (límite de 50 caracteres) | Skip to | Type (select from list) | Multi |
| | | | Mensajes de texto o alertas por celular | | | |
| | | | Mensajes instantáneos de un amigo o colega | | | |
| | | | Familiaridad con el sitio | | | |
| | | | Email o tarjeta electrónica | | | |
| | | | Resultados de un buscador | | | |
| | | | Recomendación en persona de alguien que conozco | | | |
| | | | Avisos o anuncios en la TV, radio, periódicos o revistas | | | |
| | | | Publicidad (anuncios) en el Internet | | | |
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| PMMW0538 | | Puesto No. 2 | Mensaje o recomendación de un amigo en una red social | | Drop down, select one | Single- |
| | | | Video que vi en YouTube | | | |
| | | | Blog o foro de discusión en el Internet | | | |
| | | | Aviso o anuncio en una red social (Facebook, My Space, Twitter) | | | |
| | | | Mensaje directamente de healthfinder en una red social | | | |
| | | | Mensajes de texto o alertas por celular | | | |
| | | | Mensajes instantáneos de un amigo o colega | | | |
| | | | Familiaridad con el sitio | | | |
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| | | | Avisos o anuncios en la TV, radio, periódicos o revistas | | | |
| | | | Publicidad (anuncios) en el Internet | | | |
| | | | Conferencia/presentación | | | |
| | | | No lo sé | | | |
| | | | Otro | | | |
| PMMW0539 | | Puesto No. 3 | Mensaje o recomendación de un amigo en una red social | | Drop down, select one | Single- |
| | | | Video que vi en YouTube | | | |
| | | | Blog o foro de discusión en el Internet | | | |
| | | | Aviso o anuncio en una red social (Facebook, My Space, Twitter) | | | |
| | | | Mensaje directamente de healthfinder en una red social. | | | |
| | | | Mensajes de texto o alertas por celular | | | |
| | | | Mensajes instantáneos de un amigo o colega | | | |
| | | | Familiaridad con el sitio | | | |
| | | | Email o tarjeta electrónica | | | |
| | | | Resultados de un buscador | | | |
| | | | Recomendación en persona de alguien que conozco | | | |
| | | | Avisos o anuncios en la TV, radio, periódicos o revistas | | | |
| | | | Publicidad (anuncios) en el Internet | | | |
| | | | Conferencia/presentación | | | |
| | | | No lo sé | | | |
| | | | Otro | | | |
| PMMW0540 | | Si escuchaste de este sitio web a través de una red social, por favor especifica cuál (por ejemplo, Facebook, Twitter) | | | Text area, no char limit | |
| PMMW0541 | | ¿Cuál de las siguientes categorías mejor describe tu función? | Cuidador de alguien enfermo o con discapacidad | | Radio button, one-up vertical | Single |
| | | Described the second of the se | Doctor/Enfermera | | and the second | Jigic |
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| | | | Empleado del gobierno | | | |

Date:

12/1/2009

red & strike-through: DELETE

underlined & italicized: RE-ORDER FOR ALPHA

pink: ADDITION

blue + -->: REWORDING

| QID | Skip Logic Label | Pregunta | Respuestas posibles (límite de 50 caracteres) | Skip to | Type (select from list) | Single or Multi |
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| | | | Bibliotecaria | | | |
| | | | Profesional de salud pública | | | |
| | | | Investigador | | | |
| | | | Estudiante | | | |
| | | | Maestro/educador | | | |
| | | | Otro, por favor especifica | Α | | |
| SPMMW0542 | Α | Otra función: | | | Text area, no char limit | Single |
| SPMMW0543 | | ¿Cuántos años tienes? | Menos de 20 años | | Dropdown (Select-one) | Single |
| | | | de 20 a 34 años | | | |
| | | | de 35 a 49 años | | | |
| | | | de 50 a 64 años | | | |
| | | | 65 años o mayor | | | |
| | | | Prefiero no contestar esta pregunta | | | |
| SPMMW0544 | | ¿Cómo te describirías? | Hispano o latino | | Checkbox, one-up vertical | Multi |
| | | | Negro o afroamericano | | | |
| | | | Blanco | | | |
| | | | Asiático | | | |
| | | | Indio americano o nativo de Alaska | | | |
| | | | Nativo de Hawaii o de las islas del Pacífico | | | |
| | | | Prefiero no contestar esta pregunta | | | |
| SPMMW0545 | | ¿Cuál es el nivel más alto de educación que has completado? | La secundaria (bachillerato) o menos | | Radio Button One Up Vertical | Single |

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