Model Name	
Model ID	
Partitioned	No
Date	11/23/2015

Standar

u	Label	Element Questions	
		Look and Feel (1=Poor, 10=Excellent, Don't Know)	
1	**Look and Feel - Appeal**	Please rate the **visual appeal** of this site.	19
2	**Look and Feel - Balance**	Please rate the **balance of graphics and text** on this site.	20
3	**Look and Feel - Readability**	Please rate the **readability of the pages** on this site.	21
		Site Performance (1=Poor, 10=Excellent, Don't Know)	
4	**Site Performance - Loading**	Please rate how **quickly pages load** on this site.	
5	**Site Performance - Consistency**	Please rate the **consistency of speed from page to page** on this site.	
6	**Site Performance - Completeness**	Please rate how **completely the page content loads** on this site.	
		Navigation (1=Poor, 10=Excellent, Don't Know)	
7	**Navigation - Organized**	Please rate **how well this site is organized**.	
8	**Navigation - Options**	Please rate the **options available for navigating** this site.	
9	**Navigation - Layout**	Please rate **how well the site layout helps you find what you need.**	
		Information Browsing (1=Poor, 10=Excellent, Don't Know)	
10	~~**Information Browsing - Sort**~~	~~Please rate the ability to **sort information by criteria that are important to you** on this site.~~	
11	**Information Browsing - Narrow**	Please rate the **ability to narrow choices to find the information you are looking for** on this site.	
12	**Information Browsing - Features**	Please rate how well the **features** on the site **help you find the information you need**.	
		Site Information (1=Poor, 10=Excellent, Don't Know)	
13	**Site Information - Thoroughness**	Please rate the **thoroughness of information** provided on this site.	
14	**Site Information - Understandable**	Please rate how **understandable** this site's **information** is.	
15	**Site Information - Answers**	Please rate how well the site's **information provides answers to your questions**.	

rd Web Model - Content Site providing Information

Label	Satisfaction Questions		Label
	Satisfaction		
Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	22	**Return**
Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		
Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	23	**Recommend**
		24	**Primary Resource**

Per Jose, OK to use element without 'Sort' aspect. Disqualifies 2MQ partitioning eligibility, NCI is OK with this.

~~ough~~: Delete

cized: Re-order

Future Behaviors

Likelihood to Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to cancer.gov in the future?

Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend the National Cancer Institute's** website to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use the cancer.gov as your **primary resource** for information relating to cancer?

CQID	Skip From	Question Text
		Please rate the **quality of information** on this site.
		Please rate your **perception of how current the information is** on this site.
		How often do you visit this site?
		In what role were you visiting the NCI website today?
	E	Please specify the role in which you were visiting the NCI website today.
	A	Which best describes your current status as a patient?

A1	Please specify your current status as a patient.
B1	Which best describes your **specific** role as a health professional?
B1A	Please specify your role as a health professional.
B2	Do you specialize in the care of patients with cancer?
D1	Which best describes your specific role as a scientist/researcher?
D1A	Please specify your role as a scientist/researcher.
D2	What type of research are you involved in?
C	Did you look for information regarding grants or research training opportunities during this visit to cancer.gov?
C1	What information did you look for regarding grants or research training opportunities during this visit to cancer.gov? (Please select all that apply.)
C1A	Please specify what information you looked for regarding grants or research training opportunities during this visit to cancer.gov.
C2	Which training opportunities were you interested in? (Please select all that apply.)
C2A	Please specify the training opportunity you were interested in.

		Please complete this sentence: My **primary reason** for visiting the NCI website today was to find information on or relating to _____ .
	A1	Please specify the information you were looking for during this visit.
		How do you plan to **use the information** you were seeking during this visit? (Please select all that apply.)
	A1	Please specify how you plan to **use the information** you were seeking during this visit.
		Were you able to **find** the information you were looking for during this visit?
	P	Please tell us exactly what you were unable to find on this site today.
		What was the **primary source that referred** you to the NCI website today?
	A	Please specify the **primary source** that referred you to the NCI website today.
		How did you navigate the site today? (Please select all that apply.)

A	Did the search bar on the site (not the clinical trials search tool) produce the results you expected?
B	What is the **primary reason** the search functionality did not produce the results you expected?
B1	Please provide more detail regarding the error message or technical difficulty you encountered while using the search functionality.
B2	Please specify the **primary reason** the search functionality did not produce the results you expected.
C	If you could make one improvement to the search functionality of this site, what would it be?
D	Did the **clinical trials** search functionality produce the results you expected?
E	What is the **primary reason** the **clinical trials** search functionality did not produce the results you expected?
E1	Please provide more detail regarding the error message or technical difficulty you encountered while using the **clinical trials** search functionality.
E2	Please specify the **primary reason** the **clinical trials** search functionality did not produce the results you expected.
F	If you could make one improvement to the **clinical trials** search functionality of this site, what would it be?
	How would you describe your navigation experience on this site today? (Please select all that apply.)

	A	Please provide more detail about the navigation problem(s) you experienced.
		What is your **gender**?
		Please select the category that includes your **age**.
		Which of the following best describes the highest **level of education** you have completed?
		From **where** are you accessing this site?
	A	Please specify where you are accessing this site from.
		If you could make **one improvement** to this site, what would it be?
		Would you like to contact the National Cancer institute?

Answer Choices (limited to 50 characters)	Skip to
1=Poor	
2	
3	
4	
5	
6	
7	
8	
9	
10=Excellent	
1=Poor	
2	
3	
4	
5	
6	
7	
8	
9	
10=Excellent	
First time	
Daily	
Weekly	
Monthly	
Once every few months	
Once every 6 months or less	
Patient with Cancer or a Related Disease/Condition	A
Family Member or Friend of a Patient	
Health Care Provider/Health Professional	B1,B2,C
Scientist/Researcher	D1,D2,C
General Health Consumer	
Advocate	
Media/Journalist	
Student	C
Educator/Teacher	C
Librarian or Information Professional	
Other	E
Patient diagnosed with cancer	
Patient in treatment for cancer	
Patient post treatment/cancer survivor	

Patient with cancer that has come back	
Person concerned about being at risk for cancer	
Other	**A1**
Physician/Nurse Practitioner	
Nurse	
Care coordinator/Case manager/Patient navigator	
Pharmacist	
Counselor/Clinical social worker	
Other	**B1A**
Yes	
No	
Post doctoral fellow	
Prospective or First time researcher	
New Principal Investigator (PI)	
Long-time/Experienced researcher	
Research manager/Administrator	
Other	**D1A**
Clinical research	
Basic research	
Both	
Neither	
Yes	**C1**
No	
Research grants	
NCI grants process	
NCI grants management	
Other NCI funding opportunities	
Research training opportunities	**C2**
Research partnership or business collaboration	
Other	**C1A**
Training opportunities at NCI's campus in Maryland	
Training opportunities funded by NCI	
Diversity training programs	
Other	**C2A**

Cancer treatment or managing side effects	
Cancer symptoms, diagnosis or prognosis	
Cancer screening and detection	
Clinical trials	
Causes or prevention of cancer	
Cancer statistics	
Coping with cancer or managing care	
News related to cancer or research results	
Treatment facilities or cancer specialists	
Grants or training opportunities	
The National Cancer Institute	
Other	**A1**
Keep myself up-to-date	
Plan or verify cancer treatment	
Provide cancer information to a patient, family member or caregiver	
Provide information to colleagues	
Provide information to students	
Improve my understanding of NCI research priorities	
Share cancer information with my physician	
Prepare a research grant application	
For my personal use	
Didn't find or wasn't looking for new information	
Other	**A1**
Yes	
Partially	**P**
Not yet, still looking	**P**
No	**P**
Social media (e.g., Facebook, Twitter)	
Familiarity with the National Cancer Institute (NCI) website	
Email(s) from the National Cancer Institute (NCI)	
Link from another website or blog	
Search engine results (e.g., Google, Bing)	
Referred by someone I know	
Don't know	
Other	**A**
Top navigation and menus	
Search bar on the site	**A**
Clinical trials search tool	**D**
Links within the page	
Navigation on the left side of the page	

Site map	
None of these	
Yes	**C**
No	**B,C**
Not sure	**C**
Returned too many results or results were too broad	
Returned too few results or results were too narrow	
Returned incorrect or irrelevant results	
Returned no results	
Encountered an error message or technical difficulty while using search	**B1**
Other	**B2**
Yes	**F**
No	**E,F**
Not sure	**F**
Returned too many results or results were too broad	
Returned too few results or results were too narrow	
Returned incorrect or irrelevant results	
Returned no results	
Encountered an error message or technical difficulty while using search	**E1**
Other	**E2**
I had no difficulty navigating/browsing on this site	**MUTUALLY EXCLUSIVE**
Links often did not take me where I expected	**A**
Organization of the site did not match my expectations	**A**
Links/labels are not clear or did not make sense	**A**
Too many links/navigational options to choose from	**A**
Had technical difficulties (error messages, broken links, etc.)	**A**
Could not navigate back to previous information	**A**
Other	**A**

Female	
Male	
Prefer not to answer	
Under 18	
18 - 24	
25 - 34	
35 - 44	
45 - 54	
55 - 64	
65 or older	
Prefer not to answer	
Current middle or high school student	
Some high school	
High school graduate	
Some college/vocational school	
College graduate	
Some postgraduate school	
Graduate/professional degree	
Prefer not to answer	
United States	
Caribbean	
Europe, including United Kingdom	
Canada	
Mexico	
South America	
Central America	
Australia	
New Zealand	
Asia	
Africa	
Other	**A**
Yes	
No	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, scale, has don't know	Single	Y		Content Quality
Radio button, scale, has don't know	Single	Y		Content Freshness
Radio buttons	Single	Required		Visit Frequency
Radio buttons	Single	Required	Skip Logic Group	Role
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Role
Radio buttons	Single	Required	Skip Logic Group	Specific Role_Patient

Text field, <100 char	Open	Optional	Skip Logic Group	OE_Specific Role_Patient
Radio buttons	Single	Required	Skip Logic Group	Specific Role_Health Professional
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Specific Role_Health Professional
Radio buttons	Single	Required	Skip Logic Group	Cancer Specialist YN
Radio buttons	Single	Required	Skip Logic Group	Specific Role_Scientist
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Specific Role_Scientist
Radio buttons	Single	Required	Skip Logic Group	Research Type
Radio buttons	Single	Required	Skip Logic Group	Opportunities Sought YN
Checkbox, one-up vertical	Multi	Required	Skip Logic Group Randomize Anchor	Opportunities
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Research Opportunities
Checkbox, one-up vertical	Multi	Required	Skip Logic Group Anchor	Training Opportunities
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Training Opportunities

Radio buttons	Single	Required	Skip Logic Group/Randomize Randomize Anchor Anchor	Primary Reason
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Primary Reason
Check boxes	Multi	Required	Skip Logic Group Randomize Anchor Anchor Anchor	Use Info
Text field, <100 char	Open	Optional	Skip Logic Group	OE_Use Info
Radio buttons	Single	Required	Skip Logic Group	Accomplish
Text area, no char limit	Single	Optional	Skip Logic Group	OE_Accomplish
Radio buttons	Single	Required	Skip Logic Group Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Acquisition Source
Checkbox, one-up vertical	Multi	Required	Skip Logic Group	Navigation Used

			Anchor	
Radio buttons	Single	Required	Skip Logic Group	Search Results Expected YN
Radio buttons	Single	Required	Skip Logic Group	Unexpected Search Results
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Search Error
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Unexpected Search Results
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Search Improvement
Radio buttons	Single	Required	Skip Logic Group	Search Results Expected YN_CT
Radio buttons	Single	Required	Skip Logic Group	Unexpected Search Results_CT
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Search Error_CT
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Unexpected Search Results_CT
Text area, no char limit	Open	Optional	Skip Logic Group	OE_Search Improvement_CT
Checkbox, one-up vertical	Multi	Required	Skip Logic Group Randomize Anchor	Navigation Experience

Text area, no char limit	Open	Optional	Skip Logic Group	OE_Navigation Experience
Radio buttons (	Single	Required		Demographics: Gender
Radio buttons (single)	Single	Required		Demographics: Age
Radio buttons	Single	Yes		Demographics: Education
Radio buttons	Single	Required	Skip Logic Group	Country/Region
Text area, no char limit	Single	Optional	Skip Logic Group	OE_Country/ Region
Text area, no char limit	Single	Optional		OE_Improvement
Radio buttons	Single	Required	Smart Thank You Page	Contact YN