

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:

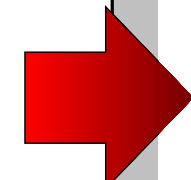
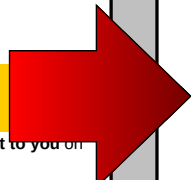
HHS OCR

MID: doQhU1ZZoUowo8lpohgEJg==

Date: 8/1/2015

Model questions utilize the ACSI methodology to determine scores and impacts

| Label | Element Questions | CUSTOMER SATISFACTION | |
|-----------------------------------|--|--|----|
| | Look and Feel (1=Poor, 10=Excellent, Don't Know) | Satisfaction | |
| Look and Feel - Appeal | Please rate the visual appeal of this site. | 16 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | 19 |
| Look and Feel - Balance | Please rate the balance of graphics and text on this site. | 17 How well does this site meet your expectations ? (1= Falls Short, 10= Exceeds) | |
| Look and Feel - Readability | Please rate the readability of the pages on this site. | 18 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close) | 20 |
| | Site Performance (1=Poor, 10=Excellent, Don't Know) | | |
| Site Performance - Loading | Please rate how quickly pages load on this site. | | 21 |
| Site Performance - Consistency | Please rate the consistency of speed from page to page on this site. | | |
| Site Performance - Completeness | Please rate how completely the page content loads on this site. | | 22 |
| | Navigation (1=Poor, 10=Excellent, Don't Know) | | 23 |
| Navigation - Organized | Please rate how well this site is organized . | | |
| Navigation - Options | Please rate the options available for navigating this site. | | |
| Navigation - Layout | Please rate how well the site layout helps you find what you need . | | |
| | Information Browsing (1=Poor, 10=Excellent, Don't Know) | | |
| Information Browsing - Sort | Please rate the ability to sort information by criteria that are important to you on this site. | | |
| Information Browsing - Narrow | Please rate the ability to narrow choices to find the information you are looking for on this site. | | |
| 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) | | |
| Site Information - Thoroughness | Please rate the thoroughness of information provided on this site. | | |
| Site Information - Understandable | Please rate how understandable this site's information is. | | |
| Site Information - Answers | Please rate how well the site's information provides answers to your questions . | | |



Model questions utilize the ACSI methodology to determine scores and impacts

| Label | Element Questions | CUSTOMER SATISFACTION |
|-------|-------------------|-----------------------|
| | | |

| |
|-------------------------|
| |
| FUTURE BEHAVIORS |
| |

Model Instance Name:

HHS OCR

MID: doQhU1ZZoUowo8lpohgEJg==

Date: 9/15/2011



Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction) | CUSTOMER SATISFACTION | FUTURE BEHAVIORS |
|---|--|--|
| <p>Content (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate your perception of the accuracy of information on this site.</p> <p>Please rate the quality of information on this site.</p> <p>Please rate the freshness of content on this site.</p> | <p>Satisfaction</p> <p>What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)</p> <p>How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p> | <p>Return (1=Very Unlikely, 10=Very Likely)</p> <p>How likely are you to return to this site?</p> <p>Recommend (1=Very Unlikely, 10=Very Likely)</p> <p>How likely are you to recommend this site to someone else?</p> |
| <p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate the visual appeal of this site.</p> <p>Please rate the balance of graphics and text on this site.</p> <p>Please rate the readability of the pages on this site.</p> <p>Navigation (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate how well the site is organized.</p> <p>Please rate the options available for navigating this site.</p> <p>Please rate how well the site layout helps you find what you are looking for.</p> <p>Please rate the number of clicks to get where you want on this site.</p> | | <p>Primary Resource (1=Very Unlikely, 10=Very Likely)</p> <p>How likely are you to use this site as your primary resource for obtaining information from Health and Human Services Office for Civil Rights?</p> <p>Trust (1=Strongly Disagree, 10=Strongly Agree)</p> <p>I can count on this Agency to act in my best interests.</p> <p>I consider this Agency to be trustworthy.</p> <p>This Agency can be trusted to do what is right.</p> |
| <p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate how quickly pages load on this site.</p> <p>Please rate the consistency of speed from page to page on this site.</p> <p>Please rate the ability to load pages without getting error messages on this site.</p> | | |
| <p>Online Transparency (1=Poor, 10=Excellent, Don't Know)</p> <p>Please rate how thoroughly this site discloses information about what this Agency is doing.</p> <p>Please rate how quickly Agency information is made available on this site.</p> <p>Please rate how well information about this Agency's actions can be accessed by the public on this site.</p> | | |

Model Instance Name

HHS OCR

MID: doQhU1ZZoUowo8lpohgEJg==

Date:

8/1/2015

| QID | Skip Logic Label | Question Text | AnswerIDs (DOT) |
|---------|------------------|--|-----------------|
| SAC4713 | | How frequently do you visit this site? | SAC4713A001 |
| | | | SAC4713A002 |
| | | | SAC4713A003 |
| | | | SAC4713A004 |
| | | | SAC4713A005 |
| | | | SAC4713A006 |
| | A | Did you notice any changes to the website during your visit today? | |
| | B | How does the new website compare to the previous design? | |
| | C | Please tell us why you feel the new design is better than the previous website. | |
| | D | Please tell us why you feel the new design is worse than the previous website. | |
| SAC4714 | | What best describes your role in visiting the site today? | SAC4714A001 |
| | | | SAC4714A002 |
| | | | SAC4714A003 |
| | | | SAC4714A004 |
| | | | SAC4714A005 |
| | | | SAC4714A006 |
| | | | SAC4714A007 |
| | | | SAC4714A008 |
| | | | SAC4714A009 |
| | | | SAC4714A010 |
| | | | SAC4714A011 |
| | | | SAC4714A012 |
| | | | SAC4714A013 |
| | | | SAC4714A014 |
| | | | SAC4714A015 |
| | | | SAC4714A016 |
| | | | SAC4714A017 |
| SAC4715 | A | What best describes your role in visiting the site today? | |
| SAC4716 | | Please select your primary reason for visiting the site today? (Please select all that apply). | SAC4716A001 |
| | | | SAC4716A002 |
| | | | SAC4716A003 |
| | | | SAC4716A004 |
| | | | SAC4716A005 |
| | | | SAC4716A006 |
| | | | SAC4716A007 |
| | | | SAC4716A008 |
| | | | SAC4716A009 |
| SAC4717 | Z | Please describe your primary reason for visiting the site today. | |

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Date:

8/1/2015

| QID | Skip Logic Label | Question Text | AnswerIDs (DOT) |
|---------|------------------|--|---|
| SAC4718 | A | Please tell us what Civil Rights Information you were looking for today? | SAC4718A001 SAC4718A002 SAC4718A003 SAC4718A004 SAC4718A005 SAC4718A006 SAC4718A007 SAC4718A008 SAC4718A009 SAC4718A010 SAC4718A011 SAC4718A012 SAC4718A013 |
| SAC4719 | AA | Please tell us specifically what Civil Rights Information you were looking for today. | |
| SAC4720 | B | Please tell us what Health Information Privacy Information you were looking for today? | SAC4720A001 SAC4720A002 SAC4720A003 SAC4720A004 SAC4720A005 SAC4720A006 SAC4720A007 SAC4720A008 SAC4720A009 SAC4720A010 SAC4720A011 |
| SAC4721 | BB | Please tell us specifically what Health Information Privacy Information you were looking for today. | |
| SAC4722 | C | Please tell us what type of complaint you were looking to file | SAC4722A001 SAC4722A002 SAC4722A003 SAC4722A004 SAC4722A005 SAC4722A006 |
| SAC4723 | CC | Please tell us what other civil rights discrimination complaint you were looking to file. | |
| SAC4724 | D | Did you download information on how to file a complaint? | SAC4724A001 SAC4724A002 SAC4724A003 |
| SAC4725 | DD | Was this information useful? | SAC4725A001 SAC4725A002 SAC4725A003 |
| SAC4726 | E | Please tell us what training materials you were looking for. | |
| | H1 | How did you find the HIPAA - Health Information Privacy information? | |
| | | | |
| | | | |
| | X | What other method did you use to find the HIPAA - Health Information Privacy information? | |
| | H2 | How easy was it to find the HIPAA - Health Information Privacy information? | |
| | | | |
| | | | |
| | | | |

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Date:

8/1/2015

| QID | Skip Logic Label | Question Text | AnswerIDs (DOT) |
|---------------|------------------|---|-----------------|
| | | | |
| | | | |
| | | | |
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| | | | |
| | | | |
| | | | |
| | | | |
| ACQinh0023738 | | Please rate how well you understand the wording on this site. | |
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| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| ACQinh0023739 | | Please rate the site on its use of short, clear sentences | |
| | | | |
| | | | |
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| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| SAC4741 | | Please select the category that includes your age. | SAC4741A001 |
| | | | SAC4741A002 |
| | | | SAC4741A003 |
| | | | SAC4741A004 |
| | | | SAC4741A005 |
| | | | SAC4741A006 |
| | | | SAC4741A007 |
| | | | SAC4741A008 |
| | | | SAC4741A009 |
| SAC4742 | | What is your gender? | SAC4742A001 |
| | | | SAC4742A002 |
| | | | SAC4742A003 |
| | | Is English your primary language? | |
| | A | Did you call the 800 number to get translation assistance? | |
| | B | Were you aware that the Office of Civil Rights offered this service on the website? | |

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| QID | Skip Logic Label | Question Text | AnswerIDs (DOT) |
|---------|------------------|--|-----------------|
| | C | Now that you are aware of the translation service, how likely are you to use it during your next visit? (1-Very Unlikely, 5-Very Likely) | |
| SAC4743 | | If you could recommend one change to improve this site what would it be? | |

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

| HHS OCR CUSTOM QUESTION LIST | | | | |
|--|--------------|-------------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| This is my first time visiting the site | | Radio button, one-up vertical | Single | Y |
| Daily | A | | | |
| About once a week | A | | | |
| About once a month | A | | | |
| Every few months | A | | | |
| Every 6 months or less often | A | | | |
| Yes | B | Radio button, one-up vertical | Single | Y |
| No, I did not notice any changes | | | | |
| Not sure | | | | |
| Better than the previous website | C | Radio button, one-up vertical | Single | Y |
| Same as the previous website | | | | |
| Worse than the previous website | D | | | |
| | | Text area, no char limit | | N |
| | | Text area, no char limit | | N |
| General Public | | Radio button, one-up vertical | Single | Y |
| Health Care Professional | | | | |
| Human Services Professional | | | | |
| HIPAA Covered Health Care Provider (health care provider that conducts certain transactions electronically) | | | | |
| Health Care Clearinghouse | | | | |
| Health Plan Provider(Health insurance companies, HMOs, Company health plans, Government programs that pay for health care, such as Medicare, Medicaid, and the military and veterans health care programs) | | | | |
| HIPAA Business Associate | | | | |
| Federal Government | | | | |
| State/Local/Tribal Government | | | | |
| Consultant/Legal | | | | |
| HHS Employee | | | | |
| Community Based Organization/Non Profit | | | | |
| Advocacy Group | | | | |
| Journalist/Media | | | | |
| Researcher | | | | |
| Educator | | | | |
| Student, including research for an assignment | | | | |
| Other, please specify | A | | | |
| | | Text area, no char limit | | N |
| Information on Civil Rights | A,CR1, CR2 | Checkbox, one-up vertical | Single | Y |
| Information on Health Information Privacy | B, H1,H2 | | | |
| Omnibus HIPAA Rule | | | | |
| File a Complaint | C,D,CO1, CO2 | | | |
| Information on how to file a Complaint | D, CO1, CO2 | | | |
| HIPAA Audit Protocol | | | | |
| Press Releases/News | | | | |
| Training Materials | E | | | |
| Research | | | | |
| Just Browsing | | | | |
| Sign up for Listserv | | | | |
| Other, please specify | Z | | | |
| | | Text area, no char limit | | N |

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| HHS OCR CUSTOM QUESTION LIST | | | | |
|--|---------|-------------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| General Civil Rights Information | | Checkbox, one-up vertical | Multi | Y |
| Race, Color and National Origin Discrimination | | | | |
| Language Access/L.E.P | | | | |
| Disability Discrimination | | | | |
| Olmstead | | | | |
| Age Discrimination | | | | |
| Enforcement Activities | | | | |
| Hill-Burton Act | | | | |
| <u>Section 1557 of the Affordable Care Act</u> | | | | |
| Medicare Part A Certification | | | | |
| Federal Health Care Conscience Protection Statutes | | | | |
| Civil Rights Fact Sheet | | | | |
| Other, please specify | AA | | | |
| | | Text area, no char limit | | N |
| General Health Information Privacy Information | | Checkbox, one-up vertical | Multi | Y |
| HIPAA Privacy Rule | | | | |
| HIPAA Security Rule | | | | |
| Breach Notification Rule | | | | |
| Patient Safety and Quality Improvement Act of 2005 (PSQIA) | | | | |
| Model Business Associate Agreement | | | | |
| Audit Program Information | | | | |
| Information for Covered Entities | | | | |
| Information for Consumers/Individuals | | | | |
| States Attorneys General | | | | |
| Enforcement Activities | | | | |
| Other, please specify | BB | | | |
| | | Text area, no char limit | | N |
| Civil Rights Discrimination Complaint | | Checkbox, one-up vertical | Multi | Y |
| HIPAA Privacy Rule Complaint | | | | |
| HIPAA Security Rule Complaint | | | | |
| Patient Safety Confidentiality Complaint (PSQIA) | | | | |
| Federal Health Care Conscience Protection Statutes | | | | |
| Other, please specify | CC | | | |
| | | Text area, no char limit | | N |
| Yes | DD | Radio button, one-up vertical | Single | N |
| No | | | | |
| I don't know | | | | |
| Yes | | Radio button, one-up vertical | Single | N |
| No | | | | |
| I don't know | | | | |
| | | Text area, no char limit | | N |
| <u>Navigated from HHS.gov homepage</u> | | | | |
| <u>Searched using HHS.gov homepage search</u> | | | | |
| <u>Searched using an outside search engine (e.g., Google, Bing, Yahoo, etc.)</u> | | | | |
| <u>Other</u> | X | | | |
| <u>Don't know</u> | | Text area, no char limit | | |
| | | | | |
| <u>1 (Not very easy)</u> | | | | |
| <u>2</u> | | | | |
| <u>3</u> | | | | |
| <u>4</u> | | | | |

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| HHS OCR CUSTOM QUESTION LIST | | | | |
|---|---------|-------------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 (Very easy) | | | | |
| Don't know | | | | |
| Navigated from HHS.gov homepage | | | | |
| Searched using HHS.gov homepage search | | | | |
| Searched using an outside search engine (e.g., Google, Bing, Yahoo, etc.) | | | | |
| Other | Y | | | |
| Don't know | | | | |
| | | Text area, no char limit | | |
| 1 (Not very easy) | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 (Very easy) | | | | |
| Don't know | | | | |
| Navigated from HHS.gov homepage | | | | |
| Searched using HHS.gov homepage search | | | | |
| Searched using an outside search engine (e.g., Google, Bing, Yahoo, etc.) | | | | |
| Other | Z | | | |
| Don't know | | | | |
| | | Text area, no char limit | | |
| 1 (Not very easy) | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 (Very easy) | | | | |
| Don't know | | | | |
| Yes | A | Radio button, one-up vertical | | Y |
| No | | | | |
| Don't know | | | | |
| Yes | | Radio button, one-up vertical | | Y |
| No | | | | |
| Yes | A,B | Radio button, one-up vertical | Single | Y |
| No | | | | |
| HIPAA | | | | |
| Civil Rights | | | | |
| I don't know/don't remember | | | | |

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| HHS OCR CUSTOM QUESTION LIST | | | | |
|---|---------|-------------------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| Yes | | | | |
| No | BB | | | |
| | | Text area, no char limit | | N |
| Email from OCR | | | | Y |
| Internet blogs or discussion forums | | | | |
| Search engine results | | | | |
| Blog or other Social Media (e.g. Facebook, Twitter) | | | | |
| Word of mouth recommendation from someone I know | | | | |
| TV, radio, newspaper, or magazine advertising | | | | |
| Internet advertising | | | | |
| Familiarity with OCR | | | | |
| Don't know | | | | |
| Other (please specify): | A | | | |
| | | Text area, no char limit | | N |
| Search feature at top of page | A | Checkbox, one-up vertical | Multi | Y |
| Navigation tabs across the top of the page | C | | | |
| Navigation links along left side of page | C | | | |
| The links along the right side of the page | C | | | |
| The links in the body of the page | C | | | |
| Other, please specify | D | | | |
| | | Text area, no char limit | | N |
| Results were satisfactory (met my expectations) | | Checkbox, one-up vertical | Multi | Y |
| Results were not relevant | B | | | |
| Too many results | B | | | |
| Not enough results | B | | | |
| Returned NO results | B | | | |
| Received error message(s) | B | | | |
| Search speed was too slow | B | | | |
| I experienced a different search issue (please explain): | AA, B | | | |
| | | Text area, no char limit | | N |
| | | Text area, no char limit | | N |
| | | Text area, no char limit | | N |
| Yes | | Radio button, one-up vertical | Single | Y |
| No | A,B | | | |
| | | Text area, no char limit | Single | N |
| I could not access the information on site | | Checkbox, one-up vertical | Multi | N |
| The search results did not appear relevant | | | | |
| The links did not take me where I wanted | | | | |
| The labeling on lists didn't match what I was looking for | | | | |
| How the information is organized on the site wasn't clear | | | | |
| The navigation options were difficult to understand | | | | |
| Other | | | | |
| 1=Poor | | Radio button, scale, has don't know | S | Y |
| 2 | | | | |

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 blue + -->: REWORDING

| HHS OCR CUSTOM QUESTION LIST | | | | |
|--|---------|-------------------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| Excellent=10 | | | | |
| Don't know | | | | |
| 1=Poor | | Radio button, scale, has don't know | S | Y |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| Excellent=10 | | | | |
| Don't know | | | | |
| 1=Poor | | Radio button, scale, has don't know | S | Y |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| Excellent=10 | | | | |
| Don't know | | | | |
| Under 18 | | Drop down, select one | Single | N |
| 18-24 | | | | |
| 25-34 | | | | |
| 35-44 | | | | |
| 45-54 | | | | |
| 55-64 | | | | |
| 65-74 | | | | |
| 75 or older | | | | |
| Prefer not to answer | | | | |
| Male | | Drop down, select one | Single | N |
| Female | | | | |
| Prefer not to answer | | | | |
| Yes | | Radio button, one-up vertical | Single | N |
| No | A | | | |
| Yes | | Radio button, one-up vertical | Single | Y |
| No | B | | | |
| Yes | | Radio button, one-up vertical | Single | Y |
| No | C | | | |

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 pink: ADDITION
 blue + -->: REWORDING

| HHS OCR CUSTOM QUESTION LIST | | | | |
|--|---------|-----------------------------|-----------------|-----------------|
| Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N |
| 1- Very Unlikely | | checkboxes, one-up vertical | Single | Y |
| 2- Somewhat Unlikely | | | | |
| 3- Not sure | | | | |
| 4- Somewhat Likely | | | | |
| 5- Very likely | | | | |
| | | Text area, no char limit | | N |

| Special Instructions | CQ Label |
|----------------------|-----------------------|
| | |
| Skip Logic Group | OE_FAQ Unable to find |
| Skip Logic Group | Learn about Site |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | OE_Learn about Site |
| Skip Logic Group | Navigation Tools |
| | |
| | |
| | |
| | |
| Skip Logic Group | OE_Navigation |
| Skip Logic Group | Search Experience |
| | |
| | |
| | |
| | |
| | |
| Skip Logic Group | OE_Search |
| Skip Logic Group | OE_Search Improvement |
| | OE_Improve Navigation |
| Skip Logic Group | Ability to Find |
| | |
| Skip Logic Group | OE_Ability to Find |
| Skip Logic Group | Unable to Find |
| | |
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| Special Instructions | |
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| Special Instructions | CQ Label |
| | intent-Translation usage |
| | OE_Improvement |

Model Instance Name
HHS OCR
MID: doQhU1ZZoUowo8lpohgEJg==
Date: 9/15/2011

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

HHS OCR CUSTOM QUESTION LIST

| 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 | CQ Label |
|---------|------------------|---|---|------------------------------|-------------------------------|-----------------|--------------|----------------------|--------------------|
| SAC4713 | | How frequently do you visit this site? | This is my first time visiting the site Daily About once a week About once a month Every few months Every 6 months or less often | | Radio button, one-up vertical | Single | Y | | Frequency of Visit |
| SAC4714 | | What best describes your role in visiting the site today? | General Public Health Care Professional Human Services Professional HIPAA Covered Health Care Provider (health care provider that conducts certain transactions electronically) Health Care Clearinghouse Health Plan Provider(Health insurance companies, HMOs, Company health plans, Government programs that pay for health care, such as Medicare, Medicaid, and the military and veterans health care programs) HIPAA Business Associate Federal Government State/Local/Tribal Government Consultant/Legal HHS Employee Community Based Organization/Non Profit Advocacy Group Journalist/Media Researcher Educator Student, including research for an assignment Other, please specify | | Radio button, one-up vertical | Single | Y | Skip Logic Group | Primary Role |
| SAC4715 | A | What best describes your role in visiting the site today? | | A | Radio button, one-up vertical | Single | Y | Skip Logic Group | E_Primary Role |
| SAC4716 | | Please select your primary reason for visiting the site today? (Please select all that apply). | Information on Civil Rights Information on Health Information Privacy Omnibus HIPAA Rule File a Complaint Information on how to file a Complaint HIPAA Audit Protocol Press Releases/News Training Materials Research Just Browsing Sign up for Listserv Other, please specify | A B C,D D E Z | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Primary Reason |
| SAC4717 | Z | Please describe your primary reason for visiting the site today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Primary Reason |
| SAC4718 | A | Please tell us what Civil Rights Information you were looking for today? | General Civil Rights Information Race, Color and National Origin Discrimination Language Access/L.E.P Disability Discrimination Olmstead Age Discrimination Enforcement Activities Hill-Burton Act Section 1553 of the Affordable Care Act Medicare Part A Certification Federal Health Care Conscience Protection Statues Civil Rights Fact Sheet Other, please specify | AA | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Civil Rights Info |

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|---------------|------------------|--|---|---------|-------------------------------|-----------------|--------------|----------------------|----------------------------------|
| SAC4719 | AA | Please tell us specifically what Civil Rights Information you were looking for today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other Civil Rights Info |
| SAC4720 | B | Please tell us what Health Information Privacy Information you were looking for today? | General Health Information Privacy Information HIPAA Privacy Rule HIPAA Security Rule Breach Notification Rule Patient Safety and Quality Improvement Act of 2005 (PSQIA) Model Business Associate Agreement Audit Program Information Information for Covered Entities Information for Consumers/Individuals States Attorneys General Enforcement Activities Other, please specify | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Health Information |
| SAC4721 | BB | Please tell us specifically what Health Information Privacy Information you were looking for today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other Health Info |
| SAC4722 | C | Please tell us what type of complaint you were looking to file | Civil Rights Discrimination Complaint HIPAA Privacy Rule Complaint HIPAA Security Rule Complaint Patient Safety Confidentiality Complaint (PSQIA) Federal Health Care Conscience Protection Statutes Other, please specify | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Civil Rights Complaint Type Info |
| SAC4723 | CC | Please tell us what other civil rights discrimination complaint you were looking to file. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other CR Complaint Info |
| SAC4724 | D | Did you download information on how to file a complaint? | Yes No I don't know | DD | Radio button, one-up vertical | Single | N | Skip Logic Group | Download how to file |
| SAC4725 | DD | Was this information useful? | Yes No I don't know | | Radio button, one-up vertical | Single | N | Skip Logic Group | Use of How to file complaint |
| SAC4726 | E | Please tell us what training materials you were looking for. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other CR Complaint Info |
| ACQinh0019336 | | Did you visit the Audit Program Protocol section of the site today? | Yes No Don't know | A,B | Radio button, one-up vertical | | Y | Skip Logic Group | Audit Protocol Use |
| ACQinh0019337 | A | Did you find what you were looking for using the Audit Program Protocol? | Yes No | | Radio button, one-up vertical | | Y | Skip Logic Group | Audit Protocol Find |
| ACQinh0019338 | B | Do you have any suggestions for improving the Audit Program Protocol? | | | Text area, no char limit | | N | Skip Logic Group | OE_Improve Audit Protocol |
| SAC4727 | | Did you find what you were looking for on the site today? | Yes No | A,B | Radio button, one-up vertical | Single | Y | Skip Logic Group | Ability to Find |
| SAC4728 | A | Please tell us specifically what you couldn't find on the site today: | | | Text area, no char limit | Single | N | Skip Logic Group | OE_Ability to Find |

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|---------------|------------------|--|--|-------------------------------------|-------------------------------------|-----------------|--------------|----------------------|---|
| SAC4729 | B | Please tell us why you were not able to find what you were looking for. (Please select all that apply) | I could not access the information on site The search results did not appear relevant The links did not take me where I wanted The labeling on lists didn't match what I was looking for How the information is organized on the site wasn't clear The navigation options were difficult to understand Other | | Checkbox, one-up vertical | Multi | N | Skip Logic Group | Unable to Find |
| ACQinh0019339 | | Did you use the one of Frequently Asked Questions portion of the site today? | Yes No | A,B | Radio button, one-up vertical | Single | Y | Skip logic Group | FAQ use |
| ACQinh0019340 | A | Which FAQ section did you use today? | HIPAA Civil Rights I don't know/don't remember | | | | | | |
| ACQinh0019341 | B | Did you find what you were looking for? | Yes No | BB | | | | | |
| ACQinh0019342 | BB | Please tell us what you could not find using the Frequently Asked questions today: How did arrive at this site today? | Search engine (e.g. Google, Bing, etc.) An online ad Link from another site Bookmark Blog or other Social Media (e.g. Facebook, Twitter) Email Link Word of mouth Other (please specify): | | Text area, no char limit | | N | Skip Logic Group | OE_FAQ Unable to find Learn about Site |
| | A | Please tell us how you learned of this site: | | A | Text area, no char limit | | N | | OE_Learn about Site |
| SAC4730 | | How did you look for information on the site today? (Please select all that apply.) | Search feature at top of page Navigation tabs across the top of the page Navigation links along left side of page The links along the right side of the page The links in the body of the page Other, please specify | A C C C C D | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Navigation Tools |
| SAC4731 | D | Other way I looked for information: | | | Text area, no char limit | | N | Skip Logic Group | OE_Navigation |
| SAC4732 | A | Please tell us about your experience with the site's search feature today. (Please select all that apply.) | Results were satisfactory (met my expectations) Results were not relevant Too many results Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): | B B B B B B AA, B | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Search Experience |
| SAC4733 | AA | Please tell us what your search experience was today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Search |
| SAC4734 | B | How can we make the search feature more useful to you? | | | Text area, no char limit | | N | Skip Logic Group | Search Improvement |
| SAC4735 | C | What specific ways can we improve your experience navigating this site? Please rate the clarity of the wording on this site. | 1=Poor 2 3 4 5 6 | | Radio button, scale, has don't know | S | Y | | OE_Improve Navigation Clear |

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|---------|------------------|---|---|---------|-------------------------------------|-----------------|--------------|----------------------|----------------|
| | | | 7 | | | | | | |
| | | | 8 | | | | | | |
| | | | 9 | | | | | | |
| | | | Excellent=10 | | | | | | |
| | | | Don't know | | | | | | |
| | | Please rate how well you understand the wording on this site. | 1=Poor | | Radio button, scale, has don't know | S | Y | | Understandable |
| | | | 2 | | | | | | |
| | | | 3 | | | | | | |
| | | | 4 | | | | | | |
| | | | 5 | | | | | | |
| | | | 6 | | | | | | |
| | | | 7 | | | | | | |
| | | | 8 | | | | | | |
| | | | 9 | | | | | | |
| | | | Excellent=10 | | | | | | |
| | | | Don't know | | | | | | |
| | | Please rate the site on its use of short, clear sentences | 1=Poor | | Radio button, scale, has don't know | S | Y | | Concise |
| | | | 2 | | | | | | |
| | | | 3 | | | | | | |
| | | | 4 | | | | | | |
| | | | 5 | | | | | | |
| | | | 6 | | | | | | |
| | | | 7 | | | | | | |
| | | | 8 | | | | | | |
| | | | 9 | | | | | | |
| | | | Excellent=10 | | | | | | |
| | | | Don't know | | | | | | |
| SAC4741 | | Please select the category that includes your age. | Under 18 | | Drop down, select one | Single | N | | Age |
| | | | 18-24 | | | | | | |
| | | | 25-34 | | | | | | |
| | | | 35-44 | | | | | | |
| | | | 45-54 | | | | | | |
| | | | 55-64 | | | | | | |
| | | | 65-74 | | | | | | |
| | | | 75 or older | | | | | | |
| | | | Prefer not to answer | | | | | | |
| SAC4742 | | What is your gender? | Male | | Drop down, select one | Single | N | | Gender |
| | | | Female | | | | | | |
| | | | Prefer not to answer | | | | | | |
| SAC4743 | | If you could recommend one change to improve this site what would it be? | | | Text area, no char limit | | N | | OE_Improvement |

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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 | CQ Label |
| SAC4713 | | How frequently do you visit this site? | This is my first time visiting the site | | Radio button, one-up vertical | Single | Y | | Frequency of Visit |
| | | | Daily | | | | | | |
| | | | About once a week | | | | | | |
| | | | About once a month | | | | | | |
| | | | Every few months | | | | | | |
| | | | Every 6 months or less often | | | | | | |
| SAC4714 | | What best describes your role in visiting the site today? | General Public | | Radio button, one-up vertical | Single | Y | Skip Logic Group | Primary Role |
| | | | Health Care Professional | | | | | | |
| | | | Human Services Professional | | | | | | |
| | | | HIPAA Covered Health Care Provider (health care provider that conducts certain transactions electronically) | | | | | | |
| | | | Health Care Clearinghouse | | | | | | |
| | | | Health Plan Provider(Health insurance companies, HMOs, Company health plans, Government programs that pay for health care, such as Medicare, Medicaid, and the military and veterans health care programs) | | | | | | |
| | | | HIPAA Business Associate | | | | | | |
| | | | Federal Government | | | | | | |
| | | | State/Local/Tribal Government | | | | | | |
| | | | Consultant/Legal | | | | | | |
| | | | HHS Employee | | | | | | |
| | | | Community Based Organization/Non Profit | | | | | | |
| | | | Advocacy Group | | | | | | |
| | | | Journalist/Media | | | | | | |
| | | | Researcher | | | | | | |
| | | | Educator | | | | | | |
| | | | <i>Student, including research for an assignment</i> | | | | | | |
| | | | Other, please specify | A | | | | | |
| SAC4715 | A | What best describes your role in visiting the site today? | | | Radio button, one-up vertical | Single | Y | Skip Logic Group | E_Primary Role |
| SAC4716 | | Please select your primary reason for visiting the site today? (Please select all that apply). | Information on Civil Rights | A | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Primary Reason |
| | | | Information on Health Information Privacy | B | | | | | |
| | | | File a Complaint | C,D | | | | | |
| | | | Information on how to file a Complaint | D | | | | | |
| | | | <i>HIPAA Audit Protocol</i> | | | | | | |
| | | | Press Releases/News | | | | | | |
| | | | Training Materials | E | | | | | |
| | | | <i>Research</i> | | | | | | |
| | | | Just Browsing | | | | | | |
| | | | Sign up for Listserv | | | | | | |
| | | | Other, please specify | Z | | | | | |
| SAC4717 | Z | Please describe your primary reason for visiting the site today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Primary Reason |
| SAC4718 | A | Please tell us what Civil Rights Information you were looking for today? | General Civil Rights Information | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Civil Rights Info |
| | | | Race, Color and National Origin Discrimination | | | | | | |
| | | | Language Access/L.E.P | | | | | | |
| | | | Disability Discrimination | | | | | | |
| | | | Olmstead | | | | | | |
| | | | Age Discrimination | | | | | | |
| | | | Enforcement Activities | | | | | | |
| | | | Hill-Burton Act | | | | | | |
| | | | Section 1553 of the Affordable Care Act | | | | | | |
| | | | Medicare Part A Certification | | | | | | |
| | | | Federal Health Care Conscience Protection Statues | | | | | | |

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| | | | Civil Rights Fact Sheet | | | | | | |
| | | | Other, please specify | AA | | | | | |
| SAC4719 | AA | Please tell us specifically what Civil Rights Information you were looking for today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other Civil Rights Info |
| SAC4720 | B | Please tell us what Health Information Privacy Information you were looking for today? | General Health Information Privacy Information | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Health Information |
| | | | HIPAA Privacy Rule | | | | | | |
| | | | HIPAA Security Rule | | | | | | |
| | | | Breach Notification Rule | | | | | | |
| | | | Patient Safety and Quality Improvement Act of 2005 (PSQIA) | | | | | | |
| | | | Audit Program Information | | | | | | |
| | | | Information for Covered Entities | | | | | | |
| | | | Information for Consumers/Individuals | | | | | | |
| | | | States Attorneys General | | | | | | |
| | | | Enforcement Activities | | | | | | |
| | | | Other, please specify | BB | | | | | |
| SAC4721 | BB | Please tell us specifically what Health Information Privacy Information you were looking for today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other Health Info |
| SAC4722 | C | Please tell us what type of complaint you were looking to file | Civil Rights Discrimination Complaint | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Civil Rights Complaint Type Info |
| | | | HIPAA Privacy Rule Complaint | | | | | | |
| | | | HIPAA Security Rule Complaint | | | | | | |
| | | | Patient Safety Confidentiality Complaint (PSQIA) | | | | | | |
| | | | Federal Health Care Conscience Protection Statutes | | | | | | |
| | | | Other, please specify | CC | | | | | |
| SAC4723 | CC | Please tell us what other civil rights discrimination complaint you were looking to file. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other CR Complaint Info |
| SAC4724 | D | Did you download information on how to file a complaint? | Yes | DD | Radio button, one-up vertical | Single | N | Skip Logic Group | Download how to file |
| | | | No | | | | | | |
| | | | I don't know | | | | | | |
| SAC4725 | DD | Was this information useful? | Yes | | Radio button, one-up vertical | Single | N | Skip Logic Group | Use of How to file complaint |
| | | | No | | | | | | |
| | | | I don't know | | | | | | |
| SAC4726 | E | Please tell us what training materials you were looking for. | | | Text area, no char limit | | N | Skip Logic Group | OE_Other CR Complaint Info |
| | | Did you visit the Audit Program Protocol section of the site today? | Yes | A,B | Radio button, one-up vertical | | Y | | Audit Protocol Use |
| | | | No | | | | | | |
| | | | Don't know | | | | | | |
| | A | Did you find what you were looking for using the Audit Program Protocol? | Yes | | Radio button, one-up vertical | | Y | | Audit Protocol Find |
| | | | No | | | | | | |
| | B | Do you have any suggestions for improving the Audit Program Protocol? | | | Text area, no char limit | | N | | OE_Improve Audit Protocol |
| SAC4727 | | Did you find what you were looking for on the site today? | Yes | | Radio button, one-up vertical | Single | Y | Skip Logic Group | Ability to Find |
| | | | No | A,B | | | | | |
| SAC4728 | A | Please tell us specifically what you couldn't find on the site today: | | | Text area, no char limit | Single | N | Skip Logic Group | OE_Ability to Find |

Can this be a scale in middle of the Skip Logic Series?

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| SAC4729 | B | Please tell us why you were not able to find what you were looking for. (Please select all that apply) | I could not access the information on site | | Checkbox, one-up vertical | Multi | N | Skip Logic Group | Unable to Find |
| | | | The search results did not appear relevant | | | | | | |
| | | | The links did not take me where I wanted | | | | | | |
| | | | The labeling on lists didn't match what I was looking for | | | | | | |
| | | | How the information is organized on the site wasn't clear | | | | | | |
| | | | The navigation options were difficult to understand | | | | | | |
| | | | Other | | | | | | |
| | | Did you use the one of Frequently Asked Questions portion of the site today? | Yes | A,B | Radio button, one-up vertical | Single | Y | Skip logic Group | FAQ use |
| | | | No | | | | | | |
| | A | Which FAQ section did you use today? | HIPAA | | | | | | |
| | | | Civil Rights | | | | | | |
| | | | I don't know/don't remember | | | | | | |
| | B | Did you find what you were looking for? | Yes | | | | | | |
| | | | No | BB | | | | | |
| | BB | Please tell us what you could not find using the Frequently Asked questions today: | | | Text area, no char limit | | N | Skip Logic Group | OE_FAQ Unable to find |
| SAC4730 | | How did you look for information on the site today? (Please select all that apply.) | Search feature at top of page | A | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Navigation Tools |
| | | | Navigation tabs across the top of the page | C | | | | | |
| | | | Navigation links along left side of page | C | | | | | |
| | | | The links along the right side of the page | C | | | | | |
| | | | The links in the body of the page | C | | | | | |
| | | | Other, please specify | D | | | | | |
| SAC4731 | D | Other way I looked for information: | | | Text area, no char limit | | N | Skip Logic Group | OE_Navigation |
| SAC4732 | A | Please tell us about your experience with the site's search feature today. (Please select all that apply.) | Results were satisfactory (met my expectations) | | Checkbox, one-up vertical | Multi | Y | Skip Logic Group | Search Experience |
| | | | Results were not relevant | | | | | | |
| | | | Too many results | | | | | | |
| | | | Not enough results | | | | | | |
| | | | Returned NO results | | | | | | |
| | | | Received error message(s) | | | | | | |
| | | | Search speed was too slow | | | | | | |
| | | | I experienced a different search issue (please explain): | AA, B | | | | | |
| SAC4733 | AA | Please tell us what your search experience was today. | | | Text area, no char limit | | N | Skip Logic Group | OE_Search |
| SAC4734 | B | How can we make the search feature more useful to you? | | | Text area, no char limit | | N | Skip Logic Group | Search Improvement |
| SAC4735 | C | What specific ways can we improve your experience navigating this site? | | | Text area, no char limit | | N | | OE_Improve Navigation |
| SAC4736 | | Do you use social media regularly (at least once a month)? | Yes | A,B | Radio button, one-up vertical | Single | N | Skip Logic Group | Social Media Use |
| | | | No | | | | | | |
| SAC4737 | A | Which of the following social media do you use regularly (at least once a month)? (please select all that apply)- | Facebook | | | | | Skip Logic Group | SM_Use Regularly |
| | | | Twitter | | | | | | |
| | | | LinkedIn | | | | | | |
| | | | Blogs | | | | | | |
| | | | YouTube | | | | | | |
| | | | Other, please specify | AA | | | | | |
| SAC4738 | AA | Other social media used regularly: | | | Text area, no char limit | | N | Skip Logic Group | OE_Other SM |
| SAC4739 | B | How would you like to use social media to interact with this site? (please select all that apply) | Bookmark or tag pages | | Checkbox, two-up vertical | Multi | N | Skip Logic Group | SM_Interact |
| | | | In social networks | | | | | | |
| | | | By adding comments, ratings, or reviews | | | | | | |
| | | | Reading blogs | | | | | | |

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|---------|------------------|--|---|-----------|--------------------------|-----------------|--------------|----------------------|----------------|
| | | | Receiving newsletters/email updates | | | | | | |
| | | | Subscribing to RSS feeds | | | | | | |
| | | | Audio/video podcasts | | | | | | |
| | | | Adding a widget or gadget to my personalized page | | | | | | |
| | | | Following a microblog (Twitter, Facebook, etc) | | | | | | |
| | | | I'd prefer not to interact with this site through social media | | | | | | |
| | | | Other, please specify | BB | | | | | |
| SAC4740 | BB | Please tell us another way you would like to use social media to interact with us: | | | Text area, no char limit | | N | Skip Logic Group | OE_SM |
| SAC4741 | | Please select the category that includes your age. | Under 18 | | Drop down, select one | Single | N | | Age |
| | | | 18-24 | | | | | | |
| | | | 25-34 | | | | | | |
| | | | 35-44 | | | | | | |
| | | | 45-54 | | | | | | |
| | | | 55-64 | | | | | | |
| | | | 65-74 | | | | | | |
| | | | 75 or older | | | | | | |
| | | | Prefer not to answer | | | | | | |
| SAC4742 | | What is your gender? | Male | | Drop down, select one | Single | N | | Gender |
| | | | Female | | | | | | |
| | | | Prefer not to answer | | | | | | |
| SAC4743 | | If you could recommend one change to improve this site what would it be? | | | Text area, no char limit | | N | | OE_Improvement |

