

ODPHP: Site-Level Survey Question Bank

OMB Control Number: 0990-0379

Survey Entry

Pop-Up Survey Invitation

Please help us improve [website]

Your answers to a quick survey will help us make the site better. Click “Yes, I’ll help” and the survey will wait until you are ready. Thank you!

<Yes, I’ll help button>

<No Thanks button>

Confirmation Page for Survey Entry via Footer

Note: Please see screenshot example in Attachment D

Form Approved OMB# 0990-0379 Exp. Date 8/31/2017

Will you please take a few minutes to let us know what we can do to improve our website? Click "Next" to participate in this quick survey.

<Next Page button>

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0990-0379. The time required to complete this information collection is estimated to average **5 minutes** per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have comments concerning the accuracy of the time estimate(s) or suggestions for improving this form, please write to: U.S. Department of Health & Human Services, OS/OCIO/PRA, 200 Independence Ave., S.W., Suite 336-E, Washington D.C. 20201, Attention: PRA Reports Clearance Officer

Question Bank

Overall Experience

1. Overall, how would you rate your experience on the site today?

1 - Poor	2	3	4	5 - Excellent
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2. What do you like best about this site?

- The site is up to date
- The content is accurate
- The content is well written
- The content easy to understand
- Tools and resources are helpful and easy to use
- The design has the right look and feel
- The site is easy to navigate
- None of the above

3. What can we do to make [insert site name] better?

4. How well do you think [insert site name] achieves this goal?

- “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.” <answer for healthfinder.gov>
- “The goal of health.gov is to provide ready access to disease prevention and health promotion activities.” <answer for health.gov>
- “The goal of HealthyPeople.gov is to provide up-to-date and accurate information in support of the 10-year national objectives to improve the health of all Americans.” <answer for HealthyPeople.gov>

1 - Not at all	2	3	4	5 - Very well
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User Profile

5. I am a... (Please select all that apply.)

<answers for HealthyPeople.gov>

Public Health

- Public health professional
- Community health program planner or evaluator
- Epidemiologist or biostatistician

Attachment B: Site-Level Survey Question Bank

4

Form Approved
OMB No. 0990-0379
Exp. Date 09/30/2020

Health Care

- Clinical healthcare provider (doctor, nurse, or other professional providing direct patient care)
- Hospital or health system administrator

Academia

- Undergraduate student
- Graduate student
- Undergraduate instructor
- Graduate instructor
- Academic researcher

Government

- Federal government employee
- State or local health official or employee

Other: _____

<answers for healthfinder.gov>

Member of the general public

- Patient
- Loved one of a patient
- Student

Health professional

- Doctor, nurse, or another clinician
- Pharmacist
- Practice staff or administrator
- Social worker or therapist
- Health coach
- Health educator
- Fitness educator

Other professional

- Public health professional
- Librarian, researcher or educator
- Marketing professional
- Writer or editor of health information
- Federal government staff
- State government staff
- Local government staff
- Insurance agent
- Other: _____

<answers for health.gov>

- Member of the general public
- Medical professional (e.g., doctor or nurse)

- Dietitian
- Fitness or exercise specialist
- Medical practice staff or hospital administrator
- Public health professional
- Non-governmental organization employee
- Federal government employee
- State or local government employee
- Researcher
- Educator (e.g., community health educator, teacher, professor)
- Student
- Other: _____

6. How frequently do you visit [insert site name]?

- This is my first visit
- A few times a year
- Monthly
- Weekly
- Daily/more than once a day

7. Today, I visited [insert site name] to get information for: (Please select all that apply.)

- Myself
- Friends or family
- School
- Work
- Patients or clients
- Other: _____

Technical Problem

8. Did you have any technical issues on the site today?

- Yes
- No
- I'm not sure

9. [If yes to question above] Please describe the problem (such as page display problem, broken link, slow page load, errors on page, inaccurate content).

Utility

10. Did you find what you were looking for?

- Yes
- No
- I wasn't looking for anything in particular.

11. Please tell us more about what you were looking for. (Select all that apply.)

<answers for HealthyPeople.gov>

- Healthy People 2020 topics and objectives
- Data on Healthy People 2020 objectives
- Interventions and resources
- Leading Health Indicators
- Progress reports
- Stories from the Field
- Healthy People eLearning
- Program Planning (MAP-IT)
- Consortium
- State information (coordinators and plans)
- Ways to get involved
- About Healthy People

Other: _____

<answers for healthfinder.gov>

- General health
- Disease or health condition
- How to prevent disease or disability
- Recommended preventive services
- Wellness guidance
- National Health Observances
- Free health content (e.g., content syndication, API)
- Health insurance and coverage
- Medical services
- Just browsing
- Other: _____

<answers for health.gov>

- Dietary Guidelines for Americans
- Health care quality (e.g. adverse drug events and hospital associated infections)
- Health literacy

Attachment B: Site-Level Survey Question Bank

Form Approved
OMB No. 0990-0379
Exp. Date 09/30/2020

- Health insurance
- News and updates about ODPHP
- Nutrition and diet
- Physical Activity Guidelines for Americans
- Physical activity
- Patient safety
- Just browsing
- Other: _____

12. How useful is the information you looked at today?

- Very useful
- Fairly useful
- Not so useful

13. Are there other features or information you would like to see on [website]?

14. How likely are you to use [insert tools and resources] available on this site?

1 - Not at all	2	3	4	5 - A lot
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Usability

15. How long did it take to find the information?

- No time at all
- A few minutes
- A long time

16. The information on this site is...

1 - Hard to understand	2	3	4	5 - Easy to understand
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17. How easy or hard is it to use this site?

1 - Very hard to use	2	3	4	5 - Very easy to use
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Look and Feel

18. I like the way this site is designed.

1 - Strongly disagree	2	3	4	5 - Strongly agree
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19. I think there is a good balance of [graphics/pictures] and text on this site.

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Form Approved
OMB No. 0990-0379
Exp. Date 09/30/2020

1 - Strongly disagree	2	3	4	5 - Strongly agree
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Navigation

20. This site's organization is:

1 - Poor	2	3	4	5 - Excellent
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21. How easy or difficult is it to find the information you are looking for?

1 - Very difficult	2	3	4	5 - Very easy
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22. If there was information you were looking for and couldn't find on [insert site name], please tell us what it was.

Accessibility

23. I had trouble viewing content on this site.

1 - Strongly disagree	2	3	4	5 - Strongly agree
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Credibility

24. The information on this site is relevant and up to date.

1 - Strongly disagree	2	3	4	5 - Strongly agree
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25. The accuracy of the information on this site is:

1 - Poor	2	3	4	5 - Excellent
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26. The quality of information on this site is:

1 - Poor	2	3	4	5 - Excellent
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27. Which of the following social media sites do you use? (Please select all that apply.)

- Facebook

Attachment B: Site-Level Survey Question Bank

9

Form Approved
OMB No. 0990-0379
Exp. Date 09/30/2020

- Twitter
- Instagram
- LinkedIn
- Pinterest
- Other: _____
- I don't use social media sites.

28. Which of the following devices are you likely to use to visit [insert site name]? (Please select all that apply.)

- Desktop or laptop computer
- Tablet
- Smartphone

Proposed additional instructions on survey:

If you would like to participate in future website feedback opportunities, please email [\[odphp@communicatehealth.com\]](mailto:odphp@communicatehealth.com). We will follow up to confirm your contact information and let you know about upcoming research studies.