




The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text	
<p>Welcome Text</p> <p>Thank you for visiting womenshealth.gov. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>	<p>Welcome Text - SP</p> <p>Gracias por visitar espanol.womenshealth.gov. Te elegimos de manera aleatoria para que participes en una breve encuesta en la que nos puedes decir qué estamos haciendo bien y qué podemos mejorar.</p> <p>Tómate unos minutos para compartir tus opiniones, que son fundamentales para ayudarnos a ofrecer la mejor experiencia posible en línea.</p>
<p>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>	<p>Thank You Text - SP</p> <p>Gracias por participar en nuestra encuesta y por ayudarnos a prestarte un mejor servicio. ¡Agradecemos tus comentarios!</p>
<p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p>Customer Satisfaction Survey</p><p>Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	

Model Name Women's Health Desktop SP
 Model ID
 Partitioned Yes - 2MQ
 Date
 Model Version 17.2.G

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



Element Questions		Satisfaction Questions		Future Behaviors	
Label		Label		Label	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return	How likely are you to return to this site ?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	17 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)		Recommend (NPS) (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	18 Satisfaction - Ideal	How does this site compare to an ideal website ? (1=Not Very Close, 10=Very Close)	20 Recommend (NPS)	How likely are you to recommend this site to someone else ?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.			21 Primary Resource	How likely are you to use this site as your primary resource for obtaining information about women's health?
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 the 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 .				

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	visit_frequency		How frequently do you visit this site?	Daily or almost daily Two to three times a week About once a week Two to three times a month About once a month Once every two or three months Every 6 months or less First time		daily weekly monthly few_months six_months first_visit	Y	Drop down, select one		Visit Frequency
	role_govt		Which best describes you?	General public Patient Caregiver to a patient Health care provider Public health professional Non-governmental organization Researcher Media professional College/graduate student Grade 9-12 student Federal government State or local government Other, please specify:		general_public	Y	Drop down, select one	Skip Logic Group*	Role
		A	Other best describes:		A	other_please_specify	N	Text field, <100 char	Skip Logic Group*	Role - Other
	primary_reason_govt		What were you primarily looking for on this website?	Prevention or wellness information Particular disease or condition Information on breastfeeding Programs/campaigns Women's health publications to download and print Just browsing/nothing specific National Women and Girls HIV/AIDS Awareness Day information Information on National Women's Health Week Other, please specify:		find_organization_info	Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Primary Looking For
	primary_reason_other	A	Other primarily looking for:				N	Text field, <100 char	Skip Logic Group*	Primary Looking For - Other
		B	Was the National Women and Girls HIV/AIDS Awareness Day information useful?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Awareness Day Info
		C	Please explain in more detail the type of HIV/AIDS awareness information you were seeking.		C	no	N	Text area, no char limit	Skip Logic Group*	Awareness Day Info - Other
		D	Did you find the information on National Women's Health Week that you were looking for?	Yes No	E F	yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Health Week Find
		F	What specific National Women's Health Week information were you looking for today?				N	Text area, no char limit	Skip Logic Group*	Health Week Not Find
		E	How would you describe the National Women's Health Week information on womenshealth.gov?	The information was very useful to help me know more about National Women's Health Week. The information was somewhat useful to help me know more about National Women's Health Week. The information was not useful to help me know more about National Women's Health Week.		G G	Y	Radio button, one-up vertical	Skip Logic Group*	Health Week Useful
		G	Please tell us what type of information would have made the National Women's Health Week information more useful.				N	Text area, no char limit	Skip Logic Group*	Health Week Not Useful
	search_use		Did you use the search feature during your visit today?	Yes No Don't recall Results were not relevant/not what I wanted	Y	yes no donot_recall results_not_relevant	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
	search_experience	Y	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): Search results were helpful		too_many_results not_enough_results returned_no_results received_error_message different_issue no_difficulty	Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
	search_experience_other	A	Other search issue:				N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
	nav_experience		How would you describe your navigation experience on this site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information/products Links /labels were difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: I had no difficulty navigating or browsing on this site		links_not_useful difficulty_finding_relevant_info links_difficult_to_understand too_many_links technical_difficulties could_not_navigate_back a_different_navigation_diff no_difficulty_navigation	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
	nav_experience_other	A	Other navigation difficulty:		A		N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	accomplish		Did you find the information you were hoping to obtain?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Find Looking For

			Not yet								
		B	If you did not find the information, please specify what information you were looking for:					N	Text area, no char limit	Skip Logic Group*	What Looking For
			If this site had a live chat feature, how likely would you be to use it?	1 = Very Unlikely		1		Y	Radio button, scale, no don't know	Skip Logic Group*	
				2		2					
				3		3					
				4		4					
				5	A	5					
				6	A	6					
				7	A	7					
				8	A	8					
				9	A	9					
				10 = Very Likely	A	10					
		A	What topics are you likely to ask about during your live chat session?					N	Text area, no char limit	Skip Logic Group*	
			Please rate how well the images on the site represent you or your culture.	1 = Not at all Representative		1		Y	Radio button, scale, no don't know		
				2		2					
				3		3					
				4		4					
				5		5					
				6		6					
				7		7					
				8		8					
				9		9					
				10 = Very Representative		10					
			Is Spanish information on the website easy to understand?	Yes		yes		Y	Radio button, one-up vertical		
				No		no					
			How would you rate the accuracy of the Spanish translation?	1 = Not at all Accurate		1		Y	Radio button, scale, has don't know		
				2		2					
				3		3					
				4		4					
				5		5					
				6		6					
				7		7					
				8		8					
				9		9					
				10 = Very Accurate		10					
				Don't know							
			Did you find any words in Spanish that you would translate from English differently?	Yes	C	yes		Y	Radio button, one-up vertical	Skip Logic Group*	
				No		no					
		C	What words did you find in Spanish that you would translate from English differently?					N	Text field, <100 char	Skip Logic Group*	
			Do you visit the website to get information for yourself or for your family or friends?	Myself				Y	Radio button, one-up vertical		
				Family or friends							
				Both							
			Does the website make it easy to find information in Spanish?	Yes		yes		Y	Radio button, one-up vertical		
				No		no					
			Does the website make it easy to view the site in Spanish and English?	Yes		yes		Y	Radio button, one-up vertical		
				No		no					
			When viewing content on the website do you prefer to:	View content only in Spanish				Y	Radio button, one-up vertical		
				View content only in English							
				Have the ability to go back and forth between English and Spanish							
			What health topics are you most interested in finding on this website?					N	Text area, no char limit		
			What other women's health information would you be interested in learning about?					N	Text area, no char limit		
	improve		What one thing can womenshealth.gov do better?					N	Text area, no char limit		Improve
			We're working to make womenshealth.gov better and we'd like your help. Please provide us with your e-mail address if you would be willing to take another survey sometime in the future. Thank you!					N	Text field, <100 char		Email