

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting [www.niddk.nih.gov](http://www.niddk.nih.gov). You have been randomly selected to take this survey conducted by ForeSee for the **National Institute of Diabetes & Digestive & Kidney Diseases (NIDDK)**. Please take a minute or two to give us your opinions. The feedback you provide will help **NIDDK** enhance its site and serve you better in the future. All results are strictly confidential.

### Thank You Text

Your survey has been submitted. Thank you for your input!

### Welcome Text - Alternate

### Thank You Text - Alternate



### Customer Satisfaction Survey

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.


Thank you for taking our survey - and for helping us serve you better.  
We appreciate your input!

Cancel

Submit

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name	NIDDK Mobile	Red & Strike-Through: Delete	
Model ID	N4148N59tE00ZE48cMgl4A4C	<u>Underlined &amp; Italicized</u> : Re-order	
Partitioned	2MQ	Pink: Addition	
Date	3/3/2016	Blue: Reword	

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this mobile site.	16 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this mobile site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19 Recommend Company	How likely are you to <b>recommend NIDDK</b> to someone else?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this mobile site.	17 Satisfaction -	How well does this mobile site <b>meet your expectations</b> ?		<b>Return</b>
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this mobile site.	18 Satisfaction - Ideal	How does this mobile site <b>compare to your idea of an ideal mobile site</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	20 Return	How likely are you to <b>return to www.niddk.nih.gov</b> in the future?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this mobile site.			21 Primary Resource	How likely are you to <b>use this site as your primary resource</b> for obtaining information on topics related to the mission of NIDDK?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this mobile site.				
6 Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this mobile site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate how <b>well this mobile site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this mobile site.				
9 Navigation - Layout	Please rate <b>how well the mobile site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
10 Information Browsing - Features	Please rate how well the <b>features</b> on the mobile site <b>help you find the information you need</b> .				
11 Information Browsing - Sort	Please rate the ability to <b>sort through information by criteria that are important to you</b> on this mobile site.				
12 Information Browsing - Narrow	Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this mobile site.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> on this mobile site.				
14 Site Information - Understandable	Please rate how <b>understandable information is</b> on this mobile site.				
15 Site Information - Answers	Please rate how well the <b>information provides answers to your questions</b> .				

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 Blue: Reword



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
KMJ6611Q001	Role		Which of the following best describes your <b>role</b> in coming to the site today?	Person with health concerns Family member or friend of a patient Scientific researcher Student Physician/physician assistant Nurse/nurse practitioner Health insurer Health care administrator Diabetes educator Other health professional Other		Y	Radio button, one-up vertical		Role
KMJ6611Q002	Visit Frequency		How frequently do you visit this site?	First time Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
KMJ6611Q003			How did you hear about or find this website?	Search engine (e.g., Google, Yahoo!) Another website Doctor, nurse, or other healthcare professional Health fair or community event Family or friend Social media (e.g., Facebook, Twitter) News report Familiar with NIDDK Other		Y	Radio button, one-up vertical		Found Website
KMJ6611Q004			How familiar were you with NIDDK prior to your visit today?	Not at all Not very familiar Somewhat familiar Very familiar		Y	Radio button, one-up vertical		NIDDK Awareness
KMJ6611Q005			What type of information were you primarily looking for today? Information about...	NIDDK Digestive Diseases Diabetes Kidney Disease Urologic Diseases Liver Disease Endocrine Diseases Blood Diseases Diet & Nutrition Weight Management Research Funding or Research Resources News Other		Y	Radio button, one-up vertical		Type of Info
KMJ6611Q006	Accomplish		Did you <b>find</b> the information you were looking for?	Yes No	<b>A</b> <b>B</b>	Y	Radio button, one-up vertical	Skip Logic Group*	Find Information
KMJ6611Q007		<b>A</b>	How satisfied are you with the amount of time it took to find the information you were looking for?	Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied		Y	Radio button, one-up vertical	Skip Logic Group*	Find Info Time
KMJ6611Q008		<b>B</b>	What specific information couldn't you find?			N	Text area, no char limit	Skip Logic Group*	OE_Information Seeking
KMJ6611Q011			How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating on this site Links often did not take me where I expected Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information Too much scrolling was required Site did not display well on my phone I had a navigation difficulty not listed above		Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
KMJ6611Q012			How will you use the information you find on this site?	To share and discuss with my health care provider To address personal health issues		Y	Radio button, one-up vertical		How Use Info

				To aid others who have health concerns To pursue a career as a medical researcher To support new or current research projects To explore or support business opportunities Other				
KMJ6611Q013	Demographics: Gender		What is your gender?	Male Female Prefer not to answer		Y	Radio button, one-up vertical	Gender
KMJ6611Q014			Which category includes your age?	Younger than 18 18 to 29 30 to 49 50 to 64 65 or older Prefer not to answer		Y	Radio button, one-up vertical	Age
KMJ6611Q015			Which category includes your household income?	Less than \$30K \$30K to \$59K \$60K to \$99K \$100K to \$150K Greater than \$150K Prefer not to answer		Y	Radio button, one-up vertical	Income
KMJ6611Q016			What is your highest level of education completed?	Some high school or less High school graduate or GED Some college credit, no degree Associate's degree/technical degree Undergraduate degree Graduate degree Doctorate degree Prefer not to answer		Y	Radio button, one-up vertical	Education
KMJ6611Q017			What is your ethnicity/race?	White Hispanic or Latino Black or African American Native American or American Indian Asian/Pacific Islander Other Prefer not to answer		Y	Checkbox, one-up vertical	Ethnicity
KMJ6611Q018			What is your first language?	English Spanish/Español Other Prefer not to answer		Y	Radio button, one-up vertical	Language
HOP0255448			Do you live in the United States?	Yes No		Y	Radio button, one-up vertical	US_Country
KMJ6611Q019	OE_Improve Experience		If you could make one improvement to the site, what would it be?			N	Text area, no char limit	OE_Improvements

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
KMJ6611Q001	Role		Which of the following best describes your <b>role</b> in coming to the site today?	Person with health concerns Family member or friend of a patient Scientific researcher Student Physician/physician assistant Nurse/nurse practitioner Health insurer Health care administrator Diabetes educator Other health professional Other		Y	Radio button, one-up vertical		Role
KMJ6611Q002	Visit Frequency		How frequently do you visit this site?	First time Daily Weekly Monthly Once every few months Once every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
KMJ6611Q003			How did you hear about or find this website?	Search engine (e.g., Google, Yahoo!) Another website Doctor, nurse, or other healthcare professional Health fair or community event Family or friend Social media (e.g., Facebook, Twitter) News report Familiar with NIDDK Other		Y	Radio button, one-up vertical		Found Website
KMJ6611Q004			<u>How familiar were you with NIDDK prior to your visit today?</u>	<u>Not at all</u> <u>Not very familiar</u> <u>Somewhat familiar</u> <u>Very familiar</u>		Y	Radio button, one-up vertical		NIDDK Awareness
KMJ6611Q005			What type of information were you primarily looking for today? Information about...	NIDDK Digestive Diseases Diabetes Kidney Disease Urologic Diseases Liver Disease Endocrine Diseases Blood Diseases Diet & Nutrition Weight Management <u>Research Funding or Research Resources</u> <del>Research Resources</del> News Other		Y	Radio button, one-up vertical		Type of Info
KMJ6611Q006	Accomplish		Did you <b>find</b> the information you were looking for?	Yes No	A B	Y	Radio button, one-up vertical	Skip Logic Group*	Find Information
KMJ6611Q007		A	How satisfied are you with the amount of time it took to find the information you were looking for?	Very dissatisfied Somewhat dissatisfied Neither satisfied nor dissatisfied Somewhat satisfied Very satisfied		Y	Radio button, one-up vertical	Skip Logic Group*	Find Info Time
KMJ6611Q008		B	What specific information couldn't you find?			N	Text area, no char limit	Skip Logic Group*	OE_Information Seeking
KMJ6611Q009			<del>Did you use the search feature during your visit today?</del>	<del>Yes</del> <del>No</del> <del>Don't recall</del>	A	<del>Y</del>	<del>Radio button, one-up vertical</del>	<del>Skip Logic Group*</del>	<del>Use Search</del>
KMJ6611Q010		A	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful <del>Results were not relevant/not what I wanted</del> <del>Too many results/I needed to refine my search</del> <del>Not enough results</del> <del>Returned no results</del> <del>Received error message(s)</del> <del>Search speed was too slow</del>		Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Search Experience

KMJ6611Q011			How would you describe your navigation experience on this site today? (Please select all that apply.)	<p><del>I experienced a different search issue</del></p> <p>had no difficulty navigating on this site</p> <p>Links often did not take me where I expected</p> <p>Too many links/navigational options to choose from</p> <p>Had technical difficulties (error messages, broken links, etc.)</p> <p>Could not navigate back to previous information</p> <p>Too much scrolling was required</p> <p>Site did not display well on my phone</p> <p>I had a navigation difficulty not listed above</p>		Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
KMJ6611Q012			How will you use the information you find on this site?	<p>To share and discuss with my health care provider</p> <p>To address personal health issues</p> <p>To aid others who have health concerns</p> <p>To pursue a career as a medical researcher</p> <p>To support new or current research projects</p> <p>To explore or support business opportunities</p> <p>Other</p>		Y	Radio button, one-up vertical		How Use Info
KMJ6611Q013	Demographics: Gender		What is your gender?	<p>Male</p> <p>Female</p> <p>Prefer not to answer</p>		Y	Radio button, one-up vertical		Gender
KMJ6611Q014			Which category includes your age?	<p>Younger than 18</p> <p>18 to 29</p> <p>30 to 49</p> <p>50 to 64</p> <p>65 or older</p> <p>Prefer not to answer</p>		Y	Radio button, one-up vertical		Age
KMJ6611Q015			Which category includes your household income?	<p>Less than \$30K</p> <p>\$30K to \$59K</p> <p>\$60K to \$99K</p> <p>\$100K to \$150K</p> <p>Greater than \$150K</p> <p>Prefer not to answer</p>		Y	Radio button, one-up vertical		Income
KMJ6611Q016			What is your highest level of education completed?	<p>Some high school or less</p> <p>High school graduate or GED</p> <p>Some college credit, no degree</p> <p>Associate's degree/technical degree</p> <p>Undergraduate degree</p> <p>Graduate degree</p> <p>Doctorate degree</p> <p>Prefer not to answer</p>		Y	Radio button, one-up vertical		Education
KMJ6611Q017			What is your ethnicity/race?	<p>White</p> <p>Hispanic or Latino</p> <p>Black or African American</p> <p>Native American or American Indian</p> <p>Asian/Pacific Islander</p> <p>Other</p> <p>Prefer not to answer</p>		Y	Checkbox, one-up vertical	Mutually Exclusive	Ethnicity
KMJ6611Q018			What is your first language?	<p>English</p> <p>Spanish/Español</p> <p>Other</p> <p>Prefer not to answer</p>		Y	Radio button, one-up vertical		Language
			Do you live in the United States?	<p>Yes</p> <p>No</p>		Y	Radio button, one-up vertical		US_Country
KMJ6611Q019	OE_Improve Experience		If you could make one improvement to the site, what would it be?			N	Text area, no char limit		OE_Improvements