

## Survey Invitation

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This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

## Welcome and Thank You Text

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

## Model Questions

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As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

## Custom Questions

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When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

### Focus Area #1: Achieving Actionable Data

- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

### Focus Area #2: Aligning Data to Business Strategies

- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

### Focus Area #3: Strategic and Tactical Value

- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

### Why

- Analysis
- Top-Pri
- Open-e
- Shift w
- Inform
- Evaluat

## Making Changes

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Simply make the change that you desire and highlight that change with a different color text. **Red** works well because it stands out.

If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand your request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

### **Update Your Custom Questions?**

Uncovered new questions to ask  
Key areas influence resource use  
Seek for quantifiable recommendations

Seasonal Needs

Re-launch or Re-design

Marketing Initiatives



Measure Name	NIDCR Desktop
Custom Qualifier Page	
Custom Invitation Text	
Custom Tracker Text	

MID	Language	Target Country	Target Audience	Website URL	Notes
oQVZB5gtMIUAAwEplhR8Bg4C	English (Master MID)	US			
BZYpJRstFs8pYNcgQpIB0Q4C	English	US			
cEhYF9sttwh1UUINFQ0IBA4C	Spanish	US			

**Remove this tab for non-international surveys**

**CQ/MQ changes:**  
- Provide all fields

**Dataloads:**  
- All fields except MID

**Target Audience:**  
Providing information on the typical demographic or customer that will take the survey helps our vendors better word and phrase translations.



*This is the standard survey invitation.  
Default text is included. If you would like to modify this text*

## Survey Invitation Text Desktop

**We'd welcome your feedback!**

Thank you for visiting ~~our~~the NIDCR website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve ~~your experience~~our website.

The survey is designed to measure your entire experience, please look for ~~it~~the survey at the conclusion of your visit.

~~This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.~~

(Button text)

No, thanks

Yes, I'll give feedback

## Example Desktop

**abc company** FORESEE

**We'd welcome your feedback!**

Thank you for visiting our website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve your experience.

The survey is designed to measure your entire experience, please look for it at the conclusion of your visit.

This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.

No, thanks Yes, I'll give feedback

TRUSTe Certified Privacy

*It please check with your analyst/client manager.*

**Survey Invitation Text (STEP 1)**  
**Tablet / Phone**

**We'd welcome your feedback!**

Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?

(Button text)    No, thanks                      Yes, I'll help

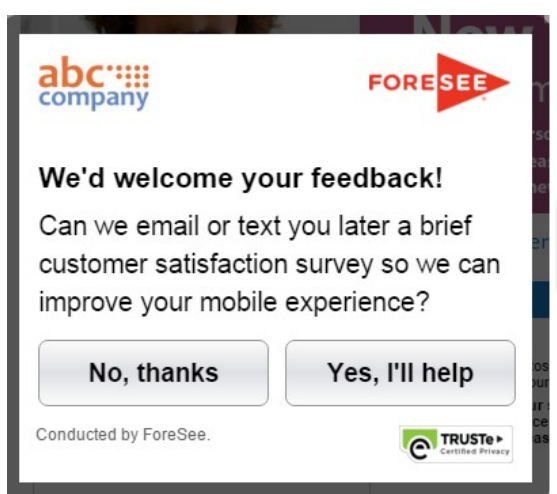
**Survey Invitation Text (STEP 2)**  
**Tablet / Phone**

**Thank you for helping!**

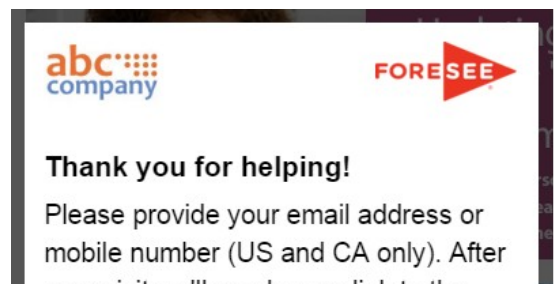
Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text)    Cancel                      email/text me

**Examples Tablet / Phone**



**Step 1**



**Step 2**

your visit we'll send you a link to the survey. Text Messaging rates apply.

**Cancel**

**email/text me**

ForeSee's [Privacy Policy](#)



**Step  
2**



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

#### Welcome Text

Thank you for visiting NIDCR.NIH.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.

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

#### Welcome Text - Tablet / Phone

Thank you for visiting NIDCR.NIH.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

#### Thank You Text

Thank you for taking our survey - and for helping us serve you better.

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 website.

#### Thank You Text - Tablet / Phone

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

#### Example Desktop

#### Example Mobile



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

#### Welcome Text

Gracias por visitar NIDCR.NIH.gov/Espanol. Usted ha sido seleccionado al azar para participar en una breve encuesta para saber qué estamos haciendo bien y en qué podemos mejorar.

Por favor tome unos minutos para compartir sus opiniones, que nos ayudarán a ofrecerle la mejor experiencia en línea posible.

#### Welcome Text - Tablet / Phone

Gracias por visitar NIDCR.NIH.gov/Espanol. Usted ha sido seleccionado para participar en una breve encuesta para decirnos cómo podemos mejorar su experiencia. Por favor tome un minuto para compartir sus opiniones.

#### Thank You Text

Gracias por contestar la encuesta y por ayudarnos a servirle mejor.

Tenga en cuenta que no recibirá una respuesta de nosotros con base en sus comentarios en la encuesta. Si desea que nos comuniquemos con usted en referencia a sus comentarios, por favor visite la sección Contáctenos de nuestro sitio web.

#### Thank You Text - Tablet / Phone

Gracias por contestar la encuesta y por ayudarnos a servirle mejor.  
¡Agradecemos su opinión!

#### Example Desktop

The screenshot shows a desktop survey interface. At the top right is the FORESEE logo. Below it is the title "Customer Satisfaction Survey". The main text reads: "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." Below this is a request to share opinions: "Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible." A note states: "Required questions are denoted by an \*". There is a TRUSTe Certified Privacy logo. A question is partially visible: "Please rate the extent to which the products on this website appeal to you." Below the question is a Likert scale with anchors "disagree" and "agree". At the bottom, there are "Cancel" and "Submit" buttons, a copyright notice "Copyright 2016 - all rights reserved", and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

#### Example Mobile

The screenshot shows a mobile survey interface. At the top right is the FORESEE logo. The main text reads: "Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions." Below this is a TRUSTe Certified Privacy logo. A note states: "Required questions are denoted by an \*". A question is partially visible: "Please rate the extent to which the products on this website appeal to you." Below the question is a Likert scale with anchors "disagree" and "agree". At the bottom, there are "Cancel" and "Submit" buttons, and links for "ForeSee", "ForeSee Privacy Policy", and "Contact Us".



	Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		
1	Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	13	Satisfaction - Overall What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	16	Return <b>(1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to NIDCR.NIH.gov</b> in the future?
2	Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	14	Satisfaction - Expectations How well does this site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>		<b>Recommend Company</b> <b>(1=Very Unlikely, 10=Very Likely)</b>
3	Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	15	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	17	Recommend How likely are you to <b>recommend NIDCR</b> to someone else?
4	Site Performance - Loading	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate how <b>quickly pages load</b> on this site.				
5	Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6	Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
		<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7	Navigation - Organized	Please rate how <b>well this site is organized</b> .				
8	Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9	Navigation - Layout	Please rate how <b>well the site layout helps you find what you need</b> .				
		<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
10	Site Information - Thoroughness	Please rate the <b>thoroughness of information</b> provided on this site.				
11	Site Information - Understandable	Please rate how <b>understandable</b> this site's <b>information</b> is.				
12	Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

Model Name NIDCR Desktop (SP)  
 Model ID cEhYF9stwh1UUINFQ0IBA4C  
 Partitioned No  
 Date 9/14/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Apariencia general (1=Mediocre, 10=Excelente, No sabe)</b>		<b>Satisfacción</b>		<b>Volver al sitio (1=Muy improbable, 10=Muy probable)</b>
1 Apariencia general: atractivo	Califique el atractivo visual de este sitio.	13 Satisfacción: General	¿Cuál es su nivel de satisfacción general con este sitio? (1=Muy insatisfecho(a), 10=Muy satisfecho(a))	16 Volver al sitio	¿Qué probabilidad hay de que regrese a este sitio?
2 Apariencia general: equilibrio	Califique el equilibrio entre los gráficos y el texto en este sitio.	14 Satisfacción: Expectativas	¿En qué medida cumple este sitio con sus expectativas? (1=Se queda corto, 10=Las sobrepasa)		<b>Recomendación de compañía (1=Muy improbable, 10=Muy probable)</b>
3 Apariencia general: facilidad de lectura	Califique la facilidad de lectura de las páginas de este sitio.	15 Satisfacción: Ideal	¿Cómo se compara este sitio con su idea de lo que es un sitio web ideal? (1=No se aproxima mucho, 10=Se aproxima mucho)	17 Recomendación de compañía	¿Qué probabilidad hay de que recomiende NIDCR a otra persona?
	<b>Desempeño del sitio (1=Mediocre, 10=Excelente, No sabe)</b>				
4 Desempeño del sitio: carga	Califique qué tan rápido se cargan las páginas en este sitio.				
5 Desempeño del sitio: uniformidad	Califique la uniformidad de la velocidad con que se pasa de una página a otra en este sitio.				
6 Desempeño del sitio: totalidad	Califique la totalidad con la que se carga el contenido de las páginas de este sitio.				
	<b>Navegación (1=Mediocre, 10=Excelente, No sabe)</b>				
7 Navegación: organizada	Califique qué tan bien está organizado este sitio.				
8 Navegación: opciones	Califique las opciones disponibles para navegar por este sitio.				
9 Navegación: diseño	Califique cuánto contribuye el diseño del sitio para encontrar lo que necesita.				
	<b>Información del sitio (1=Mediocre, 10=Excelente, No sabe)</b>				
10 Información del sitio: exhaustiva	Califique la exhaustividad de la información contenida en este sitio.				
11 Información del sitio: entendible	Califique en qué medida la información de este sitio es entendible.				
12 Información del sitio: respuestas	Califique en qué medida la información de este sitio responde a sus preguntas.				

<b>Model Name</b>	NIDCR Desktop	<b>EN MID:</b> BZypJRstfS8pYncgQpiB0Q4C	<b>Red &amp; Strike-Through:</b> Delete	Brown: Changes by Nicole	
<b>Model ID</b>	oQVZB5gtMUAAwEplhR8Bg4C		<b>Underlined &amp; Italicized:</b> Re-order		
<b>Partitioned</b>	No		<b>Pink:</b> Addition		
<b>Date</b>	9/14/2016		<b>Blue:</b> Rework		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	<input type="checkbox"/> Health information (for self or friend/family member) <input type="checkbox"/> Health information (for patients, clients) <input type="checkbox"/> Find a dentist or dental care <input type="checkbox"/> Clinical trials or research studies <input type="checkbox"/> Data and statistics <input type="checkbox"/> Grants/funding information <input type="checkbox"/> Science news <input type="checkbox"/> Publications <input type="checkbox"/> Research tools (e.g. animal models, tissue arrays) <input type="checkbox"/> Jobs, fellowships, internships <input type="checkbox"/> Continuing education (CDE) <input type="checkbox"/> Teaching tools (for K-12 instruction) <input type="checkbox"/> Teaching tools (for dental/medical professional or student instruction) <input type="checkbox"/> NIDCR mission/plans <input type="checkbox"/> Other (please specify):	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
ESK7134Q002		A	What you were looking for?		A	N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	<input type="checkbox"/> Burning mouth <input type="checkbox"/> Dry mouth <input type="checkbox"/> Gum disease <input type="checkbox"/> Oral cancer <input type="checkbox"/> TMJ (temporomandibular joints) <input type="checkbox"/> Tooth decay <input type="checkbox"/> Other (please specify):		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	<input type="checkbox"/> Yes <input type="checkbox"/> Partially <input type="checkbox"/> No		Y	Radio button, one-up vertical	Skip Logic Group*	Find
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	<input type="checkbox"/> This is my first visit <input type="checkbox"/> Once every 6 months or less often <input type="checkbox"/> Once every few months <input type="checkbox"/> Monthly <input type="checkbox"/> Weekly <input type="checkbox"/> Daily or more often		Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
TAR0213368		A	Did you notice any changes to the NIDCR site during your visit today?	<input type="checkbox"/> Yes <input type="checkbox"/> No	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*	Redesign Notice
TAR0213369		B	Do you agree or disagree with the following statements about the new NIDCR site: New site's look and feel is visually pleasing.	<input type="checkbox"/> 1=Strongly Disagree <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10=Strongly Agree <input type="checkbox"/> Don't know		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Look and Feel
TAR0213370		D	New site makes it easier to find the information I want.	<input type="checkbox"/> 1=Strongly Disagree <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10=Strongly Agree <input type="checkbox"/> Don't know		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Easier Find
TAR0213371		E	New site is an improvement over the previous one.	<input type="checkbox"/> 1=Strongly Disagree <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10=Strongly Agree <input type="checkbox"/> Don't know	1	Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Improvement
TAR0213373		1	Why you think the new site is NOT an improvement over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Not Improvement
TAR0213374		2	What aspects of the new site are improvements over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Improvement
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	<input type="checkbox"/> Person with a health concern <input type="checkbox"/> Family member/friend of a person with a health concern <input type="checkbox"/> Health educator <input type="checkbox"/> Health care provider <input type="checkbox"/> Scientist/Researcher <input type="checkbox"/> Business owner/Entrepreneur	B	Y	Radio button, one-up vertical	Skip Logic Group Randomize	Role

			Policy analyst Student Teacher/Professor Other (please specify):	D, S D, T A			Anchor Answer Choice Skip Logic Group	Other_Role
ESK7134Q010	A	Please describe your role in visiting the site.			N	Text area, no char limit		
ESK7134Q011	B	What type of health care provider are you?	Dentist Dental Hygienist Dental Assistant Physician Nurse Physician Assistant/Nurse Practitioner Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
ESK7134Q012	B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013	D	Have you ever...?	Applied for funding from NIDCR Received funding from NIDCR Neither of the above		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
ESK7134Q014	S	What type of student are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	mutually exclusive Skip Logic Group	Role_Student
ESK7134Q015	T	What type of teacher/professor are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
ESK7134Q016		Did you visit NIDCR's Spanish-language site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
ESK7134Q017	A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing) Followed Español link from English NIDCR website Link from another site Publications/products Family member, friend, neighbor, etc. I don't remember Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
ESK7134Q018	B	Please specify how you found out about this site.		B	N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019	A	What is your country/region of origin?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
ESK7134Q020	C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience	If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022		From where are you accessing this site?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
ESK7134Q023	B	Please specify from where you are accessing this site.		B	N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender	What is your gender?	Male Female Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Gender
ESK7134Q025		Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 or older Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Age
ESK7134Q026		What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
ESK7134Q027		What is your highest level of education?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate (PhD, MD, DMD)		Y	Radio Button, one-up vertical	mutually exclusive	Demographics: Education

Model Name	NIDCR Desktop (SP)	Red- & Strike-Through: Delete	Brown: Changes by Nicole	
Model ID	cEHYF9stwh1UJINFQ0IBA4C	Underlined & Italicized: Re-order		
Partitioned	No	Pink: Addition		
Date	9/14/2016	Blue: Rework		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar) Información de salud (para pacientes, clientes) Encontrar un dentista o cuidado dental Estudios clínicos o estudios de investigación Datos y estadísticas Información sobre subvenciones y fuentes de financiamiento Noticias sobre ciencia Publicaciones Herramientas de investigación (como modelos animales, matrices de tejidos) Trabajos, becas, pasantías Educación continua (CDE, por su sigla en inglés) Herramientas de enseñanza (para instrucción de grados K-12) Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes) Misión/planes del NIDCR Otro (por favor especifique):	B B A	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
ESK7134Q002		A	¿Qué información estaba buscando?	Otro (por favor especifique):	A	N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente Boca seca o xerostomía Enfermedad de las encías Cáncer oral Articulaciones temporomandibulares (ATM) Caries dental Otro (por favor especifique):		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
ESK7134Q004		B1	¿Qué tema estaba buscando?	Otro (por favor especifique):	B1	N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí Parcialmente No	A A	Y	Radio button, one-up vertical	Skip Logic Group*		Find
ESK7134Q006		A	¿Qué información no pudo encontrar?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez Una vez cada 6 meses, o menos Una vez cada unos pocos meses Cada mes Cada semana Una vez al día o más		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency
TAR0213368		A	¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?	Sí No	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*		Redesign Notice
TAR0213369		B	¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Look and Feel
TAR0213370		D	Es más fácil encontrar la información que quiero en el nuevo sitio.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Easier Find
TAR0213371		E	El nuevo sitio es mejor que el anterior.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé	1	Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Improvement
TAR0213373		1	¿Por qué cree que el nuevo sitio NO es mejor que el anterior?	No sé		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Not Improvement
TAR0213374		2	¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?	No sé		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Improvement
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud Familiar o amigo de una persona con un problema de salud Educador de salud Profesional de la salud Científico/investigador Dueño de negocio/empresario Analista de políticas Estudiante Maestro/profesor Otro (por favor especifique):	B D D, S D, T A	Y	Radio button, one-up vertical	Skip Logic Group Randomize		Role
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.	Otro (por favor especifique):	A	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group		Other_Role


ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista Higienista dental Asistente dental Médico Enfermera o enfermero Asistente médico/Profesional en enfermería ("Nurse Practitioner") Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.		B1	N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha...	Solicitado financiamiento del NIDCR? Recibido financiamiento del NIDCR? Ninguno de los anteriores		Y	Checkbox, one-up vertical	Skip Logic Group	mutually exclusive	Role_Funding
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?	Si No	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing) A través del enlace "español" del sitio del NIDCR en inglés Enlace desde otro sitio Publicaciones/productos Familiar, amigo, vecino, etc. No lo recuerdo Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.		B	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.		C	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino Femenino Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Gender
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 o más Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Age
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska Asiático Negro/afroamericano Hispano/latino Nativo de Hawái u otras islas del Pacífico Blanco Otro Prefero no contestar		Y	Checkbox, one-up vertical	mutually exclusive		Demographics: Race Ethnicity
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria Terminé la secundaria/GED Grado asociado ("Associate Degree") Licenciatura Estudios de maestría Estudios de doctorado (PhD, MD, DMD)		Y	Radio Button, one-up vertical			Demographics: Education

Model Name	NIDCR Desktop (SP)	Red- & Strike-Through: Delete	Brown: Changes by Nicole	
Model ID	cEHYF9stwh1UJINFQ0IBA4C	Underlined & Italicized: Re-order		
Partitioned	No	Pink: Addition		
Date	9/14/2016	Blue: Rework		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar) Información de salud (para pacientes, clientes) Encontrar un dentista o cuidado dental Estudios clínicos o estudios de investigación Datos y estadísticas Información sobre subvenciones y fuentes de financiamiento Noticias sobre ciencia Publicaciones Herramientas de investigación (como modelos animales, matrices de tejidos) Trabajos, becas, pasantías Educación continua (CDE, por su sigla en inglés) Herramientas de enseñanza (para instrucción de grados K-12) Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes) Misión/planes del NIDCR Otro (por favor especifique):	B B A	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
ESK7134Q002		A	¿Qué información estaba buscando?	Otro (por favor especifique):	A	N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente Boca seca o xerostomía Enfermedad de las encías Cáncer oral Articulaciones temporomandibulares (ATM) Caries dental Otro (por favor especifique):		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
ESK7134Q004		B1	¿Qué tema estaba buscando?	Otro (por favor especifique):	B1	N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí Parcialmente No	A A	Y	Radio button, one-up vertical	Skip Logic Group*		Find
ESK7134Q006		A	¿Qué información no pudo encontrar?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez Una vez cada 6 meses, o menos Una vez cada unos pocos meses Cada mes Cada semana Una vez al día o más	A A A A A	Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency
TAR0213368		A	¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?	Sí No	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*		Redesign Notice
TAR0213369		B	¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Look and Feel
TAR0213370		D	Es más fácil encontrar la información que quiero en el nuevo sitio.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Easier Find
TAR0213371		E	El nuevo sitio es mejor que el anterior.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé	1	Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Improvement
TAR0213373		1	¿Por qué cree que el nuevo sitio NO es mejor que el anterior?	No sé		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Not Improvement
TAR0213374		2	¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?	No sé		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Improvement
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud Familiar o amigo de una persona con un problema de salud Educador de salud Profesional de la salud Científico/investigador Dueño de negocio/empresario Analista de políticas Estudiante Maestro/profesor Otro (por favor especifique):	B D D, S D, T A	Y	Radio button, one-up vertical	Skip Logic Group Randomize		Role
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.	Otro (por favor especifique):	A	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group		Other_Role

ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista Higienista dental Asistente dental Médico Enfermera o enfermero Asistente médico/Profesional en enfermería ("Nurse Practitioner") Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.		B1	N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha...	Solicitado financiamiento del NIDCR? Recibido financiamiento del NIDCR? Ninguno de los anteriores		Y	Checkbox, one-up vertical	Skip Logic Group	mutually exclusive	Role_Funding
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?	Si No	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing) A través del enlace "español" del sitio del NIDCR en inglés Enlace desde otro sitio Publicaciones/productos Familiar, amigo, vecino, etc. No lo recuerdo Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.		B	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.		C	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino Femenino Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Gender
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 o más Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Age
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska Asiático Negro/afroamericano Hispano/latino Nativo de Hawái u otras islas del Pacífico Blanco Otro Prefero no contestar		Y	Checkbox, one-up vertical	mutually exclusive		Demographics: Race Ethnicity
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminó la secundaria Terminé la secundaria/GED Grado asociado ("Associate Degree") Estudios universitarios-Licenciatura Estudios de maestría Estudios de doctorado (PhD, MD, DMD)		Y	Radio Button, one-up vertical			Demographics: Education



Model Name	NIDCR Desktop	EN MID: BZypJRstfS8pYNcgQpiB0Q4C	Red & Strike-Through: Delete	Brown: Changes by Nicole	
Model ID	oQVZB5gtMIUAwEplhR8Bg4C		Underlined & Italicized: Re-order		
Partitioned	No		Pink: Addition		
Date	9/14/2016		Blue: Rework		


QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member) Health information (for patients, clients) Find a dentist or dental care Clinical trials or research studies Data and statistics Grants/funding information Science news Publications Research tools (e.g. animal models, tissue arrays) Jobs, fellowships, internships Continuing education (CDE) Teaching tools (for K-12 instruction) Teaching tools (for dental/medical professional or student instruction) NIDCR mission/plans Other (please specify):	B B             A	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth Dry mouth Gum disease Oral cancer TMJ (temporomandibular joints) Tooth decay Other (please specify):		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes Partially No		Y	Radio button, one-up vertical	Skip Logic Group*	Find
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
		A	Did you notice any changes to the NIDCR site during your visit today?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Redesign Notice
		B	Do you agree or disagree with the following statements about the new NIDCR site: New site's look and feel is visually pleasing.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Look and Feel
		D	New site makes it easier to find the information I want.	1=Strongly Disagree 2 3 4 5 6 7 8 9 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Easier Find
		E	New site is an improvement over the previous one.	1=Strongly Disagree 2 1 3 1 4 1 5 1 6 2 7 2 8 2 9 2 10=Strongly Agree Don't know		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Improvement
		1	Why you think the new site is NOT an improvement over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Not Improvement
		2	What aspects of the new site are improvements over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Improvement
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern Family member/friend of a person with a health concern Health educator Health care provider Scientist/Researcher Business owner/Entrepreneur	B D	Y	Radio button, one-up vertical	Skip Logic Group Randomize	Role

			Policy analyst Student Teacher/Professor Other (please specify):	D, S D, T A			Anchor Answer Choice Skip Logic Group	Other_Role
ESK7134Q010	A	Please describe your role in visiting the site.			N	Text area, no char limit		
ESK7134Q011	B	What type of health care provider are you?	Dentist Dental Hygienist Dental Assistant Physician Nurse Physician Assistant/Nurse Practitioner Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
ESK7134Q012	B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013	D	Have you ever...?	Applied for funding from NIDCR Received funding from NIDCR Neither of the above		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
ESK7134Q014	S	What type of student are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	mutually exclusive Skip Logic Group	Role_Student
ESK7134Q015	T	What type of teacher/professor are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
ESK7134Q016		Did you visit NIDCR's Spanish-language site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
ESK7134Q017	A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing) Followed Español link from English NIDCR website Link from another site Publications/products Family member, friend, neighbor, etc. I don't remember Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
ESK7134Q018	B	Please specify how you found out about this site.		B	N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019	A	What is your country/region of origin?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
ESK7134Q020	C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience	If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022		From where are you accessing this site?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
ESK7134Q023	B	Please specify from where you are accessing this site.		B	N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender	What is your gender?	Male Female Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Gender
ESK7134Q025		Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 or older Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Age
ESK7134Q026		What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
ESK7134Q027		What is your highest level of education?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate (PhD, MD, DMD)		Y	Radio Button, one-up vertical	mutually exclusive	Demographics: Education

Model Name	NIDCR Desktop (SP)	Red- & Strike-Through: Delete	Brown: Changes by Nicole	
Model ID	cEHYF9stwh1UJINFQ0IBA4C	Underlined & Italicized: Re-order		
Partitioned	No	Pink: Addition		
Date	9/14/2016	Blue: Rework		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar) Información de salud (para pacientes, clientes) Encontrar un dentista o cuidado dental Estudios clínicos o estudios de investigación Datos y estadísticas Información sobre subvenciones y fuentes de financiamiento Noticias sobre ciencia Publicaciones Herramientas de investigación (como modelos animales, matrices de tejidos) Trabajos, becas, pasantías Educación continua (CDE, por su sigla en inglés) Herramientas de enseñanza (para instrucción de grados K-12) Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes) Misión/planes del NIDCR Otro (por favor especifique):	B B A	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
ESK7134Q002		A	¿Qué información estaba buscando?	Otro (por favor especifique):	A	N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente Boca seca o xerostomía Enfermedad de las encías Cáncer oral Articulaciones temporomandibulares (ATM) Caries dental Otro (por favor especifique):		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
ESK7134Q004		B1	¿Qué tema estaba buscando?	Otro (por favor especifique):	B1	N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí Parcialmente No	A A	Y	Radio button, one-up vertical	Skip Logic Group*		Find
ESK7134Q006		A	¿Qué información no pudo encontrar?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?	No	A	N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez Una vez cada 6 meses, o menos Una vez cada unos pocos meses Cada mes Cada semana Una vez al día o más	A A A A A	Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency
		A	¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?	No	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*		Redesign Notice
		B	¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Look and Feel
		D	Es más fácil encontrar la información que quiero en el nuevo sitio.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Easier Find
		E	El nuevo sitio es mejor que el anterior.	1=Muy en desacuerdo 2 3 4 5 6 7 8 9 10=Muy de acuerdo No sé	1	Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Improvement
		1	¿Por qué cree que el nuevo sitio NO es mejor que el anterior?	No		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Not Improvement
		2	¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?	No		N	Text area, no char limit	Skip Logic Group*		OE_Redesign Improvement
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud Familiar o amigo de una persona con un problema de salud Educador de salud Profesional de la salud Científico/investigador Dueño de negocio/empresario Analista de políticas Estudiante Maestro/profesor Otro (por favor especifique):	B D D, S D, T A	Y	Radio button, one-up vertical	Skip Logic Group Randomize		Role
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.	Otro (por favor especifique):	A	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group		Other_Role

ESK7134Q011		<b>B</b>	¿Qué tipo de profesional de la salud es usted?	Dentista Higienista dental Asistente dental Médico Enfermera o enfermero Asistente médico/Profesional en enfermería ("Nurse Practitioner") Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
ESK7134Q012		<b>B1</b>	Por favor especifique qué tipo de profesional de la salud es usted.		<b>B1</b>	N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		<b>D</b>	¿Usted alguna vez ha...	Solicitado financiamiento del NIDCR? Recibido financiamiento del NIDCR? Ninguno de los anteriores		Y	Checkbox, one-up vertical	Skip Logic Group	mutually exclusive	Role_Funding
ESK7134Q014		<b>S</b>	¿Qué tipo de estudiante es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
ESK7134Q015		<b>T</b>	¿Qué tipo de maestro/profesor es usted?	Grados K-12 Instituto vocacional o escuela técnica Estudios universitarios Estudios de postgrado Profesional Otro		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?	Si No	<b>A</b>	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
ESK7134Q017		<b>A</b>	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing) A través del enlace "español" del sitio del NIDCR en inglés Enlace desde otro sitio Publicaciones/productos Familiar, amigo, vecino, etc. No lo recuerdo Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
ESK7134Q018		<b>B</b>	Por favor díganos cómo supo de este sitio.		<b>B</b>	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		<b>A</b>	¿Cuál es su país o región geográfica de origen?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
ESK7134Q020		<b>C</b>	Por favor especifique su país o región geográfica de origen.		<b>C</b>	N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos México Puerto Rico Centroamérica Sudamérica El Caribe Europa Otro (por favor especifique):		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
ESK7134Q023		<b>B</b>	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino Femenino Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Gender
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 o más Prefero no contestar		Y	Radio button, one-up vertical			Demographics: Age
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska Asiático Negro/afroamericano Hispano/latino Nativo de Hawái u otras islas del Pacífico Blanco Otro Prefero no contestar		Y	Checkbox, one-up vertical		mutually exclusive	Demographics: Race Ethnicity
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria Terminé la secundaria/GED Grado asociado ("Associate Degree") Estudios universitarios Estudios de maestría Estudios de doctorado (PhD, MD, DMD)		Y	Radio Button, one-up vertical			Demographics: Education

Model Name	NIDCR Desktop	EN MID: BZypJRstfS8pYNcgQpiB0Q4C	Red & Strike-Through: Delete	Brown: Changes by Nicole	
Model ID	oQVZB5gtMIUAwEplhR8Bg4C		Underlined & Italicized: Re-order		
Partitioned	No		Pink: Addition		
Date	9/14/2016		Blue: Rework		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member) Health information (for patients, clients) Find a dentist or dental care Clinical trials or research studies Data and statistics Grants/funding information Science news Publications Research tools (e.g. animal models, tissue arrays) Jobs, fellowships, internships Continuing education (CDE) Teaching tools (for K-12 instruction) Teaching tools (for dental/medical professional or student instruction) NIDCR mission/plans Other (please specify):	B B             A	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth Dry mouth Gum disease Oral cancer TMJ (temporomandibular joints) Tooth decay Other (please specify):		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes Partially No		Y	Radio button, one-up vertical	Skip Logic Group*	Find
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Radio button, one-up vertical		Visit Frequency
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern Family member/friend of a person with a health concern <del>Patient-advocate</del> Patient-advocate Health educator Health care provider Scientist/Researcher <del>NIDCR Council or committee member</del> NIDCR staff <del>Other government staff</del> Media <del>Business owner/Entrepreneur</del> Policy analyst Student Teacher/Professor Other (please specify):	B D             D, S D, T A	Y	Radio button, one-up vertical	Skip Logic Group Randomize             Anchor Answer Choice Skip Logic Group	Role
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist Dental Hygienist Dental Assistant Physician Nurse Physician Assistant/Nurse Practitioner Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR Received funding from NIDCR Neither of the above		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
ESK7134Q014		S	What type of student are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	Skip Logic Group mutually exclusive Skip Logic Group	Role_Student
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade Vocational/technical school Undergraduate Graduate Professional Other		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About

			Followed Español link from English NIDCR website Link from another site Publications/products Family member, friend, neighbor, etc. I don't remember Other (please specify):						
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019		A	What is your country/region of origin?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
ESK7134Q020		C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male Female Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Gender
ESK7134Q025			Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 or older Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Age
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer		Y	Checkbox, one-up vertical	mutually exclusive	Demographics: Race Ethnicity
ESK7134Q027			What is your highest level of education?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate (PhD, MD, DMD)		Y	Radio Button, one-up vertical		Demographics: Education