

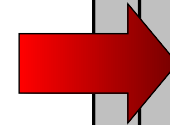
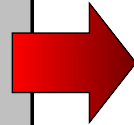
Model Instance Name:
 SAMHSA Main Site v3
 MID: 9FgNoVA0V5lo9hhcJxwtBQ4C
 Dat1/20/2021

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 blue + -->: REWORDING

SAMHSA Main Site v2

Model questions utilize the ACSI methodology to determine scores and impacts

MQ labels	ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	MQ labels
	Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction	
1 Navigation - Organized	Please rate how well the site is organized .	16 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Return
2 Navigation - Options	Please rate the options available for navigating this site.	17 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	
3 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for .	18 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	20 Recommend
	Site Performance (1=Poor, 10=Excellent, Don't Know)		
4 Site Performance - Loading	Please rate how quickly pages load on this site.		21 Primary Resource
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.		
6 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.		22 Trust - Best Interests
	Site Information (1=Poor, 10=Excellent, Don't Know)		23 Trust - Trustworthy
7 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.		24 Trust - Do Right
8 Site Information - Understandable	Please rate how understandable this site's information is.		
9 Site Information - Answers	Please rate how well the site's information provides answers to your questions .		
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		
10 Look and Feel - Appeal	Please rate the visual appeal of this site.		
11 Look and Feel - Balance	Please rate the balance of graphics and text on this site.		
12 Look and Feel - Readability	Please rate the readability of the pages on this site.		
	Information Browsing (1=Poor, 10=Excellent, Don't Know)		
13 Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.		
14 Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.		
15 Browsing - Features	Please rate how well the features on the site help you find the information you are looking for .		





FUTURE BEHAVIORS

Return (1=Very Unlikely, 10=Very Likely)

How likely are you to **return** to this site?

Recommend (1=Very Unlikely, 10=Very Likely)

How likely are you to **recommend** this site to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource** for obtaining information **about mental health and substance abuse issues**?

Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this agency to **act in my best interests**.

I consider this agency to be **trustworthy**.

This agency can be trusted to **do what is right**.

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SAMHSA Main Site v3 CUSTOM QUESTION LIST

QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KMJ6067Q001			What is your primary interest in Substance Abuse and Mental Health today?	Personal Professional Both Personal and Professional		Radio button, one-up vertical	Y
KMJ6067Q026	Role		What best describes your role :	General public Clinician/medical professional Consultant Educator/school teacher Program or service provider/worker Researcher Social Worker/counselor Student Other, please specify:	A	Drop down, select one	Y
KMJ6067Q027		A	Please specify your other role.			Text area, no char limit	N
KMJ6067Q028			What best describes your Organization type?	Behavioral health treatment facility Church/faith-based organization Client/patient homes Criminal justice/courts Health insurer Human resources/employee assistance program Individual or group private practice Managed care/insurance company office Military/veterans group Non-Profit/Community-Based Org/Coalition Non-residential/out-patient facility Public place/Interacting in community Residential/in-patient facility School/university Other, please specify:	A	Drop down, select one	Y
KMJ6067Q029		A	Please specify your organization.			Text area, no char limit	n
KMJ6067Q002			What area(s) of the site did you visit today? (Please select all that apply.)	Find Help & Treatment Topics Programs & Campaigns Grants Data About Us Publications Newsroom Other	A	Checkbox, one-up vertical	Y
KMJ6067Q003		A	Please specify the area of the site you visited today.			Text area, no char limit	N

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SAMHSA Main Site v3 CUSTOM QUESTION LIST

QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KMJ6067Q004	Primary Reason - Federal Government or Informational Non-Profit		What is the main reason(s) for your visit today? (Please select all that apply.)	Find a treatment program/facility or helpline numbers	A	Checkbox, one-up vertical	Y
				Find grant information			
				Find SAMHSA's contact information (phone number or email)			
				Get help for mental health and/or substance use disorders			
				Get information on SAMHSA's programs, campaigns, technical assistance centers, or resource centers			
				Get latest news, events, or press releases			
				Get online training or other learning resources (such as webinars)			
				Get survey/statistical data or data reports			
				Learn about SAMHSA, including SAMHSA's policies and priorities			
				Order publications			
				Research information by issues/topics, including how to prevent, treat, and recover from substance use disorders and mental illness			
			Other, please specify:				
KMJ6067Q005		A	Other reason			Text area, no char limit	N
KMJ6067Q006			Which of the following types of content would you like to see highlighted on SAMHSA's homepage? (Please select all that apply.)	Data reports or research studies (most recent or SAMHSA-featured)	A	Checkbox, one-up vertical	Y
				Funding and grant related information (most recent or SAMHSA-featured)			
				Helplines, such as those for suicide prevention, veterans, and disaster distress			
				Information about SAMHSA, such as strategic initiatives, priorities, and budget			
				News and upcoming events. Please specify:			
				Press releases or newsletters			
				Programs, campaigns, or initiatives (most recent or SAMHSA-featured)			
				Publications (most recent or SAMHSA-featured)			
				Topics (most visited or SAMHSA-featured)			
				Training and learning resources, such as webinars, videos, or audio recordings			
Treatment facility information for mental health or substance abuse	B						
Other, please specify:							
KMJ6067Q007		A	Please specify the news and upcoming events you would like to see highlighted.			Text area, no char limit	N
KMJ6067Q008		B	What other content would you like to see highlighted?			Text area, no char limit	N
KMJ6067Q009			Of the following types of content which one would you most like to see highlighted on SAMHSA's homepage?	Data reports or research studies (most recent or SAMHSA-featured)		Drop down, select one	Y
				Funding and grant related information (most recent or SAMHSA-featured)			

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SAMHSA Main Site v3 CUSTOM QUESTION LIST

QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
				Helplines, such as those for suicide prevention, veterans, and disaster distress Information about SAMHSA, such as strategic initiatives, priorities, and budget News and upcoming events Press releases or newsletters Programs, campaigns, or initiatives (most recent or SAMHSA-featured) Publications (most recent or SAMHSA-featured) Topics (most visited or SAMHSA-featured) Training and learning resources, such as webinars, videos, or audio recordings Treatment facility information for mental health or substance abuse Other, please specify:	A		
KMJ6067Q010		A	Please specify what you would most like to see highlighted.			Text area, no char limit	N
KMJ6067Q011			Did you find what you were looking for?	Yes No Partially	A A	Radio button, one-up vertical	Y
KMJ6067Q012		A	If you could not fully find what you were looking for, what was it?			Text area, no char limit	N
KMJ6067Q013			What method did you primarily use today to find your information?	Site's search feature Advanced search Top navigation bar Quick link in the pages Site map Just browsed the pages Other, please specify:	B B A	Radio button, one-up vertical	Y
KMJ6067Q014		A	Other method			Text area, no char limit	N
KMJ6067Q015		B	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	The search feature met my needs today. It was not clear to me how to use the search feature. I had issues with the search results I received. I had issues with sorting, filtering, advanced search, or lack of these options. I had a different issue with the search feature.	D E F	Checkbox, one-up vertical	Y
KMJ6067Q016		F	Please briefly describe the issue you faced with the search feature.			Text area, no char limit	N
KMJ6067Q017		E	Please describe the issue you faced with sorting, filtering or advanced search options.			Text area, no char limit	N
KMJ6067Q018		D	What were your issues with the search results? (Please select all that apply.)	Results were not relevant/not what I wanted. I could not see much difference between the listings/items. There was too little information in the results for me to decide which to choose.		Checkbox, one-up vertical	Y

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QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
				The visual display of the results (such as image use, font color, and font size) was not helpful. There were too many results. There were not enough results. There were NO results. I had a different issue with the search results.	I		
KMJ6067Q019		I	Please briefly describe the issue you faced with the search results.			Text area, no char limit	N
KMJ6067Q020			How would you describe your overall navigation/browsing experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site. Links often did not take me where I expected. Links are difficult to understand. The site has too many links/navigational options to choose from. I had technical difficulties (error messages, broken links, etc.). I could not navigate back to previous information. I had a navigation difficulty not listed above.	B B B B B A,B	Checkbox, one-up vertical	Y
KMJ6067Q021		A	Please specify the navigation difficulty you encountered.			Text area, no char limit	N
KMJ6067Q022		B	What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	N
KMJ6067Q023			What do you think of the overall site information? (Such as its ease of understanding, thoroughness, and presentation.)			Text area, no char limit	N
KMJ6067Q024	Accomplish		Did you accomplish what you wanted to on this site?	Yes No		Radio button, one-up vertical	Y
KMJ6067Q025	Visit Frequency		How frequently do you visit this site?	First time Daily Weekly Monthly Once every few months or less often		Drop down, select one	Y
KMJ6067Q030			Is there anything else that is not covered above, which you feel is important for us to know?			Text area, no char limit	N
			Do you use your mobile device to access SAMHSA.gov?	Yes No	A	Radio button, one-up vertical	Y
		A	Were you successful in viewing the content that you were seeking with your mobile device?	Yes No		Radio button, one-up vertical	Y
			What content were you unable to find through your mobile device?			Text area, no char limit	N
	a11_satisfaction		Please rate your level of agreement with the following statements about your experience on the website today. I am satisfied with the service I received from [CLIENT].			Radio button, scale, no don't know	N

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	a11_confidence		This interaction increased my confidence in [CLIENT].			Radio button, scale, no don't know	N
	a11_quality		My need was addressed.			Radio button, scale, no don't know	N
	a11_ease		It was easy to complete what I needed to do.			Radio button, scale, no don't know	N
	a11_efficiency		It took a reasonable amount of time to do what I needed to do.			Radio button, scale, no don't know	N
	a11_equity_digital		I was easily able to access the website on my device.			Radio button, scale, no don't know	N
	a11_helpful_digital		The website helped me do what I needed to do.			Radio button, scale, no don't know	N
KMJ6067Q031	Demographics: Gender		What is your gender ?	Female Male I prefer not to respond		Drop down, select one	N
KMJ6067Q032	Demographics: Age		Please select the category that includes your age .	17 and under 18 - 24 25 - 34 35 - 44		Drop down, select one	N

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				45 - 54 55 - 64 65 and over I prefer not to respond			
KMJ6067Q033			Which of the following best describes the highest level of education you have completed?	Current middle or high school student Did not complete high school High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree MD/PhD Prefer not to respond		Drop down, select one	N
NEL0121957			Are you living in a:	Urban area Rural area Don't know		Drop down, select one	N

Special Instructions	CQ Label
	Primary interest
Skip Logic Group	Role
Skip Logic Group	Other role
Skip Logic Group	Workplace
Skip Logic Group	Other workplace
Skip Logic Group	Area Visited
Skip Logic Group	OE_Area

Special Instructions	CQ Label
Skip Logic Group	Reason
Skip Logic Group	Other reason
Skip Logic Group	Homepage all
Skip Logic Group	Other homepage news
Skip Logic Group	Other homepage
Skip Logic Group	Homepage one

Special Instructions	CQ Label
Skip Logic Group	Other most highlighted
Skip Logic Group	Find info
Skip Logic Group	No info found
Skip Logic Group	Method
Skip Logic Group	Other method
Mutually Exclusive Skip Logic Group	Search Exp
Skip Logic Group	OE_Search Feature
Skip Logic Group	OE_Sort, Filter
Skip Logic Group	Search Results Issues

Special Instructions	CQ Label
Skip Logic Group	OE_Search Results
Mutually Exclusive Skip Logic Group	Nav Exp
Skip Logic Group	OE_Nav Diff
Skip Logic Group	OE_Nav Imp
	OE_Site Info
	Accomplish
	Frequency of visits
Skip Logic Group	Other workplace
Skip Logic Group	Mobile use
Skip Logic Group	Mobile success
Skip Logic Group	OE_Mobile non-success
	A11 Satisfaction

Special Instructions	CQ Label
	A11 Confidence
	A11 Quality
	A11 Ease
	A11 Efficiency
	A11 Equity Digital
	A11 Helpful Digital
	Gender
	Age

Special Instructions	CQ Label
	Education
	Living area

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QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
KMJ6067Q001			What is your primary interest in Substance Abuse and Mental Health today?	Personal Professional Both Personal and Professional		Radio button, one-up vertical	Y
KMJ6067Q026	Role		<u>What best describes your role:</u>	General public Clinician/medical professional Consultant Educator/school teacher Program or service provider/worker Researcher Social Worker/counselor Student Other, please specify:	A	Drop down, select one	Y
KMJ6067Q027		A	Please specify your other role.			Text area, no char limit	N
KMJ6067Q028			<u>What best describes your Organization type?</u>	Behavioral health treatment facility Church/faith-based organization Client/patient homes Criminal justice/courts Government office Health insurer Human resources/employee assistance program Individual or group private practice Managed care/insurance company office Military/veterans group Non-Profit/Community-Based Org/Coalition Non-residential/out-patient facility Other corporate office Public place/Interacting in community Residential/in-patient facility School/university Other, please specify:	A	Drop down, select one	Y
KMJ6067Q029		A	<u>Please specify your organization.</u>			Text area, no char limit	n
KMJ6067Q002			What area(s) of the site did you visit today? (Please select all that apply.)	Find Help & Treatment Topics Programs & and Campaigns Grants Data About Us Publications Newsroom Strategic Initiative Pages Priorities Other	A	Checkbox, one-up vertical	Y

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SAMHSA Main Site v3 CUSTOM QUESTION LIST

QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
				Funding and grant related information (most recent or SAMHSA-featured)			
				Helplines, such as those for suicide prevention, veterans, and disaster distress			
				Information about SAMHSA, such as strategic initiatives, priorities, and budget			
				News and upcoming events			
				Press releases or newsletters			
				Programs, campaigns, or initiatives (most recent or SAMHSA-featured)			
				Publications (most recent or SAMHSA-featured)			
				Topics (most visited or SAMHSA-featured)			
				Training and learning resources, such as webinars, videos, or audio recordings			
				Treatment facility information for mental health or substance abuse			
				Other, please specify:	A		
KMJ6067Q010		A	Please specify what you would most like to see highlighted.			Text area, no char limit	N
KMJ6067Q011			Did you find what you were looking for?	Yes		Radio button, one-up vertical	Y
				No	A		
				Partially	A		
KMJ6067Q012		A	If you could not fully find what you were looking for, what was it?			Text area, no char limit	N
KMJ6067Q013			What method did you primarily use today to find your information?	Site's search feature	B	Radio button, one-up vertical	Y
				Advanced search	B		
				Top navigation bar			
				Quick link in the pages			
				Site map			
				Just browsed the pages			
				Other, please specify:	A		
KMJ6067Q014		A	Other method			Text area, no char limit	N
KMJ6067Q015		B	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	The search feature met my needs today.		Checkbox, one-up vertical	Y
				It was not clear to me how to use the search feature.	D		
				I had issues with the search results I received.	E		
				I had issues with sorting, filtering, advanced search, or lack of these options.			
				I had a different issue with the search feature.	F		
KMJ6067Q016		F	Please briefly describe the issue you faced with the search feature.			Text area, no char limit	N
KMJ6067Q017		E	Please describe the issue you faced with sorting, filtering or advanced search options.			Text area, no char limit	N
KMJ6067Q018		D	What were your issues with the search results? (Please select all that apply.)	Results were not relevant/not what I wanted.		Checkbox, one-up vertical	Y
				I could not see much difference between the listings/items.			

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QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
				There was too little information in the results for me to decide which to choose. The visual display of the results (such as image use, font color, and font size) was not helpful. There were too many results. There were not enough results. There were NO results. I had a different issue with the search results.	I		
KMJ6067Q019		I	Please briefly describe the issue you faced with the search results.			Text area, no char limit	N
KMJ6067Q020			How would you describe your overall navigation/browsing experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site. Links often did not take me where I expected. Links are difficult to understand. The site has too many links/navigational options to choose from. I had technical difficulties (error messages, broken links, etc.). I could not navigate back to previous information. I had a navigation difficulty not listed above.	B B B B B A,B	Checkbox, one-up vertical	Y
KMJ6067Q021		A	Please specify the navigation difficulty you encountered.			Text area, no char limit	N
KMJ6067Q022		B	What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	N
KMJ6067Q023			What do you think of the overall site information? (Such as its ease of understanding, thoroughness, and presentation.)			Text area, no char limit	N
KMJ6067Q024	Accomplish		Did you accomplish what you wanted to on this site?	Yes No		Radio button, one-up vertical	Y
KMJ6067Q025	Visit Frequency		How frequently do you visit this site?	First time Daily Weekly Monthly Once every few months or less often Once every 6 months or less		Drop down, select one	Y
KMJ6067Q030			Is there anything else that is not covered above, which you feel is important for us to know?			Text area, no char limit	N
KMJ6067Q031	Demographics: Gender		What is your gender?	Female Male I prefer not to respond		Drop down, select one	N
KMJ6067Q032	Demographics: Age		Please select the category that includes your age.	17 and under 18 - 24 25 - 34 35 - 44 45 - 54		Drop down, select one	N

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QID (Group ID)	QUESTION META TAG	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Required Y/N
				55 - 64 65 and over I prefer not to respond			
KMJ6067Q033			Which of the following best describes the highest level of education you have completed?	Current middle or high school student Did not complete high school High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree MD/PhD Prefer not to respond		Drop down, select one	N
			Are you living in a:	Urban area Rural area Don't know		Drop down, select one	N
KMJ6067Q034	Demographics: Income		Which category includes your household income?	Under \$25,000 \$25,000-\$49,999 \$50,000-\$74,999 \$75,000-\$99,999 \$100,000-\$124,999 \$125,000-\$149,999		Radio button, one-up vertical	N

Special Instructions	CQ Label
	Primary interest
Skip Logic Group	Role
Skip Logic Group	Other role
<i>Skip Logic Group</i>	<i>Workplace</i>
<i>Skip Logic Group</i>	
Skip Logic Group	Area Visited

Special Instructions	CQ Label
Skip Logic Group	OE_Area
Skip Logic Group	Reason
Skip Logic Group	Other reason
Skip Logic Group	Homepage all
Skip Logic Group	Other homepage news
Skip Logic Group	Other homepage
Skip Logic Group	Homepage one

Special Instructions	CQ Label
Skip Logic Group	Other most highlighted
Skip Logic Group	Find info
Skip Logic Group	No info found
Skip Logic Group	Method
Skip Logic Group	Other method
Mutually Exclusive Skip Logic Group	Search Exp
Skip Logic Group	OE_Search Feature
Skip Logic Group	OE_Sort, Filter
Skip Logic Group	Search Results Issues

Special Instructions	CQ Label
Skip Logic Group	OE_Search Results
Mutually Exclusive Skip Logic Group	Nav Exp
Skip Logic Group	OE_Nav Diff
Skip Logic Group	OE_Nav Imp
	OE_Site Info
	Accomplish
	Frequency of visits
Skip Logic Group	Other workplace
	Gender
	Age

Special Instructions	CQ Label
	Education
	Living area
	Income

Model Instance Name:
SAMHSA Main Site v2
MID: 4d9YNFIQEM5I5F8tdJAdoA4C
Date

8/6/2015

SAMHS

QID (Group ID)	Skip Logic Label	Question Text
MAC1724		What is your primary interest in Substance Abuse and Mental Health today:
MAC1725		What area(s) of the site did you visit today? (Please select all that apply.)
HAR0072127	A	Please specify the area of the site you visited today.
MAC1726		What is the main reason(s) for your visit today? (Please select all that apply.)

MAC1727	A	Other reason
		Which of the following types of content would you like to see highlighted on SAMHSA's homepage? (Select all that apply.)
	A	Please specify the news and upcoming events you would like to see highlighted.
	B	What other content would you like to see highlighted.?
		Of the following types of content which one would you most like to see highlighted on SAMHSA's homepage?

	A	Please specify what you would most like to see highlighted.
MAC1730		Did you find what you were looking for?
MAC1731	A	If you could not fully find what you were looking for, what was it?
MAC1728		What method did you primarily use today to find your information?
MAC1729	A	Other method
HAR0072128	B	Please tell us about your experience with the site's search feature today. (Please select all that apply.)
HAR0072132	F	Please briefly describe the issue you faced with the search feature.
HAR0072133	E	Please describe the issue you faced with sorting, filtering or advanced search option.
HAR0072134	D	What were your issues with the search results? (Please select all that apply.)

HAR0072135	I	Please briefly describe the issue you faced with the search results.
HAR0072136		How would you describe your overall navigation / browsing experience on this site today? (Please select all that apply.)
HAR0072137	A	Please specify the navigation difficulty you encountered.
HAR0072138	B	What specific ways can we improve your experience navigating/browsing on this site?
HAR0072139		What do you think of the overall site information? (Such as its ease of understanding, thoroughness, and presentation.)
		Did you accomplish what you wanted to on this site?
MAC1734		How frequently do you visit this site?
MAC1735		What best describes your role :

MAC1736	A	Please specify your other role.
MAC1737		What best describes your current workplace :
MAC1738	A	Please specify your other workplace.
MAC1740		Is there anything else that is not covered above, which you feel is important for us to know?
MAC1741		What is your gender ?
MAC1742		Please select the category that includes your age .

MAC1743		Which of the following best describes the highest level of education you have completed?
		Which category includes your household income?
MAC1744		How do you describe your ethnicity ?
MAC1745		How do you describe your race ?



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SA Main Site v2 CUSTOM QUESTION LIST

	Answer Choices (limited to 50 characters)	Skip to
MAC1724 A01	Personal	
MAC1724 A02	Professional	
	Both Personal and Professional	
MAC1725 01	Grants	A
MAC1725 02	Publications	
MAC1725 03	Data	
MAC1725 04	Newsroom	
MAC1725 05	Topics	
MAC1725 06	About Us	
MAC1725 08	Strategic Initiative Pages	
	Find Help	
	Programs and Campaigns	
MAC1725 09	Priorities	
	Other	
MAC1726 A01	<u>Find a treatment program/facility or helpline numbers</u>	
MAC1726 A02	<u>Find grant information</u>	
MAC1726 A03	<u>Find SAMHSA's contact information (phone number or email)</u>	
	<u>Get help for mental health and/or substance use disorders</u>	
MAC1726 A04	<u>Get information on SAMHSA's programs, campaigns, technical assistance centers, or resource centers</u>	
MAC1726 A05	<u>Get latest news, events, or press releases</u>	
MAC1726 A06	<u>Get online training or other learning resources (such as webinars)</u>	
MAC1726 A07	<u>Get survey / statistical data or data reports</u>	
MAC1726 A08	<u>Learn about SAMHSA, including SAMHSA's policies and priorities</u>	

MAC1726 A09	<u>Order publications</u>	
MAC1726 A10	<u>Research information by issues/topics, including how to prevent, treat, and recover from substance use disorders and mental illness</u>	
	Get Information on the Prevention of Substance Abuse and Mental Illness	
	Find information related to Health Reform	
	Look up events & exhibits	
	Listen to Podcasts or Audio	
	Watch Vodcasts or Video	
MAC1726 A15	Other, please specify:	A
	Data reports or research studies (most recent or SAMHSA-featured)	
	Funding and grant related information (most recent or SAMHSA-featured)	
	Helplines, such as those for suicide prevention, veterans, and disaster distress	
	Information about SAMHSA, such as strategic initiatives, priorities, and budget	
	News and upcoming events. Please specify:	A
	Press releases or newsletters	
	Programs, campaigns, or initiatives (most recent or SAMHSA-featured)	
	Publications (most recent or SAMHSA-featured)	
	Topics (most visited or SAMHSA-featured)	
	Training and learning resources, such as webinars, videos, or audio recordings	
	Treatment facility information for mental health or substance abuse	
	Other: Please specify:	B
	Data reports or research studies (most recent or SAMHSA-featured)	
	Funding and grant related information (most recent or SAMHSA-featured)	
	Helplines, such as those for suicide prevention, veterans, and disaster distress	
	Information about SAMHSA, such as strategic initiatives, priorities, and budget	
	News and upcoming events	
	Press releases or newsletters	
	Programs, campaigns, or initiatives (most recent or SAMHSA-featured)	
	Publications (most recent or SAMHSA-featured)	

	<p>Topics (most visited or SAMHSA-featured)</p> <p>Training and learning resources, such as webinars, videos, or audio recordings</p> <p>Treatment facility information for mental health or substance abuse</p> <p>Other: Please specify:</p>	A
MAC1730 A01	Yes	A
MAC1730 A02	No	
MAC1730 A03	Partially	
MAC1728 A01	Site's search feature	B
MAC1728 A02	Advanced search	B
MAC1728 A03	Top navigation bar	A
MAC1728 A04	Quick link in the pages	
MAC1728 A05	Site map	
MAC1728 A06	Just browsed the pages	
MAC1728 A07	Other, please specify:	A
	The search feature met my needs today.	D E F
	It was not clear to me how to use the search feature.	
	I had issues with the search results I received.	
	I had issues with sorting, filtering, advanced search, or lack of these options.	
	I had a different issue with the search feature.	
	Results were not relevant/not what I wanted.	

	<p>I could not see much difference between the listings/items.</p> <p>There was too little information in the results for me to decide which to choose.</p> <p>The visual display of the results (such as image use, font color, and font size) was not helpful.</p> <p>There were too many results.</p> <p>There were not enough results.</p> <p>There were NO results.</p> <p>I had a different issue with the search results.</p>	I
	<p>I had no difficulty navigating/browsing on this site.</p> <p>Links often did not take me where I expected.</p> <p>Links are difficult to understand.</p> <p>The site has too many links/navigational options to choose from.</p> <p>I had technical difficulties (error messages, broken links, etc.)</p> <p>I could not navigate back to previous information.</p> <p>I had a navigation difficulty not listed above.</p>	<p>B</p> <p>B</p> <p>B</p> <p>B</p> <p>B</p> <p>A,B</p>
	Yes	
	No	
MAC1734 A01	First time	
MAC1734 A02	Daily	
	About once a week	
	About once a month	
	Every few months or less often	
MAC1734 A03	Weekly	
MAC1734 A04	Monthly	
	Once every few months	
MAC1734 A05	Once every 6 months or less	
MAC1735 A01	General public	
MAC1735 A02	Clinician/medical professional	

MAC1735 A03	Consultant	A
MAC1735 A04	Educator/school teacher	
MAC1735 A05	Program or service provider/worker	
MAC1735 A06	Researcher	
MAC1735 A07	Social Worker/counselor	
MAC1735 A08	Student	
MAC1735 A09	Other, please specify:	
MAC1737 A01	Church/faith-based organization	A
MAC1737 A02	Client/patient homes	
MAC1737 A03	Government office	
MAC1737 A04	Individual or group private practice	
MAC1737 A05	Managed care/insurance company office	
MAC1737 A06	Non-Profit/Community-Based Org/Coalition	
MAC1737 A07	Non-residential/out-patient facility	
MAC1737 A08	Other corporate office	
MAC1737 A09	Public place/Interacting in community	
MAC1737 A10	Residential/in-patient facility	
MAC1737 A11	School/university	
MAC1737 A12	Other, please specify:	
MAC1741 A01	Female	
MAC1741 A02	Male	
MAC1741 A03	I prefer not to respond	
MAC1742 A01	17 and under	

MAC1742 A02	18 - 24	
MAC1742 A03	25 - 34	
MAC1742 A04	35 - 44	
MAC1742 A05	45 - 54	
MAC1742 A06	55 - 64	
MAC1742 A07	65 and over	
MAC1742 A08	I prefer not to respond	
MAC1743 A01	Current middle or high school student	
MAC1743 A02	Did not complete high school	
MAC1743 A03	High school graduate	
MAC1743 A04	Some college/vocational school	
MAC1743 A05	College graduate	
MAC1743 A06	Some postgraduate school	
MAC1743 A07	Graduate/professional degree	
MAC1743 A08	MD/PhD	
MAC1743 A09	Prefer not to respond	
	Under \$25,000	
	\$25,000 - \$49,999	
	\$50,000 - \$74,999	
	\$75,000 - \$99,999	
	\$100,000 - \$124,999	
	\$125,000 - \$149,999	
	\$150,000 or more	
	Prefer not to respond	
MAC1744 A01	Hispanic	
MAC1744 A02	Non-Hispanic	
MAC1744 A03	I prefer not to respond	
MAC1745 A01	American Indian or Alaska Native	
MAC1745 A02	Asian or Pacific Islander	
MAC1745 A03	African American or Black	
MAC1745 A04	White	
MAC1745 A05	Other	

MAC1745 A06	I prefer not to respond
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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y		Primary interest
Checkbox, one-up vertical	M	Y	Skip Logic Group	Area Visited
Text area, no char limit		N	Skip Logic Group	OE_Area
Checkbox, one-up vertical	M	Y	Skip Logic Group	Reason

Text area, no char limit		N	Skip Logic Group	Other reason
Checkbox, one-up vertical	M	Y	Skip Logic Group	Homepage all
Text area, no char limit		N		Other homepage news
Text area, no char limit		N		Other homepage
Drop down, select one	S	Y		Homepage one

Text area, no char limit		N		Other most highlighted
Radio button, one-up vertical	S	Y	Skip Logic Group	Find info
Text area, no char limit		N	Skip Logic Group	No info found
Radio button, one-up vertical	S	Y	Skip Logic Group	Method
Text area, no char limit		N	Skip Logic Group	Other method
Checkbox, one-up vertical	M	Y	Skip Logic Group Mutually Exclusive	Search Exp
Text area, no char limit		N	Skip Logic Group	OE_Search Feature
Text area, no char limit		N	Skip Logic Group	OE_Sort, Filter
Checkbox, one-up vertical	M	Y	Skip Logic Group	Search Results Issues

			Mutually Exclusive	
Text area, no char limit		N	Skip Logic Group	OE_Search Results
Checkbox, one-up vertical	M	Y	Skip Logic Group	Nav Exp
Text area, no char limit		N	Skip Logic Group	OE_Nav Diff
Text area, no char limit		N	Skip Logic Group	OE_Nav Imp
Text area, no char limit		N		OE_Site Info
Radio button, one-up vertical	S	Y		Accomplish
Drop down, select one	S	Y		Frequenc y of visits
Drop down, select one	S	Y	Skip Logic Group	Role

Text area, no char limit		N	Skip Logic Group	Other role
Drop down, select one	S	Y	Skip Logic Group	Workplace
Text area, no char limit		N	Skip Logic Group	Other workplace
Text area, no char limit		N		Improvement
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age

Drop down, select one	S	N		Education
Radio button, one-up vertical	S	N		Income
Drop down, select one	S	N		Ethnicity
Drop down, select one	S	N		Race



Model Instance Name:
 SAMHSA Main Site v2
 MID: 9FgNoVA0V5lo9hhcJxwtBQ4C
 Date: 7/30/2013

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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MAC1724		What is your primary interest in Substance Abuse and Mental Health today:	Personal Professional Both Personal and Professional		Radio button, one-up vertical	S
MAC1725		What area(s) of the site did you visit today? (Please select all that apply.)	Grants Publications Data Newsroom Topics About Us Contact Us Strategic Initiative Pages Find Help Programs and Campaigns Priorities Other		Checkbox, one-up vertical	M
	A	Please specify the area of the site you visited today.			Text area, no char limit	
MAC1726		Which of the following is the reason for your current visit to the website? What is the main reason(s) for your visit today? (Please select all that apply.)	Find Grant Information Research information by issues/topics Order publications Get latest news/press releases Get Survey or Statistical Data Learn about SAMHSA Get Information on the Prevention of Substance Abuse and Mental Illness Learn about SAMHSA's Policies and Priorities Find information related to Health Reform Get help for mental health problems Get help for substance use issues Find a treatment program/facility Look up events & exhibits Find phone/email contact information Listen to Podcasts or Audio Watch Vodcasts or Video Other, please specify:	A	Checkbox, one-up vertical	M
MAC1727	A	Other reason			Text area, no char limit	
MAC1730		Did you find what you were looking for?	Yes No Partially Still looking	A A A	Radio button, one-up vertical	S
MAC1731	A	If you could not fully find what you were looking for, what was it?			Text area, no char limit	
MAC1728		What method did you primarily use today to find your information?	Site's search feature Advanced search Top navigation bar Quick link in the pages	B B	Radio button, one-up vertical	S

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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Site map Just browsed the pages Other, please specify.	A		
MAC1729	A	Other method			Text area, no char limit	
	B	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	The search feature met my needs today. It was not clear to me how to use the search feature. I had issues with the search results I received. I had issues with sorting, filtering, advanced search, or lack of these options. I had a different issue with the search feature.	D E F	Radio button, one-up vertical	M
	F	Please briefly describe the issue you faced with the search feature.			Text area, no char limit	
	E	Please describe the issue you faced with sorting, filtering or advanced search option.			Text area, no char limit	
	D	What were your issues with the search results? (Please select all that apply.)	Results were not relevant/not what I wanted. I could not see much difference between the listings/items. There was too little information in the results for me to decide which to choose. The visual display of the results (such as image use, font color, and font size) was not helpful. There were too many results. There were not enough results. There were NO results. I had a different issue with the search results.	I	Radio button, one-up vertical	M
	I	Please briefly describe the issue you faced with the search results.			Text area, no char limit	
		How would you describe your overall navigation / browsing experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site. Links often did not take me where I expected. Links are difficult to understand. The site has too many links/navigational options to choose from. I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information. I had a navigation difficulty not listed above.	B B B B B A,B	Radio button, one-up vertical	M
	A	Please specify the navigation difficulty you encountered.			Text area, no char limit	
	B	What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit	
		What do you think of the overall site information? (Such as its ease of understanding, thoroughness, and presentation.)			Text area, no char limit	
MAC1732		How do you mostly interact with this site?	Bookmark or tag pages-		Radio button, one-up vertical	S

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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Adding a widget or gadget to my personalized page By adding comments, ratings, or reviews- Contributing to wikis Following a microblog In social networks- In virtual worlds- Listening to Podcasts or audio None Reading blogs Receiving newsletters/email updates Subscribing to RSS feeds Watching Vodcasts or video Other, please specify:	A		
MAC1733	A	Other interaction			Text area, no char limit	
MAC1734		How frequently do you visit this site?	First time Daily About once a week About once a month Every few months or less often		Drop down, select one	S
MAC1735		What best describes your role:	General public Clinician/medical professional Consultant Educator/school teacher Program or service provider/worker Researcher Social Worker/counselor Student Other, please specify:	A	Drop down, select one	S
MAC1736	A	Please specify your other role.			Text area, no char limit	
MAC1737		What best describes your current workplace:	Church/faith-based organization Client/patient homes Government office Individual or group private practice Managed care/insurance company office Non-Profit/Community-Based Org/Coalition Non-residential/out-patient facility Other corporate office Public place/Interacting in community Residential/in-patient facility School/university Other, please specify:	A	Drop down, select one	S
MAC1738	A	Please specify your other workplace.			Text area, no char limit	
MAC1739		What services could this agency provide to better serve you?			Text area, no char limit	
MAC1740		If you could improve one thing about this site, what would it be? Is there anything else that is not covered above, which you feel is important for us to know?			Text area, no char limit	
MAC1741		What is your gender?	Female Male I prefer not to respond		Drop down, select one	S
MAC1742		Please select the category that includes your age.	17 and under		Drop down, select one	S

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SAMHSA Main Site v2 CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond			
MAC1743		Which of the following best describes the highest level of education you have completed?	Current middle or high school student Did not complete high school High school graduate Some college/vocational school College graduate Some postgraduate school Graduate/professional degree MD/PhD Prefer not to respond		Drop down, select one	S
MAC1744		How do you describe your ethnicity ?	Hispanic Non-Hispanic I prefer not to respond		Drop down, select one	S
MAC1745		How do you describe your race ?	American Indian or Alaska Native Asian or Pacific Islander African American or Black White Other I prefer not to respond		Drop down, select one	S

Required Y/N	Special Instructions	CQ Label
Y		Primary interest
Y	Skip Logic Group	Area Visited
N	Skip Logic Group	OE_Area
Y	Skip Logic Group	Reason
N	Skip Logic Group	Other reason
Y	Skip Logic Group	Find info
N	Skip Logic Group	No info found
Y		<i>Method</i>

Required Y/N	Special Instructions	CQ Label
N		<i>Other method</i>
Y	Skip Logic Group	Search Exp
	Mutually Exclusive	
N	Skip Logic Group	OE_Search Feature
N	Skip Logic Group	OE_Sort, Filter
Y	Skip Logic Group	Search Results Issues
N	Skip Logic Group	OE_Search Results
Y	Skip Logic Group	Nav Exp
N	Skip Logic Group	OE_Nav Diff
N	Skip Logic Group	OE_Nav Imp
N		OE_Site Info
Y		Interaction with site

Required Y/N	Special Instructions	CQ Label
N		Other site-interaction
Y		Frequency of visits
Y		Role
N		Other role
Y		Workplace
N		Other workplace
N		Other services wanted
N		Improvement
N		Gender
N		Age

Required Y/N	Special Instructions	CQ Label
N		Education
N		Ethnicity
N		Race