One to six questions such as (but not limited to) the following will be presented to a website visitor:

1. Did you find what you were looking for? [choose one]
   1. Yes
   2. No
   3. Partially

If b. or c. is selected, follow up will be:

* 1. Please tell us more [open ended]

1. What specific information were you looking for? [open ended]
2. What is your main reason for visiting our site today? [choose one or more] To find information about:
   1. Alcohol’s effects on health
   2. Treatment for alcohol problems
   3. Latest research findings
   4. Materials for patients
   5. Research funding opportunities
   6. Training or career opportunities at NIAAA
   7. NIAAA news and/or events
   8. Other

If h. is selected, follow up will be:

* 1. Please specify [open ended]

1. How easy was it to find what you were looking for on this site? [choose one]
   1. Very easy
   2. Somewhat easy
   3. Neither easy nor difficult
   4. Somewhat difficult
   5. Very difficult

If d. or e. is selected, follow up will be:

* 1. Please tell us more [open ended]

1. How easy is it to understand the information on this page? [choose one]
   1. Very easy
   2. Somewhat easy
   3. Neither easy nor difficult
   4. Somewhat difficult (please specify)
   5. Very difficult (please specify)

If d. or e. is selected, follow up will be:

* 1. Please tell us more [open ended]

1. When you are looking at(for?) health information online, which of these formats is helpful

to you? (choose one or more)

* 1. Infographics (pictures that include text and data)
  2. Illustrations or photographs
  3. Text (for example, fact sheets or handouts)
  4. Graphs and charts
  5. Videos
  6. Other

If f. is selected, follow up will be:

* 1. Please specify [open ended]

1. How can we improve [this website / these search results / this page]? [open ended]
2. Was this page helpful? [choose one]
   1. Yes
   2. No

If b. is selected, follow up will be:

* 1. Why wasn’t this page helpful?

1. How helpful was [this page / this website / these search results]? [rating scale]
2. How likely are you to return to this site? [rating scale]
3. How likely is it that you would recommend our site to a friend, family member, or colleague? [rating scale]
4. For whom are you seeking information today? [choose one]
   1. Myself
   2. A family member or friend
   3. A patient or client
   4. No one in particular; I'm just curious
5. What is your role? [open ended]
6. What best describes you? (Please choose the best option.) [choose one]
   1. Educator
   2. Healthcare professional
   3. Help seeker
   4. Journalist
   5. Scientist
   6. Student
   7. General public
   8. Other

If h. is selected, follow up will be:

* 1. Please specify [open ended]

1. What is your highest level of education completed? [choose one]
   1. Less than high school
   2. High school/GED
   3. Some college
   4. 2-year degree
   5. 4-year degree
   6. Master's degree
   7. Doctorate
   8. Professional certificate or other degree
2. How frequently do you visit this site? [choose one]
   1. This is my first visit
   2. Once or twice a year
   3. About once a month
   4. About once a week
   5. Daily or more than once per day
3. How did you find out about [this website / this resource / NIAAA / the Treatment Navigator]? [choose one]
   1. From a search engine (i.e., Google, Bing, etc.)
   2. From another website
   3. From a friend or family member
   4. From my healthcare provider
   5. From a colleague
   6. Other

If f. is selected, follow up will be:

* 1. Please specify [open ended]

1. Why did you choose [NIAAA / Treatment Navigator / etc.] today? [choose one]
   1. When I saw the page in my search results, it looked like it would answer my question.
   2. It was a top result in the search engine I used.
   3. It was recommended to me by someone I know.
   4. It’s a source I’ve used in the past.
   5. Other

If e. is selected, follow up will be:

* 1. Please specify [open ended]