

**NIAAA Website Survey for Website Satisfaction Rating**  
**OMB#: 0925-0648 Exp. Date: 05/31/2021**

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]
  - a. Yes
  - b. No
  - c. PartiallyIf b. or c. is selected, follow up will be:
  - d. Please tell us more [open ended]
  
2. What specific information were you looking for? [open ended]
  
3. What is your main reason for visiting our site today? [choose one or more] To find information about:
  - a. Alcohol's effects on health
  - b. Treatment for alcohol problems
  - c. Latest research findings
  - d. Materials for patients
  - e. Research funding opportunities
  - f. Training or career opportunities at NIAAA
  - g. NIAAA news and/or events
  - h. OtherIf h. is selected, follow up will be:
  - i. Please specify [open ended]
  
4. How easy was it to find what you were looking for on this site? [choose one]
  - a. Very easy
  - b. Somewhat easy
  - c. Neither easy nor difficult
  - d. Somewhat difficult
  - e. Very difficultIf d. or e. is selected, follow up will be:
  - f. Please tell us more [open ended]
  
5. How easy is it to understand the information on this page? [choose one]
  - a. Very easy
  - b. Somewhat easy
  - c. Neither easy nor difficult
  - d. Somewhat difficult (please specify)
  - e. Very difficult (please specify)If d. or e. is selected, follow up will be:
  - f. Please tell us more [open ended]
  
6. When you are looking at(for?) health information online, which of these formats is helpful to you? (choose one or more)
  - a. Infographics (pictures that include text and data)

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- b. Illustrations or photographs
  - c. Text (for example, fact sheets or handouts)
  - d. Graphs and charts
  - e. Videos
  - f. Other
- If f. is selected, follow up will be:
- g. Please specify [open ended]
7. How can we improve [this website / these search results / this page]? [open ended]
8. Was this page helpful? [choose one]
- a. Yes
  - b. No
- If b. is selected, follow up will be:
- c. Why wasn't this page helpful?
9. How helpful was [this page / this website / these search results]? [rating scale]
10. How likely are you to return to this site? [rating scale]
11. How likely is it that you would recommend our site to a friend, family member, or colleague?  
[rating scale]
12. For whom are you seeking information today? [choose one]
- a. Myself
  - b. A family member or friend
  - c. A patient or client
  - d. No one in particular; I'm just curious
13. What is your role? [open ended]
14. What best describes you? (Please choose the best option.) [choose one]
- a. Educator
  - b. Healthcare professional
  - c. Help seeker
  - d. Journalist
  - e. Scientist
  - f. Student
  - g. General public
  - h. Other
- If h. is selected, follow up will be:
- i. Please specify [open ended]
15. What is your highest level of education completed? [choose one]
- a. Less than high school

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- b. High school/GED
  - c. Some college
  - d. 2-year degree
  - e. 4-year degree
  - f. Master's degree
  - g. Doctorate
  - h. Professional certificate or other degree
16. How frequently do you visit this site? [choose one]
- a. This is my first visit
  - b. Once or twice a year
  - c. About once a month
  - d. About once a week
  - e. Daily or more than once per day
17. How did you find out about [this website / this resource / NIAAA / the Treatment Navigator]? [choose one]
- a. From a search engine (i.e., Google, Bing, etc.)
  - b. From another website
  - c. From a friend or family member
  - d. From my healthcare provider
  - e. From a colleague
  - f. Other
- If f. is selected, follow up will be:
- g. Please specify [open ended]
18. Why did you choose [NIAAA / Treatment Navigator / etc.] today? [choose one]
- a. When I saw the page in my search results, it looked like it would answer my question.
  - b. It was a top result in the search engine I used.
  - c. It was recommended to me by someone I know.
  - d. It's a source I've used in the past.
  - e. Other
- If e. is selected, follow up will be:
- f. Please specify [open ended]