

Model Name	NIH-OAR HIVinfo Digital Survey	Red & Strike-Through: Delete	
Model ID		<u>Underlined &amp; Italicized</u> : Re-order	
Partitioned	No	Pink: Addition	
Date	12/14/2021	Blue: Reword	
Model Version	17.3.Y		

Label	Model Questions		Model Questions - SP
1 Satisfaction - Overall	<b>Satisfaction</b>		
	What is your <b>overall satisfaction</b> with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>		
	2 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1=Falls Short, 10=Exceeds)</i>	
3 Satisfaction - Ideal	How does this site <b>compare to an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>		
4 Recommend	<b>Recommend (NPS)</b> <i>(1=Very Unlikely, 10=Very Likely)</i>		
	How likely are you to <b>recommend HIVinfo.nih.gov to someone else</b> ?		
5 Return	<b>Return</b> <i>(1=Very Unlikely, 10=Very Likely)</i>		
	How likely are you to <b>return to HIVinfo.nih.gov</b> in the future?		

QID	Skip From	Question Text	Question Text - SP	Answer Choices	Answer Choices - SP	Skip To	CQ Label
6		What type of information were you looking for today?		Find basic information about HIV, e.g. Fact Sheets Find resources related to HIV and AIDS Find contact information To access one or more of the following: Fact Sheets, Resources, Glossary Terms, Guidelines, Drug Database, Mobile Applications Other resources (please specify below)			Primary Info
7	A	Please specify the type of information you were looking for today.				A	Primary Info - Other
8		Did you find what you were looking for today?		Yes No		B A	Find Info
9	A	If no, did any of the follow apply to you? (select all that apply)		Links and labels were difficult to understand There were too many navigation options I encountered error messages or broken links I could not navigate to back to previous information The category or content of interest to me is missing from the site Other (please specify below)			Why Not Found
10	C	Please specify why you were unable to find what you were looking for.				C	Why Not Found - Other
11	B	Please rate the ease of finding what you were looking for.		1=Poor 2 3 4 5 6 7 8 9 Excellent=10			Ease of Finding
12		Is this your first time visiting the HIVinfo.nih.gov website?		Yes No			First Visit
13	A	How many times have you visited HIVinfo.nih.gov in the past 6 months?		1 time or less 2 - 3 times 4 - 6 times More than 6 times		A	Repeat Visit Times
14		How were you referred to the site today?		Search engine (e.g. Google) NIH Office of AIDS Research email/website/social media HIVinfo.nih.gov email/website/social media A different government website or social media channel A different non-government website or social media channel Literature/Research paper Recommendation from someone I know Other (please specify below)			Acquisition Source
15	A	Please specify how you were referred to the site today.				A	Acquisition Source - Other
16		What is your role in the HIV community?		I have questions about my own HIV risk or diagnosis. I have questions about a family member or friend's HIV risk or diagnosis. I have a professional role in the HIV community. I am pursuing a degree in an HIV-related field. I have a more general interest in HIV. Other (please specify below)			Role
17	A	Please describe your role in the HIV community.				A	Role - Other
18		What else would you like to share with us to help improve your online experience with HIVinfo.nih.gov?					Improve
19		Gender (optional)					Demos: Gender
20		Which category includes your age?		Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond			Demos: Age
21		What is 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			Demos: Income

			\$150,000 or more		
			Prefer not to respond		
22		What is your highest level of education completed?	Some High School or Less		Demos: Education
			High School/GED		
			Associate Degree or Some College		
			Bachelor's Degree		
			Master's Degree		
			Advanced Graduate Work or Ph.D.		
			Prefer not to respond		