



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
<p style="text-align: center;">Welcome Text</p> <p>Thank you for visiting the <i>NIH News in Health</i> website. 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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best experience possible.</p>
<p style="text-align: center;">Thank You Text</p> <p>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 to contact us about your feedback, please visit the about us section to find our contact information or email us at nihnewsinhealth@od.nih.gov.</p>
<p style="text-align: center;">Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: center;"></p><p style="text-align: center;">Customer Satisfaction Survey</p><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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 web site.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>

about us hyperlink
<https://newsinhealth.nih.gov/about-us>

Model Name NIH News in Health
Model ID ZF0MdBNhJtNNSxtpY90ZEA4C
Partitioned Yes - 2MQ
Date 12.14.2021
Model Version 17.3.Y

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



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
	Satisfaction		Look and Feel (1=Poor, 10=Excellent, Don't Know)		Return (1=Very Unlikely, 10=Very Likely)
1 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Look and Feel - Appeal	Please rate the visual appeal of the pages that you visited.	11 Return	How likely are you to return to the NIH News in Health website in the next 30 days?
2 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	6 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.		Subscribe (1=Very Unlikely, 10=Very Likely)
3 Satisfaction - Ideal	How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	Look and Feel - Readability	Please rate the legibility of the pages that you visited.	12 Subscribe	How likely are you to subscribe or continue to subscribe to <i>NIH News in Health</i> ?
	Recommend (NPS) (1=Very Unlikely, 10=Very Likely)		Navigation (1=Poor, 10=Excellent, Don't Know)		
4 Recommend	How likely are you to recommend the NIH News in Health website to someone else?	7 Navigation - Ease	Please rate the ease of finding what you were looking for.		
		8 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		Navigation - Links	Please rate the links on taking you where you needed to go.		
			Site Information (1=Poor, 10=Excellent, Don't Know)		
		9 Site Information - Relevance	Please rate the relevance to your interests of the information that you found.		
		10 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		Site Information - Readability	Please rate the readability of the information that you found.		

Model Name	NIH News in Health	Red & Strike-Through: Delete	
Model ID	ZF0MdBnhJtNnsxtpY90ZEA4C	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date		Blue: Rework	

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
SBD9401Q001	primary_reason_govt		What is your primary reason for visiting the site today?	Read a specific article Find the links that were mentioned in the print copy of <i>NIH News in Health</i> Learn about a topic Subscribe Just browsing I have a different reason for visiting			Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Primary Reason
SBD9401Q002	primary_reason_other	A	Please specify the other reason for your visit.		A		N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
SBD9401Q003	accomplish		Did you accomplish what you came to do today?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
SBD9401Q004		A	Please let us know why you were unable to accomplish your task.				N	Text area, no char limit	Rank Group*	Why Not Accomplish
SBD9401Q005			Are you currently subscribed to <i>NIH News in Health</i> ?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Subscribed
SBD9401Q006		A	Why haven't you subscribed to <i>NIH News in Health</i> ? (select all that apply)	I didn't know subscription was an option I tired to subscribe, but wasn't successful I prefer to visit the site on an as needed basis Another reason			Y	Checkbox, one-up vertical	Skip Logic Group*	Why Not Subscribed
SBD9401Q007		C	Please let us know why you haven't subscribed to <i>NIH News in Health</i> .		C		N	Text area, no char limit	Skip Logic Group*	Why Not Subscribed - Other
SBD9401Q008	visit_frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every 2 to 3 months Once per month or more often		first_visit six_months few_months monthly	Y	Radio button, one-up vertical		Visit Frequency
SBD9401Q009	role_govt		What is your primary role in visiting the site today?	General public Health Professional Scientist/Researcher Patient Patient Family Member or Friend/Caregiver Student/Educator Government employee I have a different role		general_public industry_professional government_employee	Y	Radio button, one-up vertical		Role
SBD9401Q010			How do you primarily plan to use the information found on this site today?	Aid others with health concerns Support a research project or paper Address personal health issues Discuss with a health care provider Share with colleagues Use as teaching materials for students I have a different use not listed I do not have enough information to use or share			Y	Radio button, one-up vertical	Randomize Anchor Answer Choice Anchor Answer Choice	Use Information
SBD9401Q011	improve		How can <i>NIH News In Health</i> improve its information on the web?				N	Text area, no char limit		Improve

Attribute	Value
Channel	Web
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Multi Page
Theme Color	#20558a