Survey Invitation

This is the standard survey invitation. Default text is included. If you would like to modify this text please check with your analyst/client manager.

Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency with the model, these questions are standardized and have been tested and validated. Standardization of model questions allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data
- Know what changes are being made based on the intelligence
- Change Custom Questions so that stakeholders see a clear "must do"

Focus Area #2: Aligning Data to Business Strategies
- Update your Custom Questions as business cycles change
- Integrate Executive Level questions to evaluate initiatives

Focus Area #3: Strategic and Tactical Value
- Influence Board Room Decisions
- Change Operational Approaches
- Mature Your Research

Why
- ❏ Analys
- ❏ Top-Pri
- ❏ Open-e
- ❏ Shift w
- ❏ Inform
- ❏ Evaluat

Making Changes

Simply make the change that you desire and highlight that change with a different color text. Red works well because stands out.
If the change is "complicated" a brief explanation about what you would like to accomplish will help us understand y request and figure out the best way to implement. -Or- Just give us a call; talking through changes over the phone makes it quick and easy.

pdate Your Custom Questions?

ncovered new questions to ask
ty areas influence resource use
s for quantifiable recommendations
Seasonal Needs
Re-launch or Re-design
Marketing Initiatives

Measure Name	NIDCR Desktop
Custom Qualifier Page	
Custom Invitation Text	
Custom Tracker Text	

MID	Language	Target Country	Target Audience	Website URL	Notes
oQVZB5gtMlUAAwEpIhR8Bg4C	English (Master MID)	US			
BZYpJRstFs8pYNcgQplB0Q4C	English	US			
cEhYF9sttwh1UUINFQ0IBA4C	Spanish	US			

Remove this tab for non-international surveys

CQ/MQ changes:
- Provide all fields

Dataloads:
- All fields except MID

Target Audience:
Providing information on the typical demographic or customer that will take the survey helps our vendors better word and phrase translations.

Survey Invitation Text
Desktop

We'd welcome your feedback!

Thank you for visiting ~~our~~the NIDCR website. You have been selected to participate in a brief customer satisfaction survey to let us know how we can improve ~~your experience~~our website.

The survey is designed to measure your entire experience, please look for ~~it~~the survey at the <u>conclusion</u> of your visit.

~~This survey is conducted by an independent company ForeSee, on behalf of the site you are visiting.~~

(Button text)   No, thanks   Yes, I'll give feedback

Example Desktop

se check with your analyst/client manager.

Survey Invitation Text (STEP 1)
Tablet / Phone

We'd welcome your feedback!

Can we email or text you later a brief customer satisfaction survey so we can improve your mobile experience?

(Button text)   No, thanks   Yes, I'll help

Survey Invitation Text (STEP 2)
Tablet / Phone

Thank you for helping!

Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

(Button text)   Cancel   email/text me

Examples Tablet / Phone
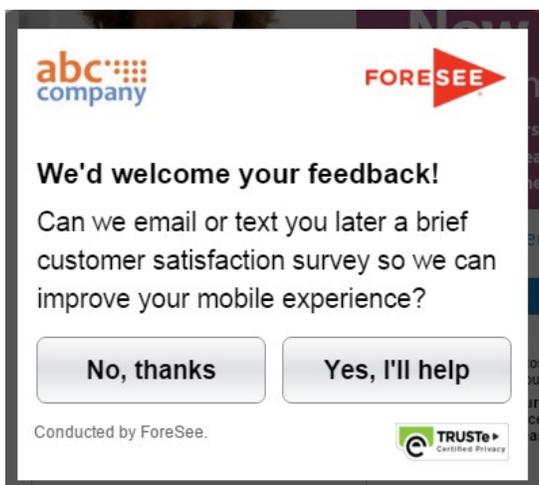
Thank you for helping!

Please provide your email address or mobile number (US and CA only). After your visit we'll send you a link to the survey. Text Messaging rates apply.

email or mobile number

Cancel   email/text me

ForeSee's Privacy Policy

TRUSTe ▸
Certified Privacy

Step 2

Sign Up!   Sign Up!

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

Welcome Text

Thank you for visiting NIDCR.NIH.gov. 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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Welcome Text - Tablet / Phone

Thank you for visiting NIDCR.NIH.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

Thank You Text

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 us to contact you about your feedback, please visit the Contact Us section of our website.

Thank You Text - Tablet / Phone

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Example Desktop

Example Mobile

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

Welcome Text

Gracias por visitar NIDCR.NIH.gov/Espanol. Usted ha sido seleccionado al azar para participar en una breve encuesta para saber qué estamos haciendo bien y en qué podemos mejorar.

Por favor tome unos minutos para compartir sus opiniones, que nos ayudarán a ofrecerle la mejor experiencia en línea posible.

Welcome Text - Tablet / Phone

Gracias por visitar NIDCR.NIH.gov/Espanol. Usted ha sido seleccionado para participar en una breve encuesta para decirnos cómo podemos mejorar su experiencia. Por favor tome un minuto para compartir sus opiniones.

Thank You Text

Gracias por contestar la encuesta y por ayudarnos a servirle mejor.

Tenga en cuenta que no recibirá una respuesta de nosotros con base en sus comentarios en la encuesta. Si desea que nos comuniquemos con usted en referencia a sus comentarios, por favor visite la sección Contáctenos de nuestro sitio web.

Thank You Text - Tablet / Phone

Gracias por contestar la encuesta y por ayudarnos a servirle mejor. ¡Agradecemos su opinión!

Example Desktop

Example Mobile

Model Name	NIDCR Desktop		EN MID: BZYpJRstFs8pYNcgQplB0Q4C	
Model ID	oQVZB5gtMlUAAwEplhR8Bg4C			
Partitioned	No			
Date	5/1/2016			

	Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
		Look and Feel (1=Poor, 10=Excellent, Don't Know)		**Satisfaction**		**Return (1=Very Unlikely, 10=Very Likely)**
1	Look and Feel - Appeal	Please rate the **visual appeal** of this site.	13 Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	16 Return	How likely are you to **return to NIDCR.NIH.gov** in the future?
2	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.	14 Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		**Recommend Company (1=Very Unlikely, 10=Very Likely)**
3	Look and Feel - Readability	Please rate the **readability of the pages** on this site.	15 Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	17 Recommend	How likely are you to **recommend NIDCR** to someone else?
4	Site Performance - Loading	**Site Performance (1=Poor, 10=Excellent, Don't Know)** Please rate how **quickly pages load** on this site.				
5	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.				
6	Site Performance - Completeness	Please rate how **completely the page content loads** on this site.				
7	Navigation - Organized	**Navigation (1=Poor, 10=Excellent, Don't Know)** Please rate **how well this site is organized**.				
8	Navigation - Options	Please rate the **options available for navigating** this site.				
9	Navigation - Layout	Please rate **how well the site layout helps you find what you need.**				
10	Site Information - Thoroughness	**Site Information (1=Poor, 10=Excellent, Don't Know)** Please rate the **thoroughness of information** provided on this site.				
11	Site Information - Understandable	Please rate how **understandable** this site's **information** is.				
12	Site Information - Answers	Please rate how well the site's **information provides answers to your questions**.				

Model Name	NIDCR Desktop (SP)
Model ID	cEhYF9sttwh1UUINFQ0IBA4C
Partitioned	No
Date	9/14/2016

	Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
		Apariencia general (1=Mediocre, 10=Excelente, No sabe)			**Satisfacción**			**Volver al sitio (1=Muy improbable, 10=Muy probable)**
1	Apariencia general: atractivo	Califique el **atractivo visual** de este sitio.	13	Satisfacción: General	¿Cuál es su nivel de **satisfacción general** con este sitio? *(1=Muy insatisfecho(a), 10=Muy satisfecho(a))*	16	Volver al sitio	¿Qué probabilidad hay de que **regrese a este sitio**?
2	Apariencia general: equilibrio	Califique el **equilibrio entre los gráficos y el texto** en este sitio.	14	Satisfacción: Expectativas	¿En qué medida **cumple este sitio con sus expectativas**? *(1=Se queda corto, 10=Las sobrepasa)*			**Recomendación de compañía (1=Muy improbable, 10=Muy probable)**
3	Apariencia general: facilidad de lectura	Califique la **facilidad de lectura de las páginas** de este sitio.	15	Satisfacción: Ideal	¿Cómo se **compara este sitio con su idea de lo que es un sitio web ideal**? *(1=No se aproxima mucho, 10=Se aproxima mucho)*	17	Recomendación de compañía	¿Qué probabilidad hay de que **recomiende NIDCR a otra persona**?
		Desempeño del sitio (1=Mediocre, 10=Excelente, No sabe)						
4	Desempeño del sitio: carga	Califique qué tan **rápido se cargan las páginas** en este sitio.						
5	Desempeño del sitio: uniformidad	Califique la **uniformidad de la velocidad con que se pasa de una página a otra** en este sitio.						
6	Desempeño del sitio: totalidad	Califique la **totalidad con la que se carga el contenido de las páginas** de este sitio.						
		Navegación (1=Mediocre, 10=Excelente, No sabe)						
7	Navegación: organizada	Califique **qué tan bien está organizado** este sitio.						
8	Navegación: opciones	Califique las **opciones disponibles para navegar** por este sitio.						
9	Navegación: diseño	Califique **cuánto contribuye el diseño del sitio para encontrar lo que necesita**.						
		Información del sitio (1=Mediocre, 10=Excelente, No sabe)						
10	Información del sitio: exhaustiva	Califique la **exhaustividad de la información** contenida en este sitio.						
11	Información del sitio: entendible	Califique en qué medida la **información de este sitio es entendible**.						
12	Información del sitio: respuestas	Califique en qué medida la **información de este sitio responde a sus preguntas**.						

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern				Randomize	
				Health educator	D				
				Health care provider	B				
				Scientist/Researcher	D				
				Business owner/Entrepreneur	D				
				Policy analyst					
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				

ID	Label	B	Question	Options		Req	Type	Skip Logic	Variable
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					

QID	QUESTION META TAG	Skip From	Question Text	(Spanish)	Answer Choices	(Spanish Answer Choices)	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			What was your main reason for visiting this site?	¿Cuál fue su motivo principal para visitar este sitio?	Health information (for self or friend/family member)	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
					Health information (for patients, clients)	Información de salud (para pacientes, clientes)	B					
					Find a dentist or dental care	Encontrar un dentista o cuidado dental						
					Clinical trials or research studies	Estudios clínicos o estudios de investigación						
					Data and statistics	Datos y estadísticas						
					Grants/funding information	Información sobre subvenciones y fuentes de financiamiento						
					Science news	Noticias sobre ciencia						
					Publications	Publicaciones						
					Research tools (e.g. animal models, tissue arrays)	Recursos para investigación (como modelos animales, matrices de tejidos)						
					Jobs, fellowships, internships	Trabajos, becas, pasantías						
					Continuing education (CDE)	Educación continua (CDE, por su sigla en inglés)						
					Teaching tools (for K-12 instruction)	Recursos para enseñanza (instrucción de grados K-12)						
					Teaching tools (for dental/medical professional or student instrution)	Recursos para enseñanza (instrucción de profesionales dentistas/médicos o de estudiantes)						
					NIDCR mission/plans	Misión/planes del NIDCR						
					Other (please specify):	Otro (por favor especifique):	A					
ESK7134Q002		A	What were you looking for?	¿Qué estaba buscando?				N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	What health information were you ...	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen.)	Burning mouth	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
					Dry mouth	Boca seca						
					Gum disease	Enfermedad de las encías						
					Oral cancer	Cáncer oral						
					TMJ (temporomandibular joints)	Articulaciones temporomandibulares (ATM)						
					Tooth decay	Caries dental						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q004		B1	What topic were you looking for?	¿Qué tema estaba buscando?				N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		Did you find what you were looking for on this site today?	¿Encontró lo que estaba buscando hoy en este sitio?	Yes	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
					Partially	Parcialmente	A					
					No	No	A					
ESK7134Q006		A	What were you unable to find?	¿Qué no pudo encontrar?				N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?	¿Por qué no pudo lograr lo que deseaba cumplir?				N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	¿Con qué frecuencia visita este sitio?	This is my first visit	Esta es la primera visita		Y	Radio button, one-up vertical			Visit Frequency
					Once every 6 months or less often	Una vez cada 6 meses, o menos						
					Once every few months	Una vez cada unos pocos meses						
					Monthly	Cada mes						
					Weekly	Cada semana						
					Daily or more often	Una vez al día o más						
ESK7134Q009			Which best describes your role in visiting the NIDCR website today?	¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Person with a health concern	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group		Role
					Family member/friend of a person with a health concern	Familiar o amigo de una persona con un problema de salud				Randomize		
					Health educator	Educador de salud	D					
					Health care provider	Profesional de la salud	B					
					Scientist/Researcher	Científico/investigador	D					
					Business owner/Entrepreneur	Dueño de negocio/empresario	D					
					Policy analyst	Analista de políticas						
					Student	Estudiante	D, S					
					Teacher/Professor	Maestro/profesor	D, T					
					Other (please specify):	Otro (por favor especifique):	A			Anchor Answer Choice		
ESK7134Q010		A	Please describe your role in visiting the site.	Por favor describa su papel al visitar el sitio.				N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	What type of health care provider are you?	¿Qué tipo de profesional de la salud es usted?	Dentist	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
					Dental Hygienist	Higienista dental						
					Dental Assistant	Asistente dental						
					Physician	Médico						
					Nurse	Enfermera o enfermero						
					Physician Assistant/Nurse Practitioner	Asistente médico/Profesional en enfermería ("Physician Assistant"/"Nurse Practitioner")						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q012		B1	Please specify what type of health care provider you are.	Por favor especifique qué tipo de profesional de la salud es usted.				N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever…?	¿Usted alguna vez ha…	Applied for funding from NIDCR	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
					Received funding from NIDCR	Recibido financiamiento del NIDCR?						
					Neither of the above	Ninguno de los anteriores				mutually exclusive		
ESK7134Q014		S	What type of student are you?	¿Qué tipo de estudiante es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q015		T	What type of teacher/professor are you?	¿Qué tipo de maestro/profesor es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	¿Hoy visitó el sitio del NIDCR en español?	Yes	Sí	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
					No	No						
ESK7134Q017		A	about NIDCR's Spanish-language site?	¿Cómo se enteró del sitio del NIDCR en español?	Search engine (e.g. Google, Yahoo, Bing)	Buscador (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
					Followed Español link from English NIDCR website	A través del enlace "español" del sitio del NIDCR en inglés						
					Link from another site	Enlace desde otro sitio						
					Publications/products	Publicaciones/productos						
					Family member, friend, neighbor, etc.	Familiar, amigo, vecino, etc.						
					I don't remember	No lo recuerdo						
					Other (please specify):	Otro (por favor especifique):	B					
ESK7134Q018		B	Please specify how you ...	Por favor díganos cómo supo de este sitio.				N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q021			If you could make one improvement to the NIDCR site, what would it be?	Si pudiera hacer una mejora al sitio del NIDCR, ¿qué haría?				N	Text area, no char limit			One Improvement
ESK7134Q022			From where are you accessing this site?	¿Desde dónde está accediendo a este sitio?	United States	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
					Mexico	México						
					Puerto Rico	Puerto Rico						
					Central America	Centroamérica						
					South America	Sudamérica						
					Caribbean	El Caribe						
					Europe	Europa						
					Other (please specify):	Otro (por favor especifique):	B					
ESK7134Q023		B	Please specify from where you are accessing this site.	Por favor díganos desde dónde está accediendo a este sitio.				N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	¿Cuál es su sexo?	Male	Masculino		Y	Radio button, one-up vertical			Demographics: Gender
					Female	Femenino						
					Prefer not to answer	Prefiero no contestar						
ESK7134Q025	Demographics: Age		Which category includes your age?	¿A qué categoría de edad pertenece?	Under 18	Menor de 18 años		Y	Radio button, one-up vertical			Demographics: Age
					18-24	18 - 24						

				25-34	25 - 34					
				35-44	35 - 44					
				45-54	45 - 54					
				55-64	55 - 64					
				65-74	65 - 74					
				75 or older	75 o más					
				Prefer not to answer	Prefiero no contestar					
ESK7134Q026		What is your race or ethnicity? (Please select all that apply.)	¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen.)	American Indian/Alaska Native	Indígena de las Américas/nativo de Alaska		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				Asian	Asiático					
				Black/African American	Negro/afroamericano					
				Hispanic/Latino	Hispano/latino					
				Native Hawaiian or Other Pacific Islander	Nativo de Hawái u otras islas del Pacífico					
				White	Blanco					
				Other	Otro					
				Prefer not to answer	Prefiero no contestar				mutually exclusive	
ESK7134Q027		What is your highest level of education?	¿Cuál es el grado de educación más alto que ha terminado?	Less than high school	No terminé la secundaria		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED	Terminé la secundaria/GED					
				Associate Degree	Grado asociado ("Associate Degree")					
				Bachelor's Degree	Licenciatura					
				Master's Degree	Estudios de maestría					
				Doctorate (PhD, MD, DMD)	Estudios de doctorado (PhD, MD, DMD)					

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern				Randomize	
				Health educator	D				
				Health care provider	B				
				Scientist/Researcher	D				
				Business owner/Entrepreneur	D				
				Policy analyst					
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				

ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)			Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				American Indian/Alaska Native					
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					

Model Name	NIDCR Desktop (SP)									
Model ID	cEhYF9sttwh1UUINFQ0IBA4C					Red & Strike-Through: Delete Brown: Changes by Nicole				FORESEE
Partitioned	No					Underlined & Italicized: Re-order				
Date	9/14/2016					Pink: Addition				
						Blue: Reword				

QID	QUESTION META TAG	Skip From	Question Text		Answer Choices		Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			What was your main reason for visiting this site?	¿Cuál fue su motivo principal para visitar este sitio?	Health information (for self or friend/family member)	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
					Health information (for patients, clients)	Información de salud (para pacientes, clientes)	B					
					Find a dentist or dental care	Encontrar un dentista o cuidado dental						
					Clinical trials or research studies	Estudios clínicos o estudios de investigación						
					Data and statistics	Datos y estadísticas						
					Grants/funding information	Información sobre subvenciones y fuentes de financiamiento						
					Science news	Noticias sobre ciencia						
					Publications	Publicaciones						
					Research tools (e.g. animal models, tissue arrays)	Recursos para investigación (como modelos animales, matrices de tejidos)						
					Jobs, fellowships, internships	Trabajos, becas, pasantías						
					Continuing education (CDE)	Educación continua (CDE, por su sigla en inglés)						
					Teaching tools (for K-12 instruction)	Recursos para enseñanza (instrucción de grados K-12)						
					Teaching tools (for dental/medical professional or student instrution)	Recursos para enseñanza (instrucción de profesionales dentistas/médicos o de estudiantes)						
					NIDCR mission/plans	Misión/planes del NIDCR						
					Other (please specify):	Otro (por favor especifique):	A					
ESK7134Q002		A	What were you looking for?	¿Qué estaba buscando?				N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	What health information were you	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen.)	Burning mouth	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
					Dry mouth	Boca seca						
					Gum disease	Enfermedad de las encías						
					Oral cancer	Cáncer oral						
					TMJ (temporomandibular joints)	Articulaciones temporomandibulares (ATM)						
					Tooth decay	Caries dental						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q004		B1	What topic were you looking for?	¿Qué tema estaba buscando?				N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		Did you find what you were looking for on this site today?	¿Encontró lo que estaba buscando hoy en este sitio?	Yes	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
					Partially	Parcialmente	A					
					No	No	A					
ESK7134Q006		A	What were you unable to find?	¿Qué no pudo encontrar?				N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?	¿Por qué no pudo lograr lo que deseaba cumplir?				N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	¿Con qué frecuencia visita este sitio?	This is my first visit	Esta es la primera visita		Y	Radio button, one-up vertical			Visit Frequency
					Once every 6 months or less often	Una vez cada 6 meses, o menos						
					Once every few months	Una vez cada unos pocos meses						
					Monthly	Cada mes						
					Weekly	Cada semana						
					Daily or more often	Una vez al día o más						
ESK7134Q009			Which best describes your role in visiting the NIDCR website today?	¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Person with a health concern	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group		Role
					Family member/friend of a person with a health concern	Familiar o amigo de una persona con un problema de salud				Randomize		
					Health educator	Educador de salud	D					
					Health care provider	Profesional de la salud	B					
					Scientist/Researcher	Científico/investigador	D					
					Business owner/Entrepreneur	Dueño de negocio/empresario	D					
					Policy analyst	Analista de políticas						
					Student	Estudiante	D, S					
					Teacher/Professor	Maestro/profesor	D, T					
					Other (please specify):	Otro (por favor especifique):	A			Anchor Answer Choice		
ESK7134Q010		A	Please describe your role in visiting the site.	Por favor describa su papel al visitar el sitio.				N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	What type of health care provider are you?	¿Qué tipo de profesional de la salud es usted?	Dentist	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
					Dental Hygienist	Higienista dental						
					Dental Assistant	Asistente dental						
					Physician	Médico						
					Nurse	Enfermera o enfermero						
					Physician Assistant/Nurse Practitioner	Asistente médico/Profesional en enfermería ("Physician Assistant"/ "Nurse Practitioner")						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q012		B1	Please specify what type of health care provider you are.	Por favor especifique qué tipo de profesional de la salud es usted.				N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	¿Usted alguna vez ha...	Applied for funding from NIDCR	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
					Received funding from NIDCR	Recibido financiamiento del NIDCR?						
					Neither of the above	Ninguno de los anteriores				mutually exclusive		
ESK7134Q014		S	What type of student are you?	¿Qué tipo de estudiante es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q015		T	What type of teacher/professor are you?	¿Qué tipo de maestro/profesor es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	¿Hoy visitó el sitio del NIDCR en español?	Yes	Sí	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
					No	No						
ESK7134Q017		A	about NIDCR's Spanish-language site?	¿Cómo se enteró del sitio del NIDCR en español?	Search engine (e.g. Google, Yahoo, Bing)	Buscador (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
					Followed Español link from English NIDCR website	A través del enlace "español" del sitio del NIDCR en inglés						
					Link from another site	Enlace desde otro sitio						
					Publications/products	Publicaciones/productos						
					Family member, friend, neighbor, etc.	Familiar, amigo, vecino, etc.						
					I don't remember	No lo recuerdo						
					Other (please specify):	Otro (por favor especifique):	B					
ESK7134Q018		B	Please specify how you	Por favor díganos cómo supo de este sitio.				N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q021			If you could make one improvement to the NIDCR site, what would it be?	Si pudiera hacer una mejora al sitio del NIDCR, ¿qué haría?				N	Text area, no char limit			One Improvement
ESK7134Q022			From where are you accessing this site?	¿Desde dónde está accediendo a este sitio?	United States	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
					Mexico	México						
					Puerto Rico	Puerto Rico						
					Central America	Centroamérica						
					South America	Sudamérica						
					Caribbean	El Caribe						
					Europe	Europa						
					Other (please specify):	Otro (por favor especifique):	B					
ESK7134Q023		B	Please specify from where you are accessing this site.	Por favor díganos desde dónde está accediendo a este sitio.				N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	¿Cuál es su sexo?	Male	Masculino		Y	Radio button, one-up vertical			Demographics: Gender
					Female	Femenino						
					Prefer not to answer	Prefiero no contestar						
ESK7134Q025	Demographics: Age		Which category includes your age?	¿A qué categoría de edad pertenece?	Under 18	Menor de 18 años		Y	Radio button, one-up vertical			Demographics: Age
					18-24	18 - 24						

				25-34 35-44 45-54 55-64 65-74 75 or older Prefer not to answer	25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 o más Prefiero no contestar					
ESK7134Q026		What is your race or ethnicity? (Please select all that apply.)	¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer	Indígena de las Américas/nativo de Alaska Asiático Negro/afroamericano Hispano/latino Nativo de Hawái u otras islas del Pacífico Blanco Otro Prefiero no contestar	Y	Checkbox, one-up vertical	mutually exclusive		Demographics: Race Ethnicity
ESK7134Q027		What is your highest level of education?	¿Cuál es el grado de educación más alto que ha terminado?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate (PhD, MD, DMD)	No terminé la secundaria Terminé la secundaria/GED Grado asociado ("Associate Degree") Licenciatura Estudios de maestría Estudios de doctorado (PhD, MD, DMD)	Y	Radio Button, one-up vertical			Demographics: Education

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern				Randomize	
				Health educator					
				Health care provider	B				
				Scientist/Researcher	D				
				Business owner/Entrepreneur					
				Policy analyst					
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				

Question ID	Category	Grp	Question	Answer Options	Grp2	Req	Input Type	Skip Logic	Description
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
~~ESK7134Q019~~		~~A~~	~~What is your country/region of origin?~~	~~United States~~ ~~Mexico~~ ~~Puerto Rico~~ ~~Central America~~ ~~South America~~ ~~Caribbean~~ ~~Europe~~ ~~Other (please specify):~~	~~C~~	~~Y~~	~~Radio button, one-up vertical~~	~~Skip Logic Group~~	~~Spanish Site Region of Origin~~
~~ESK7134Q020~~		~~C~~	~~Please specify your country/region of origin.~~			~~N~~	~~Text field, <100 char~~	~~Skip Logic Group~~	~~Other_Spanish Site Region of~~
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States Mexico Puerto Rico Central America South America Caribbean Europe Other (please specify):	B	Y	Radio button, one-up vertical	Skip Logic Group	Accessing
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male Female Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Gender
ESK7134Q025			Which category includes your age?	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 or older Prefer not to answer		Y	Radio button, one-up vertical		Demographics: Age
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native Asian Black/African American Hispanic/Latino Native Hawaiian or Other Pacific Islander White Other Prefer not to answer		Y	Checkbox, one-up vertical	mutually exclusive	Demographics: Race Ethnicity
ESK7134Q027			What is your highest level of education?	Less than high school High school diploma/GED Associate Degree Bachelor's Degree Master's Degree Doctorate (PhD, MD, DMD)		Y	Radio Button, one-up vertical		Demographics: Education

Model Name	NIDCR Desktop (SP)
Model ID	cEhYF9sttwh1UUINFQ0IBA4C
Partitioned	No
Date	9/14/2016

Red & Strike-Through: Delete   Brown: Changes by Nicole
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

FORESEE

QID	QUESTION META TAG	Skip From		Question Text	Answer Choices		Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			What was your main reason for visiting this site?	¿Cuál fue su motivo principal para visitar este sitio?	Health information (for self or friend/family member)	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
					Health information (for patients, clients)	Información de salud (para pacientes, clientes)	B					
					Find a dentist or dental care	Encontrar un dentista o cuidado dental						
					Clinical trials or research studies	Estudios clínicos o estudios de investigación						
					Data and statistics	Datos y estadísticas						
					Grants/funding information	Información sobre subvenciones y fuentes de financiamiento						
					Science news	Noticias sobre ciencia						
					Publications	Publicaciones						
					Research tools (e.g. animal models, tissue arrays)	~~Herramientas de~~ Recursos para investigación (como modelos animales, matrices de tejidos)						
					Jobs, fellowships, internships	Trabajos, becas, pasantías						
					Continuing education (CDE)	Educación continua (CDE, por su sigla en inglés)						
					Teaching tools (for K-12 instruction)	~~Herramientas de~~ Recursos para enseñanza (~~para~~ instrucción de grados K-12)						
					Teaching tools (for dental/medical professional or student instrution)	~~Herramientas de~~ Recursos para enseñanza (~~para~~ instrucción de profesionales dentistas/médicos o de estudiantes)						
					NIDCR mission/plans	Misión/planes del NIDCR						
					Other (please specify):	Otro (por favor especifique):	A					
ESK7134Q002		A	What were you looking for?	¿Qué ~~información~~ estaba buscando?				N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	What health information were you	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen.)	Burning mouth	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
					Dry mouth	Boca seca ~~o xerostomía~~						
					Gum disease	Enfermedad de las encías						
					Oral cancer	Cáncer oral						
					TMJ (temporomandibular joints)	Articulaciones temporomandibulares (ATM)						
					Tooth decay	Caries dental						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q004		B1	What topic were you looking for?	¿Qué tema estaba buscando?				N		Skip Logic Group		Other_Looking For
									Text area, no char limit			
ESK7134Q005	Accomplish		Did you find what you were looking for on this site today?	¿Encontró lo que estaba buscando hoy en este sitio?	Yes	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
					Partially	Parcialmente	A					
					No	No	A					
ESK7134Q006		A	What were you unable to find?	¿Qué ~~información~~ no pudo encontrar?				N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?	¿Por qué no pudo lograr lo que deseaba cumplir?				N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	¿Con qué frecuencia visita este sitio?	This is my first visit	Esta es la primera visita		Y	Radio button, one-up vertical			Visit Frequency
					Once every 6 months or less often	Una vez cada 6 meses, o menos						
					Once every few months	Una vez cada unos pocos meses						
					Monthly	Cada mes						
					Weekly	Cada semana						
					Daily or more often	Una vez al día o más						
ESK7134Q009			Which best describes your role in visiting the NIDCR website today?	¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Person with a health concern	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group		Role
					Family member/friend of a person with a health concern	Familiar o amigo de una persona con un problema de salud				Randomize		
					Health educator	Educador de salud						
					Health care provider	Profesional de la salud	B					
					Scientist/Researcher	Científico/investigador	D					
					Business owner/Entrepreneur	Dueño de negocio/empresario						
					Policy analyst	Analista de políticas						
					Student	Estudiante	D, S					
					Teacher/Professor	Maestro/profesor	D, T					
					Other (please specify):	Otro (por favor especifique):	A			Anchor Answer Choice		
ESK7134Q010		A	Please describe your role in visiting the site.	Por favor describa su papel al visitar el sitio.				N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	What type of health care provider are you?	¿Qué tipo de profesional de la salud es usted?	Dentist	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
					Dental Hygienist	Higienista dental						
					Dental Assistant	Asistente dental						
					Physician	Médico						
					Nurse	Enfermera o enfermero						
					Physician Assistant/Nurse Practitioner	Asistente médico/Profesional en enfermería ("Physician Assistant"/ "Nurse Practitioner")						
					Other (please specify):	Otro (por favor especifique):	B1					
ESK7134Q012		B1	Please specify what type of health care provider you are.	Por favor especifique qué tipo de profesional de la salud es usted.				N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever…?	¿Usted alguna vez ha...	Applied for funding from NIDCR	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
					Received funding from NIDCR	Recibido financiamiento del NIDCR?				mutually exclusive		
					Neither of the above	Ninguno de los anteriores						
ESK7134Q014		S	What type of student are you?	¿Qué tipo de estudiante es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q015		T	What type of teacher/professor are you?	¿Qué tipo de maestro/profesor es usted?	K-12th grade	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
					Vocational/technical school	Instituto vocacional o escuela técnica						
					Undergraduate	Licenciatura						
					Graduate	Estudios de postgrado						
					Professional	Profesional						
					Other	Otro						
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	¿Hoy visitó el sitio del NIDCR en español?	Yes	Sí	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
					No	No						
ESK7134Q017		A	about NIDCR's Spanish-language site?	¿Cómo se enteró del sitio del NIDCR en español?	Search engine (e.g. Google, Yahoo, Bing)	~~Por medio de una búsqueda~~ Buscador (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
					Followed Español link from English NIDCR website	A través del enlace "español" del sitio del NIDCR en inglés						
					Link from another site	Enlace desde otro sitio						
					Publications/products	Publicaciones/productos						
					Family member, friend, neighbor, etc.	Familiar, amigo, vecino, etc.						
					I don't remember	No lo recuerdo						
					Other (please specify):	Otro (por favor especifique):	B					
ESK7134Q018		B	Please specify how you	Por favor díganos cómo supo de este sitio.				N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
~~ESK7134Q019~~		~~A~~	~~country/region of origin?~~	~~¿Cuál es su país o región geográfica de origen?~~		~~Estados Unidos~~		~~Y~~	~~Radio button, one-up vertical~~	~~Skip Logic Group~~		~~Spanish Site Region of Origin~~
						~~México~~						
						~~Puerto Rico~~						
						~~Centroamérica~~						
						~~Sudamérica~~						
						~~El Caribe~~						
						~~Europa~~						
						~~Otro (por favor especifique):~~	~~C~~					
~~ESK7134Q020~~		~~C~~	~~Please specify your country/region of origin.~~	~~Por favor especifique su país o región geográfica de origen.~~				~~N~~	~~Text field, <100 char~~	~~Skip Logic Group~~		~~Other_Spanish Site Region of Origin~~
ESK7134Q021			If you could make one improvement to the NIDCR site, what would it be?	Si pudiera hacer una mejora al sitio del NIDCR, ¿qué haría?				N	Text area, no char limit			One Improvement
ESK7134Q022			From where are you accessing this site?	¿Desde dónde está accediendo a este sitio?	United States	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
					Mexico	México						
					Puerto Rico	Puerto Rico						
					Central America	Centroamérica						
					South America	Sudamérica						
					Caribbean	El Caribe						

| | | | | | Europe | Europa | | | | | |
					Other (please specify):	Otro (por favor especifique):	**B**				
ESK7134Q023		**B**	Please specify from where you are accessing this site.	Por favor díganos desde dónde está accediendo a este sitio.				N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	¿Cuál es su sexo?	Male	Masculino		Y	Radio button, one-up vertical		Demographics: Gender
					Female	Femenino					
					Prefer not to answer	Prefiero no contestar					
ESK7134Q025	Demographics: Age		Which category includes your age?	¿A qué categoría de edad pertenece?	Under 18	Menor de 18 años		Y	Radio button, one-up vertical		Demographics: Age
					18-24	18 - 24					
					25-34	25 - 34					
					35-44	35 - 44					
					45-54	45 - 54					
					55-64	55 - 64					
					65-74	65 - 74					
					75 or older	75 o más					
					Prefer not to answer	Prefiero no contestar					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen.)₂	American Indian/Alaska Native	Indígena de las Américas/nativo de Alaska		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
					Asian	Asiático					
					Black/African American	Negro/afroamericano					
					Hispanic/Latino	Hispano/latino					
					Native Hawaiian or Other Pacific Islander	Nativo de Hawái u otras islas del Pacífico					
					White	Blanco					
					Other	Otro					
					Prefer not to answer	Prefiero no contestar				mutually exclusive	
ESK7134Q027			What is your highest level of education?	¿Cuál es el grado de educación más alto que ha terminado?	Less than high school	No terminé la secundaria		Y	Radio Button, one-up vertical		Demographics: Education
					High school diploma/GED	Terminé la secundaria/GED					
					Associate Degree	Grado asociado ("Associate Degree")					
					Bachelor's Degree	Licenciatura					
					Master's Degree	Estudios de maestría					
					Doctorate (PhD, MD, DMD)	Estudios de doctorado (PhD, MD, DMD)					

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern				Randomize	
				Health educator					
				Health care provider	B				
				Scientist/Researcher	D				
				Business owner/Entrepreneur					
				Policy analyst					
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				

ESK7134Q018		B	Please specify how you found out about this site.				N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019		A	What is your country/region of origin?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	C				
ESK7134Q020		C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					

Model Name	**NIDCR Desktop**	EN MID: BZYpJRstFs8pYNcgQpIB0Q4C		~~Red & Strike-Through~~: Delete	Brown: Changes by Nicole	FORESEE
Model ID	**oQVZB5gtMlUAAwEplhR8Bg4C**			_Underlined & Italicized_: Re-order		
Partitioned	**No**			Pink: Addition		
Date	**9/14/2016**			Blue: Reword		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
				Once every 6 months or less often	A				
				Once every few months	A				
				Monthly	A				
				Weekly	A				
				Daily or more often	A				
~~TAR0213368~~		~~A~~	~~Did you notice any changes to the NIDCR site during your visit today?~~	~~Yes~~	~~B,D,E~~	~~Y~~	~~Radio button, one-up vertical~~	~~Skip Logic Group*~~	~~Redesign Notice~~
				~~No~~					
~~TAR0213369~~		~~B~~	~~Do you agree or disagree with the following statements about the new NICDR site:~~ ~~New site's look and feel is visually pleasing.~~	~~1=Strongly Disagree~~		~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~	~~Redesign Look and Feel~~
				~~2~~					
				~~3~~					
				~~4~~					
				~~5~~					
				~~6~~					
				~~7~~					
				~~8~~					
				~~9~~					
				~~10=Strongly Agree~~					
				~~Don't know~~					
~~TAR0213370~~		~~D~~	~~New site makes it easier to find the information I want.~~	~~1=Strongly Disagree~~		~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~	~~Redesign Easier Find~~
				~~2~~					
				~~3~~					
				~~4~~					
				~~5~~					
				~~6~~					
				~~7~~					
				~~8~~					
				~~9~~					
				~~10=Strongly Agree~~					
				~~Don't know~~					
~~TAR0213371~~		~~E~~	~~New site is an improvement over the previous one.~~	~~1=Strongly Disagree~~	~~1~~	~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~	~~Redesign Improvement~~
				~~2~~	~~1~~				
				~~3~~	~~1~~				
				~~4~~	~~1~~				
				~~5~~	~~1~~				
				~~6~~	~~2~~				
				~~7~~	~~2~~				
				~~8~~	~~2~~				
				~~9~~	~~2~~				
				~~10=Strongly Agree~~	~~2~~				
				~~Don't know~~					
~~TAR0213373~~		~~1~~	~~Why you think the new site is NOT an improvement over the previous site?~~			~~N~~	~~Text area, no char limit~~	~~Skip Logic Group*~~	~~OE_Redesign Not Improvement~~
~~TAR0213374~~		~~2~~	~~What aspects of the new site are improvements over the previous site?~~			~~N~~	~~Text area, no char limit~~	~~Skip Logic Group*~~	~~OE_Redesign Improvement~~
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group Randomize	Role
				Family member/friend of a person with a health concern					
				Health educator					
				Health care provider	B				
				Scientist/Researcher	D				
				Business owner/Entrepreneur					
				Policy analyst					

ID	Name	Code	Question	Answer Choices	Anchor	Req	Input Type	Logic	Variable
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019		A	What is your country/region of origin?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	C				
ESK7134Q020		C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
				Información de salud (para pacientes, clientes)	B					
				Encontrar un dentista o cuidado dental						
				Estudios clínicos o estudios de investigación						
				Datos y estadísticas						
				Información sobre subvenciones y fuentes de financiamiento						
				Noticias sobre ciencia						
				Publicaciones						
				Herramientas de investigación (como modelos animales, matrices de tejidos)						
				Trabajos, becas, pasantías						
				Educación continua (CDE, por su sigla en inglés)						
				Herramientas de enseñanza (para instrucción de grados K-12)						
				Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes)						
				Misión/planes del NIDCR						
				Otro (por favor especifique):	A					
ESK7134Q002		A	¿Qué información estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
				Boca seca o xerostomía						
				Enfermedad de las encías						
				Cáncer oral						
				Articulaciones temporomandibulares (ATM)						
				Caries dental						
				Otro (por favor especifique):	B1					
ESK7134Q004		B1	¿Qué tema estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
				Parcialmente	A					
				No	A					
ESK7134Q006		A	¿Qué información no pudo encontrar?			N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?			N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez		Y	Radio button, one-up vertical			Visit Frequency
				Una vez cada 6 meses, o menos						
				Una vez cada unos pocos meses						
				Cada mes						
				Cada semana						
				Una vez al día o más						
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group		Role
				Familiar o amigo de una persona con un problema de salud				Randomize		
				Educador de salud						
				Profesional de la salud	B					
				Científico/investigador	D					
				Dueño de negocio/empresario						
				Analista de políticas						
				Estudiante	D, S					
				Maestro/profesor	D, T					
				Otro (por favor especifique):	A				Anchor Answer Choice		
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.			N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider
				Higienista dental						
				Asistente dental						
				Médico						
				Enfermera o enfermero						
				Asistente médico/Profesional en enfermería ("Nurse Practitioner")						
				Otro (por favor especifique):	B1					
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.			N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha...	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
				Recibido financiamiento del NIDCR?						
				Ninguno de los anteriores				mutually exclusive		
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?	Sí	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
				No						
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
				A través del enlace "español" del sitio del NIDCR en inglés						
				Enlace desde otro sitio						
				Publicaciones/productos						
				Familiar, amigo, vecino, etc.						
				No lo recuerdo						
				Otro (por favor especifique):	B					
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
				México						
				Puerto Rico						
				Centroamérica						

				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	C					
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
				México						
				Puerto Rico						
				Centroamérica						
				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	B					
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino		Y	Radio button, one-up vertical			Demographics: Gender
				Femenino						
				Prefiero no contestar						
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años		Y	Radio button, one-up vertical			Demographics: Age
				18 - 24						
				25 - 34						
				35 - 44						
				45 - 54						
				55 - 64						
				65 - 74						
				75 o más						
				Prefiero no contestar						
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska		Y	Checkbox, one-up vertical			Demographics: Race Ethnicity
				Asiático						
				Negro/afroamericano						
				Hispano/latino						
				Nativo de Hawái u otras islas del Pacífico						
				Blanco						
				Otro						
				Prefiero no contestar				mutually exclusive		
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria		Y	Radio Button, one-up vertical			Demographics: Education
				Terminé la secundaria/GED						
				Grado asociado ("Associate Degree")						
				Licenciatura						
				Estudios de maestría						
				Estudios de doctorado (PhD, MD, DMD)						

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
				Información de salud (para pacientes, clientes)	B					
				Encontrar un dentista o cuidado dental						
				Estudios clínicos o estudios de investigación						
				Datos y estadísticas						
				Información sobre subvenciones y fuentes de financiamiento						
				Noticias sobre ciencia						
				Publicaciones						
				Herramientas de investigación (como modelos animales, matrices de tejidos)						
				Trabajos, becas, pasantías						
				Educación continua (CDE, por su sigla en inglés)						
				Herramientas de enseñanza (para instrucción de grados K-12)						
				Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes)						
				Misión/planes del NIDCR						
				Otro (por favor especifique):	A					
ESK7134Q002		A	¿Qué información estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
				Boca seca o xerostomía						
				Enfermedad de las encías						
				Cáncer oral						
				Articulaciones temporomandibulares (ATM)						
				Caries dental						
				Otro (por favor especifique):	B1					
ESK7134Q004		B1	¿Qué tema estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
				Parcialmente	A					
				No	A					
ESK7134Q006		A	¿Qué información no pudo encontrar?			N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?			N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez		Y	Radio button, one-up vertical	~~Skip Logic Group*~~		Visit Frequency
				Una vez cada 6 meses, o menos		A				
				Una vez cada unos pocos meses		A				
				Cada mes		A				
				Cada semana		A				
				Una vez al día o más		A				
~~TAR0213368~~		~~A~~	~~¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?~~	~~Sí~~	~~B,D,E~~	~~Y~~	~~Radio button, one-up vertical~~	~~Skip Logic Group*~~		~~Redesign Notice~~
				~~No~~						
~~TAR0213369~~		~~B~~	~~¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.~~	~~1=Muy en desacuerdo~~		~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~		~~Redesign Look and Feel~~
				~~2~~						
				~~3~~						
				~~4~~						
				~~5~~						
				~~6~~						
				~~7~~						
				~~8~~						
				~~9~~						
				~~10=Muy de acuerdo~~						
				~~No sé~~						
~~TAR0213370~~		~~D~~	~~Es más fácil encontrar la información que quiero en el nuevo sitio.~~	~~1=Muy en desacuerdo~~		~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~		~~Redesign Easier Find~~
				~~2~~						
				~~3~~						
				~~4~~						
				~~5~~						
				~~6~~						
				~~7~~						
				~~8~~						
				~~9~~						
				~~10=Muy de acuerdo~~						
				~~No sé~~						
~~TAR0213371~~		~~E~~	~~El nuevo sitio es mejor que el anterior.~~	~~1=Muy en desacuerdo~~	~~1~~	~~Y~~	~~Radio button, scale, has don't know~~	~~Skip Logic Group*~~		~~Redesign Improvement~~
				~~2~~	~~1~~					
				~~3~~	~~1~~					
				~~4~~	~~1~~					
				~~5~~	~~1~~					
				~~6~~	~~2~~					
				~~7~~	~~2~~					
				~~8~~	~~2~~					
				~~9~~	~~2~~					
				~~10=Muy de acuerdo~~	~~2~~					
				~~No sé~~						
~~TAR0213373~~		~~1~~	~~¿Por qué cree que el nuevo sitio NO es mejor que el anterior?~~			~~N~~	~~Text area, no char limit~~	~~Skip Logic Group*~~		~~OE_Redesign Not Improvement~~
~~TAR0213374~~		~~2~~	~~¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?~~			~~N~~	~~Text area, no char limit~~	~~Skip Logic Group*~~		~~OE_Redesign Improvement~~
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group		Role
				Familiar o amigo de una persona con un problema de salud				Randomize		
				Educador de salud						
				Profesional de la salud	B					
				Científico/investigador	D					
				Dueño de negocio/empresario						
				Analista de políticas						
				Estudiante	D, S					
				Maestro/profesor	D, T					
				Otro (por favor especifique):	A				Anchor Answer Choice		
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.			N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider

				Higienista dental						
				Asistente dental						
				Médico						
				Enfermera o enfermero						
				Asistente médico/Profesional en enfermería ("Nurse Practitioner")						
				Otro (por favor especifique):	B1					
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.			N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha…	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
				Recibido financiamiento del NIDCR?						
				Ninguno de los anteriores				mutually exclusive		
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?		A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
				Sí						
				No						
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
				A través del enlace "español" del sitio del NIDCR en inglés						
				Enlace desde otro sitio						
				Publicaciones/productos						
				Familiar, amigo, vecino, etc.						
				No lo recuerdo						
				Otro (por favor especifique):	B					
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
				México						
				Puerto Rico						
				Centroamérica						
				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	C					
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
				México						
				Puerto Rico						
				Centroamérica						
				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	B					
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino		Y	Radio button, one-up vertical			Demographics: Gender
				Femenino						
				Prefiero no contestar						
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años		Y	Radio button, one-up vertical			Demographics: Age
				18 - 24						
				25 - 34						
				35 - 44						
				45 - 54						
				55 - 64						
				65 - 74						
				75 o más						
				Prefiero no contestar						
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska		Y	Checkbox, one-up vertical			Demographics: Race Ethnicity
				Asiático						
				Negro/afroamericano						
				Hispano/latino						
				Nativo de Hawái u otras islas del Pacífico						
				Blanco						
				Otro						
				Prefiero no contestar				mutually exclusive		
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria		Y	Radio Button, one-up vertical			Demographics: Education
				Terminé la secundaria/GED						
				Grado asociado ("Associate Degree")						
				Licenciatura						
				Estudios de maestría						
				Estudios de doctorado (PhD, MD, DMD)						

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
				Información de salud (para pacientes, clientes)	B					
				Encontrar un dentista o cuidado dental						
				Estudios clínicos o estudios de investigación						
				Datos y estadísticas						
				Información sobre subvenciones y fuentes de financiamiento						
				Noticias sobre ciencia						
				Publicaciones						
				Herramientas de investigación (como modelos animales, matrices de tejidos)						
				Trabajos, becas, pasantías						
				Educación continua (CDE, por su sigla en inglés)						
				Herramientas de enseñanza (para instrucción de grados K-12)						
				Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes)						
				Misión/planes del NIDCR						
				Otro (por favor especifique):	A					
ESK7134Q002		A	¿Qué información estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
				Boca seca o xerostomía						
				Enfermedad de las encías						
				Cáncer oral						
				Articulaciones temporomandibulares (ATM)						
				Caries dental						
				Otro (por favor especifique):	B1					
ESK7134Q004		B1	¿Qué tema estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
				Parcialmente	A					
				No	A					
ESK7134Q006		A	¿Qué información no pudo encontrar?			N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?			N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency
				Una vez cada 6 meses, o menos		A				
				Una vez cada unos pocos meses		A				
				Cada mes		A				
				Cada semana		A				
				Una vez al día o más		A				
TAR0213368		A	¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?	Sí	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*		Redesign Notice
				No						
TAR0213369		B	¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.	1=Muy en desacuerdo		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Look and Feel
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
				10=Muy de acuerdo						
				No sé						
TAR0213370		D	Es más fácil encontrar la información que quiero en el nuevo sitio.	1=Muy en desacuerdo		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Easier Find
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
				10=Muy de acuerdo						
				No sé						
TAR0213371		E	El nuevo sitio es mejor que el anterior.	1=Muy en desacuerdo	1	Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Improvement
				2	1					
				3	1					
				4	1					
				5	1					
				6	2					
				7	2					
				8	2					
				9	2					
				10=Muy de acuerdo	2					
				No sé						
TAR0213373		1	¿Por qué cree que el nuevo sitio NO es mejor que el anterior?			N	Text area, no char limit	Skip Logic Group*		OE_Redesign Not Improvement
TAR0213374		2	¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?			N	Text area, no char limit	Skip Logic Group*		OE_Redesign Improvement
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group Randomize		Role
				Familiar o amigo de una persona con un problema de salud						
				Educador de salud						
				Profesional de la salud	B					
				Científico/investigador	D					
				Dueño de negocio/empresario						
				Analista de políticas						
				Estudiante	D, S					
				Maestro/profesor	D, T					
				Otro (por favor especifique):	A			Anchor Answer Choice		
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.			N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider

				Higienista dental							
				Asistente dental							
				Médico							
				Enfermera o enfermero							
				Asistente médico/Profesional en enfermería ("Nurse Practitioner")							
				Otro (por favor especifique):	B1						
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.			N	Text area, no char limit	Skip Logic Group			Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha…	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group			Role_Funding
				Recibido financiamiento del NIDCR?							
				Ninguno de los anteriores				mutually exclusive			
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group			Role_Student
				Instituto vocacional o escuela técnica							
				Estudios universitarios							
				Estudios de postgrado							
				Profesional							
				Otro							
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group			Role_Teacher
				Instituto vocacional o escuela técnica							
				Estudios universitarios							
				Estudios de postgrado							
				Profesional							
				Otro							
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?		A	Y	Radio button, one-up vertical	Skip Logic Group			Visited Spanish Site
				Sí							
				No							
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group			Spanish Site Find Out About
				A través del enlace "español" del sitio del NIDCR en inglés							
				Enlace desde otro sitio							
				Publicaciones/productos							
				Familiar, amigo, vecino, etc.							
				No lo recuerdo							
				Otro (por favor especifique):	B						
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.			N	Text field, <100 char	Skip Logic Group			Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group			Spanish Site Region of Origin
				México							
				Puerto Rico							
				Centroamérica							
				Sudamérica							
				El Caribe							
				Europa							
				Otro (por favor especifique):	C						
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.			N	Text field, <100 char	Skip Logic Group			Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit				One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group			Accessing
				México							
				Puerto Rico							
				Centroamérica							
				Sudamérica							
				El Caribe							
				Europa							
				Otro (por favor especifique):	B						
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group			Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino		Y	Radio button, one-up vertical				Demographics: Gender
				Femenino							
				Prefiero no contestar							
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años		Y	Radio button, one-up vertical				Demographics: Age
				18 - 24							
				25 - 34							
				35 - 44							
				45 - 54							
				55 - 64							
				65 - 74							
				75 o más							
				Prefiero no contestar							
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericano/nativo de Alaska		Y	Checkbox, one-up vertical				Demographics: Race Ethnicity
				Asiático							
				Negro/afroamericano							
				Hispano/latino							
				Nativo de Hawái u otras islas del Pacífico							
				Blanco							
				Otro							
				Prefiero no contestar						mutually exclusive		
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria		Y	Radio Button, one-up vertical				Demographics: Education
				Terminé la secundaria/GED							
				Grado asociado ("Associate Degree")							
				Estudios universitarios Licenciatura							
				Estudios de maestría							
				Estudios de doctorado (PhD, MD, DMD)							

Model Name	**NIDCR Desktop**	EN MID: BZYpJRstFs8pYNcgQpIB0Q4C		Red & Strike-Through: Delete	Brown: Changes by Nicole	FORESEE
Model ID	**oQVZB5gtMlUAAwEpIhR8Bg4C**			Underlined & Italicized: Re-order		
Partitioned	**No**			Pink: Addition		
Date	**9/14/2016**			Blue: Reword		

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	**Primary Reason**		What was your main reason for visiting this site?	Health information (for self or friend/family member)	**B**	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	**B**				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	**A**				
ESK7134Q002		**A**	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		**B**	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	**B1**				
ESK7134Q004		**B1**	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	**A**				
				No	**A**				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		**A**	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical	Skip Logic Group	Visit Frequency
				Once every 6 months or less often	**A**				
				Once every few months	**A**				
				Monthly	**A**				
				Weekly	**A**				
				Daily or more often	**A**				
		A	Did you notice any changes to the NIDCR site during your visit today?	Yes	**B,D,E**	Y	Radio button, one-up vertical	Skip Logic Group*	Redesign Notice
				No					
		B	Do you agree or disagree with the following statements about the new NICDR site: New site's look and feel is visually pleasing.	1=Strongly Disagree		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Look and Feel
				2					
				3					
				4					
				5					
				6					
				7					
				8					
				9					
				10=Strongly Agree					
				Don't know					
		D	New site makes it easier to find the information I want.	1=Strongly Disagree		Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Easier Find
				2					
				3					
				4					
				5					
				6					
				7					
				8					
				9					
				10=Strongly Agree					
				Don't know					
		E	New site is an improvement over the previous one.	1=Strongly Disagree	**1**	Y	Radio button, scale, has don't know	Skip Logic Group*	Redesign Improvement
				2	**1**				
				3	**1**				
				4	**1**				
				5	**1**				
				6	**2**				
				7	**2**				
				8	**2**				
				9	**2**				
				10=Strongly Agree	**2**				
				Don't know	**2**				
		1	Why you think the new site is NOT an improvement over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Not Improvement
		2	What aspects of the new site are improvements over the previous site?			N	Text area, no char limit	Skip Logic Group*	OE_Redesign Improvement
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group / Randomize	Role
				Family member/friend of a person with a health concern					
				Health educator					
				Health care provider	**B**				
				Scientist/Researcher	**D**				
				Business owner/Entrepreneur					
				Policy analyst					

Question ID	Label	Code	Question	Answer Choices	Skip	Req	Input Type	Logic	Variable
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					
				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019		A	What is your country/region of origin?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	C				
ESK7134Q020		C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)	American Indian/Alaska Native		Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label Spanish	CQ Label
ESK7134Q001			¿Cuál fue su motivo principal para visitar este sitio?	Información de salud (para mí o un amigo o familiar)	B	Y	Radio button, one-up vertical	Skip Logic Group		Primary Reason
				Información de salud (para pacientes, clientes)	B					
				Encontrar un dentista o cuidado dental						
				Estudios clínicos o estudios de investigación						
				Datos y estadísticas						
				Información sobre subvenciones y fuentes de financiamiento						
				Noticias sobre ciencia						
				Publicaciones						
				Herramientas de investigación (como modelos animales, matrices de tejidos)						
				Trabajos, becas, pasantías						
				Educación continua (CDE, por su sigla en inglés)						
				Herramientas de enseñanza (para instrucción de grados K-12)						
				Herramientas de enseñanza (para instrucción de profesionales dentistas/médicos o de estudiantes)						
				Misión/planes del NIDCR						
				Otro (por favor especifique):	A					
ESK7134Q002		A	¿Qué información estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Primary Reason
ESK7134Q003		B	¿Qué información de salud estaba buscando? (Seleccione todos los que apliquen).	Síndrome de la boca ardiente		Y	Checkbox, one-up vertical	Skip Logic Group		Looking For_Health Info
				Boca seca o xerostomía						
				Enfermedad de las encías						
				Cáncer oral						
				Articulaciones temporomandibulares (ATM)						
				Caries dental						
				Otro (por favor especifique):	B1					
ESK7134Q004		B1	¿Qué tema estaba buscando?			N	Text area, no char limit	Skip Logic Group		Other_Looking For
ESK7134Q005	Accomplish		¿Encontró lo que estaba buscando hoy en este sitio?	Sí		Y	Radio button, one-up vertical	Skip Logic Group*		Find
				Parcialmente	A					
				No	A					
ESK7134Q006		A	¿Qué información no pudo encontrar?			N	Text area, no char limit	Skip Logic Group*		OE_Find - What Unable
ESK7134Q007		A	¿Por qué no pudo terminar lo que deseaba cumplir?			N	Text area, no char limit	Skip Logic Group*		OE_Find - Why Unable
ESK7134Q008	Visit Frequency		¿Con qué frecuencia visita este sitio?	Esta es la primera vez		Y	Radio button, one-up vertical	Skip Logic Group*		Visit Frequency
				Una vez cada 6 meses, o menos		A				
				Una vez cada unos pocos meses		A				
				Cada mes		A				
				Cada semana		A				
				Una vez al día o más		A				
		A	¿Notó algún cambio en el sitio del NIDCR durante su visita de hoy?	Sí	B,D,E	Y	Radio button, one-up vertical	Skip Logic Group*		Redesign Notice
				No						
		B	¿Está o no de acuerdo con las siguientes afirmaciones sobre el nuevo sitio: La apariencia del nuevo sitio es visualmente agradable.	1=Muy en desacuerdo		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Look and Feel
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
				10=Muy de acuerdo						
				No sé						
		D	Es más fácil encontrar la información que quiero en el nuevo sitio.	1=Muy en desacuerdo		Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Easier Find
				2						
				3						
				4						
				5						
				6						
				7						
				8						
				9						
				10=Muy de acuerdo						
				No sé						
		E	El nuevo sitio es mejor que el anterior.	1=Muy en desacuerdo	1	Y	Radio button, scale, has don't know	Skip Logic Group*		Redesign Improvement
				2	1					
				3	1					
				4	1					
				5	1					
				6	2					
				7	2					
				8	2					
				9	2					
				10=Muy de acuerdo	2					
				No sé						
		1	¿Por qué cree que el nuevo sitio NO es mejor que el anterior?			N	Text area, no char limit	Skip Logic Group*		OE_Redesign Not Improvement
		2	¿Qué aspectos del nuevo sitio le parecen mejores que los del sitio anterior?			N	Text area, no char limit	Skip Logic Group*		OE_Redesign Improvement
ESK7134Q009			¿Cómo describe mejor su papel al visitar hoy el sitio web del NIDCR?	Persona con un problema de salud		Y	Radio button, one-up vertical	Skip Logic Group Randomize		Role
				Familiar o amigo de una persona con un problema de salud						
				Educador de salud						
				Profesional de la salud	B					
				Científico/investigador	D					
				Dueño de negocio/empresario						
				Analista de políticas						
				Estudiante	D, S					
				Maestro/profesor	D, T					
				Otro (por favor especifique):	A				Anchor Answer Choice	
ESK7134Q010		A	Por favor describa su papel al visitar el sitio.			N	Text area, no char limit	Skip Logic Group		Other_Role
ESK7134Q011		B	¿Qué tipo de profesional de la salud es usted?	Dentista		Y	Radio button, one-up vertical	Skip Logic Group		Role_Health Care Provider

Question ID	Category	Code	Question	Response Options	Col	Req	Control Type	Logic	Note	Variable
				Higienista dental						
				Asistente dental						
				Médico						
				Enfermera o enfermero						
				Asistente médico/Profesional en enfermería ("Nurse Practitioner")						
				Otro (por favor especifique):	B1					
ESK7134Q012		B1	Por favor especifique qué tipo de profesional de la salud es usted.			N	Text area, no char limit	Skip Logic Group		Other_Role_Health Care Provider
ESK7134Q013		D	¿Usted alguna vez ha…	Solicitado financiamiento del NIDCR?		Y	Checkbox, one-up vertical	Skip Logic Group		Role_Funding
				Recibido financiamiento del NIDCR?						
				Ninguno de los anteriores					mutually exclusive	
ESK7134Q014		S	¿Qué tipo de estudiante es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Student
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q015		T	¿Qué tipo de maestro/profesor es usted?	Grados K-12		Y	Radio button, one-up vertical	Skip Logic Group		Role_Teacher
				Instituto vocacional o escuela técnica						
				Estudios universitarios						
				Estudios de postgrado						
				Profesional						
				Otro						
ESK7134Q016			¿Hoy visitó el sitio del NIDCR en español?	Sí	A	Y	Radio button, one-up vertical	Skip Logic Group		Visited Spanish Site
				No						
ESK7134Q017		A	¿Cómo se enteró del sitio del NIDCR en español?	Por medio de una búsqueda (por ejemplo, Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Find Out About
				A través del enlace "español" del sitio del NIDCR en inglés						
				Enlace desde otro sitio						
				Publicaciones/productos						
				Familiar, amigo, vecino, etc.						
				No lo recuerdo						
				Otro (por favor especifique):	B					
ESK7134Q018		B	Por favor díganos cómo supo de este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Find Out
ESK7134Q019		A	¿Cuál es su país o región geográfica de origen?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Spanish Site Region of Origin
				México						
				Puerto Rico						
				Centroamérica						
				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	C					
ESK7134Q020		C	Por favor especifique su país o región geográfica de origen.			N	Text field, <100 char	Skip Logic Group		Other_Spanish Site Region of Origin
ESK7134Q021			Si pudiera hacer un cambio al sitio del NIDCR, ¿qué haría?			N	Text area, no char limit			One Improvement
ESK7134Q022			¿Desde dónde está accediendo a este sitio?	Estados Unidos		Y	Radio button, one-up vertical	Skip Logic Group		Accessing
				México						
				Puerto Rico						
				Centroamérica						
				Sudamérica						
				El Caribe						
				Europa						
				Otro (por favor especifique):	B					
ESK7134Q023		B	Por favor díganos desde dónde está accediendo a este sitio.			N	Text field, <100 char	Skip Logic Group		Other_Accessing
ESK7134Q024	Demographics: Gender		¿Cuál es su sexo?	Masculino		Y	Radio button, one-up vertical			Demographics: Gender
				Femenino						
				Prefiero no contestar						
ESK7134Q025	Demographics: Age		¿A qué categoría de edad pertenece?	Menor de 18 años		Y	Radio button, one-up vertical			Demographics: Age
				18 - 24						
				25 - 34						
				35 - 44						
				45 - 54						
				55 - 64						
				65 - 74						
				75 o más						
				Prefiero no contestar						
ESK7134Q026			¿Cuál es su raza o grupo étnico? (Seleccione todos los que apliquen).	Indio norteamericanos/nativo de Alaska		Y	Checkbox, one-up vertical			Demographics: Race Ethnicity
				Asiático						
				Negro/afroamericano						
				Hispano/latino						
				Nativo de Hawái u otras islas del Pacífico						
				Blanco						
				Otro						
				Prefiero no contestar					mutually exclusive	
ESK7134Q027			¿Cuál es el grado de educación más alto que ha terminado?	No terminé la secundaria		Y	Radio Button, one-up vertical			Demographics: Education
				Terminé la secundaria/GED						
				Grado asociado ("Associate Degree")						
				Estudios universitarios						
				Estudios de maestría						
				Estudios de doctorado (PhD, MD, DMD)						

Model Name	NIDCR Desktop	EN MID: BZYpJRstFs8pYNcgQplB0Q4C		Red & Strike-Through: Delete	Brown: Changes by Nicole
Model ID	oQVZB5gtMlUAAwEplhR8Bg4C			Underlined & Italicized: Re-order	FORESEE
Partitioned	No			Pink: Addition	
Date	9/14/2016			Blue: Reword	

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
ESK7134Q001	Primary Reason		What was your main reason for visiting this site?	Health information (for self or friend/family member)	B	Y	Radio button, one-up vertical	Skip Logic Group	Primary Reason
				Health information (for patients, clients)	B				
				Find a dentist or dental care					
				Clinical trials or research studies					
				Data and statistics					
				Grants/funding information					
				Science news					
				Publications					
				Research tools (e.g. animal models, tissue arrays)					
				Jobs, fellowships, internships					
				Continuing education (CDE)					
				Teaching tools (for K-12 instruction)					
				Teaching tools (for dental/medical professional or student instruction)					
				NIDCR mission/plans					
				Other (please specify):	A				
ESK7134Q002		A	What you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Primary Reason
ESK7134Q003		B	What health information were you looking for? (Please select all that apply.)	Burning mouth		Y	Checkbox, one-up vertical	Skip Logic Group	Looking For_Health Info
				Dry mouth					
				Gum disease					
				Oral cancer					
				TMJ (temporomandibular joints)					
				Tooth decay					
				Other (please specify):	B1				
ESK7134Q004		B1	What topic you were looking for?			N	Text area, no char limit	Skip Logic Group	Other_Looking For
ESK7134Q005			Did you find what you were looking for on this site today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Find
				Partially	A				
				No	A				
ESK7134Q006		A	What were you unable to find?			N	Text area, no char limit	Skip Logic Group*	OE_Find - What Unable
ESK7134Q007		A	Why were you unable to accomplish your task?			N	Text area, no char limit	Skip Logic Group*	OE_Find - Why Unable
ESK7134Q008	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					
				Monthly					
				Weekly					
				Daily or more often					
ESK7134Q009	Role		Which best describes your role in visiting the NIDCR website today?	Person with a health concern		Y	Radio button, one-up vertical	Skip Logic Group	Role
				Family member/friend of a person with a health concern				Randomize	
				Patient advocate					
				Health educator					
				Health care provider	B				
				Scientist/Researcher	D				
				NIDCR Council or committee member					
				NIDCR staff					
				Other government staff					
				Media					
				Business owner/Entrepreneur					
				Policy analyst					
				Student	D, S				
				Teacher/Professor	D, T				
				Other (please specify):	A			Anchor Answer Choice	
ESK7134Q010		A	Please describe your role in visiting the site.			N	Text area, no char limit	Skip Logic Group	Other_Role
ESK7134Q011		B	What type of health care provider are you?	Dentist		Y	Radio button, one-up vertical	Skip Logic Group	Role_Health Care Provider
				Dental Hygienist					
				Dental Assistant					
				Physician					
				Nurse					
				Physician Assistant/Nurse Practitioner					
				Other (please specify):	B1				
ESK7134Q012		B1	Please specify what type of health care provider you are.			N	Text area, no char limit	Skip Logic Group	Other_Role_Health Care Provider
ESK7134Q013		D	Have you ever...?	Applied for funding from NIDCR		Y	Checkbox, one-up vertical	Skip Logic Group	Role_Funding
				Received funding from NIDCR					
				Neither of the above				mutually exclusive	
ESK7134Q014		S	What type of student are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Student
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q015		T	What type of teacher/professor are you?	K-12th grade		Y	Radio button, one-up vertical	Skip Logic Group	Role_Teacher
				Vocational/technical school					
				Undergraduate					
				Graduate					
				Professional					
				Other					
ESK7134Q016			Did you visit NIDCR's Spanish-language site today?	Yes	A	Y	Radio button, one-up vertical	Skip Logic Group	Visited Spanish Site
				No					
ESK7134Q017		A	How did you find out about NIDCR's Spanish-language site?	Search engine (e.g. Google, Yahoo, Bing)		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Find Out About
				Followed Español link from English NIDCR website					

				Link from another site					
				Publications/products					
				Family member, friend, neighbor, etc.					
				I don't remember					
				Other (please specify):	B				
ESK7134Q018		B	Please specify how you found out about this site.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Find Out
ESK7134Q019		A	What is your country/region of origin?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Spanish Site Region of Origin
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	C				
ESK7134Q020		C	Please specify your country/region of origin.			N	Text field, <100 char	Skip Logic Group	Other_Spanish Site Region of Origin
ESK7134Q021	OE_Improve Experience		If you could make one improvement to the NIDCR site, what would it be?			N	Text area, no char limit		One Improvement
ESK7134Q022			From where are you accessing this site?	United States		Y	Radio button, one-up vertical	Skip Logic Group	Accessing
				Mexico					
				Puerto Rico					
				Central America					
				South America					
				Caribbean					
				Europe					
				Other (please specify):	B				
ESK7134Q023		B	Please specify from where you are accessing this site.			N	Text field, <100 char	Skip Logic Group	Other_Accessing
ESK7134Q024	Demographics: Gender		What is your gender?	Male		Y	Radio button, one-up vertical		Demographics: Gender
				Female					
				Prefer not to answer					
ESK7134Q025			Which category includes your age?	Under 18		Y	Radio button, one-up vertical		Demographics: Age
				18 - 24					
				25 - 34					
				35 - 44					
				45 - 54					
				55 - 64					
				65 - 74					
				75 or older					
				Prefer not to answer					
ESK7134Q026			What is your race or ethnicity? (Please select all that apply.)			Y	Checkbox, one-up vertical		Demographics: Race Ethnicity
				American Indian/Alaska Native					
				Asian					
				Black/African American					
				Hispanic/Latino					
				Native Hawaiian or Other Pacific Islander					
				White					
				Other					
				Prefer not to answer				mutually exclusive	
ESK7134Q027			What is your highest level of education?	Less than high school		Y	Radio Button, one-up vertical		Demographics: Education
				High school diploma/GED					
				Associate Degree					
				Bachelor's Degree					
				Master's Degree					
				Doctorate (PhD, MD, DMD)					