

MedlinePlus Magazine Readership Survey

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Start of Block: Introduction

The **NIH MedlinePlus Magazine** is a digital magazine (available in English and Spanish) produced by the National Library of Medicine.

The goal of this survey is to learn about people's attitudes and experiences with the magazine's content and website.

The survey will only take a few minutes to complete. Your responses are secure to the extent permitted by law, and your input will be used to inform future improvements to the design, content, and direction of the magazine.

Before you begin, please click here to visit the [NIH MedlinePlus Magazine](#) home page.

Thank you for your feedback!

Q1 Please rate your level of familiarity with NIH, where 1=not at all familiar and 5=very familiar.

- 1=Not at all familiar (1)
 - 2 (2)
 - 3 (3)
 - 4 (4)
 - 5=Very familiar (5)
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Q2 Please rate your level of familiarity with the **NIH MedlinePlus Magazine**, where 1=not at all familiar and 5=very familiar.

- 1=Not at all familiar (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5=Very familiar (5)

End of Block: Introduction

Start of Block: Website Questions

Q3 How often do you visit the **NIH MedlinePlus Magazine** website?

- Daily (1)
 - A few times per week (2)
 - Weekly (3)
 - 2 to 3 times per month (4)
 - Monthly (5)
 - Less than monthly (6)
 - This is my first visit (7)
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Q4 On a scale from 1 (not at all easy) to 5 (very easy), how easy is the **NIH MedlinePlus**

Magazine website for you to navigate?

- 1=Not at all easy (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5=Very easy (5)

Q5 On a scale from 1 (not at all) to 5 (very), how visually appealing is the **NIH MedlinePlus Magazine** website?

- 1=Not at all appealing (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5=Very appealing (5)

Q6 Are you able to find the information you are seeking on the **NIH MedlinePlus Magazine** website?

- No (1)
- Partially (2)
- Yes (3)

Q7 What recommendations, if any, do you have for improving the **NIH MedlinePlus Magazine** website?

End of Block: Website Questions

Start of Block: Magazine Content Questions

8 Please select the five **NIH MedlinePlus Magazine** topics that most interest you.

- COVID-19 (1)
- Alzheimer's Disease (2)
- Heart Health and Diseases (3)
- Hearing and Ear Health (4)
- Brain and Nervous System Disorders (5)
- Skin Conditions (6)
- Alcohol and Drug Addiction (7)
- Healthy Aging (8)
- Technology in Medicine (9)
- Mental and Behavioral Health (10)
- Men's Health (11)
- Women's Health (12)
- Research Updates (13)
- Asthma or Allergies (14)
- Children's Health (15)
- Clinical Trials (16)

- Autoimmune Disorders (17)
 - Teen Health (18)
 - Thyroid Disorders (19)
 - Vision and Eye Health (20)
 - Diabetes (21)
 - Health and Wellness Tips (22)
 - Cancer (23)
 - Chronic Pain (24)
 - Other topic not mentioned above (please specify) (25)
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Q9 Which forms of content interest you the most? (Please choose all that apply.)

- Short articles (1)
 - Personal stories (2)
 - Medical illustrations (3)
 - Photographs (4)
 - Images (5)
 - Information graphics (6)
 - Videos (7)
 - Animations (8)
 - Other content not mentioned above (please explain below) (9)
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Q10 What types of health-related interviews with notable people are you interested in reading?
(Please specify all that apply.)

- Actors and actresses (1)
 - Celebrities (2)
 - Athletes (3)
 - Internet content creators and personalities (YouTube, TikTok, etc.) (4)
 - Social media influencers (5)
 - Political leaders (6)
 - NIH researchers and Institute directors (7)
 - Musicians (8)
 - Newsmakers (9)
 - Bestselling authors (10)
 - Other personalities not listed above (please explain below) (11)
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Q11 On a scale from 1 (completely disagree) to 5 (completely agree), how much do you agree with the following statements?

Q12 **NIH Medline Plus Magazine** is a trusted source for health information.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q13 **NIH Medline Plus Magazine** helps me keep up with the latest health tips and information.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q14 **NIH Medline Plus Magazine** helps me keep up with the latest research from the National Institutes of Health.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q15 **NIH Medline Plus Magazine** is a source for ideas about improving my health.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q16 Overall, how satisfied are you with the **NIH MedlinePlus Magazine**?

- Extremely dissatisfied (1)
- Somewhat dissatisfied (2)
- Neither satisfied nor dissatisfied (3)
- Somewhat satisfied (4)
- Extremely satisfied (5)

Q17 What actions have you taken as a result of reading NIH MedlinePlus Magazine content during the past 12 months? (Please specify all that apply.)

- Researched a health condition, medication, or treatment (1)
 - Shared an article with a family or friend (3)
 - Talked to a doctor or health care provider (4)
 - Visited another NIH website (please specify) (2)
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- Made a lifestyle change (5)
 - Connected with the NIH on social media (6)
 - Took no action (7)

Other (please explain below) (8)

End of Block: Magazine Content Questions

Start of Block: General Questions

Q18 **NIH MedlinePlus Magazine** has three main goals: Highlight NIH-supported scientific research; Increase public awareness and understanding of the NIH, its mission, and goals; and Provide accurate, understandable, and actionable health information.

How much do you agree or disagree with the following statements?

Q19 **NIH Medline Plus Magazine** supports Goal #1 to highlight NIH-supported scientific research.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q20 **NIH Medline Plus Magazine** supports Goal #2 to increase public awareness and understanding of the NIH, its mission, and goals.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q21 **NIH Medline Plus Magazine** supports Goal #3 to provide accurate, understandable, and actionable health information.

- 1=Completely disagree (1)
 - 2 (2)
 - 3=Neither agree nor disagree (3)
 - 4 (4)
 - 5=Completely agree (5)
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Q22 If we were to consider changing the name of **NIH MedlinePlus Magazine**, which of the following resonates the most with you? (6=highest, 1=lowest).

- _____ NIH For Your Health (1)
 - _____ NIH Research In Action (2)
 - _____ NIH Discovery And Your Health (3)
 - _____ NIH Turning Discovery Into Health (4)
 - _____ NIH Health and Wellness (5)
 - _____ Other name not suggested above (please specify) (6)
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Q23 How did you find out about **NIH MedlinePlus Magazine** (Please choose all that apply.)

- NIH social media account or website (please specify) (1)

- Celebrity social media account (please specify) (2)

- Shared story on social media (3)
- Health care professional recommendation (4)
- Internet search (Google, Bing, etc.) (5)
- Long-time reader (6)
- Email (7)
- Family or friend recommendation (8)

Other information source not mentioned above (please specify) (9)

End of Block: General Questions
