

VERINT FORESEE PROPOSED SURVEY QUESTIONS

The Foresee Survey will be implemented with the following proposed questions. Some questions may contain bracketed text to allow for some small variability in the survey language and adapt to context-specific situations.

MODEL QUESTIONS

These questions are specific to the Verint Foresee survey. Responses are specifically used to compute the customer satisfaction scoring. Wording cannot be adjusted.

1. What is your overall satisfaction with this site?
☐ (1=Very Dissatisfied, 10=Very Satisfied)
2. How well does this site meet your expectations?
☐ (1=Falls short, 10=Exceeds)
3. How does this site compare to your idea of an ideal website?
☐ (1=Not Very Close, 10=Very Close)
4. Please rate the visual appeal of this site.
☐ (1=Poor, 10=Excellent, Don't Know)
5. Please rate the balance of graphics and text on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
6. Please rate the readability of the pages on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
7. Please rate how quickly pages load on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
8. Please rate the consistency of speed from page to page on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
9. Please rate how completely the page content loads on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
10. Please rate how well the site is organized.
☐ (1=Poor, 10=Excellent, Don't Know)
11. Please rate the options available for navigating this site.
☐ (1=Poor, 10=Excellent, Don't Know)
12. Please rate how well the site layout helps you find what you need.
☐ (1=Poor, 10=Excellent, Don't Know)
13. Please rate the ability to sort information by criteria that are important to you on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
14. Please rate the ability to narrow choices to find the information you are looking for on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
15. Please rate how well the features on the site help you find the information you need.
☐ (1=Poor, 10=Excellent, Don't Know)
16. Please rate the thoroughness of information provided on this site.
☐ (1=Poor, 10=Excellent, Don't Know)
17. Please rate how understandable this site's information is.

- ☐ (1=Poor, 10=Excellent, Don't Know)
- 18. Please rate how well the site's information provides answers to your questions.
 - ☐ (1=Poor, 10=Excellent, Don't Know)
- 19. How likely are you to recommend CDC.gov to someone else?
 - ☐ (1=Very Unlikely, 10=Very Likely)
- 20. How likely are you to visit CDC.gov again in the future?
 - ☐ (1=Very Unlikely, 10=Very Likely)

CDC CUSTOM QUESTIONS

These questions fall outside of the Model Questions above. Questions below are specific to CDC's capture of customer feedback and understanding visitor needs.

- 21. Were you able to find what you were looking for?
 - ☐ Yes
 - ☐ No
 - ☐ Partially
- 22. What were you looking for?
- 23. Were you looking for information related to *[INSERT TOPIC]* today?
- 24. Did you find the information you were looking for?
 - ☐ Yes
 - ☐ No
- 25. [Did it take too long to find] what you were looking for?
 - ☐ Yes
 - ☐ No
 - ☐ Partially
 - ☐ [...] *Answer choices may be similar to the above*
- 26. Select the primary issue you [experienced while trying to access or understand CDC content]:
 - ☐ The information was difficult to understand or needs to be in simpler language.
 - ☐ The website layout was confusing, making it hard to find specific information.
 - ☐ Some content or resources seemed outdated or inconsistent with other sources.
 - ☐ There were website problems such as broken links, slow loading times, or error messages.
 - ☐ Links often did not take me where I expected.
 - ☐ The website lacked information or resources on a specific health topic I was interested in.
 - ☐ None of the above/I did not experience any problems.
 - ☐ [...] *Answer choices may be similar to the above*
- 27. Did you call or are you planning to call CDC-INFO to help find the information you are looking for?
 - ☐ Yes
 - ☐ No

- ☐ Maybe
- 28. I can [count on this agency to act in my best interests].
 - ☐ (1=Poor, 10=Excellent, Don't Know)
 - ☐ [...] *Answer choices may be similar to the above*
- 29. I consider this agency [to be trustworthy].
 - ☐ (1=Poor, 10=Excellent, Don't Know)
 - ☐ [...] *Answer choices may be similar to the above*
- 30. Based on this site visit, I consider this source of information [to be trustworthy].
 - ☐ (1=Poor, 10=Excellent, Don't Know)
 - ☐ [...] *Answer choices may be similar to the above*
- 31. How were you planning to use [the information about *THIS TOPIC*]?
 - ☐ [INSERT TOPICS]
- 32. What kinds of information are you most interested in finding on CDC's website? (Please select all that apply)?
 - ☐ [INSERT TOPICS]
- 33. Which of these brought you to cdc.gov today to learn about COVID-19? (Please choose your primary referral source.)
 - ☐ An email from CDC
 - ☐ Social media (e.g., Facebook, Twitter, YouTube, Instagram, etc.)
 - ☐ A CDC social media post, tweet, video, etc.
 - ☐ [...] *Answer choices may be similar to the above*
- 34. Do you agree that the pages you read are clearly communicated?
 - ☐ Yes
 - ☐ No
 - ☐ Not Sure
- 35. Do you agree that the pages you read allow you to take action?
 - ☐ Yes
 - ☐ No
 - ☐ Not Sure
- 36. How would you describe your experience while visiting CDC.gov today? (Check all that apply)
 - ☐ Links often did not take me where I expected
 - ☐ Links were often difficult to understand
 - ☐ Too many links to choose from
 - ☐ [...] *Answer choices may be similar to the above*
- 37. Please describe your navigation difficulty

38. Which of the following best describes the **[type of information]** you were looking for?
- ☐ [General information about the health topic selected]
 - ☐ [General information about symptoms, causes, risk factors, tests, or treatment]
 - ☐ [Data and statistics]
 - ☐ [Fact Sheets]
 - ☐ [...] *Answer choices may be similar to the above*
39. I'm planning to use the information I found today for:
- ☐ For my own health
 - ☐ For my children's health
 - ☐ For the health of my friend or family member
 - ☐ [...] *Answer choices may be similar to the above*
40. Based on the information I found, I am planning to make changes to my lifestyle or my family's lifestyle:
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Disagree
 - ☐ Strongly disagree
 - ☐ Not applicable
41. On a scale of 1 to 5, with 1 being not at all useful and 5 being very useful, how useful is this information in helping you make decisions [to keep yourself from either catching or getting seriously sick from respiratory illnesses?]
- ☐ (1=Not Useful, 5=Very Useful, Don't Know)
42. I can count on this agency to act in my best interests.
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Disagree
 - ☐ Strongly disagree
 - ☐ Not applicable
43. I consider this agency to be trustworthy.
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Disagree
 - ☐ Strongly disagree
 - ☐ Not applicable
44. Based on this site visit, I consider this source of information to be trustworthy
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Disagree
 - ☐ Strongly disagree

- ☐ Not applicable
- 45. How frequently do you use the CDC.gov site?
 - ☐ Daily
 - ☐ Weekly
 - ☐ Monthly
 - ☐ A couple times a year
 - ☐ About once a year
 - ☐ This is my first time
- 46. Which of the following best describes you?
 - ☐ Individual interested in health
 - ☐ Traveler
 - ☐ Healthcare provider (physician, nurse, physician's assistant, nurse practitioner, pharmacist, or other healthcare provider)
 - ☐ Public health agency employee or public health professional
 - ☐ [...] Answer choices may be similar to the above
- 47. From what location are you accessing the CDC site today?
 - ☐ Home
 - ☐ Work
 - ☐ In transit
 - ☐ Other
- 48. How old are you?
 - ☐ 19 or under
 - ☐ 20-34 years old
 - ☐ 35-49 years old
 - ☐ 50-64 years old
 - ☐ 65 or older
 - ☐ Prefer not to answer
- 49. What is your race and/or ethnicity? *Select all that apply and enter additional details in the spaces below.*
 - ☐ American Indian or Alaska Native – Enter, for example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.
 - ☐ Asian
 - ☐ Chinese
 - ☐ Vietnamese
 - ☐ Asian Indian
 - ☐ Korean
 - ☐ Filipino
 - ☐ Japanese
 - ☐ Enter, for example, Pakistani, Hmong, Afghan, etc.
 - ☐ Black or African

- African American
- Nigerian
- Jamaican
- Ethiopian
- Haitian
- Somali
- *Enter, for example, Trinidadian or Tobagonian, Ghanian, Congolese, etc.*
- o Hispanic or Latino
 - Mexican
 - Cuban
 - Puerto Rican
 - Dominican
 - Salvadoran
 - Guatemalan
 - *Enter, for example, Colombian, Honduran, Spaniard, etc.*
- o Middle Eastern or North African
 - Lebanese
 - Syrian
 - Iranian
 - Iraqi
 - Egyptian
 - Israeli
 - *Enter, for example, Moroccan, Yemeni, Kurdish, etc.*
- o Native Hawaiian or Pacific Islander
 - Native Hawaiian
 - Tongan
 - Samoan
 - Fijian
 - Chamorro
 - Marshallese
 - *Enter, for example, Chuukese, Palauan, Tahitian, etc.*
- o White
 - English
 - Italian
 - German
 - Polish
 - Irish
 - Scottish
 - *Enter, for example, French, Swedish, Norwegian, etc.*

50. What is the highest level of education you have completed?

- o High school or less
- o Some college
- o College degree
- o Advanced degree

- ☐ Prefer not to answer

51. Are you:

Mark all that apply.

- ☐ Female
- ☐ Male
- ☐ Transgender, non-binary, or another gender

52. If you could suggest one change to improve the CDC site, what recommendation would you make?