

Consent and Introduction

Welcome to the Environmental Factor Readership Survey

We are interested in understanding your current use and future preferences regarding the [Environmental Factor](#), the online public newsletter of the National Institute of Environmental Health Sciences (NIEHS). You will be presented with information relevant to the current online newsletter, a proposed new newsletter format, and our email notifications.

The survey should take you around 15 minutes to complete. Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device but you may still complete this survey on your mobile device.

No incentives can be offered to you for your participation but your responses will help the NIEHS Office of Communications & Public Liaison (OCPL) in future planning of our communication efforts.

Your participation is voluntary, all questions are optional, and you may exit at any time during the survey. Please be assured that your responses will be kept secure to the extent permitted by law.

If you would like to contact the NIEHS OCPL team to discuss this survey, please e-mail harkerjl@niehs.nih.gov.

By clicking the button below, you acknowledge that your participation in this survey is voluntary, you are at least 18 years of age, and that

you are aware that you may choose to terminate your participation in the survey at any time and for any reason.

OMB#: 0925-0648

Expiration Date: 06/2024

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: NIH, Project Clearance Branch; 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-0648). Do not return the completed form to this address.

Privacy Act Statement

Age range and residency are collected for program development and planning. It is optional to provide this information.

Collection of this information is authorized under 42 U.S.C. 203, 241, 289l-1 and 44 U.S.C. 3101, and Section 301 and 493 of the Public Health Service Act. The Privacy Act System of Records Notices (SORNs) that cover collection of this information are [09-25-0156 Records of Participants in Programs and Respondents in Surveys Used to Evaluate Programs of the Public Health Service, HHS/PHS/NIH/OD](#) and [09-90-1901 HHS Correspondence, Comment, Customer Service, and Contact List Records](#).

- ☐ I consent. Let's begin the survey.
- ☐ I do not consent and I do not wish to participate.

Current Newsletter

Thank you for agreeing to participate in our readership survey. We would like to begin by asking about your familiarity with the Environmental Factor newsletter.

How did you first learn about **Environmental Factor**, *the online source for NIEHS news*?

- ☐ Through an online search
- ☐ Social media platform
- ☐ Referred by a friend or colleague

- ☐ Direct link from another website
- ☐ A link in an email
- ☐ I began working at NIEHS
- ☐ Other (please specify)

How often do you visit the Environmental Factor newsletter?

- ☐ Rarely
- ☐ Once a month
- ☐ Weekly
- ☐ A few times a week
- ☐ At least daily

How do you typically access the Environmental Factor newsletter?

- ☐ I visit by clicking links in the email announcing the new issue is available
- ☐ I visit by accessing the website directly
- ☐ I link from another website (e.g., NIEHS homepage, The Junction, etc.)
- ☐ Other (please specify)

What is your primary purpose for reading the Environmental Factor newsletter?

- ☐ To keep informed about a specific environmental health or science topic(s)
- ☐ My work or research is featured
- ☐ To learn more about NIEHS
- ☐ Just browsing
- ☐ Other (specify)

Which sections of the Environmental Factor newsletter do you find most valuable or interesting?

Please rank as 1 = most valuable/interesting to 6 = least valuable/interesting by typing in a number in each option's box to indicate your preference.

Awards and Recognition

Beyond the Bench

Community Impact

Director's Corner

Papers of the Month

Science Highlights

Do you feel that the Environmental Factor is a **trusted source of information** regarding environmental health science research?

- ☐ Definitely not
- ☐ Probably not
- ☐ Maybe
- ☐ Probably yes
- ☐ Definitely yes

Do you feel that the Environmental Factor offers you **actionable information** regarding scientific research, the environment, and/or your health?

- ☐ Definitely not
- ☐ Probably not
- ☐ Might or might not
- ☐ Probably yes
- ☐ Definitely yes

How likely are you to take action or make changes in your daily life or work based on information that you read in the Environmental Factor newsletter?

- ☐ Extremely unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Extremely likely

Please **rank** the following topics or areas of interest that you would most like to read in the Environmental Factor newsletter.

You can rank the topics by dragging and dropping them in the order that best reflects your preferences, Please arrange all topics such that your favorite topic is positioned at the top of the list and your least favorite topic is positioned at the bottom of the list.

Climate Change and Health
Environmental Exposures
Environmental Justice
Exposomics
Funding Opportunities
Health Tips
NIEHS Events Coverage (lectures, webinars, Council meetings, etc.)
Precision Environmental Health Precision Medicine
Toxicology

Add in another

The next few questions will ask how satisfied you are with the Environmental Factor newsletter.

How satisfied are you with the **overall content** of the Environmental Factor newsletter?

- ☐ Extremely dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Extremely satisfied

Overall, how satisfied are you with the **quality** of the content published in the Environmental Factor newsletter?

- ☐ Extremely dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Extremely satisfied

Overall, how satisfied are you with the **variety** of content published in the Environmental Factor newsletter?

- ☐ Extremely dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat satisfied
- ☐ Extremely satisfied

How much do you agree with the following statement?

Environmental Factor articles use plain language and are easy to understand.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Is it easy to navigate the Environmental Factor newsletter and find information? How **user-friendly** do you find our newsletter?

- ☐ Not user-friendly at all
- ☐ Somewhat user-friendly
- ☐ Neutral
- ☐ Very user-friendly
- ☐ Extremely user-friendly

How **visually appealing** do you find the Environmental Factor newsletter?

- ☐ Extremely unappealing
- ☐ Somewhat unappealing
- ☐ Neither unappealing nor appealing
- ☐ Somewhat appealing
- ☐ Extremely appealing

You indicated that you feel generally dissatisfied with one or more attributes of the Environmental Factor newsletter. Would you mind

elaborating on why you feel dissatisfied? (*Please select all that apply.*)

- ☐ Not enough variety among topics covered
- ☐ Too many articles focused on NIEHS events
- ☐ Not enough useful information to apply to my daily life or work
- ☐ The articles are too complex or difficult to understand
- ☐ The articles are too simplistic. I want more in-depth articles
- ☐ Other (please help us improve)

What is your preference regarding the **use of multimedia** (*photos, graphics, video, and/or audio*) published in the Environmental Factor newsletter?

- ☐ I don't want photos, graphics, video, and/or audio included in the articles
- ☐ I would like fewer photos, graphics, video, and/or audio
- ☐ The number of photos, graphics, video, and/or audio is about right
- ☐ I would like a few more photos, graphics, video, and/or audio
- ☐ I would like a lot more photos, graphics, video, and/or audio included in the articles

Speaking of multimedia, how much of each type of multimedia would you prefer to see in the Environmental Factor newsletter?



How do you feel about the **length of articles** published in the Environmental Factor newsletter? (*Please select one.*)

- ☐ I only read the headlines and first paragraph so article length is not important to me
- ☐ The articles are too long
- ☐ The articles are the right length
- ☐ The articles are too short

How many articles do you typically read in each month's issue?

- ☐ 1 article
- ☐ 2-3 articles
- ☐ 4-8 articles
- ☐ 9-12 articles
- ☐ All of the articles

Which article format do you most prefer to read? (*Please select all that apply.*)

- ☐ Traditional news article (around 600 words)
- ☐ Feature | In-depth article
- ☐ Q&A
- ☐ Quick-hitting short article (around 250 words) with multimedia
- ☐ A bulleted list of highlights with links to more information

How frequently would you like to see new content published?

- ☐ Once a month is enough
- ☐ Every other week
- ☐ Weekly
- ☐ Twice a week
- ☐ Three or more times a week

How likely are you to recommend the Environmental Factor newsletter to a colleague, friend or family member?

- ☐ Extremely unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Extremely likely

Have you ever recommended Environmental Factor newsletter content to a colleague, friend or family member?

- ☐ No
- ☐ Yes

Have you ever shared Environmental Factor newsletter articles on **social media**?

- ☐ No
- ☐ Yes

Have you ever forwarded Environmental Factor newsletter content to others via **email**?

- ☐ No
- ☐ Yes

Do you have any feedback that could help us improve Environmental Factor?

For example, would you prefer any changes to the layout or overall design of the newsletter? What about the content? What about the frequency of publication?

Please share any feedback in the text box below that could help us improve the Environmental Factor newsletter:

New Newsletter

We are proposing a few Environmental Factor newsletter enhancements, and we would like to ask you how you would feel about those changes.

We are considering making the newsletter a **continuous online news source** rather than a monthly publication. Instead of only monthly updates, 2-3 articles will appear on the website each week. Some content, such as Papers of the Month and the Director's Corner, would still be posted once each month.

Please answer the following questions regarding this proposed format to help us shape the best path forward.

How regularly would you visit the Environmental Factor if we switched to this more continuous publication format?

- ☐ Monthly
- ☐ More than once a month
- ☐ Weekly

- ☐ More than once a week
- ☐ Daily

The continuous publication would be better than the current once-monthly publication.

- ☐ Strongly disagree
- ☐ Somewhat disagree
- ☐ Neither agree nor disagree
- ☐ Somewhat agree
- ☐ Strongly agree

Which type(s) of content would entice you to make regular visits to the continuous publication. (*Please select all that apply.*)

- ☐ Clinician-focused content
- ☐ Director's Corner
- ☐ Events calendar
- ☐ In-depth profiles on scientists or trainees
- ☐ In-depth analysis of an environmental health topic (e.g., air pollution, PFAS, etc.)
- ☐ Funding opportunities | Funding facts
- ☐ General news and updates
- ☐ New technologies, methods, breakthroughs
- ☐ Scientific lectures - Short recap with full-length video
- ☐ Scientific lectures - In-depth recap about speaker's research
- ☐ Translational research | Report back best practices
- ☐ Other (please specify)

How much would you prefer to see social media and email sharing links for each article?

- ☐ Do not prefer
- ☐ Prefer slightly
- ☐ Prefer a moderate amount
- ☐ Prefer a lot

- ☐ Prefer a great deal

What new content would you like to see in the Environmental Factor newsletter?



Email Announcement

The Environmental Factor newsletter sends out a monthly email announcing each month's new issue.

Do you currently receive the Environmental Factor **email announcement**?

- ☐ No
☐ Not sure
☐ Yes

How frequently do you visit the Environmental Factor website after receiving the Environmental Factor **email announcement**?

- ☐ Never
☐ Sometimes
☐ About half the time
☐ Most of the time
☐ Always

How likely are you to click on *any* link in the **email announcement** to read the new Environmental Factor issue?

- ☐ Extremely unlikely
- ☐ Somewhat unlikely
- ☐ Neither likely nor unlikely
- ☐ Somewhat likely
- ☐ Extremely likely

Which content would motivate you to visit the Environmental Factor website after receiving the **email announcement**? (*Please select all that apply.*)

- ☐ Director's Corner
- ☐ Exploring in-depth feature articles
- ☐ Reading news and updates
- ☐ Events calendar
- ☐ Papers of the Month
- ☐ Curiosity about additional information related to the newsletter content
- ☐ Finding more resources on specific topics
- ☐ Other (please specify)

You stated you would be unlikely to click a link in the email announcement. Can you please share why (*please select all that apply*)?

- ☐ Reading the headlines in the email announcement is enough for me
- ☐ Too many different links to click on
- ☐ Not enough time to read the whole article
- ☐ None of the topics caught my interest
- ☐ Other (please specify)

We currently send email announcements once a month, but we are considering sending email announcements more frequently.

Which of the following email announcement frequency intervals would be your preference?

- ☐ A monthly digest would remain my preference
- ☐ Every other week
- ☐ A weekly digest
- ☐ Every time new content is published
- ☐ Other (please specify)

Do you receive any of our other NIEHS-affiliated email announcements? *(Please select all that apply.)*

- ☐ Disaster Research Response (DR2)
- ☐ Global Environmental Health (GEH)
- ☐ NIEHS News (Press Releases)
- ☐ Office of Fellows' Career Development
- ☐ Partnerships for Environmental Public Health (PEPH)
- ☐ President's Task Force on Environmental Health Risks and Safety Risks to Children
- ☐ Superfund Research Program (SRP)
- ☐ Women's Health Awareness (WHA)
- ☐ I do not receive any of these e-newsletters
- ☐ Other (please specify)

How did you initially subscribe to any of our email announcements?

- ☐ Popup or opt-in form on a NIEHS website
- ☐ Popup or opt-in form on another website
- ☐ Social media promotion or advertisement
- ☐ Referral from a friend or colleague
- ☐ Other (please specify)

Do you have any last thoughts to share with us to help us improve the communication efforts of NIEHS through the Environmental Factor newsletter?

Demographics

Thank you for participating in our readership survey. We are grateful for your time and responses. To complete this process we have just a few remaining questions to ask about you.

What is the highest level of education you have completed or the highest degree you have earned?

- ☐ Some K - 12 school but no diploma
- ☐ High school graduate (high school diploma or equivalent including GED)
- ☐ Some college but no degree
- ☐ Associate degree (2-year)
- ☐ Bachelor's degree (4-year)
- ☐ Master's degree (MPH, MBA, MS, MA, etc.)
- ☐ Professional degree (JD)
- ☐ Doctoral degree (Ph.D., M.D., etc.)

Which of the following industries most closely matches the one in which you are employed, if you are employed? (*Please select all that apply to you.*)

- ☐ Non profit business employee

- ☐ For profit business employee
- ☐ Clinician or other health care provider
- ☐ Member of the media
- ☐ NIEHS contractor
- ☐ NIEHS employee
- ☐ NIEHS grantee
- ☐ NIEHS scientist/researcher
- ☐ University-affiliated scientist/researcher
- ☐ Member of the general public
- ☐ Other government employee (please specify agency/institute in text box below)

- ☐ Other government contractor (please specify agency/institute in text box below)

- ☐ Other (feel free to specify)

If you are a researcher/scientist, which area of research most closely matches your area(s) of expertise? (*Please select all that apply*)

- ☐ Air Quality
- ☐ Climate Change and Health
- ☐ Data Scientist
- ☐ Environmental Exposures
- ☐ Environmental Justice
- ☐ Epidemiology
- ☐ Exposomics
- ☐ General Biomedical Research
- ☐ Genomics
- ☐ Medical Clinician
- ☐ Natural Disasters
- ☐ Oceanography
- ☐ Precision Environmental Health | Precision Medicine
- ☐ Social Science
- ☐ Toxicology
- ☐ Worker Training or Ethics
- ☐ Other (please specify)

Do you spend 6 or more months each year living in the United States?

- ☐ Yes
- ☐ No

Which age group best captures your current age?

- ☐ 18 - 29
- ☐ 30 - 49
- ☐ 50 - 69
- ☐ 70 or older
- ☐ Prefer not to say

Conclusion

Thank you for taking our survey!

Please consider [signing up for our email announcements](#) to receive news and updates about NIEHS.

Please click the "Next >>" button to finish the survey.