

# 2024 NIMHD Brand Perception Survey

Thank you for agreeing to complete our survey. It should take 15 minutes or less to complete. Your answers are anonymous. All questions are optional, and you may exit the survey at any time.

Thank you

NIMHD Office of Communications and Public Liaison

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## 1. What is your relationship with NIMHD?

- ☐ NIMHD Employee/Staff (Individual Contributor)
- ☐ NIMHD Management (Director, Team, Program, Lab, or Division Leader)
- ☐ NIMHD Fellow or Trainee
- ☐ NIMHD Grantee
- ☐ HDRI Scholar
- ☐ NIMHD Advisory Committee Member
- ☐ I'm a website visitor. I have no formal relationship w/NIMHD.
- ☐ NIH Employee/Staff
- ☐ NIH Contractor
- ☐ NIMHD Contractor
- ☐ Former NIH, NIMHD Employee or Contractor
- ☐ Federal Employee (Not working at NIH or NIMHD)
- ☐ Former Federal Employee or Contractor (Other than NIH)
- ☐ NIH Fellow or Trainee
- ☐ Other

2. How often do you visit NIMHD's website ([www.nimhd.nih.gov](http://www.nimhd.nih.gov))?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Seasonal
- ☐ Yearly
- ☐ Never

3. When you visit NIMHD's website ([www.nimhd.nih.gov](http://www.nimhd.nih.gov)), what are you typically looking for?

4. Describe what kind of information or types of articles would help you better understand and/or address minority health and health disparities.

5. How familiar are you with NIMHD?

- ☐ Very familiar
- ☐ Familiar
- ☐ Somewhat familiar
- ☐ Not familiar
- ☐ Not familiar at all

6. How would you describe NIMHD to a friend?

7. If NIMHD was a person, how would you describe NIMHD's personality?

8. How do you feel toward the NIMHD personality you described?

- ☐ Positive
- ☐ Negative
- ☐ Indifferent



## 9. Which of the following 5 words would you use to describe NIMHD?

Please select at most 5 options.

- ☐ Bold
- ☐ Traditional
- ☐ Innovative
- ☐ Authentic
- ☐ Courageous
- ☐ Sophisticated
- ☐ Elite
- ☐ Unique
- ☐ Inconsistent
- ☐ Rebellious
- ☐ Friendly
- ☐ Unconventional
- ☐ Nostalgic
- ☐ Playful
- ☐ Cautious
- ☐ Authoritative
- ☐ Consistent
- ☐ Exclusive
- ☐ Professional
- ☐ Trustworthy
- ☐ Community Oriented
- ☐ Inclusive
- ☐ Adaptable
- ☐ Accessible
- ☐ Approachable
- ☐ Creative
- ☐ Fearless
- ☐ Down to Earth

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- ☐ Heartfelt
- ☐ Informal
- ☐ Knowledgeable
- ☐ Loving
- ☐ Hierarchical
- ☐ Motivated
- ☐ Sustainable
- ☐ Strategic
- ☐ Thoughtful
- ☐ Inaccessible
- ☐ Casual
- ☐ Other



## 10. What emotions or feelings do you most consistently experience when you think of NIMHD?

Please select at most 3 options.

- ☐ Pride
- ☐ Joy
- ☐ Hope
- ☐ Anger
- ☐ Excitement
- ☐ Fear
- ☐ Sadness
- ☐ Gratefulness
- ☐ Resignation
- ☐ Inspired
- ☐ Empathy
- ☐ Energized
- ☐ Calmness
- ☐ Disappointment
- ☐ Annoyed
- ☐ Frustrated
- ☐ Discouraged
- ☐ Bored
- ☐ Worried
- ☐ Encouraged
- ☐ Withdrawn
- ☐ Overwhelmed
- ☐ Weary
- ☐ Dissatisfied
- ☐ Skeptical
- ☐ Indifferent
- ☐ Embarrassed
- ☐ Curious



11. How do you rate your level of emotional attachment to NIMHD? (1 No attachment - 7 )

1	2	3	4	5	6	7
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12. What keeps your level of emotional attachment with NIMHD from being higher?

13. What government, university, or "think tank" research institutes come to mind when you think about minority health and health disparities research?

14. Of those institutes you just listed, which ones inspire you? Why?

15. What is your highest level of education?

- ☐ High School or GED
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Master's Degree
- ☐ Ph.D.
- ☐ Medical Degree

16. Is there a question(s) you answered that you would like to explain further? Please do so here.

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