

Model Instance Name:
NRCS Satisfaction Survey v2

MID: BcdYExRBBY1wJc4wV41Y1A==

Date: 1/19/2012



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for visiting our site. 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.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

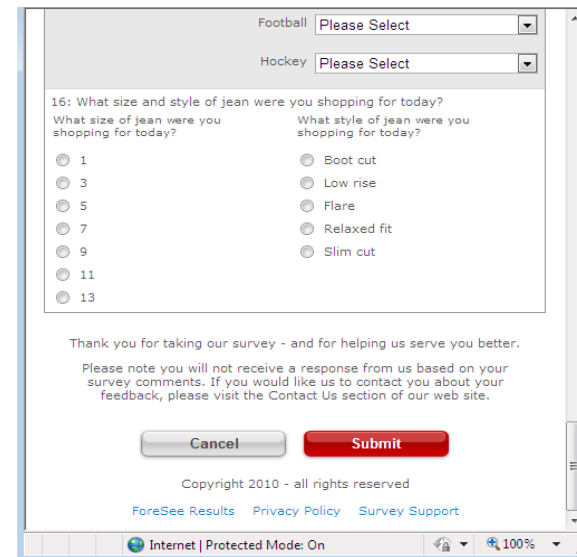
Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.

Examples

Welcome Text Example



Thank You Text Example




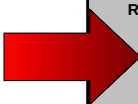
Model Instance Name:
NRCS Satisfaction Survey v2

MID: BcdYExRBBY1wJc4wV41Y1A==

Date: 3/16/2012



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return (1=Very Unlikely, 10=Very Likely)	
Content - Accuracy	Please rate the accuracy of information on this site.			Return	How likely are you to return to this site?
Content - Quality	Please rate the quality of information on this site.			Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the freshness of content on this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)	Recommend	How likely are you to recommend this site to someone else?
Look and Feel (1=Poor, 10=Excellent)		Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource in obtaining information about this agency?
Look and Feel - Appeal	Please rate the visual appeal of this site.	 			
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel - Readability	Please rate the readability of the pages on this site.				
Functionality (1=Poor, 10=Excellent, Don't Know)					
Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.				
Functionality - Convenient	Please rate the convenient placement of the website tools on this site.				
Functionality - Variety	Please rate the variety of website tools on this site.				
Plain Language (1=Poor, 10=Excellent, Don't Know)					
Plain Language - Clear	Please rate the clarity of the wording on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
Navigation (1=Poor, 10=Excellent, Don't Know)					
Navigation - Organized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
Site Performance (1=Poor, 10=Excellent, Don't Know)					
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				

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~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

NRCS Satisfaction Survey v2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
MMW2053		How frequently do you visit this site?	First time		Radio button, one-up vertical	S	Y



Special
Instructions

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MMW2053		How frequently do you visit this site?	First time		Radio button, one-up vertical	S	Y



Special
Instructions

Model Instance Name:
NRCS Content + Search

MID: 52uJGoPKT1zRKrPDUPQDhw==

Date: 8/22/2011



Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent)	Satisfaction	Likelihood to Return (1=Not Very Likely, 10=Very Likely)
1 Please rate the accuracy of information on this site. 2 Please rate the quality of information on this site. 3 Please rate the freshness of content on this site.	21 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) 22 How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds) 23 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	24 How likely are you to return to this site ? Recommend (1=Not Very Likely, 10=Very Likely) 25 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent)		Primary Resource (1=Not Very Likely, 10=Very Likely)
4 Please rate the usefulness of the information provided on this site. 5 Please rate the convenience of the information on this site. 6 Please rate the ability to accomplish what you wanted to on this site.		26 How likely are you to use this site as your primary resource in obtaining information about this agency ?
Look and Feel (1=Poor, 10=Excellent)		
7 Please rate the ease of reading this site. 8 Please rate the clarity of site organization . 9 Please rate the clean layout of this site .		
Navigation (1=Poor, 10=Excellent)		
10 Please rate the degree to which the number of steps it took to get where you want is acceptable. 11 Please rate the ability to find the information you want on this site. 12 Please rate the clarity of site map/directory . 13 Please rate the ease of navigation on this site.		
Search (1=Poor, 10=Excellent)		
14 Please rate the usefulness of search results on this site. 15 Please rate how this site provides comprehensive search results . 16 Please rate the organization of search results for this site . 17 Please rate how the search feature helps you to narrow the results to find the information you want.		
Site Performance (1=Poor, 10=Excellent)		
18 Please rate the speed of loading the page on this site. 19 Please rate the consistency of speed on this site. 20 Please rate the reliability of site performance on this site.		

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NRCS Content + Search

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Date: 8/22/2011

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NRCS Content + Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
3361		How frequently do you visit this site?	First time		Radio button, two-up vertical	S	Y



Special
Instructions