

Welcome and Thank You Text

Welcome Text

Thank you for visiting NOAA Fisheries. 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. We appreciate your input!

Welcome Text - Alternate

Thank you for visiting NOAA Fisheries. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of NOAA Fisheries. Please take a few minutes to give us your feedback. All results are strictly confidential.

Thank You Text - Alternate

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.



Customer Satisfaction Survey

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 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.

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Model Name NOAA Fisheries Satisfaction Survey
 Model ID (MID)
 Partitioned Yes
 Date 7/30/2014

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site in the next 30 days?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the readability of the pages on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on this site.			Primary Resource	How likely are you to use this site as your primary resource?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	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 need.				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
Site Information - Understandable	Please rate how understandable this site's information is.				
Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

Model Name NOAA Fisheries Satisfaction Survey
 Model ID (MID)
 Partitioned Yes
 Date (1/2/2013)

Red & Strike-Through: Delete
 Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical		Visit_Frequency
		What is your primary role in visiting the site today?	Commercial fisherman Recreational fisherman Industry employee Government employee NGO employee Scientist Media General public Educator Student Job-seeker Other, please specify:	A B C	Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Role
	A	What industry do you primarily represent?	Aquaculture Fishery-related industries (e.g. processing, distribution) Recreation/Tourism Other, please specify:	D	Y	Radio button, one-up vertical		Industry
	D	The industry I primarily represent is:			N	Text area, no char limit		OE_Industry
	B	Please specify the type of agency you work for.	Congress Federal agency State agency Local government Native American tribe Other		Y	Radio button, one-up vertical		Agency
	C	My primary role is:			N	Text area, no char limit		OE_Role
		What is your primary reason for visiting this site today?	Check recent news stories Find specific information Find a report or publication Download forms Listen to a podcast or watch a video Find or apply to a job Contact NOAA fisheries or look up employee Apply for a permit Schedule a consultation Schedule a seafood inspection Submit an enforcement complaint Report a stranding Other, please specify:	A B	Y	Radio button, one-up vertical	Randomize Anchor Answer Choice	Reason
	B	The primary reason I visited the site today was:			N	Text area, no char limit		OE_Reason
	A	What was the primary topic you were seeking information on?	Rules and regulations Information on a fishery or particular fish stock Fisheries statistics Other scientific data Import/export fishery products Facts about a specific marine species Conservation information NOAA Fisheries agency information Current NOAA Fisheries activities or events Information about grants or financial assistance Other, please specify:	C	Y	Radio button, one-up vertical		Topic
	C	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit		OE_Topic
		Did you find what you were looking for on the site today?	Yes No	A B	Y	Radio button, one-up vertical		Accomplish
	A	How long did it take you to find what you were seeking?			N	Text area, no char limit		OE_TimetoFind
	B	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit		OE_DidNotFind
		How would you improve navigation on this site?				Text area, no char limit		OE_NavImprove
		What is one improvement you would recommend for the NOAA Fisheries site?			N	Text area, no char limit		OE_Improvement