

# Energy.gov Integration: Survey of EERE Web Audiences

## DRAFT - 10/14/11

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### ***Title: Help us improve the EERE website***

Thank you for visiting the Department of Energy's Energy Efficiency and Renewable Energy website. In an effort to improve the site and find out more about our site's visitors, we are asking for your feedback. This survey should take about 5 minutes to complete.

Your responses will be used by the Energy Efficiency and Renewable Energy's web team to help improve the site. Your answers will not be provided to other organizations or sold, and you will not receive unsolicited emails because of your participation.

We appreciate your participation!

#### **1. What is your interest in visiting our website? (please check all that apply)**

- Learn energy basics
- Save energy and money at home
- Save energy in a federal building/commercial business
- Understand new energy technologies
- Read news, blogs, and other recent updates
- Get information on energy-efficient vehicles
- Assist with my technical research
- Evaluate an investment opportunity
- Complete a class assignment
- Find information on green jobs
- Get financial assistance from the Department of Energy
- Use Department of Energy programs and services
- Find contact information for a Department of Energy staff person
- Other (please explain):

#### **2. What information are you looking for on the website today? (please be specific)**

#### **3. Please check the areas of the EERE site you have or think you'll visit today:**

- Homes
- Buildings (commercial & residential)
- Federal energy management
- State/local/tribal energy management
- Vehicles

- Industrial applications and/or advanced manufacturing
- Solar
- Wind
- Water / Hydropower
- Biomass / biofuels
- Hydrogen and fuel cells
- Geothermal

o Did you visit the Geothermal Projects database today? (ADD SCREENSHOT)

- Yes
  - What information were you looking for using the projects database today?
  - Are you satisfied with the projects database? Tell us why or why not.
- No

Other

**4. How would you describe your level of knowledge about energy efficiency and renewable energy?**

Beginner											Expert
0	1	2	3	4	5	6	7	8	9	10	

**5. Which five phrases BEST describe your experience using the website today?**

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li><input type="checkbox"/> Fast to do things</li> <li><input type="checkbox"/> Uses language that is easy to understand</li> <li><input type="checkbox"/> Complete information</li> <li><input type="checkbox"/> Clear menus and links</li> <li><input type="checkbox"/> Looks attractive/appealing</li> <li><input type="checkbox"/> Up-to-date information</li> <li><input type="checkbox"/> Accurate information</li> <li><input type="checkbox"/> Helpful search results</li> <li><input type="checkbox"/> Easy to contact a person</li> <li><input type="checkbox"/> Gives me the facts/is transparent</li> <li><input type="checkbox"/> Simple layout/easy to read</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Slow to do things</li> <li><input type="checkbox"/> Full of jargon/government-speak</li> <li><input type="checkbox"/> Incomplete information</li> <li><input type="checkbox"/> Confusing menus and links</li> <li><input type="checkbox"/> Looks unattractive/unappealing</li> <li><input type="checkbox"/> Out-of-date information</li> <li><input type="checkbox"/> Inaccurate information</li> <li><input type="checkbox"/> Poor search results</li> <li><input type="checkbox"/> Hard to contact a person</li> <li><input type="checkbox"/> Misleading/not transparent</li> <li><input type="checkbox"/> Cluttered layout/hard to read</li> </ul> |
|--|---|

**6. Did you find what you were looking for on the website today?**

- Yes
- Partially
- No
- I'm still looking

**7. What other websites do you use in addition to this one to find energy-related information?**

**8. How often do you visit this website?**

- Daily
- Every few days
- Weekly
- Every few weeks
- Monthly
- Every few months
- Yearly
- This is my first visit

**9. What is your overall level of satisfaction with the website?**

Very dissatisfied  
0            1            2            3            4            5            6            7            8            9            10  
Very satisfied

**10. When visiting the website today, please describe your role:**

- Private citizen (SKIP QUESTIONS 11, 12)
- Scientist
  - What is your area of expertise?
- Engineer
  - What is your area of expertise?
- Energy analyst
- Energy regulator
- Business owner or executive
- Manager
  - What do you primarily manage?
    - Facility
    - Facility energy use
    - Utility/energy services
    - Fleet/transportation
    - Operations
    - Sales/product distribution
    - Other:
- Consultant
  - What type of consulting do you do?
- Buildings professional
  - What is your area of expertise?
- Policymaker, legislative analyst, or support staff
- Lawyer or legal representative
- Educator
  - What level do you teach?
    - Elementary school
    - Middle school
    - High school

- College/university
  - Vocational
  - Adult education
  - Other:
- Journalist
- Student (SKIP QUESTIONS 11, 12)
- Other:

**11. What best describes your organization?**

- Commercial business or industry
  - What is the primary focus of your organization?
    - Construction
    - Resource development
    - Energy production
    - Equipment supply
    - Energy management
    - Manufacturing
      - What is your primary sector?
    - Other:
- Educational institution
- University research institute
- Other research institute:
- National laboratory:
- Government
  - What level of government do you represent?
    - Congress
    - Federal
      - Are you a DOE employee?
    - State
    - Local
    - Tribal
    - International
- Utility/energy service company
- Financial services organization
  - What is the primary focus of the investment/finance organization you represent?
    - Investment organization
    - Bank
    - Insurance
    - Other:
- Lobbying entity
- Marketing/public relations firm
- Media/press
- Trade/technical association
- Community group
  - What is the focus of your group?
- Non profit

- What is the focus of your non profit?
- Other:

**12. About how many people are employed at your organization?**

- 1 (sole proprietor)
- Fewer than 10
- 11 to 25
- 26 to 50
- 51 to 100
- 101 to 500
- 501 to 1000
- 1001+
- Not sure

**13. Please tell us if you are any of the following:**

- Employee of EERE
- Contractor to EERE
- Recipient of a grant or other funding from EERE
- None of the above

**14. Do you live in the United States or a U.S. territory?**

- Yes
  - What is your zip code?
- No
  - Country:

**15. Please tell us your gender:**

- Male
- Female

**16. What is your age? (FORMAT FIELD TO ACCEPT 2 DIGIT ANSWERS ONLY)**

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

- Grade school
- High school or GED
- Some college
- 2 year college degree
- 4 year college degree
- Master's degree
- Juris Doctor degree
- Doctoral degree
- Other

**18. We welcome any other comments or suggestions you have for improving our site and making it more useful:**

**19. May we contact you for additional feedback on this website in the future?**

Yes

- Name:
- Email:

No

Thank you! We appreciate your feedback, and will use it to improve the [EERE website](#).