

# Geothermal Program Web Audience Survey

## ***Purpose:***

The purpose of an online survey for the Geothermal Technologies Program (GTP) website is to understand:

- What types of audiences are visiting the GTP site: their role, characteristics, distribution
- What content or information visitors seek/the purpose for the website visit
- How well the current website meets the needs of its target audiences

## ***Intro text:***

Thank you for visiting the Department of Energy's Geothermal Technologies Program website. In an effort to improve the website and find out more about our site's visitors, we are asking for your feedback. This survey should take less than 3 minutes to complete.

Your responses will only be used by the Geothermal Web team to help improve the site. Your answers will not be shared with other organizations or sold, and you will not receive unsolicited emails because of your participation in this survey.

Thank you for your participation.

## ***Questions:***

### **1. How often do you visit this website?**

- Daily
- Weekly
- Monthly
- Quarterly
- Yearly
- This is my first visit

### **2. What best describes the organization you work for/represent?**

- Industry/manufacturing
  - Developer
  - Equipment manufacturer or supplier
  - Consultant
  - Other (TEXT BOX)
- Special interest/community group
  - Industry trade or professional association
  - Other NGO
  - Other non-profit
  - Community group

- Other advocacy group
  - What is the focus of your group? (TEXT BOX)
- Government
  - Federal
  - State
  - Local
  - International
- Investment/finance
  - Investment organization
  - Bank
  - Insurance
  - Other
- Media/press
- National Laboratory or research institute
  - What is the name of your organization? (TEXT BOX)
- Education
  - K-12
  - University
- Utility/energy service company
- Not applicable
- Other (TEXT BOX)

**3. What best describes your role in your organization?**

- Engineer or Scientist
  - What is your area of expertise?
    - Geologist
    - Geophysicist
    - Engineer
    - Other (TEXT BOX)
- Educator or Student
  - Educator - What level do you teach?
    - Elementary
    - Middle
    - High
    - College
    - Grad school
    - Vocational
  - Student - What level do you attend?
    - Elementary
    - Middle
    - High
    - College
    - Graduate school
    - Vocational
- Manager

- Geothermal development project manager
- Energy manager
- Facility manager
- Utility service manager
- Other
- Consultant
  - What type of consulting do you do? (TEXT BOX)
- Other (TEXT BOX)

**4. What information are you looking for on the Geothermal Technologies Program site today?**

**5. Did you find what you were looking for?**

- Yes
- Partially
- No

**6. How do you plan to use the information you are looking for today?**

- Research
- Apply for a funding opportunity
- Evaluate an investment opportunity
- Prepare for or complete a class project
- Save energy and money at home
- Buy an alternative fuel or advanced technology vehicle
- Other (TEXT BOX)

**7. Which 3 phrases below BEST describe your experience using the Geothermal website:**

- |  |   |
|--|---|
| <input type="radio"/> Fast to do things                        | <input type="radio"/> Slow to do things               |
| <input type="radio"/> Current information                      | <input type="radio"/> Out-of-date information         |
| <input type="radio"/> Accurate information                     | <input type="radio"/> Inaccurate information          |
| <input type="radio"/> Uses language that is easy to understand | <input type="radio"/> Full of jargon/government speak |
| <input type="radio"/> Complete information                     | <input type="radio"/> Incomplete information          |
| <input type="radio"/> Helpful search results                   | <input type="radio"/> Poor search results             |
| <input type="radio"/> Clear menus and links                    | <input type="radio"/> Confusing menus and links       |
| <input type="radio"/> Easy to contact a person                 | <input type="radio"/> Hard to contact a person        |
| <input type="radio"/> Looks attractive/appealing               | <input type="radio"/> Looks unattractive/unappealing  |
| <input type="radio"/> Gives the facts/is transparent           | <input type="radio"/> Misleading/not transparent      |
| <input type="radio"/> Simple layout/easy to read               | <input type="radio"/> Cluttered layout / hard to read |

**8. Which of the following topics interest you the most? Choose up to 3:**

Topic
Location of geothermal resources
News and events
Enhanced Geothermal Systems
Hydrothermal systems
Commercialization and technology deployment
Status of DOE-funded geothermal projects
Geothermal power plants
Incentives
Ground source heat pump basics
Funding opportunities
Software tools
R&D partnerships
Training opportunities

**9. Did you visit our new DOE Geothermal projects database today? (ADD SCREENSHOT)**

- Yes
  - What information were you looking for in the projects database? (TEXT BOX)
  - Did you find what you were looking for (yes, no, partially)
- No

**10. How can the Geothermal Technologies Program website better meet your needs? (please be specific)**

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

- Yes
  - Name (TEXT BOX)
  - Email (TEXT BOX)

Phone (TEXT BOX)

No