

# Strategic Programs Branch Website User Survey 2011

## 1. Introduction

The National Agricultural Library (NAL) is conducting a survey of website users. The information gathered by this survey will help us with content development and website design. The survey consists of 12 questions and will take 3-5 minutes to complete. Thank you for your time.

NOTE: Public reporting burden for this collection of information is estimated to average 3-5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NAL, Information Systems Division, 10301 Baltimore Ave., Beltsville, MD 20705-2351, ATTN: PRA (0518-0040) John Gladstone. Do not return the completed form to this address.

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## 2. Tell us about you!

### 1. What best describes you?

- Administrative assistant or program support personnel
- Administrator or program manager
- Business owner
- Dietitian or nutrition professional
- Farmer or rancher
- Health care provider
- Lawyer
- Librarian or information specialist
- Other (please specify)
- Parent, guardian, or caregiver
- Policy maker or legislator
- Programmer or computer specialist
- Researcher, scientist, or analyst
- Student
- Teacher
- Veterinarian
- Writer or reporter

### 2. What is your affiliation?

- No affiliation, private individual
- Educational Institution: K-12
- Educational Institution: College or university
- Association or non-profit organization
- For-profit organization or business
- International organization
- Media
- Other (please specify)
- US Government: White House or Congress
- US Government: USDA
- US Government: Other Federal agency
- US Government: State agency
- US Government: Local agency
- US Government: Tribal agency
- Non-US Government

## 3. Website Familiarity

### 3. How did you find or learn about this website?

- Presentation or conference exhibit
- Publication or other information product
- Friend or colleague
- Brochure or business card
- Search engine
- Twitter, RSS Feed or other social media
- Link from another site
- Other (please specify)

### 4. How often do you visit this website?

- This is my first visit
- Daily
- Weekly
- Monthly
- On an as-needed basis

### 5. How likely are you to recommend this website to your colleagues, friends or family?

- Very likely
- Likely
- Unlikely

## 4. Information Needs

### 6. What information were you looking for today?

### 7. Were you successful in finding what you needed?

- Yes
- No
- Partially

### 8. Finding the information was

- Easy
- Average
- Difficult
- Impossible (I didn't find what I was looking for)

### 9. What will you do with the information you found on the site today?

- Use it for decision-making
- Use it for schoolwork
- Use it for my business
- Use it for personal information or projects
- Use it for my research
- Use it for policy-making
- I have no use for the information
- Pass it along to a colleague, client, or friend
- File it for future use

## 5. Additional Information and Comments

### 10. When looking for information on this website, I

- Searched using the free text search box
- Browsed using menus, tabs, links, etc.
- Both browsed and searched
- Neither - I was referred (or came) directly to the content

### 11. How important to you is mobile access to this website (by smart phone, tablet computer, etc.)?

- Not important
- Somewhat important
- Very important

### 12. Do you have any additional comments about this website?