

### 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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

#### 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.

bharati.hulbanni:  
if STORES MEASURE:  
do NOT use any  
welcome text.

#### DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

#### ALTERNATE WEB Thank You Text

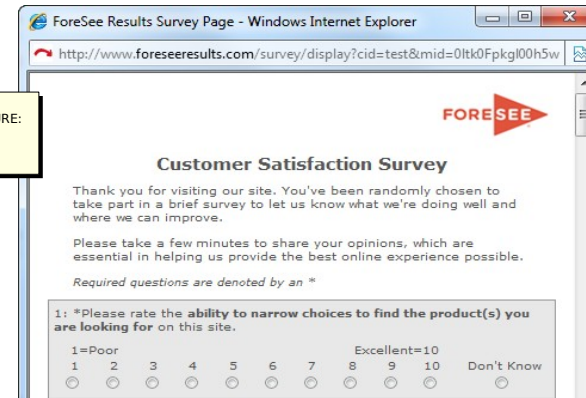
Thank you for taking our survey - and for helping us serve you better.

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 website.

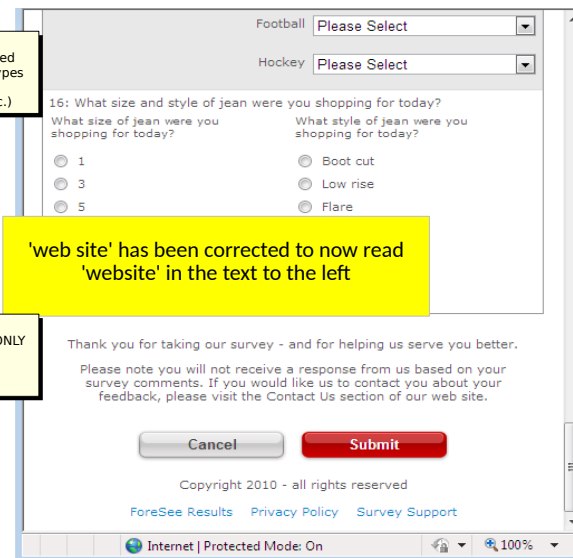
bharati.hulbanni:  
Use this TY text ONLY  
for WEB

#### Examples

##### Welcome Text Example



##### Thank You Text Example



Model Instance Name:  
 NIST Satisfaction Survey V2  
 MID: NFXJpIloAEE1poIVUQ4hYw==  
 Partitioned: Yes

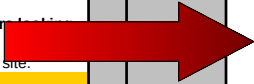


NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 7/16/2013

**NIST Satisfaction Survey V2**  
*Model questions utilize the ACSI methodology to determine scores and impacts*

	MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
		<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
1		Please rate your perception of the <b>accuracy of information</b> on this site.		What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)		How likely are you to use this site as your <b>primary resource for obtaining information</b> from this organization?
2		Please rate the <b>quality of information</b> on this site.		How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3		Please rate the <b>freshness of content</b> on this site.		How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)		How likely are you to <b>recommend this site to someone else</b> ?
		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4		Please rate the <b>visual appeal</b> of this site.				How likely are you to <b>return to this site in the next 30 days</b> ?
5		Please rate the <b>balance of graphics and text</b> on this site.				
6		Please rate the <b>readability of the pages</b> on this site.				
		<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7		Please rate <b>how well the site is organized</b> .				
8		Please rate the <b>options available for navigating</b> this site.				
9		Please rate <b>how well the site layout helps you find what you are looking for</b> .				
10		Please rate the <b>number of clicks to get where you want</b> on this site.				
		<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
11		Please rate how <b>thoroughly</b> this site <b>discloses information</b> about what this company is doing.				
12		Please rate how <b>quickly</b> company information is <b>made available</b> on this site.				
13		Please rate how well information about this company's actions <b>can be accessed by the public</b> on this site.				
		<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14		Please rate how <b>quickly</b> pages <b>load</b> on this site.				
15		Please rate the <b>consistency of speed from page to page</b> on this site.				
16		Please rate the <b>ability to load pages without getting error messages</b> on this site.				



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 Date: 7/16/2013

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NIST Satisfaction Survey V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
SAC1611		How frequently do you visit this site?	SAC1611A001 SAC1611A002 SAC1611A003 SAC1611A004 SAC1611A005 SAC1611A006	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	Single	Y	
SAC1612		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	SAC1612A001 SAC1612A002 SAC1612A003 SAC1612A004 SAC1612A005 SAC1612A006 SAC1612A007 SAC1612A008 SAC1612A009 SAC1612A010 SAC1612A011 SAC1612A012 SAC1612A013 SAC1612A014 SAC1612A015	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group*  Adjust Template/Style Sheet Randomize          Anchor Answer Choice Anchor Answer Choice
SAC1613		Rank 2 (Optional)	SAC1613A001 SAC1613A002 SAC1613A003 SAC1613A004 SAC1613A005 SAC1613A006 SAC1613A007 SAC1613A008 SAC1613A009 SAC1613A010 SAC1613A011 SAC1613A012 SAC1613A013 SAC1613A014 SAC1613A015	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize          Anchor Answer Choice Anchor Answer Choice
SAC1614		Rank 3 (Optional)	SAC1614A001 SAC1614A002 SAC1614A003 SAC1614A004 SAC1614A005 SAC1614A006 SAC1614A007 SAC1614A008 SAC1614A009 SAC1614A010 SAC1614A011 SAC1614A012 SAC1614A013 SAC1614A014 SAC1614A015	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize          Anchor Answer Choice Anchor Answer Choice
SAC1615		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text area, no char limit		N	
SAC1616		Did you access our website from the United States?	SAC1616A001 SAC1616A002	Yes No		Drop down, select one	Single	Y	
SAC1617		What was your primary reason for visiting the NIST website today?	SAC1617A001 SAC1617A002 SAC1617A003 SAC1617A004 SAC1617A005 SAC1617A006 SAC1617A007 SAC1617A008 SAC1617A009	Learn more about NIST Use NIST time services Locate specific data/software Research information on a particular topic Locate a specific NIST report Obtain computer security information Locate standards information Find out how to work with NIST Learn how to obtain funding		Drop down, select one	Single	Y	Skip Logic Group*

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			SAC1617A010	Find employment					
			SAC1617A011	Buy NIST products					
			SAC1617A012	Sell to NIST					
			SAC1617A013	Find a NIST employee					
			SAC1617A014	Just curious					
			SAC1617A015	Other, please specify					
SAC1618	D	Please specify your primary reason for visiting.			D	Text area, no char limit		N	Skip Logic Group*
SAC1619		How did you <b>primarily look for the information you wanted to find</b> today?	SAC1619A001	Search feature	A, B, C	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			SAC1619A002	Top navigation bar					
			SAC1619A003	Left navigation bar					
			SAC1619A004	Links in the center of the page					
			SAC1619A005	A-Z Index					
			SAC1619A006	Other, please specify	Z				
SAC1620	Z	How did you look for information on the NIST website?				Text area, no char limit		N	Skip Logic Group*
SAC1621	A	Did the search feature <b>help you to locate</b> what you were looking for today?	SAC1621A001	Yes		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			SAC1621A002	Partially					
			SAC1621A003	No					
SAC1622	B	Please tell us about your <b>primary experience</b> with the site's search feature today.	SAC1622A001	The search feature met my needs today.		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			SAC1622A002	I had issues with the <b>basic search process</b> (how to use it, terms to	D				
			SAC1622A003	I had issues with the <b>visual display</b> of the search results (text size, images).					
			SAC1622A004	I had issues with the <b>search results</b> I received.					
			SAC1622A005	I had issues with <b>sorting, filtering, advanced search</b> , or lack of these options.					
			SAC1622A006	I had <b>technical issues</b> with the search feature.	E				
			SAC1622A007	None of these					
SAC1623	D	What were your issues with the basic search process? (Please select all that apply.)	SAC1623A001	It was not clear to me how to use the search feature		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			SAC1623A002	I did not know what terms to use to get the results I wanted					
			SAC1623A003	There were too many steps or refinements to get to what I wanted					
			SAC1623A004	I had a different issue with the basic search process:	F				
SAC1624	F	My issue was:				Text area, no char limit		N	Skip Logic Group*
SAC1625	E	What were your technical issues with the search feature? (Please select all that apply.)	SAC1625A001	Error message(s)		Radio button, scale, has don't know	Multi	Y	Skip Logic Group*
			SAC1625A002	Search speed was too slow					
			SAC1625A003	I had the following technical issue:	G				
SAC1626	G	My issue was:				Text area, no char limit		N	Skip Logic Group*
SAC1627	C	If you could make one improvement to the search feature, which of the following would you make:	SAC1627A001	Narrow results by a specific date		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			SAC1627A002	Sort results by the most popular to least popular					
			SAC1627A003	Narrow by searching within the first set of results I receive					
			SAC1627A004	Search by document type, pdf, .wav, etc.					
			SAC1627A005	Other improvement suggestion:	H				
SAC1628	H	Other search improvement suggestion:				Text area, no char limit		N	Skip Logic Group*
ACQCol0007430		What was the <b>primary</b> search feature you used during your visit to NIST.gov today?	ACQCol0007430A01	General Search	A	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			ACQCol0007430A02	Publications Search	B				
			ACQCol0007430A03	Both General Search and Publications Search	C				
			ACQCol0007430A04	I did not use either search feature at NIST.gov					
ACQCol0007431	A	Please rate your satisfaction with the <b>general search</b> feature at NIST.gov.	ACQCol0007431A01	1=Very Dissatisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			ACQCol0007431A02						2
			ACQCol0007431A03						3
			ACQCol0007431A04						4
			ACQCol0007431A05						5
			ACQCol0007431A06						6
			ACQCol0007431A07						7
			ACQCol0007431A08						8

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ACQCoI0007432	B	Please rate your satisfaction with the <b>publications search</b> feature at NIST.gov.	ACQCoI0007431A09		9	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			ACQCoI0007431A10	10=Very Satisfied					
			ACQCoI0007432A01	1=Very Dissatisfied					
			ACQCoI0007432A02		2				
			ACQCoI0007432A03		3				
			ACQCoI0007432A04		4				
			ACQCoI0007432A05		5				
			ACQCoI0007432A06		6				
			ACQCoI0007432A07		7				
			ACQCoI0007432A08		8				
ACQCoI0007432A09		9							
ACQCoI0007432A10	10=Very Satisfied								
ACQCoI0007433	C	Please rate your satisfaction with the <b>search functionality</b> at NIST.gov.	ACQCoI0007433A01	1=Very Dissatisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			ACQCoI0007433A02		2				
			ACQCoI0007433A03		3				
			ACQCoI0007433A04		4				
			ACQCoI0007433A05		5				
			ACQCoI0007433A06		6				
			ACQCoI0007433A07		7				
			ACQCoI0007433A08		8				
			ACQCoI0007433A09		9				
			ACQCoI0007433A10	10=Very Satisfied					
SAC1629		Did you find what you were looking for?	SAC1629A001	Yes	A, B A, B	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
			SAC1629A002	Not yet					
			SAC1629A003	No					
			SAC1629A004	Wasn't looking for anything in particular					
SAC1630	A	If you have <b>not yet found what you were looking for</b> , please tell us what you were trying to find.				Text area, no char limit		N	Skip Logic Group*
SAC1631	B	If you have <b>not yet found what you were looking for</b> , what do you intend to do next?	SAC1631A001	Keep looking at this site		Radio button, scale, has don't know	Single	N	Skip Logic Group*
			SAC1631A002	Look elsewhere online					
			SAC1631A003	Try to find the information offline					
			SAC1631A004	Call NIST					
			SAC1631A005	E-mail NIST					
			SAC1631A006	Nothing, I was just browsing					
SAC1632		How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply.)	SAC1632A001	Links often did not take me where I expected	A A A B	Radio button, scale, has don't know	Multi	Y	Skip Logic Group*
			SAC1632A002	Had difficulty finding relevant information/products					
			SAC1632A003	Links/labels are difficult to understand					
			SAC1632A004	Too many links/navigational options to choose from					
			SAC1632A005	Had technical difficulties (error messages, broken links, etc.)					
			SAC1632A006	Could not navigate back to previous information					
			SAC1632A007	I had a navigation difficulty not listed above:					
			SAC1632A008	I had no difficulty navigating/browsing on this site					
SAC1633	B	Other navigation difficulty:				Text area, no char limit		N	Skip Logic Group*
SAC1634	A	If applicable, please describe any specific navigation links or paths that did not take you where they should have.				Text area, no char limit		N	Skip Logic Group*
SAC1635		What specific ways can we improve your experience navigating/browsing on this site?				Text area, no char limit		N	
SAC1636		What sections of the site did you visit today? (Please select all that apply.)	SAC1636A001	Publications		Radio button, scale, has don't know	Multi	Y	
			SAC1636A002	User Facilities					
			SAC1636A003	NIST Organization					
			SAC1636A004	News					
			SAC1636A005	Programs and Projects					
			SAC1636A006	Image Gallery					
SAC1637		If you could make <b>one improvement to this site</b> , what would it be?				Text area, no char limit		N	

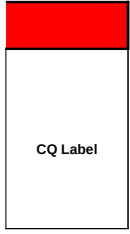


<b>CQ Label</b> Visit Frequency
SV - Rank 1
SV - Rank 2
SV - Rank 3
SV - Other Social Network
Location
Primary Reason

<b>CQ Label</b>
OE_Primary Reason
Look for Information
OE_Look for Information
Search
Search Experience
Basic Search
OE_Basic Search Issues
Search_Tech Issues
OE_Search_Tech Issues
Search Improvement
OE_Search Improvement
Primary Search
Rate_Gen Search



<b>CQ Label</b>
Rate_Pub Search
Rate_Search Function
Find
OE_Find
Find_Do Next
Navigation Experience
OE_Navigation Difficulty
OE_Navigation Paths
OE_Navigation Improvements
Site Sections
OE_One Improvement



CQ Label

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC1611		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	Single	Y		Visit Frequency
SAC1612		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 1
SAC1613		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 2
SAC1614		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 3
SAC1615		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N		SV - Other Social Network
SAC1616		Did you access our website from the United States?	Yes No		Drop down, select one	Single	Y		Location
SAC1617		What was your primary reason for visiting the NIST website today?	Learn more about NIST Use NIST time services Locate specific data/software Research information on a particular topic Locate a specific NIST report Obtain computer security information Locate standards information Find out how to work with NIST Learn how to obtain funding		Drop down, select one	Single	Y	Skip Logic Group*	Primary Reason

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			Find employment Buy NIST products Sell to NIST Find a NIST employee Just curious Other, please specify	D					
SAC1618	D	Please specify your primary reason for visiting.			Text area, no char limit		N	Skip Logic Group*	OE_Primary Reason
SAC1619		How did you <b>primarily look for the information you wanted to find</b> today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other, please specify	A, B, C     Z	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Look for information
SAC1620	Z	How did you look for information on the NIST website?			Text area, no char limit		N	Skip Logic Group*	OE_Look for Information
SAC1621	A	Did the search feature <b>help you to locate</b> what you were looking for today?	Yes Partially No		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search
SAC1622	B	Please tell us about your <b>primary experience</b> with the site's search feature today.	The search feature met my needs today. I had issues with the <b>basic search process</b> (how to use it, terms to I had issues with the <b>visual display</b> of the search results (text size, images). I had issues with the <b>search results</b> I received. I had issues with <b>sorting, filtering, advanced search</b> , or lack of these options. I had <b>technical issues</b> with the search feature. None of these	D    E	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search Experience
SAC1623	D	What were your issues with the basic search process? (Please select all that apply.)	It was not clear to me how to use the search feature I did not know what terms to use to get the results I wanted There were too many steps or refinements to get to what I wanted I had a different issue with the basic search process:	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Basic Search
SAC1624	F	My issue was:			Text area, no char limit		N	Skip Logic Group*	OE_Basic Search Issues
SAC1625	E	What were your technical issues with the search feature? (Please select all that apply.)	Error message(s) Search speed was too slow I had the following technical issue:	G	Radio button, scale, has don't know	Multi	Y	Skip Logic Group*	Search_Tech Issues
SAC1626	G	My issue was:			Text area, no char limit		N	Skip Logic Group*	OE_Search_Tech Issues
SAC1627	C	If you could make one improvement to the search feature, which of the following would you make:	Narrow results by a specific date Sort results by the most popular to least popular Narrow by searching within the first set of results I receive Search by document type, pdf, .wav., etc. Other improvement suggestion:	H	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search Improvement
SAC1628	H	Other search improvement suggestion:			Text area, no char limit		N	Skip Logic Group*	OE_Search Improvement
New		What was the <b>primary search feature</b> you used during your visit to NIST.gov today?	General Search Publications Search Both General Search and Publications Search I did not use either search feature at NIST.gov	A  B C	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Primary Search
New	A	Please rate your satisfaction with the <b>general search feature</b> at NIST.gov.	1=Very Dissatisfied 2 3 4 5 6 7 8		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Rate_Gen Search



