

Welcome and Thank You Text

Welcome Text

Thank you for visiting Weather.gov. 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 Weather.gov. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the [Company/Site/Agency]. 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.

Cancel

Submit

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name Weather.gov
 Model ID (MID)
 Partitioned (Yes/No)
 Date (1/2/2013)

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



| Label | Element Questions | Label | Satisfaction Questions | Label | Future Behaviors |
|-----------------------------------|---|-----------------------------|--|--------------------------|--|
| Information Browsing - Sort | Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site. | Satisfaction - Overall | What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | Return | Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site in the next 30 days? |
| Information Browsing - Narrow | Please rate the ability to narrow choices to find the information you are looking for on this site. | Satisfaction - Expectations | How well does this site meet your expectations? (1=Falls Short, 10=Exceeds) | Use For More Information | Use For More Information (1=Very Unlikely, 10=Very Likely) How likely are you to use weather.gov to provide information related to emergency response and preparedness during weather events? |
| Information Browsing - Features | Please rate how well the features on the site help you find the information you need. | Satisfaction - Information | How does this site compare to your idea of an ideal website? (1=Not Very Satisfied, 10=Very Satisfied) | First Resource | First Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as the first place you go to get weather information on the web? |
| Site Performance - Loading | Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site. | | | | |
| 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 - Organized | Navigation (1=Poor, 10=Excellent, Don't Know) 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. | | | | |
| Look and Feel - Appeal | Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site. | | | | |
| Look and Feel - Balance | Please rate the balance of graphics and text on this site. | | | | |
| Look and Feel - Readability | Please rate the readability of the pages on this site. | | | | |
| Site Information - Thoroughness | Site Information (1=Poor, 10=Excellent, Don't Know) 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 Weather.gov
 Model ID (MID)
 Partitioned (Yes/No)
 Date (1/2/2013)

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



| 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 | Single | Visit Frequency |
| | | What is your primary reason for using weather.gov today? | To check a weather forecast To learn about the National Weather Service To learn about weather alerts To learn about weather preparedness Other | A | Y | Radio button, one-up vertical | Single | Primary Reason |
| | A | Did you have any other reasons for visiting? | | | N | Text field, <100 char | Single | OE Primary Reason |
| | | Were you able to accomplish what you wanted to on weather.gov today? | Yes No | A | Y | Radio button, one-up vertical | Single | Accomplish |
| | A | Please tell us what you were trying to do today. | | | N | Text field, <100 char | Single | OE Accomplish |
| | | Based on your visit today, did you encounter any of the following challenges? (please select all that apply) | Forecast wasn't accurate Inconsistency of forecasts across devices Lack of information on rain/snow Maps not updated frequently enough Too many clicks to access information needed Layout of site was too distracting/cluttered Videos loaded slowly or did not play Maps / page loaded slowly or not at all Forecast Locations were difficult to manage Other, please specify None of the above | A | Y | Checkbox, one-up vertical | Multi Anchor Anchor | countered Challenge |
| | A | Please specify the challenge(s) you encountered. | | | N | Text area, no char limit | Open | OE Encountered C |
| | | What sections of the site did you visit today? | Forecast Past Weather Weather Safety Information Center News About Weather Ready Nation Active Alerts Education Other, please specify None of the above | A | Y | Checkbox, one-up vertical | Multi Anchor Anchor | Site Sections |
| | A | Please specify the other sections you visited | | | N | Text area, no char limit | Open | OE Encountered C |
| | | How would you describe your navigation experience on this site today? (Please select all that apply.) | I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information/products Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above: Other | B C A | Y | Radio button, one-up vertical | Single | Navigation Issues |
| | A | Please specify the other navigation challenge you encountered. | | | N | Text area, no char limit | Single | OE Other Navigation Issue |
| | B | Please describe any specific navigation links or paths that did not take you where they should have. | | | N | Text area, no char limit | Single | OE Navigation Links |

| | | | | | | | |
|--|---|---|--|---|-------------------------------|--------|--------------------|
| | C | What specific links/labels were difficult to understand? | | N | Text area, no char limit | Single | OE Difficult Links |
| | | What is your preferred method to check the weather? | On my computer (Internet) | Y | Radio button, one-up vertical | Single | Preferred Method |
| | | | On TV | | | | |
| | | | On the radio | | | | |
| | | | On my phone | | | | |
| | | | On my tablet | | | | |
| | | Which of the following web sites areas have you visited in the past month for weather information? (please select all that apply) | weather.gov | Y | Checkbox, one-up vertical | Multi | WeatherSites |
| | | | Weather.com | | | | |
| | | | Accuweather.com | | | | |
| | | | Yahoo! | | | | |
| | | | Google | | | | |
| | | | Wunderground.com | | | | |
| | | | Weather Bug | | | | |
| | | | On my personalized home page | | | | |
| | | | Local news web site | | | | |
| | | | I have not visited any other web sites in the past month | | | | |
| | | Which of the following categories contains your age? | 18 - 24 years | N | Drop down, select one | Single | Age |
| | | | 25 - 34 years | | | | |
| | | | 35 - 44 years | | | | |
| | | | 45 - 54 years | | | | |
| | | | 55 and older | | | | |
| | | | Prefer not to answer | | | | |
| | | Are you male or female? | Male | N | Radio button, one-up vertical | Single | Gender |
| | | | Female | | | | |
| | | Where do you reside? | I do not currently reside in the US | N | Drop down, select one | Single | State |
| | | | Alabama | | | | |
| | | | Alaska | | | | |
| | | | Arizona | | | | |
| | | | Arkansas | | | | |
| | | | California | | | | |
| | | | Colorado | | | | |
| | | | Connecticut | | | | |
| | | | Delaware | | | | |
| | | | Florida | | | | |
| | | | Georgia | | | | |
| | | | Hawaii | | | | |
| | | | Idaho | | | | |
| | | | Illinois | | | | |
| | | | Indiana | | | | |
| | | | Iowa | | | | |
| | | | Kansas | | | | |
| | | | Kentucky | | | | |
| | | | Louisiana | | | | |
| | | | Maine | | | | |
| | | | Maryland | | | | |
| | | | Massachusetts | | | | |
| | | | Michigan | | | | |
| | | | Minnesota | | | | |
| | | | Mississippi | | | | |
| | | | Missouri | | | | |
| | | | Montana | | | | |
| | | | Nebraska | | | | |
| | | | Nevada | | | | |
| | | | New Hampshire | | | | |
| | | | New Jersey | | | | |
| | | | New Mexico | | | | |
| | | | New York | | | | |
| | | | North Carolina | | | | |
| | | | North Dakota | | | | |
| | | | Ohio | | | | |
| | | | Oklahoma | | | | |
| | | | Oregon | | | | |
| | | | Pennsylvania | | | | |
| | | | Rhode Island | | | | |
| | | | South Carolina | | | | |
| | | | South Dakota | | | | |
| | | | Tennessee | | | | |
| | | | Texas | | | | |
| | | | Utah | | | | |
| | | | Vermont | | | | |
| | | | Virginia | | | | |
| | | | Washington | | | | |
| | | | Washington DC | | | | |
| | | | West Virginia | | | | |
| | | | Wisconsin | | | | |

| | | | | | | |
|--|--|--|---|--------------------------|--------|---------------------------|
| | Wyoming | | N | Text area, no char limit | Single | OE Additional Information |
| | What additional information would you like to have available on this site? | | | | | |
| | What suggestions do you have for improving the Weather.gov website? | | N | Text area, no char limit | Single | OE Suggestions |

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