Welcome and Thank You Text

Welcome Text

Thank you for visiting NOAA Fisheries. 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!

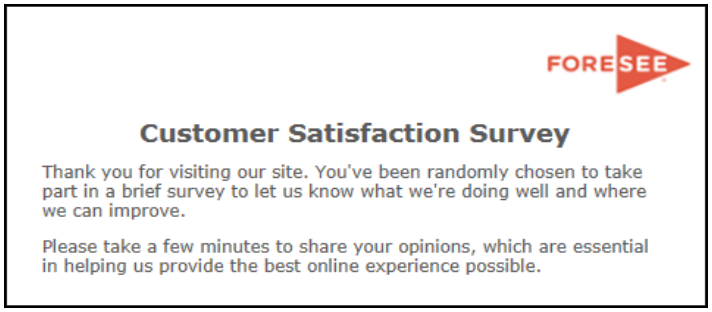
Welcome Text - Alternate

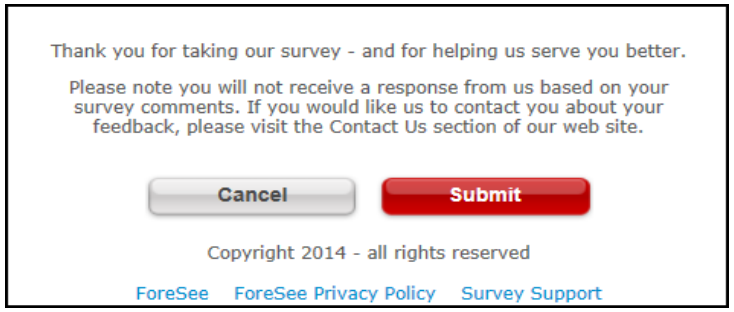
Thank you for visiting NOAA Fisheries. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of NOAA Fisheries. Please take a few minutes to give us your feedback. All results are strictly confidential.

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.





Model Name	**NOAA Fisheries Satisfaction Survey**
Model ID	**(MID)**
Partitioned	**Yes**
Date	**7/30/2014**

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

Label	Element Questions
	Look and Feel (1=Poor, 10=Excellent, Don't Know)
Look and Feel - Appeal	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 Performance (1=Poor, 10=Excellent, Don't Know)
Site Performance - Loading	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 (1=Poor, 10=Excellent, Don't Know)
Navigation - Organized	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.**
	Information Browsing (1=Poor, 10=Excellent, Don't Know)
Information Browsing - Sort	Please rate the ability to **sort information by criteria that are important to you** on this site.
Information Browsing - Narrow	Please rate the **ability to narrow choices to find the information you are looking for** on this site.
Information Browsing - Features	Please rate how well the **features** on the site **help you find the information you need**.
	Site Information (1=Poor, 10=Excellent, Don't Know)
Site Information - Thoroughness	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**.

Label	Satisfaction Questions
	Satisfaction
Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*
Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*
Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*

Label	Future Behaviors
	Return (1=Very Unlikely, 10=Very Likely)
Return	How likely are you to **return to this site** in the next 30 days?
	Recommend (1=Very Unlikely, 10=Very Likely)
Recommend	How likely are you to **recommend this site** to someone else?
	Primary Resource (1=Very Unlikely, 10=Very Likely)
Primary Resource	How likely are you to use this site as your **primary resource**?

Model Name	**NOAA Fisheries Satisfaction Survey**
Model ID	**(MID)**
Partitioned	**Yes**
Date	**(1/2/2013)**

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

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		Y	Radio button, one-up vertical		Visit_Frequency
			Every few months or less often					
			Monthly					
			Weekly					
			Several times a week					
			Daily/more than once a day					
		What is your **primary role** in visiting the site today?	Commercial fisherman		Y	Radio button, one-up vertical	Randomize	Role
			Recreational fisherman					
			Industry employee	**A**				
			Government employee	**B**				
			NGO employee					
			Scientist					
			Media					
			General public					
			Educator					
			Student					
			Job-seeker					
			Other, please specify:	**C**			Anchor Answer Choice	
	A	What industry do you **primarily** represent?	Aquaculture		Y	Radio button, one-up vertical		Industry
			Fishery-related industries (e.g. processing, distribution)					
			Recreation/Tourism					
			Other, please specify:	D				
	D	The industry I **primarily** represent is:			N	Text area, no char limit		OE_Industry
		Please specify the type of agency you work for.	Congress		Y	Radio button, one-up vertical		Agency
			Federal agency					
			State agency					
	B		Local government					
			Native American tribe					
			Other					
	C	My **primary role** is:			N	Text area, no char limit		OE_Role
		What is your **primary reason** for visiting this site today?	Check recent news stories		Y	Radio button, one-up vertical	Randomize	Reason
			Find specific information	A				
			Find a report or publication					
			Download forms					
			Listen to a podcast or watch a video					
			Find or apply to a job					
			Contact NOAA fisheries or look up employee					
			Apply for a permit					
			Schedule a consultation					
			Schedule a seafood inspection					
			Submit an enforcement complaint					
			Report a stranding					
			Other, please specify:	B			Anchor Answer Choice	
	B	The **primary reason** I visited the site today was:			N	Text area, no char limit		OE_Reason
	A	What was the **primary topic** you were seeking information on?	Rules and regulations		Y	Radio button, one-up vertical		Topic
			Information on a fishery or particular fish stock					
			Fisheries statistics					
			Other scientific data					
			Import/export fishery products					
			Facts about a specific marine species					
			Conservation information					
			NOAA Fisheries agency information					
			Current NOAA Fisheries activities or events					
			Information about grants or financial assistance					
			Other, please specify:	C				
	C	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit		OE_Topic
		Did you find what you were looking for on the site today?	Yes	A	Y	Radio button, one-up vertical		Accomplish
			No	B				
	A	How long did it take you to find what you were seeking?			N	Text area, no char limit		OE_TimetoFind
	B	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit		OE_DidNotFind
		How would you improve navigation on this site?				Text area, no char limit		OE_NavImprove
		What is **one improvement you would recommend** for the NOAA Fisheries site?			N	Text area, no char limit		OE_Improvement