


| Model Name | | U.S. NRC Satisfaction Survey V3 | | Red & Strike-Through : Delete Underlined & Italicized : Re-order Pink : Addition Blue : Rework | |  | |
|-------------|---|---------------------------------|--|--|---|--|--|
| Model ID | | (MID) | | | | | |
| Partitioned | | 2MQ | | | | | |
| Date | | 7/1/2016 | | | | | |
| Label | Element Questions | Label | Satisfaction Questions | Label | Future Behaviors | | |
| 1 | Look and Feel - Appeal Please rate the visual appeal of this site. | 23 | Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | 26 | Return How likely are you to return to this site? | Return (1=Very Unlikely, 10=Very Likely) | |
| 2 | Look and Feel - Balance Please rate the balance of graphics and text on this site. | 24 | Satisfaction - Expectations How well does this site meet your expectations? (1=Falls Short, 10=Exceeds) | 27 | Recommend How likely are you to recommend this site to someone else? | Recommend (1=Very Unlikely, 10=Very Likely) | |
| 3 | Look and Feel - Readability Please rate the readability of the pages on this site. | 25 | Satisfaction - Ideal How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close) | 28 | Trust How likely are you to trust the information on this web site. | Trust (1=Strongly Disagree, 10=Strongly Agree) | |
| 4 | Site Performance - Loading Please rate how quickly pages load on this site. | | | | | | |
| 5 | Site Performance - Consistency Please rate the consistency of speed from page to page on this site. | | | | | | |
| 6 | Site Performance - Completeness Please rate how completely the page content loads on this site. | | | | | | |
| 7 | Navigation - Organized Please rate how well this site is organized. | | | | | | |
| 8 | Navigation - Options Please rate the options available for navigating this site. | | | | | | |
| 9 | Navigation - Layout Please rate how well the site layout helps you find what you need. | | | | | | |
| 10 | Information Browsing - Sort Please rate the ability to sort information by criteria that are important to you on this site. | | | | | | |
| 11 | Information Browsing - Narrow Please rate the ability to narrow choices to find the information you are looking for on this site. | | | | | | |
| 12 | Information Browsing - Features Please rate how well the features on the site help you find the information you need. | | | | | | |
| 13 | Site Information - Thoroughness Please rate the thoroughness of information provided on this site. | | | | | | |
| 14 | Site Information - Understandable Please rate how understandable this site's information is. | | | | | | |
| 15 | Site Information - Answers Please rate how well the site's information provides answers to your questions. | | | | | | |
| 16 | Online Transparency - Discloses Please rate how thoroughly this website discloses information about what the Nuclear Regulatory Commission is doing. | | | | | | |
| 17 | Online Transparency - Quick Please rate how quickly Nuclear Regulatory Commission information is made available on this website. | | | | | | |
| 18 | Online Transparency - Access Please rate how well information about the Nuclear Regulatory Commission's actions can be accessed by the public on this website. | | | | | | |
| 19 | Search - Relevance Please rate the relevance of search results on this site. | | | | | | |
| 20 | Search - Organization Please rate the organization of search results on this site. | | | | | | |
| 21 | Search - Selection Help Please rate how well the search results help you decide what to select. | | | | | | |
| 22 | Search - Narrow Please rate how well the search feature helps you to narrow the results to find what you want. | | | | | | |

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| QID | QUESTION META TAG | Skip From | Question Text | Answer Choices | Skip To | Required Y/N | Type |
|-----|-------------------|-----------|---|--|--------------|--------------|------------------------------|
| | | | 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 | | Y | Dropdown (Select-one) |
| | | | Which role/affiliation best describes you? | NRC licensee State or local government International regulatory community Public interest group NRC employee/contractor Other federal employee Nuclear industry Member of the public News media Congress Researcher Consultant Student Teacher Other | | Y | Dropdown (Select-one) |
| | | A | If you answered "Other" above, what other role best describes you? | | A | N | Open-ended |
| | | | For which of the following reasons did you visit the site today? | Learn about NRC Read event reports Research about nuclear reactors Find information on nuclear materials Research information on radioactive waste Find out about public involvement/meetings Learn about current rulemakings Report a safety concern Learn about emergency preparedness Know about radiation protection Find employment at NRC Contact NRC Get information on license fees Download NRC forms Electronically submit documents News and info Find out what's new on the website Find 10CFR information Research or review current regulatory requirements, regulations and rules Find or download NUREG reports Obtain inspection reports Find a specific document Other | | Y | Checkbox One Up Vertical |
| | | A | If you answered "Other" above, what is your other primary reason for visiting the site? | | A | N | Open-ended |
| | | | Did you find what you were looking for? | Yes No Partially | F, C F, C | Y | Radio Button One Up Vertical |
| | | F | What were you looking for? Please be brief and specific. | | | N | Open-ended |
| | | C | If you were unable to obtain a specific report/document, which of the following best describes why: | I was not looking for a specific report/document. The report/document I am looking for is not yet posted on the site (The document is not posted quickly enough) I was not sure where the report/document is located on the site I had a technical issue when trying to access the report/document (ie. File would not open, pages to access document would not load, etc.) Other, please specify: | | N | Radio Button One Up Vertical |
| | | G | What other reason were you unable to obtain a specific report/document? | | G | N | Open-ended |
| | | | What source brought you to our site? | Past experience/familiarity with the site Search engine NRC Blog, NRC Tweet, NRC YouTube Channel, etc Other government site Site bookmarked Referral Printed materials Media/news story Other | L J | Y | Dropdown (Select-one) |
| | | J | What other source brought you to our site? | | J | N | Open-ended |

| | | | | | | | |
|--|--|----|---|---|-------------------------|---|-------------------------------|
| | | L | How often do you get information about the Nuclear Regulatory Commission from NRC social media sites? | First time Every 6 months or less About once a month About once a week Daily More than once a day | | Y | Dropdown (Select-one) |
| | | | The NRC website has two different search features. Which search feature(s) did you use during your visit today? | I used the general site search feature I used the ADAMS search feature I used both the general site and ADAMS search features I did not use either Don't recall | K, K1 L, L1 L, L1 | Y | Dropdown (Select-one) |
| | | K | Please tell us about your experience with the general site search feature today. (Please select all that apply.) | Search results were helpful Results were not relevant/not what I wanted Too many results/ needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue | | Y | Checkbox, one-up vertical |
| | | KK | Please tell us about the search issue you experienced. | | KK | N | Text area, no char limit |
| | | K1 | 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 | | Y | Radio Button, one-up vertical |
| | | L | Please tell us about your experience with the ADAMS search feature today. (Please select all that apply.) | Search results were helpful Results were not relevant/not what I wanted Too many results/ needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue | | Y | Checkbox, one-up vertical |
| | | LL | Please tell us about the ADAMS search issue you experienced. | | LL | N | Text area, no char limit |
| | | L1 | If you could make one improvement to the ADAMS 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 | | Y | Radio Button, one-up vertical |
| | | | What other information would you like to see on the NRC site? (Please specify) | | | N | Open-ended |
| | | | If you could make one improvement to the site, what would it be? | No improvements are necessary Improve the ADAMS search engine Improve the regular or advance search feature Have better search criteria Provide better search results Improve the direct links, make them more intuitive Enhance the navigation of the site, make it more user friendly Make available more detailed information Make the terminology more understandable Update information more frequently Provide better 10CFR information Provide more documents, specific documents Offer older NUREGs, regulatory reports, guidelines, rules and regulations Supply all documents electronically or in PDF format Have a better site organization, better site map Other | | Y | Dropdown (Select-one) |
| | | A | What other improvements would you make to this site? | | A | N | Open-ended |
| | | | Do you have any other comments about our site? (Please specify) | | | N | Open-ended |



| Special Instructions | CQ Label |
|--|-------------------------------|
| | Visit Frequency |
| Skip Logic Group Randomize | Role |
| Anchor Answer Choice Skip Logic Group | Other role |
| Skip Logic Group Randomize | Reason |
| Anchor Answer Choice Skip Logic Group | Other Primary Reason |
| Skip Logic Group | Did you find |
| Skip Logic Group | OE_Unable |
| Skip Logic Group | Unable Report |
| Skip Logic Group Skip Logic Group | Other_Unable Report Source |
| Skip Logic Group | Other Source |

| | |
|------------------|---------------------------|
| Skip Logic Group | NRC SM Frequency |
| Skip Logic Group | Search Used |
| Skip Logic Group | General Search Experience |
| Skip Logic Group | OE_General Search Exp |
| Skip Logic Group | General_One Improvement |
| Skip Logic Group | ADAMS Search Experience |
| Skip Logic Group | OE_ADAMS search issue |
| Skip Logic Group | ADAMS_One Improvement |
| Skip Logic Group | Other info wanted |
| Skip Logic Group | One Improvement |
| Skip Logic Group | Other Improvements |
| Skip Logic Group | Other comments about site |