



## Welcome and Thank You Text

### Welcome Text

Thank you for visiting NOAA NGS. 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 NGS. You have been randomly selected to take part in this survey that is being conducted by ForeSee on behalf of the NOAA NGS. 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.  
We appreciate your input!

Cancel

Submit

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Model Name NOAA NGS Customer Satisfaction Survey V3  
 Model ID  
 Partitioned 2MQ  
 Date 3/29/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1	Look and Feel - Appeal Please rate the visual appeal of this site.	19	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22	Return How likely are you to return to NOAA NGS?
2	Look and Feel Please rate the balance of graphics and text on this site.	20	Satisfaction - How well does this site meet your expectations?		
3	Look and Feel - Readability Please rate the readability of the pages on this site.	21	Satisfaction - Ideal How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	23	Recommend How likely are you to recommend NOAA NGS to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
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 Please rate how completely the page content loads on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7	Please rate how well the site is organized.				
8	Please rate the options available for navigating this site.				
9	Please rate how well the site layout helps you find what you are looking for.				
10	Please rate the number of clicks to get where you want on this site.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
13	Site Please rate the thoroughness of information provided on this site.				
14	Site Please rate how understandable this site's information is.				
15	Site Please rate how well the site's information provides answers to your questions.				
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
11	agency is doing.				
12	Please rate how quickly agency information is made available on this site.				
13	accessed by the public on this site.				
	<b>Search (1=Poor, 10=Excellent, Don't Know)</b>				
14	Please rate the relevance of search results on this site.				
15	Please rate the organization of search results on this site.				
16	Please rate how well the search results help you decide what to select.				
17	Please rate how well the search feature helps you to narrow the results to				

Model Name NOAA NGS Customer Satisfaction Survey V2

Model ID  
 Partitioned 2MQ  
 Date 3/29/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	22 Return	How likely are you to return to NOAA NGS?
2 Look and Feel	Please rate the balance of graphics and text on this site.	20 Satisfaction -	How well does this site meet your expectations?		
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	23 Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to recommend NOAA NGS to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
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 -	Please rate how completely the page content loads on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate how well the 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.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
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.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
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.				

Model Name NOAA NGS Customer Satisfaction Survey V2

Model ID

Partitioned 2MQ

Date 3/29/2016

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
			Which term <b>best describes your role?</b>	Land Surveyor Engineer <del>Researcher/Educator/Student</del> Educator Student Geodesist Cartographer/GIS Mapping User General Public Geocacher News Media Other	A	Y	Radio button, one-up vertical	Skip Logic	Role
		A	Please specify your role in visiting this site.			N	Text field, <100 char	Skip Logic	OE_Role
			How frequently do you visit this site?	This is my first time Once a year or less often Once every 3 to 12 months Once every 1 to 3 months Several times a month <b>or more often</b>		Y	Radio button, one-up vertical		Visit Frequency
			<b>What were you primarily looking for</b> on this visit to the NGS site?	Toolkit software Guidelines or specifications Imagery/LIDAR CORS/OPUS Datasheets News Other	B	Y	Radio button, one-up vertical	Skip Logic	Primarily Looking For
		B	Please specify what you were primarily looking for today.			N	Text area, No Limit	Skip Logic	OE_Primary Looking For
			Did you accomplish what you wanted to on the site today?	Yes Partially No I wasn't planning to accomplish anything in particular	A A	Y	Radio button, one-up vertical	Skip Logic	Accomplish Task
		A	Please explain why you were not able to fully accomplish your task today.			N	Text area, No Limit	Skip Logic	OE_Accomplish Task
			What is the primary reason passive survey control marks (e.g., bench marks) are important to your work?	Using these marks is required by federal, state, or local requirements Using these marks is included in contract terms I can't depend on satellite systems being available in the areas where I work Not applicable – I am visiting this site for other reasons Other	A	Y	Radio button, one-up vertical	Skip Logic	Survey Controls Impt
		A	Please specify why passive survey control marks are important to your work.			N	Text area, No Limit		OE_Survey Controls Impt
			Which geospatial data types do you use? (select all that apply)	GPS or GNSS Leveling Optical total station LIDAR Laser scanners (terrestrial LIDAR) Aerial/ orthophotography Other Not applicable - I am visiting this site for other reasons	A	Y	Checkbox, one-up vertical	Skip Logic	Geospatial data types
		A	Please specify the geospatial data types you use.			N	Text area, No Limit	Skip Logic	OE_Geospatial data types
			What do you <b>primarily</b> use NGS data for?	Deeds, Plats, or Boundaries Construction Transportation (roads, waterways, bridges, or tunnels) Urban Planning Agriculture and/or Crop Management Geodetic Quality Control FEMA Flood Certification Other Not applicable - I am visiting this site for other reasons	A	Y	Radio button, one-up vertical	Skip Logic	Primary Reason
		A	Please specify what you use NGS data for.			N	Text area, No Limit	Skip Logic	OE_PrimaryReason
			<b>Where are you most likely to look for remotely collected data, such as LIDAR or ortho-photography?</b>	National Geodetic Survey website NOAA's Digital Coast USGS National Map USDA Data Gateway		Y	Radio button, one-up vertical	Skip Logic	LookforData

		A	Please specify where you are most likely to look for remotely collected data.	Other	A	N	Text area, No Limit	Skip Logic	OE_LookforData
			I use LIDAR data to support work in:	Academic studies Engineering/Surveying Transportation I don't use LIDAR Other		Y	Radio button, one-up vertical	Skip Logic	LidarUse
		A	Please specify how you use LIDAR data.		A	N	Text area, No Limit	Skip Logic	OE_LidarUse
			Which of the following types of NGS products and services content would you like to see highlighted on the NGS homepage? (Select your top 3)	Airport Surveys  ECO/COASTAL Emergency Response Imagery GPS Satellite Orbits GRAV-D Height Modernization Shoreline Mapping VDatum Other		Y	Checkbox, one-up vertical	Skip Logic Top 3 Selection	HomepageHighlight
		A	Please specify what you would like to see highlighted on the NOAA NGS home page.				Text area, No Limit		OE_HomepageHighlight
			What is your preferred way to access survey mark information or datasheets?	ASCH-Text GIS shapefiles Other Not applicable - I am visiting this site for other reasons	A	Y	Radio button, one-up vertical	Skip Logic	AccessSurveyMark
		A	Please specify the way you access survey mark information.			N	Text area, No Limit	Skip Logic	OE_AccessSurvey
			What is your preferred way to search for survey mark information?	Map service, e.g., DSWorld or NGS Data Explorer Query based on location (address, radial search, state or county) Query based on mark information (station name, designation, or PID) Other Not applicable - I am visiting this site for other reasons	A	Y	Radio button, one-up vertical	Skip Logic	SearchSurveyMark
		A	Please specify the way you access survey mark information.			N	Text area, No Limit	Skip Logic	OE_SearchSurvey
			What do you most often use datasheet information for?	Current positional information Superseded or historical positional information Mark recovery or description information Mark condition Other Not applicable - I am visiting this site for other reasons	A	Y	Radio button, one-up vertical	Skip Logic	DatasheetUse
		A	Please specify what you most often use datasheet information for.			N	Text area, No Limit	Skip Logic	OE_Datasheet
			What is one improvement you would make to the NGS datasheets?			N	Text area, No Limit		OE_DS Improvement
			Are you aware that NGS will replace NAD 83 and NAVD 88 with new geometric and vertical datums? I am...	Very aware Somewhat aware Not at all aware Not applicable - I am visiting this site for other reasons	A A	Y	Dropdown select one		Replacing NAD83 NAVD87
		A	How did you learn about the eventual NAD 83 and NAVD 88 replacements?	NGS website Trade/professional publications NGS list-serve, e-mail announcement or webinars Trade/professional meeting Other	B	Y	Radio button, one-up vertical		Replace Aware
		B	Please specify the other way you learned about the NAD 83 and NAVD 88 replacements.			N	Text area, No Limit		OE_Awareness
			What kind of training formats do you prefer?	Web accessible videos, slide shows (no interaction with instructor) Live Web conference (interactive with instructor) Workshops and conferences NGS's training center in Corbin, VA Guidelines, user manuals, and published articles Other	A	Y	Radio Button, one-up vertical	Skip Logic	Training Format
		A	Please specify the other training formats you prefer.			N	Text area, No Limit	Skip Logic	OE_Training Format
			What is one improvement you would make to the site?			N	Text area, No Limit		OE_Improvement
			On which social media would you like to see information about NGS programs, products, and services?	Facebook Twitter		Y	Checkbox, one-up vertical	Skip Logic	Social Media

				Pinterest YouTube Instagram Flickr None of these			Mutually exclusive		
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<b>Benchmark Meta Tags</b>
Accomplish
Acquisition Source
Approached
Associate: Available
Associate: Courteous
Associate: Help
Associate: Inform Promos
Associate: Invite Back
Associate: Recommend
Banking Activities
Call Resolution
Checkout
Checkout: Found all Items
Checkout: Problems
Checkout: Thank You
Contact Center Purchase Frequency
Contact Center: First Call
Current Customer - Product
Current Customer - Service
Customer Service
Demographics: Age
Demographics: Gender
Demographics: Income
Do Next
Do Next: Healthcare
Do Next: Insurance
Donate Today
Done Any Following
Greeted
Inquiry: First Call
Inquiry: Times Called
Items Meet Expectations
Location
Log In Success
Mobile Deposit
OE_Accomplish
OE_Improve Experience
Order Arrived on Time
Order Process
Previous Channel Visited
Primary Financial Provider
Primary Reason
Primary Reason: Associations
Primary Reason: Associations Non-profit
Primary Reason: B2B
Primary Reason: Federal Government or Informational Non-Profit
Primary Reason: Product Manufacturers (Non ecommerce)
Primary Reason: Retail
Primary Reason: Telecom

Primary Reason: Travel
Primary Reason: Banking
Primary Reason: Healthcare
Primary Reason: Insurance
Products Purchased
Products Sought
Purchase
Purchase Channel Preference
Purchase Everything
Purchase Frequency
Purchased
Receive All Items
Research Process for Purchase
Return
Role
Role: Healthcare
Role: Insurance
Times Visited Prior Purchase
Track Delivery
Visit Frequency
Website Contribution
Where Purchased
Why No Purchase
Why Not Purch Everything