Measure Name	NGS Customer Satisfaction Surv	ey V2
Custom Qualifier Page	Yes	
Custom Invitation Text		
Custom Tracker Text		

(Remove this tab for non-international surveys)



MID	Language	Target Country	Target Audience	Website URL	Notes
	0 0	,			

CQ/MQ changes:
- Provide all fields

Dataloads: - All fields except MID

Target Audience: Providing information on the typical demographic or customer that will take the survey helps our vendors better word and phrase translations.



Welcome and Thank You Text

appreciate your input!

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.

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.

Thank You Text

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



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.



Model Name NOAA NGS Customer Satisfaction Survey V3
Model ID
Partitioned 2MQ

2MQ 3/29/2016 Date

rough: Delete

<u>Underlined & Italicized</u>: Re-order

Pink: Addition

Blue: Reword



Label	Element Questions	Label	Satisfaction Questions		Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	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?
	Please rate the balance of graphics and text on this site.	Satisfaction -	How well does this site meet your expectations?			Recommend (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the readability of the pages on this site.	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 el
	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	Please rate how completely the page content loads on this site.					
I	Navigation (1=Poor, 10=Excellent, Don't Know)					
1	Please rate how well the site is organized.					
3	Please rate the options available for navigating this site.					
•	Please rate how well the site layout helps you find what you are looking					
	for.					
)	Please rate the number of clicks to get where you want on this site.					
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	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.					
Site	Please rate how understandable this site's information is.					
Site	Please rate how well the site's information provides answers to your questions.					
	Online Transparency (1=Poor, 10=Excellent, Don't Know)					
	agency is doing. Please rate how quickly agency information is made available on this site.					
	accessed by the public on this site.					
1	Search (1=Poor, 10=Excellent, Don't Know)					
Į.	Please rate the relevance of search results on this site.					
5	Please rate the organization of search results on this site.					
	Please rate how well the search results help you decide what to select.					
4	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

2MQ 3/29/2016 Date

rough: Delete

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Pink: Addition

Blue: Rework



Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)			Satisfaction			Return (1=Very Unlikely, 10=Very Likely)
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?
	L			r f			
	Please rate the balance of graphics and text on this site.		Satisfaction -	How well does this site meet your expectations?			Recommend (1=Very Unlikely, 10=Very Likely)
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 els
•	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	Please rate how completely the page content loads on this site.						
	Navigation (1=Poor, 10=Excellent, Don't Know)						
Navigation -	Please rate how well the site is organized.						
Organized Navigation - Options	Please rate the options available for navigating this site.						
•	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	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	Please rate the thoroughness of information provided on this site.						
Information - Thoroughnes s	Frease rate the tholoughness of information provided on this site.						
Site Information - Understandab Ie	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 NOAA NGS Customer Satisfaction Survey V2
Model ID
Partitioned 2MQ
Date 3/29/2016

Red & Strike-Through: Delete <u>Underlined & Italicized</u>: Re-order

Pink: Addition Blue: Reword



Which term best describes your role? Land Surveyor Engineer Researcher/Educator/Student Geodesist Cartographer/GIS Mapping User General Public Geocacher News Media Other A Please specify your role in visiting this site. How frequently do you visit this site? This is my first time Once a year or less often Once every 1 to 3 months Several times a month or more often Once every 1 to 12 months Once every 1 to 12 months Once every 1 to 3 months Several times a month or more often Toolkit software What were you primarily looking for on this visit to the NGS site? Toolkit software B Please specify what you were primarily looking for today. Datasheets News Other A Please explain why you were not able to fully accomplish your task today. What is the primary reason passive survey control marks (e.g., bench marks) are important to your work? A Please specify why passive survey control marks are important to your work.	A N Text field, <100 char Skip Logic OE_Role Y Radio button, one-up vertical Visit Freque Pre often Pre often B N Text area, No Limit Skip Logic OE_Primarily Loc For Primarily Loc For Radio button, one-up vertical Skip Logic OE_Primarily Loc For A A Skip Logic OE_Primarily Loc For Skip Logic OE_Primarily Loc For Primarily Loc For Skip Logic OE_Primarily Loc For A A A Skip Logic OE_Primarily Loc For
Researcher/Educator/Student Educator Student Geodesist Cartographer/GIS Mapping User General Public Geocacher News Media Other A Please specify your role in visiting this site. 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 3 to 12 months Once every 1 to 3 months Several times a month or more often Toolkit software What were you primarily looking for on this visit to the NGS site? What were you primarily looking for on this visit to the NGS site? Guideline or specifications Imager/LIDAR CORS/OPUS Datasheets News Other Did you accomplish what you were primarily looking for today. Did you accomplish what you wanted to on the site today? Ves Ves Ves Ves Ves Ves Using these marks is required by feder marks (e.g., bench marks) are important to your work? Using these marks is required by feder marks (e.g., bench marks) are important to your work? A Please specify why passive survey control marks (e.g., bench marks) are important to your work? A Please specify why passive survey control marks Not applicable – I am visiting this site fo	A N Text field, <100 char Skip Logic OE_Role Y Radio button, one-up vertical Skip Logic Primarily Log For B N Text area, No Limit Skip Logic OE_Prima Looking F Y Radio button, one-up vertical Skip Logic OE_Prima Looking F Y Radio button, one-up vertical Skip Logic OE_Prima Looking F Y Radio button, one-up vertical Skip Logic OE_Prima Looking F Y Radio button, one-up vertical Skip Logic OE_Accomplish Sh anything in particular N Text area, No Limit Skip Logic OE_Accomplish Sh anything in particular N Text area, No Limit Skip Logic OE_Accomplish Sh anything in particular N Text area, No Limit Skip Logic OE_Accomplish
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	N Text area, No Limit OE Surve
	Controls in
Which geospatial data types do you use? (select all GPS or GNSS	Y Skip Logic Geospatial da
that apply)	Checkbox, one-up vertical types
Leveling	
Optical total station	
LIDAR	
Laser scanners (terrestrial LIDAR)	JAK)
Aerial/ orthophotography	
Other	A
Not applicable - I am visiting this site for	this site for other reasons Mutually Exculsive
A Please specify the geospatial data types you use.	N Skip Logic OE Geospati.
	Text area, No Limit data types
What do you primarily use NGS data for? Deeds, Plats, or Boundaries	
Construction	Y Radio button, one-up vertical Skip Logic Primary Reas
Transportation (roads, waterways, brid	Y Radio button, one-up vertical Skip Logic Primary Reas
Urban Planning	Y Radio button, one-up vertical Skip Logic Primary Reas
Agriculture and/or Crop Management	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels)
Geodetic Quality Control	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels)
FEMA Flood Certification	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels)
	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels)
Other	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels) gement
Other Name of the Association of	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels) gement A
Not applicable - I am visiting this site for	Y Radio button, one-up vertical Skip Logic Primary Reas ways, bridges, or tunnels) agement A this site for other reasons
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Not applicable - I am visiting this site for	Y Radio button, one-up vertical Skip Logic Primary Reas ways, bridges, or tunnels) agement A this site for other reasons
Not applicable - I am visiting this site for A Please specify what you use NGS data for.	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels) gement A N Text area, No Limit Skip Logic Primary Reas Primary Reas Primary Reas OE_PrimaryReas
A Please specify what you use NGS data for. Where are you most likely to look for remotely	Y Radio button, one-up vertical Skip Logic Primary Reas ways, bridges, or tunnels) ugement A this site for other reasons N Text area, No Limit Skip Logic OE_PrimaryReas OE_PrimaryReas
A Please specify what you use NGS data for. Where are you most likely to look for remotely collected data, such as LIDAR or ortho-	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels) tigement A A Text area, No Limit Skip Logic OE_PrimaryReas OE_PrimaryReas OE_PrimaryReas
A Please specify what you use NGS data for. Where are you most likely to look for remotely collected data, such as LIDAR or orthophotography? National Geodetic Survey website photography?	Y Radio button, one-up vertical Skip Logic Primary Reas ways, bridges, or tunnels) ugement A this site for other reasons N Text area, No Limit Skip Logic OE_PrimaryReas OE_PrimaryReas
A Please specify what you use NGS data for. Where are you most likely to look for remotely collected data, such as LIDAR or ortho-	Y Radio button, one-up vertical Skip Logic Primary Reas vays, bridges, or tunnels) tigement A A Text area, No Limit Skip Logic OE_PrimaryReas OE_PrimaryReas OE_PrimaryReas

		Other	Α				
A	Please specify where you are most likely to look remotely collected data.	for		N	Text area. No Limit	Skip Logic	OE_LookforDat
	I use LIDAR data to support work in:	Academic studies		Υ	Radio button, one-up vertical	Skip Logic	LidarUse
		Engineering/Surveying					
		Transportation I don't use LIDAR					
		Other	Α				
A	Please specify how you use LIDAR data.			N	Text area, No Limit	Skip Logic	OE_LidarUse
	Which of the following types of NGS products at services content would you like to see highlighte	d Airport Surveys		Y		Skip Logic	HomepageHig
	on the NGS homepage? (Select your top 3)	u					
					Checkbox, one-up vertical		
		ECO/COASTAL				Top 3 Selection	
		Emergency Response Imagery GPS Satellite Orbits					
		GRAV-D					
		Height Modernization					
		Shoreline Mapping VDatum					
		Other	Α				
A	Please specify what you would like to see highlighted on the NOAA NGS home page.				Text area, No Limit		OE_Homepag
	What is your preferred way to access survey m	ark ASCII Text		¥	Text area, NO LIMIT	Skip Logic	AccessSurvey
	information or datasheets?				Radio button, one-up vertical	, ,5	
		GIS shapefiles Other	_				
		Not applicable - I am visiting this site for other reasons	A				
A	Please specify the way you access survey mark			N		Skip Logic	OE_AccessSu
	information.	Manager in a Control of No. Patr. Fundament		Y	Text area, No Limit	Obia Lasia	0
	What is your preferred way to search for survey mark information?	Map service, e.g., DSWorld or NGS Data Explorer		Y	Radio button, one-up vertical	Skip Logic	SearchSurvey
		Query based on location (address, radial search, state or county)			radio salon, one ap versoa.		
		Query based on mark information (station name, designation, or PID)					
		Other	А				
		Not applicable - I am visiting this site for other reasons					
A	Please specify the way you access survey mark information.			N	Total constitution in	Skip Logic	OE_SearchSu
	What do you most often use datasheet informati	on Current positional information		Y	Text area, No Limit	Skip Logic	DatasheetUse
	for?				Radio button, one-up vertical		
		Superseded or historical positional information Mark recovery or description information					
		Mark condition					
		Other	Α				
	Places enosify what you most often use detache	Not applicable - I am visiting this site for other reasons		N		Skip Logic	OE Datasheet
A	Please specify what you most often use datashe information for.	et		IN IN	Text area, No Limit	Skip Logic	OE_Datasrieet
	What is one improvement you would make to the			N	Text area, No Limit		OE_DS
	NGS datasheets? Are you aware that NGS will replace NAD 83 an	d Very aware		Y			Improveme Replacing NAI
	NAVD 88 with new geometric and vertical datum	is?		'			NAVD87
	I am		Α				
	i dili				Dropdown select one		
		Somewhat aware	A		Dropdown select one		
		Not at all aware					
	How did you loarn about the quantual NAP 00	Not applicable - I am visiting this site for other reasons		Y			Donlara Avera
A	How did you learn about the eventual NAD 83 a NAVD 88 replacements?	nd NGS website		,	Radio button, one-up vertical		Replace Aware
		Trade/professional publications					
		NGS list-serve, e-mail announcement or webinars					
		Trade/professional meeting Other	В				
В	Please specify the other way you learned about			N			OE_Awarenes
	NAD 83 and NAVD 88 replacements. What kind of training formats do you prefer?	Web accessible videos, slide shows (no interaction with instructor)		V	Text area, No Limit	Skip Logic	Training Forma
	what kind of training formats do you prefer?	web accessible videos, slide shows (no interaction with instructor)		Y	Radio Button, one-up vertical	экір цодіс	Training Form
		Live Web conference (interactive with instructor)			and a second		
		Workshops and conferences					
		NGS's training center in Corbin, VA Guidelines, user manuals, and published articles					
		Other	А				
A	Please specify the other training formats you pre	fer.		N	Tout area No Limit	Skip Logic	OE_Training
	What is one improvement you would make to the			N	Text area, No Limit Text area, No Limit		OE Improver
	site?						
	On which social media would you like to see	Facebook		Y		Skip Logic	Social Media
	information about NGS programs, products, and services?				Checkbox, one-up vertical		
	SCIVICES:						

- 1			Pinterest		
			YouTube		
			Instagram		
		F	Flickr		
			None of these	Mutually exclusive	

Types	Instructions	Custom Text
Checkbox, one-up vertical	Anchor Answer Choice	Yes
Checkbox, two-up vertical	EPP	No
Checkbox, three-up vertical	Multiple Lists Group*	Unsure
Drop down, select one	Mutually Exclusive	
Radio button, one-up vertical	OPS Group*	
Radio button, two-up vertical	Randomize	
Radio button, three-up vertical	Rank Group*	
Radio button, scale, has don't know	Skip Logic Group*	
Radio button, scale, no don't know	True Conversion	
Text area, no char limit		
Text field, <100 char		
	1	1

Benchmark Meta Tags
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