

Model Instance Name:  
NIST Satisfaction Survey V2

MID: 0

Date: Fill In Date



### Welcome and Thank You Text

#### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

#### Welcome Text

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.

bharati.hulbanni:  
If STORES MEASURE:  
do NOT use any  
welcome text.

#### DEFAULT Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

#### ALTERNATE WEB Thank You Text

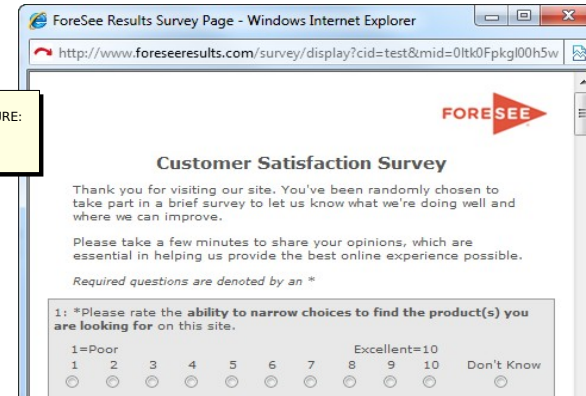
Thank you for taking our survey - and for helping us serve you better.

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 website.

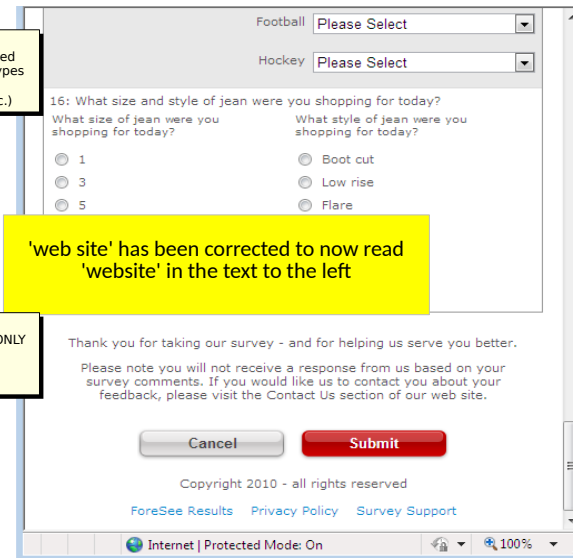
bharati.hulbanni:  
Use this TY text ONLY  
for WEB

#### Examples

##### Welcome Text Example



##### Thank You Text Example



Model Instance Name:  
 NIST Satisfaction Survey V3  
 MID:  
 Partitioned: Yes 2MQ



NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 4/18/2016

**NIST Satisfaction Survey V3**  
 Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<p><b>Content (1=Poor, 10=Excellent, Don't Know)</b>            Please rate your perception of the <b>accuracy of information</b> on this site.</p> <p>Please rate the <b>quality of information</b> on this site.</p> <p>Please rate the <b>freshness of content</b> on this site.</p>		<p><b>Satisfaction</b>            What is your <b>overall satisfaction</b> with this site?            (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>How well does this site <b>meet your expectations</b>?            (1= Falls Short, 10=Exceeds)</p> <p>How does this site <b>compare to your idea of an ideal website</b>?            (1=Not Very Close, 10=Very Close)</p>		<p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to use this site as your <b>primary resource</b> for obtaining information from this organization?</p> <p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to <b>recommend this site to someone else</b>?</p> <p><b>Return (1=Very Unlikely, 10=Very Likely)</b>            How likely are you to <b>return to this site in the next 30 days</b>?</p>
	<p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>visual appeal</b> of this site.</p> <p>1 Look and Feel - Appeal</p> <p>2 Look and Feel - Balance            Please rate the <b>balance of graphics and text</b> on this site.</p> <p>3 Look and Feel - Readability            Please rate the <b>readability of the pages</b> on this site.</p>				
	<p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>            Please rate how <b>quickly pages load</b> on this site.</p> <p>4 Site Performance - Loading</p> <p>5 Site Performance - Consistency            Please rate the <b>consistency of speed from page to page</b> on this site.</p> <p>6 Site Performance - Completeness            Please rate how <b>completely the page content loads</b> on this site.</p>				
	<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>            Please rate how <b>well the site is organized</b>.</p> <p>7 Navigation - Organized</p> <p>8 Navigation - Options            Please rate the <b>options available for navigating</b> this site.</p> <p>Please rate how <b>well the site layout helps you find what you are looking for</b>.</p> <p>Please rate the <b>number of clicks to get where you want</b> on this site.</p> <p>9 Navigation - Layout            Please rate how <b>well the site layout helps you find what you need</b>.</p>				
	<p><b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.</p> <p>10 Information Browsing - Sort</p> <p>11 Information Browsing - Narrow            Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.</p> <p>12 Information Browsing - Features            Please rate how <b>well the features on the site help you find the information you need</b>.</p>				
	<p><b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>            Please rate the <b>thoroughness of information</b> provided on this site.</p> <p>13 Site Information - Thoroughness</p> <p>14 Site Information - Understandable            Please rate how <b>understandable this site's information is</b>.</p> <p>15 Site Information - Answers            Please rate how <b>well the site's information provides answers to your questions</b>.</p>				
	<p><b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>            Please rate how <b>thoroughly this site discloses information</b> about what this company is doing.</p> <p>Please rate how <b>quickly company information is made available</b> on this site.</p> <p>Please rate how <b>well information about this company's actions can be accessed by the public</b> on this site.</p>				

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NIST Satisfaction Survey V2

MID: NFXJpIloAEE1poIVUQ4hYw==

Partitioned: Yes

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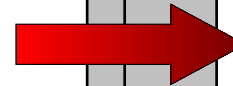
Date: 7/16/2013



NIST Satisfaction Survey V2

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
1	<b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate your perception of the <b>accuracy of information</b> on this site.		<b>Satisfaction</b> What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource</b> for obtaining information from this organization?
2	Please rate the <b>quality of information</b> on this site.		How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10= Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site to someone else</b> ?
3	Please rate the <b>freshness of content</b> on this site.		How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)		<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to this site in the next 30 days</b> ?
<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>					
4	Please rate the <b>visual appeal</b> of this site.				
5	Please rate the <b>balance of graphics and text</b> on this site.				
6	Please rate the <b>readability of the pages</b> on this site.				
<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>					
7	Please rate <b>how well the site is organized</b> .				
8	Please rate the <b>options available for navigating</b> this site.				
9	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
10	Please rate the <b>number of clicks to get where you want</b> on this site.				
<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>					
11	Please rate how <b>thoroughly this site discloses information</b> about what this company is doing.				
12	Please rate how <b>quickly company information is made available</b> on this site.				
13	Please rate how well information about this company's actions <b>can be accessed by the public</b> on this site.				
<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>					
14	Please rate how <b>quickly pages load</b> on this site.				
15	Please rate the <b>consistency of speed from page to page</b> on this site.				
16	Please rate the <b>ability to load pages without getting error messages</b> on this site.				



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 pink: ADDITION  
 blue + -->: REWORDING

**NIST Satisfaction Survey V2 CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
SAC1637		If you could make <b>one improvement to this site</b> , what would it be?				Text area, no char limit		N	
SAC1611		How <b>frequently</b> do you visit this site?	SAC1611A001 SAC1611A002 SAC1611A003 SAC1611A004 SAC1611A005 SAC1611A006	First time More than once a day Daily About once a week About once a month Every 6 months or less		Drop down, select one	Single	Y	Skip Logic Group*
		What was your opinion of NIST's new website design in comparison to the old?		Much worse Worse About the same Better Much better Don't know / Did not notice the changes	C, D C, D D B, D B, D	Radio button, one-up vertical	Single	Y	Skip Logic Group*
	B	What do you like best about the new site?				Text area, no char limit		N	Skip Logic Group*
	C	Why do you think the new site is worse than the old?				Text area, no char limit		N	Skip Logic Group*
	D	Was it easier or harder to find the information you needed on the site?		Much harder Harder About the same Easier Much easier	E E	Radio button, one-up vertical		Y	Skip Logic Group*
	E	Why was it harder to find your needed information?				Text area, no char limit		N	Skip Logic Group*
SAC1612		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). <b>Rank 1 (Required)</b>	SAC1612A001 SAC1612A002 SAC1612A003 SAC1612A004 SAC1612A005 SAC1612A006 SAC1612A007 SAC1612A008 SAC1612A009 SAC1612A010 SAC1612A011 SAC1612A012 SAC1612A013 SAC1612A014 SAC1612A015	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop-down, select one	Single	Y	Rank Group*  Adjust Template/Style Sheet Randomize  Anchor-Answer-Choice Anchor-Answer-Choice
SAC1613		<b>Rank 2 (Optional)</b>	SAC1613A001 SAC1613A002 SAC1613A003 SAC1613A004 SAC1613A005 SAC1613A006 SAC1613A007 SAC1613A008 SAC1613A009 SAC1613A010 SAC1613A011 SAC1613A012 SAC1613A013 SAC1613A014 SAC1613A015	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop-down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize  Anchor-Answer-Choice Anchor-Answer-Choice
SAC1614		<b>Rank 3 (Optional)</b>	SAC1614A001 SAC1614A002 SAC1614A003 SAC1614A004 SAC1614A005 SAC1614A006	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts		Drop-down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize

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			SAC1614A007	Instant Message from a friend or colleague					
			SAC1614A008	Familiarity with NIST					
			SAC1614A009	Promotional email(s) from NIST					
			SAC1614A010	Search engine results					
			SAC1614A011	Word of mouth recommendation from someone I know					
			SAC1614A012	TV, radio, newspaper, or magazine advertising					
			SAC1614A013	Internet advertising					
			SAC1614A014	Don't know					
			SAC1614A015	Other					Anchor-Answer-Choice Anchor-Answer-Choice
SAC1615		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text area, no char limit		N	
SAC1616		Did you access our website from the United States?	SAC1616A001	Yes	A	Drop down, select one	Single	Y	Skip Logic Group*
			SAC1616A002	No	B				
	B	Where did you access our website from?		Alghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin Bhutan Bolivia (Plurinational State of) Bosnia and Herzegovina Botswana Brazil Brunei Bulgaria Burkina Faso Burundi Cabo Verde Cambodia Cameroon Canada Central African Republic Chad Chile China Colombia Comoros Congo Costa Rica Côte d'Ivoire Croatia Cuba Cyprus Czech Republic Democratic Republic of the Congo Denmark Djibouti Dominica Dominican Republic Ecuador		Drop down, select one	Single	Y	Skip Logic Group*

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				Egypt					
				El Salvador					
				Equatorial Guinea					
				Eritrea					
				Estonia					
				Ethiopia					
				Fiji					
				Finland					
				France					
				Gabon					
				Gambia					
				Georgia					
				Germany					
				Ghana					
				Greece					
				Grenada					
				Guatemala					
				Guinea					
				Guinea-Bissau					
				Guyana					
				Haiti					
				Honduras					
				Hungary					
				Iceland					
				India					
				Indonesia					
				Iran (Islamic Republic of)					
				Iraq					
				Ireland					
				Israel					
				Italy					
				Jamaica					
				Japan					
				Jordan					
				Kazakhstan					
				Kenya					
				Kiribati					
				Kosovo					
				Kuwait					
				Kyrgyzstan					
				Laos					
				Latvia					
				Lebanon					
				Lesotho					
				Liberia					
				Libya					
				Liechtenstein					
				Lithuania					
				Luxembourg					
				Madagascar					
				Malawi					
				Malaysia					
				Maldives					
				Mali					
				Malta					
				Marshall Islands					
				Mauritania					
				Mauritius					
				Mexico					
				Micronesia (Federated States of)					
				Monaco					
				Mongolia					
				Montenegro					
				Morocco					

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				Mozambique					
				Myanmar					
				Namibia					
				Nauru					
				Nepal					
				Netherlands					
				New Zealand					
				Nicaragua					
				Niger					
				Nigeria					
				North Korea					
				Norway					
				Oman					
				Pakistan					
				Palau					
				Palestine					
				Panama					
				Papua New Guinea					
				Paraguay					
				Peru					
				Philippines					
				Poland					
				Portugal					
				Qatar					
				The Republic of Macedonia					
				Republic of Moldova					
				Romania					
				Russia					
				Rwanda					
				Saint Kitts and Nevis					
				Saint Lucia					
				Saint Vincent and the Grenadines					
				Samoa					
				San Marino					
				Sao Tome and Principe					
				Saudi Arabia					
				Senegal					
				Serbia					
				Seychelles					
				Sierra Leone					
				Singapore					
				Slovakia					
				Slovenia					
				Solomon Islands					
				Somalia					
				South Africa					
				South Korea					
				South Sudan					
				Spain					
				Sri Lanka					
				Sudan					
				Suriname					
				Swaziland					
				Sweden					
				Switzerland					
				Syria					
				Taiwan					
				Tajikistan					
				Thailand					
				Timor-Leste					
				Togo					
				Tonga					
				Trinidad and Tobago					
				Tunisia					

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				Turkey					
				Turkmenistan					
				Tuvalu					
				Uganda					
				Ukraine					
				United Arab Emirates					
				United Kingdom					
				United Republic of Tanzania					
				Uruguay					
				Uzbekistan					
				Vanuatu					
				Venezuela (Bolivarian Republic of)					
				Vatican City					
				Viet Nam					
				Yemen					
				Zambia					
				Zimbabwe					
	A	In which state do you live?		Alabama		Drop down, select one	S	Y	Skip Logic Group*
				Alaska					
				Arizona					
				Arkansas					
				California					
				Colorado					
				Connecticut					
				Delaware					
				District of Columbia					
				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					



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				Washington West Virginia Wisconsin Wyoming					
SAC1617		What was your <b>primary reason for visiting the NIST website</b> today?	SAC1617A001 SAC1617A002 SAC1617A003 SAC1617A004 SAC1617A005 SAC1617A006 SAC1617A007 <del>SAC1617A008</del> SAC1617A009 SAC1617A010 <del>SAC1617A011</del> <del>SAC1617A012</del> <del>SAC1617A013</del> SAC1617A014 SAC1617A015	Learn more about NIST Use NIST time services Locate specific data/software Research information on a particular topic Locate a specific NIST report Obtain computer security information Locate standards information <del>Find out how to work with NIST-</del> Learn how to obtain funding Find employment <del>Buy NIST products-</del> <del>Sell to NIST-</del> <del>Find a NIST employee-</del> Just curious Other	D	Drop down, select one	Single	Y	Skip Logic Group*
SAC1618	D	Please specify your primary reason for visiting.				Text area, no char limit	Single	N	Skip Logic Group*
SAC1619		How did you <b>primarily look for the information you wanted to find</b> today?	SAC1619A001 SAC1619A002 <del>SAC1619A003</del> <del>SAC1619A004</del>  <del>SAC1619A005</del> SAC1619A006	Search feature Top navigation bar <del>Left navigation bar</del> <del>Links in the center of the page</del> <del>Featured links on the page</del> <del>Focus Areas</del> <del>A-Z Index</del> <del>Links at the bottom of the page</del> Other	A, B, C       Z	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
SAC1620	Z	How did you look for information on the NIST website?				Text area, no char limit		N	Skip Logic Group*
SAC1621	A	Did the search feature <b>help you to locate</b> what you were looking for today?	SAC1621A001 SAC1621A002 SAC1621A003	Yes Partially No		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
SAC1622	B	Please tell us about your <b>primary experience</b> with the site's search feature today.	SAC1622A001 SAC1622A002 SAC1622A003 SAC1622A004 SAC1622A005 SAC1622A006 SAC1622A007	The search feature met my needs today. I had issues with the <b>basic search process</b> (how to use it, terms to use, etc.). I had issues with the <b>visual display</b> of the search results (text size, images). I had issues with the <b>search results</b> I received. I had issues with <b>sorting, filtering, advanced search</b> , or lack of these options. I had <b>technical issues</b> with the search feature. None of these	D     E	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
SAC1623	D	What were your issues with the basic search process? (Please select all that apply.)	SAC1623A001 SAC1623A002 SAC1623A003 SAC1623A004	<del>It was not clear to me how to use the search feature</del> <del>I did not know what terms to use to get the results I wanted</del> <del>There were too many steps or refinements to get to what I wanted</del> <del>I had a different issue with the basic search process:</del>		Checkbox, one-up-vertical	Multi	Y	Skip Logic Group*
SAC1624	F	My issue was:				Text area, no char limit		N	Skip Logic Group*
SAC1625	E	What were your technical issues with the search feature? (Please select all that apply.)	SAC1625A001 SAC1625A002 SAC1625A003	<del>Error message(s)</del> <del>Search speed was too slow</del> <del>I had the following technical issue:</del>	G	Radio button, scale, has don't know	Multi	Y	Skip Logic Group*
SAC1626	G	My issue was:				Text area, no char limit		N	Skip Logic Group*
SAC1627	C	If you could make one improvement to the search feature, which of the following would you make:	SAC1627A001 SAC1627A002 SAC1627A003	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		Radio button, scale, has don't know	Single	Y	Skip Logic Group*

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QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
SAC1628	H	Other search improvement suggestion:	SAC1627A004 SAC1627A005	Search by document type, pdf, .wav., etc. <i>Other</i>	H	Text area, no char limit		N	Skip Logic Group*
SAC1632		How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply.)	SAC1632A001 SAC1632A002 SAC1632A003 SAC1632A004 SAC1632A005 SAC1632A006 SAC1632A007 SAC1632A008	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: I had no difficulty navigating/browsing on this site	A A A B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*         Anchor Answer Choice
SAC1633	B	Other navigation difficulty:				Text area, no char limit		N	Skip Logic Group*
SAC1634	A	If applicable, please describe any specific navigation links or paths that did not take you where they should have.				Text area, no char limit		N	Skip Logic Group*
ACQCel0007430		What was the <b>primary search feature</b> you used during your visit to NIST.gov today?	ACQCel0007430A01 ACQCel0007430A02 ACQCel0007430A03 ACQCel0007430A04	General Search Publications Search Both General Search and Publications Search I did not use either search feature at NIST.gov	A B C	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
ACQCel0007431	A	Please rate your satisfaction with the <b>general search feature</b> at NIST.gov.	ACQCel0007431A01 ACQCel0007431A02 ACQCel0007431A03 ACQCel0007431A04 ACQCel0007431A05 ACQCel0007431A06 ACQCel0007431A07 ACQCel0007431A08 ACQCel0007431A09 ACQCel0007431A10	1=Very Dissatisfied         10=Very Satisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
ACQCel0007432	B	Please rate your satisfaction with the <b>publications search feature</b> at NIST.gov.	ACQCel0007432A01 ACQCel0007432A02 ACQCel0007432A03 ACQCel0007432A04 ACQCel0007432A05 ACQCel0007432A06 ACQCel0007432A07 ACQCel0007432A08 ACQCel0007432A09 ACQCel0007432A10	1=Very Dissatisfied         10=Very Satisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
ACQCel0007433	C	Please rate your satisfaction with the <b>search functionality</b> at NIST.gov.	ACQCel0007433A01 ACQCel0007433A02 ACQCel0007433A03 ACQCel0007433A04 ACQCel0007433A05 ACQCel0007433A06 ACQCel0007433A07 ACQCel0007433A08 ACQCel0007433A09 ACQCel0007433A10	1=Very Dissatisfied         10=Very Satisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*
SAC1629		Did you find what you were looking for?	SAC1629A001 SAC1629A002 SAC1629A003 SAC1629A004	Yes Not yet No Wasn't looking for anything in particular	A, B A, B	Radio button, scale, has don't know	Single	Y	Skip Logic Group*
SAC1630	A	If you have <b>not yet found what you were looking for</b> , please tell us what you were trying to find.				Text area, no char limit		N	Skip Logic Group*
SAC1631	B	If you have <b>not yet found what you were looking for</b> , what do you intend to do next?--	SAC1631A001 SAC1631A002	Keep looking at this site Look elsewhere online		Radio button, scale, has don't know	Single	N	Skip Logic Group*

Model Instance Name:  
 NIST Satisfaction Survey V2  
 MID: NFXJpIloAEE1poIVUQ4hYw==  
 Date: 7/16/2013

red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NIST Satisfaction Survey V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			SAC1631A003	<del>Try to find the information offline</del>					
			SAC1631A004	<del>Call NIST</del>					
			SAC1631A005	<del>E-mail NIST</del>					
			SAC1631A006	<del>Nothing, I was just browsing</del>					
SAC1635		What specific ways can we improve your experience navigating/browsing on this site?				Text area, no char limit		N	
SAC1636		What sections of the site did you visit today? (Please select all that apply.)	SAC1636A001	Publications		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			SAC1636A002	User Facilities					
			SAC1636A003	About NIST					
			SAC1636A004	News & Events					
			SAC1636A005	Programs and Projects					
			SAC1636A006	Image Gallery					
				Laboratories					
				Topics					
				Other	A				
	A	Please specify the other site sections you visited.				Text area, no char limit		N	Skip Logic Group*



**CQ Label**

*OE\_One  
Improvement*

Visit Frequency

NewSite

*OE\_NewSiteBetter  
OE\_NewSiteWors  
e*

NewSiteInfo

*OE\_NewSiteInfo*

*SV\_Rank1*

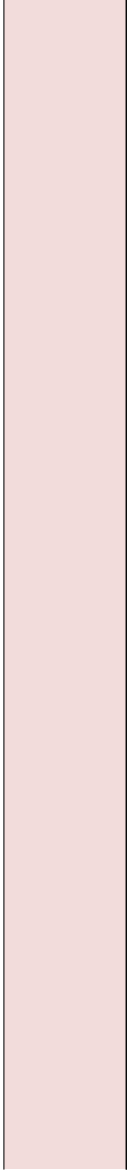
*SV\_Rank2*

*SV\_Rank3*

CQ Label
SV - Other Social Network
Location
Country

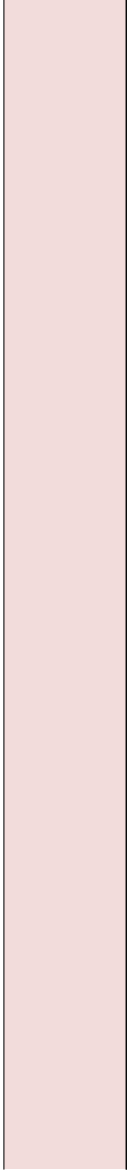


CQ Label



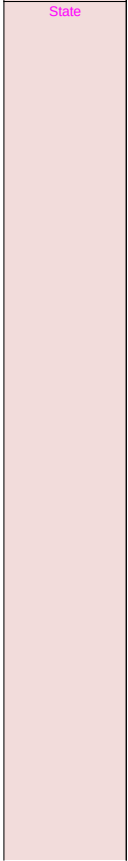
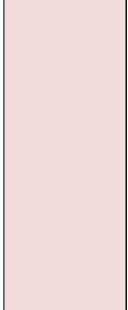


CQ Label





CQ Label



State



CQ Label
Primary Reason
OE_Primary Reason
Look for Information
OE_Look for Information
Search
Search Experience
Basic Search
OE_Basic Search Issues
Search_Tech Issues
OE_Search_Tech Issues
Search Improvement

<b>CQ Label</b>
OE_Search Improvement
<i>Navigation Experience</i>
<i>OE_Navigation Difficulty</i>
<i>OE_Navigation Paths</i>
<b>Primary_Search</b>
<b>Rate_Gen_Search</b>
<b>Rate_Pub_Search</b>
<b>Rate_Search Function</b>
Find
OE_Find
<b>Find_Do_Next</b>

CQ Label
OE_Navigation Improvements
Site Sections
OE_SiteSections

Model Instance Name:  
 NIST Satisfaction Survey V2  
 MID: NFXJplloAEE1poIVUQ4hYw==  
 Date: 7/16/2013

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underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

NIST Satisfaction Survey V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC1611		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		Drop down, select one	Single	Y		Visit Frequency
SAC1612		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	Y	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 1
SAC1613		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 2
SAC1614		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from NIST on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with NIST Promotional email(s) from NIST Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group* Adjust Template/Style Sheet Randomize	SV - Rank 3
SAC1615		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N		SV - Other Social Network
SAC1616		Did you access our website from the United States?	Yes No		Drop down, select one	Single	Y		Location
SAC1617		What was your primary reason for visiting the NIST website today?	Learn more about NIST Use NIST time services Locate specific data/software Research information on a particular topic Locate a specific NIST report Obtain computer security information Locate standards information		Drop down, select one	Single	Y	Skip Logic Group*	Primary Reason

Model Instance Name:  
 NIST Satisfaction Survey V2  
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 Date: 7/16/2013

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 pink: ADDITION  
 blue + -->: REWORDING

NIST Satisfaction Survey V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Find out how to work with NIST Learn how to obtain funding Find employment Buy NIST products Sell to NIST Find a NIST employee Just curious Other, please specify	D					
SAC1618	D	Please specify your primary reason for visiting.			Text area, no char limit		N	Skip Logic Group*	OE_Primary Reason
SAC1619		How did you <b>primarily</b> look for the information you wanted to find today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other, please specify	A, B, C     Z	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Look for Information
SAC1620	Z	How did you look for information on the NIST website?			Text area, no char limit		N	Skip Logic Group*	OE_Look for Information
SAC1621	A	Did the search feature <b>help you to locate</b> what you were looking for today?	Yes Partially No		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search
SAC1622	B	Please tell us about your <b>primary experience</b> with the site's search feature today.	The search feature met my needs today. I had issues with the <b>basic search process</b> (how to use it, terms to I had issues with the <b>visual display</b> of the search results (text size, images). I had issues with the <b>search results</b> I received. I had issues with <b>sorting, filtering, advanced search</b> , or lack of these options. I had <b>technical issues</b> with the search feature. None of these	D    E	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search Experience
SAC1623	D	What were your issues with the basic search process? (Please select all that apply.)	It was not clear to me how to use the search feature I did not know what terms to use to get the results I wanted There were too many steps or refinements to get to what I wanted I had a different issue with the basic search process:	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Basic Search
SAC1624	F	My issue was:			Text area, no char limit		N	Skip Logic Group*	OE_Basic Search Issues
SAC1625	E	What were your technical issues with the search feature? (Please select all that apply.)	Error message(s) Search speed was too slow I had the following technical issue:	G	Radio button, scale, has don't know	Multi	Y	Skip Logic Group*	Search_Tech Issues
SAC1626	G	My issue was:			Text area, no char limit		N	Skip Logic Group*	OE_Search_Tech Issues
SAC1627	C	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:	H	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Search Improvement
SAC1628	H	Other search improvement suggestion:			Text area, no char limit		N	Skip Logic Group*	OE_Search Improvement
New		What was the primary search feature you used during your visit to NIST.gov today?	General Search Publications Search Both General Search and Publications Search I did not use either search feature at NIST.gov	A  B C	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Primary Search
New	A	Please rate your satisfaction with the general search feature at NIST.gov.	1=Very Dissatisfied  2 3 4		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Rate_Gen Search

Model Instance Name: **red & strike-through:** DELETE  
 NIST Satisfaction Survey V2 **underlined & italicized:** RE-ORDER  
 MID: NFXJplloAEE1poIVUQ4hYw== **pink:** ADDITION  
 Date: 7/16/2013 **blue + -->:** REWORDING

NIST Satisfaction Survey V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			5 6 7 8 9 10=Very Satisfied 1=Very Dissatisfied						
New	B	Please rate your satisfaction with the <b>publications search</b> feature at NIST.gov.	2 3 4 5 6 7 8 9 10=Very Satisfied 1=Very Dissatisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Rate_Pub Search
New	C	Please rate your satisfaction with the <b>search functionality</b> at NIST.gov.	2 3 4 5 6 7 8 9 10=Very Satisfied 1=Very Dissatisfied		Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Rate_Search Function
SAC1629		Did you find what you were looking for?	Yes Not yet No Wasn't looking for anything in particular	A, B A, B	Radio button, scale, has don't know	Single	Y	Skip Logic Group*	Find
SAC1630	A	If you have <b>not yet found what you were looking for</b> , please tell us what you were trying to find.			Text area, no char limit		N	Skip Logic Group*	OE_Find
SAC1631	B	If you have <b>not yet found what you were looking for</b> , what do you intend to do next?	Keep looking at this site Look elsewhere online Try to find the information offline Call NIST E-mail NIST Nothing, I was just browsing		Radio button, scale, has don't know	Single	N	Skip Logic Group*	Find_Do Next
SAC1632		How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply.)	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: I had no difficulty navigating/browsing on this site	A A A B	Radio button, scale, has don't know	Multi	Y	Skip Logic Group*	Navigation Experience
SAC1633	B	Other navigation difficulty:			Text area, no char limit		N	Skip Logic Group*	OE_Navigation Difficulty
SAC1634	A	If applicable, please describe any specific navigation links or paths that did not take you where they should have.			Text area, no char limit		N	Skip Logic Group*	OE_Navigation Paths
SAC1635		What specific ways can we improve your experience navigating/browsing on this site?			Text area, no char limit		N		OE_Navigation Improvements
SAC1636		What sections of the site did you visit today? (Please select all that apply.)	Publications User Facilities NIST Organization News Programs and Projects Image Gallery		Radio button, scale, has don't know	Multi	Y		Site Sections
SAC1637		If you could make <b>one improvement to this site</b> , what would it be?			Text area, no char limit		N		OE_One Improvement

