## **NOAA Climate.gov**

## **Web Monitor Questionnaire**

**Note: Items in bold will not appear to respondent.**

### Pre-Survey

Thank you for visiting the NOAA Climate.gov website. You have been randomly chosen to take part in a brief survey to let us know what we are doing well and where we can improve. After you are done browsing our site, please take a few minutes to complete our short survey. Your participation is voluntary and your response is anonymous; we are not collecting or storing any personal data.

### Introduction

Thank you for sharing your views about NOAA Climate.gov. Your feedback will help us evaluate our website and consider ways we might improve it.

This survey is authorized by Office of Management and Budget Control No. 1090-0007, which expires May 31, 2018.

The survey will take **approximately [TIME] minutes** to complete.

**OCCUP** Which best describes your current primary occupation?

1. Journalist or public media professional
2. Formal educator. (This includes K-12 teachers, college-level instructors, and commercial developers of formal education textbooks and lessons.)
3. Informal educator. (This includes program managers / content developers for after school programs, science centers, and lifelong learning programs.)
4. Student
5. Scientist
6. Legislator or a public policy expert
7. Manager of natural resources (i.e., land, water)
8. Business manager
9. Municipal planner or civil engineer
10. GIS specialist or data analyst
11. Interested citizen
12. Other (please specify)

**REFE**. How did you find out about Climate.gov?

1. Stumbled upon it while surfing the Web
2. Followed a link from another Webpage
3. Followed a link from Facebook or other social media
4. Used a search engine, such as Google
5. Word of mouth
6. Someone sent me a link
7. I’ve never heard of it **[Terminate survey]**
8. Other (please specify)

**MOTIVAT** What was your reason for visiting Climate.gov today?

Please select all that apply.

1. Explore climate data for your location
2. Find answers to particular questions
3. Seek expert help
4. Seek funding
5. Use a resource to aid you for a specific purpose
6. See what others are doing
7. Other (please specify)

**FNDLOOK** Did you find what you were looking for on this site today?

a) Yes

b) No

c) I was not looking for anything in particular

**LOOKSPF (IF FNDLOOK = B)** What were you looking for that you were unable to find? (Optional)

OPEN END ANSWER

**FREQCY** How frequently do you visit climate.gov?

1. Every day
2. Several times per week
3. Several times per month
4. Once or twice per quarter
5. Once or twice per year
6. This is my first visit

**CONUSE**  Please indicate how you have used resources from the Climate.gov website.

1. Communications
2. Decision Making
3. Both a and b above
4. I have not yet used the resources from Climate.gov

### Content

Now, please think about the content the Climate.gov provides. Using a scale where 1 means “Poor” and 10 means “Excellent” please rate the following:

(Select one for each row)

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don’t Know |
| **CONRELV** The relevance of the information provided by Climate.gov |  |  |  |  |  |  |  |  |  |  |  |
| **CONTIME** How up-to-date (or current) the information and resources are |  |  |  |  |  |  |  |  |  |  |  |
| **CONCOMP** The comprehensiveness of the information provided |  |  |  |  |  |  |  |  |  |  |  |

**GOVUSE** Which of the following features of Climate.gov have you used, or plan to use? Please select all that apply.

1. News & Features: climate science news and research highlights
2. News & Features: featured article and image posts
3. News & Features: Scientists’ blogs (‘ENSO’ and ‘Beyond the Data’)
4. News & Features: Event Tracker articles and images
5. News & Features: Special climate report highlights (‘Arctic Report Card’ and ‘State of the Climate’)
6. Maps & Data: Data Snapshots (reusable climate maps)
7. Maps & Data: Dataset Gallery (online climate data catalog)
8. Maps & Data: Global Climate Dashboard (graphs of global climate indicators)
9. Maps & Data: Climate Data Primer (beginner’s guide to finding & using climate data)
10. Maps & Data: Climate Trends in Your State (charts of climate trends for every U.S. state)
11. Maps & Data: GIS Data Locator (GIS map interface to help you access climate data for select locations)
12. Teaching Climate: Over 800 reviewed education resources for teaching about climate and energy
13. Teaching Climate: Climate Literacy Guide
14. Teaching Climate: National Climate Assessment Teaching Resources
15. Other Features
16. None of the above

### Look and Feel

Now, please think about the look and feel of the Climate.gov webpage. Using a scale where 1 means “Poor,” and 10 means “Excellent,” please rate the following:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don’t Know |
| **LFOUT**: The layout of the website |  |  |  |  |  |  |  |  |  |  |  |
| **LFREAD**: The readability of the pages on this site. |  |  |  |  |  |  |  |  |  |  |  |
| **LOORG** The visual appeal of the site |  |  |  |  |  |  |  |  |  |  |  |

### Search

Now, please think about the search functionality offered by Climate.gov. Using a scale where 1 means “Poor,” and 10 means “Excellent,” please rate the following:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don’t Know |
| **SEARCHO** Organization of search results |  |  |  |  |  |  |  |  |  |  |  |
| **SEARCHR** Relevance of search results |  |  |  |  |  |  |  |  |  |  |  |
| **SEARCHE** Ease of finding the search box |  |  |  |  |  |  |  |  |  |  |  |

### Navigation

Please think about your experience navigating Climate.gov website. Using a scale from 1 to 10 where 1 is “Poor,” and 10 is “Excellent,” please rate the following:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Poor 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Excellent 10 | Don’t Know |
| **NAVNUM** Number of clicks to get what you want |  |  |  |  |  |  |  |  |  |  |  |
| **NAVABL** Ability to find the information you want |  |  |  |  |  |  |  |  |  |  |  |
| **NAVCLAR** Clarity of the site`s menus and links |  |  |  |  |  |  |  |  |  |  |  |
| **NAVEASE** Ease of navigation |  |  |  |  |  |  |  |  |  |  |  |

### Help and Control Mutuality

**QUEST** After visiting the Climate.gov website, did you have any unanswered questions or need any additional assistance of any kind?

a. Yes

b. No

**HELPQ** Do you know where to locate our contact information within the Climate.gov website if you want to ask a question or provide feedback about the site?

1. Yes
2. No

HCMASK [If HELPQ = Yes] Have you ever submitted a question or recommendation to the NOAA Climate.gov team?

a) Yes

b) No

c) Prefer not to answer

HCMASKY [If HQMASK = Yes] Was your question or comment acknowledged or answered to your satisfaction?

a) Yes

b) No (Please specify why not)

### Customer Satisfaction Index (CSI)

**CSI1**. Now, please consider all your experiences to date with the Climate.gov website. Please rate the following:

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very Dissatisfied 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Satisfied 10 |
| Overall satisfaction with the site |  |  |  |  |  |  |  |  |  |  |

**CSI2.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Falls Short of Your Expectations 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Exceeds Your Expectations 10 |
| How well this site has met your expectations |  |  |  |  |  |  |  |  |  |  |

**CSI3.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not Very Close to the Ideal  1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Close to the Ideal  10 |
| How this site compares to your ideal website |  |  |  |  |  |  |  |  |  |  |

### Outcome Measures

OM. On a scale from 1 to 10 where 1 means “Not at All Likely” and 10 means “Very Likely,” please indicate how likely you are to:

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at All Likely 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Very Likely  10 | Don’t Know |
| **OMRET**. Return to this website |  |  |  |  |  |  |  |  |  |  |  |
| **OMREC**. Recommend this website to someone else |  |  |  |  |  |  |  |  |  |  |  |

### Demographic Questions

**EDUCATE How much formal science education have you had?**

1. None
2. I’ve taken some high school science classes
3. I’ve taken some college undergraduate science classes
4. I have (am pursuing) a bachelor’s degree in a science discipline
5. I have (am pursuing) a master’s degree in a science discipline
6. I have (am pursuing) a doctorate degree in a science discipline

**AGE** How old are you?

1. 17 years or younger
2. 18-25 years
3. 26-40 years
4. 41-60 years
5. 61 years or older
6. I’d rather not say

**COUNTRY** Which Country are you located in?

**DROP DOWN OF ALL COUNTRIES AVAILABLE**

**FNLCOMT** What suggestions do you have for improving Climate.gov? (Optional)

**OPEN END ANSWER**

### Post-Survey

Thank you for taking the time to share your views about NOAA Climate.gov. Your feedback will help us evaluate and consider ways of improving the site. Have a nice day!.