

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?

- a) Journalist or public media professional
- b) Formal educator. (This includes K-12 teachers, college-level instructors, and commercial developers of formal education textbooks and lessons.)
- c) Informal educator. (This includes program managers / content developers for after school programs, science centers, and lifelong learning programs.)
- d) Student
- e) Scientist
- f) Legislator or a public policy expert
- g) Manager of natural resources (i.e., land, water)
- h) Business manager
- i) Municipal planner or civil engineer
- j) GIS specialist or data analyst
- k) Interested citizen
- l) Other (please specify)

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

- a) Stumbled upon it while surfing the Web
- b) Followed a link from another Webpage
- c) Followed a link from Facebook or other social media
- d) Used a search engine, such as Google
- e) Word of mouth
- f) Someone sent me a link
- g) I've never heard of it **[Terminate survey]**
- h) Other (please specify)

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

Please select all that apply.

- a) Explore climate data for your location
- b) Find answers to particular questions
- c) Seek expert help
- d) Seek funding
- e) Use a resource to aid you for a specific purpose
- f) See what others are doing
- g) 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?

- a) Every day
- b) Several times per week
- c) Several times per month
- d) Once or twice per quarter
- e) Once or twice per year
- f) This is my first visit

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

- a) Communications
- b) Decision Making
- c) Both a and b above
- d) 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.

- a) News & Features: climate science news and research highlights
- b) News & Features: featured article and image posts
- c) News & Features: Scientists' blogs ('ENSO' and 'Beyond the Data')
- d) News & Features: Event Tracker articles and images
- e) News & Features: Special climate report highlights ('Arctic Report Card' and 'State of the Climate')
- f) Maps & Data: Data Snapshots (reusable climate maps)
- g) Maps & Data: Dataset Gallery (online climate data catalog)
- h) Maps & Data: Global Climate Dashboard (graphs of global climate indicators)
- i) Maps & Data: Climate Data Primer (beginner's guide to finding & using climate data)
- j) Maps & Data: Climate Trends in Your State (charts of climate trends for every U.S. state)
- k) Maps & Data: GIS Data Locator (GIS map interface to help you access climate data for select locations)
- l) Teaching Climate: Over 800 reviewed education resources for teaching about climate and energy
- m) Teaching Climate: Climate Literacy Guide
- n) Teaching Climate: National Climate Assessment Teaching Resources
- o) Other Features
- p) 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?

- a. Yes
- b. 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?

- a) None
- b) I've taken some high school science classes
- c) I've taken some college undergraduate science classes
- d) I have (am pursuing) a bachelor's degree in a science discipline
- e) I have (am pursuing) a master's degree in a science discipline
- f) I have (am pursuing) a doctorate degree in a science discipline

AGE How old are you?

- a. 17 years or younger
- b. 18-25 years
- c. 26-40 years
- d. 41-60 years
- e. 61 years or older
- f. 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!.