

NOAA Climate.gov - Climate Resilience Toolkit Web Monitor Questionnaire

Note: Items in bold will not appear to respondent.

Pre-Survey

Thank you for visiting the U.S. Climate Resilience Toolkit. 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. When you are done browsing our site, please take a few minutes to complete our short survey. Your participation is voluntary and anonymous; we are not collecting or storing any personal data.

Introduction

Thank you for sharing your views about the U.S. Climate Resilience Toolkit. 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 the Climate Resilience Toolkit?

- 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 the Climate Resilience Toolkit?

Please choose all that apply.

- a) Get help with resilience planning
- b) Explore climate data for your location
- c) Find answers to particular questions
- d) Seek expert help
- e) Seek funding
- f) Use a resource to aid you for a specific purpose
- g) See what others are doing
- h) Tour the Climate Resilience Toolkit
- i) Other (please specify)

FNDLOOK Did the Climate Resilience Toolkit provide the assistance you were looking for today?

- a) Yes
- b) No
- c) I was not looking for anything in particular

LOOKSPF (IF FNDLOOK = B) What additional assistance were you looking for? (Optional)

OPEN END ANSWER

FREQCY How frequently do you use the Climate Resilience Toolkit?

- 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 use resources from the Climate Resilience Toolkit.

- a) Communications
- b) Decision Making
- c) Both a and b above
- d) I do not use the information resources

Content

Now, please think about the content the Climate Resilience Toolkit 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 and resources available											
CONTIME How up-to-date (or current) the information and resources are											
CONCOMP The comprehensiveness of the information and resources											

Please consider the content of each of the following features of the Climate Resilience Toolkit. Using a scale where 1 means “Poor” and 10 means “Excellent” please rate the following:

If you are not familiar with a feature, please select “Don’t know”

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
CONSTEP Steps to Resilience (the site's 5-step adaptation planning guide)											
CONCASE Case Studies (real-world stories about people building climate resilience)											
CONCLEX Climate Explorer (web-based mapping & graphing tool)											
CONTOOL Tools catalog (a compendium of science-based decision-support tools)											
CONTOP Topic narratives (summary information on how climate impacts different regions and sectors in the U.S.)											
CONEXREP Expertise: Reports section (state and local action plans, vulnerability assessments and other climate-related reports)											
CONEXEXP Expertise: Find Experts (interactive map tool for locating a climate expert near you)											
CONEXTR Expertise: Training Courses (catalog of free training courses on a variety of subjects offered at different skill levels)											
CONFUND Funding Opportunities (curated listing of government and non-government grant funding opportunities)											

IF ANY OF THE ABOVE RATED < 4:

CONFEEED What can we do to improve the [PIPE NAME]?

Collect Open End

Look and Feel

Now, please think about the look and feel of the Climate Resilience Toolkit. 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 Toolkit											
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 the Climate Resilience Toolkit. 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
SEARCHH Search filter menus to help narrow to desired criteria											
SEARCHO Organization of search results											
SEARCHR Relevance of search results											
SEARCHE Ease of finding the search box											

Navigation

Please think about your experience navigating of the Climate Resilience Toolkit. 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 working with the Climate Resilience Toolkit, did you have any unanswered questions or need any additional assistance of any kind?

- a. Yes
- b. No

HELPO Do you know where to go on the Climate Resilience Toolkit if you want to ask a question or provide feedback about the site?

- a. Yes
- b. No

HCMASK [If HELPO = Yes] Have you ever submitted a question or recommendation while using the Climate Resilience Toolkit?

- a) Yes
- b) No
- c) Prefer not to answer

HCMASKY [If HCMASK = 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 Resilience Toolkit. Please rate the following

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall satisfaction with the Climate Resilience Toolkit										

CSI2.

	Falls Short of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well the Climate Resilience Toolkit 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 the Climate Resilience										

Toolkit compares to your ideal website													
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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 the Climate Resilience Toolkit											
OMREC. Recommend the Climate Resilience Toolkit 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 this website? (Optional)

OPEN END ANSWER

Post-Survey

Thank you for taking the time to share your views on the U.S. Climate Resilience Toolkit. Your feedback will help us evaluate and consider ways of improving the Climate Resilience Toolkit. Have a nice day!

