USDA NAL Core
Web Monitor Questionnaire

Note: Items in bold will not appear to respondent.

Survey Intercept

Thank you for visiting The National Agricultural Library (NAL) Website. You have been randomly chosen to participate in a brief survey to let us know how we're doing. After you browse our site, please take a few minutes to complete our survey. Your response is anonymous; we do not collect or store any personal data.

Introduction

Thank you for sharing your views about The National Agricultural Library (NAL) Website. Your feedback will help us improve our website.

This survey is authorized by Office of Management and Budget Control No. 1090-0007, which expires May 31, 2020.

The survey will take **approximately five minutes** to complete.

REFE.   How did you find out about The National Agricultural Library Website? **[RANDOMIZE]**

a) Followed a link from another webpage
b) Followed a link from Facebook or other social media
c) Used a search engine, such as Google
d) Recommendation
e) Word of mouth
f) Other (please specify)

MOTIVAT Why did you visit The National Agricultural Library Website today? **[RANDOMIZE]**

Please select all that apply.

I wanted to...

a) Find a specific article, or set of articles
b) Find a specific book, or set of books
c) Get instructions to borrow a book
d) Find web-based information on a topic
e) Find datasets
f) Get guidance on scientific data management
g) Find information about the library
h) Ask a question
i) Other (please specify)

SEARCH: Did you use the National Agricultural Library Website search function during your visit?
a) Yes

b) No

NPINFO What types of information were you looking for? **[RANDOMIZE]**
(Please select all that apply.)

a) Journal Articles
b) Books or Pamphlets
c) USDA or other Government Reports
d) Web pages
e) Datasets
f) Images
g) Descriptions of Special Collections Holdings
h) Other (please specify)

FNDLOOK Did you find what you were looking for on this site today?
a) Yes
b) Partially
c) No

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

[Collect Open End Response]

ROLE What is your primary role in visiting the site today? **[RANDOMIZE]**
a) Business/industry employee
b) College/university faculty/staff
c) Elementary/secondary educator
d) Farmer, rancher, or agricultural producer
e) Federal government (non-USDA employee)
f) General public (interested public, researcher, professional, etc.)
g) State or local government representative
h) Student
i) USDA employee
j) Other (please specify)

FREQCY How often do you typically visit The National Agricultural Library website?

a) This is my first visit
b) Several times per week
c) Several times per month
d) Every Few Months
e) A few times per year

Content

Now, please think about the content on The National Agricultural Library website. 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
Comprehensiveness of the information											
How well the information viewed answered your questions											
How understandable the information is											

Look and Feel

Now, please think about the design of The National Agricultural Library website. 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
Ease of reading information on the site											
Clarity of the site`s organization											
Visual appeal of the site											
Balance of graphics and text											

Search [SKIP if SEARCH = Yes]

Now, please think about the search function on The National Agricultural Library website. 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
Search options help narrow to desired criteria											
Relevance of search results											
Ease of finding the search box											

Navigation

Think about your experience navigating The National Agricultural Library 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
How well the site layout helps you find what you are looking for											
How well the site is organized											
Options for navigating the site											

Customer Satisfaction Index

CSI1. Now, please consider your overall experience to date with The National Agricultural Library website. Using a 10-point scale where 1 means "Very Dissatisfied" and 10 means "Very Satisfied," how satisfied are you with The National Agricultural Library website?

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall satisfaction with The National Agricultural Library website										

CSI2. Using a 10-point scale where 1 now means "Falls Short of Your Expectations" and 10 means "Exceeds Your Expectations," to what extent has The National Agricultural Library website fallen short of or exceeded your expectations?

	Falls Short of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10
How well The National Agricultural Library website has met your expectations										

CSI3. Now, think about an ideal website. Using a 10-point scale where 1 means "Not Very Close to the Ideal," and 10 means "Very Close to the Ideal," how well do you think The National Agricultural Library website compares with that ideal website?

	Falls Short of Your Expectations 1	2	3	4	5	6	7	8	9	Exceeds Your Expectations 10

Satisfaction with The National Agricultural Library website compared to an 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 The National Agricultural Library website											
OMREC. Recommend The National Agricultural Library website to someone else											
OMSOC Follow The National Agricultural Library website on social media											

Final Questions

FNLCOMT   What suggestions do you have for improving The National Agricultural Library website? (Optional)

[Collect Open End Response]

Post-Survey

Thank you for taking the time to share your views about The National Agricultural Library (NAL) Website. Your feedback will help us improve the site.

CFI Group