

Agricultural Research Service

Office of Communications

Web Monitor Questionnaire

Note: Items in bold will not appear to respondent.

Survey Intercept

Thank you for visiting Agricultural Research Service (ARS) 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 Agricultural Research Service (ARS) 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.

MOTIVA Why did you visit the Agricultural Research Service website today? (Choose all that apply)

I wanted to ...

- a) Get nutrition information
- b) Find a news story
- c) Find a research project
- d) Find career information
- e) Other (Please specify)

FREQCY How frequently do you visit the Agricultural Research Service 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

SEARCH: Did you use the Agricultural Research Service website search function during your visit?

- a) Yes
- b) No

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

- a) Yes
- b) No

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

[Collect Open End Response]

Content

Now, please think about the content on the Agricultural Research Service website. Using a scale where 1 means "Poor" and 5 means "Excellent," please rate the following:

	Poor 1	2	3	4	Excellent 5	Don't Know
Clarity of the writing						
Quality of information provided						
Freshness of the content						
How well the information viewed answered your questions						

Search [SKIP if SEARCH = Yes]

Now, please think about the search function on the Agricultural Research Service website. Using a scale where 1 means "Poor," and 5 means "Excellent," please rate the following:

	Poor 1	2	3	4	Excellent 5	Don't Know
Search options help narrow to desired criteria						
Organization of search results						
Relevance of search results						

Navigation

Think about your experience navigating the Agricultural Research Service website. Using a scale from 1 to 5 where 1 is "Poor," and 5 is "Excellent," please rate the following:

	Poor 1	2	3	4	Excellent 5	Don't Know
Number of pages/clicks to find the information you want						
Ease of finding what you want						
Clarity of menus and links						
How well the site is organized						

Customer Satisfaction Index

CSI1. Now, please consider your overall experience to date with the Agricultural Research Service website. Using a 5-point scale where 1 means “Very Dissatisfied” and 5 means “Very Satisfied,” how satisfied are you with the Agricultural Research Service website?

	Very Dissatisfied 1	2	3	4	Very Satisfied 5
Overall satisfaction with the ARS website					

CSI2. Using a 5-point scale where 1 now means “Falls Short of Your Expectations” and 5 means “Exceeds Your Expectations,” to what extent has the Agricultural Research Service website fallen short of or exceeded your expectations?

	Falls Short of Your Expectations 1	2	3	4	Exceeds Your Expectations 5
How well the ARS website has met your expectations					

CSI3. Now, think about an ideal website. Using a 5-point scale where 1 means “Not Very Close to the Ideal,” and 5 means “Very Close to the Ideal,” how well do you think the Agricultural Research Service website compares with that ideal website?

	Falls Short of Your Expectations 1	2	3	4	Exceeds Your Expectations 5
Satisfaction with the ARS website compared to an					

ideal website					
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Outcome Measures

On a scale from 1 to 5 where 1 means “Not at All Likely” and 5 means “Very Likely,” please indicate how likely you are to:

	Not at All Likely 1	2	3	4	Very Likely 5	Don't Know
OMRET. Return to the Agricultural Research Service website						
OMREC. Recommend the Agricultural Research Service website to someone else						
OMSOC Follow the Agricultural Research Service on social media						

Final Questions

FNLCOMT What suggestions do you have for improving the Agricultural Research Service website?
(Optional)

[Collect Open End Response]

Post-Survey

Thank you for taking the time to share your views about the Agricultural Research Service website. Your feedback will help us improve the site.