

Nutrition.gov

Web Monitor Questionnaire

Note: Items in bold will not appear to respondent.

Survey Intercept

Thank you for visiting Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov website today? **[RANDOMIZE]**

Please select all that apply.

I wanted to...

- a) Find a link to recipes for healthy eating
- b) Find a link to a specific diet and health related topic
- c) Find general nutrition information
- d) Find food labeling information
- e) Find information about food safety
- f) Find information about dietary supplements
- g) Find printable information
- h) Find food and nutrition information in Spanish
- i) Ask a question
- j) Other (please specify)

SEARCH Did you use the Nutrition.gov website search bar during your website visit?

- a) Yes

b) No

NINFO What types of information were you looking for? **[RANDOMIZE]**

(Please select all that apply.)

- a) Information about a specific food
- b) Information about a healthy diet for a specific age group
- c) Information about how to read a food label
- d) Information about food assistance programs
- e) 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)

FREQCY How often do you typically visit the Nutrition.gov 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 Nutrition.gov 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
Completeness of the information											
How well the information viewed answered your questions											
How clear the information is											

Look and Feel

Now, please think about the design of the Nutrition.gov 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
Amount of 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 Nutrition.gov 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 Nutrition.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
How well the top tabs and menus helps you find what you are looking for											
How well the site is organized											
How well the top tabs helped											

Customer Satisfaction Index

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

	Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
Overall satisfaction with Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov 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 Nutrition.gov website											
OMREC. Recommend the Nutrition.gov website to someone else											
OMSOC Follow Nutrition.gov on social media											

Final Questions

FNLCOMT What suggestions do you have for improving the Nutrition.gov website? (Optional)

Post-Survey

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