




The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text	
<p>Welcome Text</p> <p>Thank you for visiting NOAA. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>	<p>Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.</p>
<p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;">Customer Satisfaction Survey</p><p>Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	

Model Name	NOAA.gov Desktop Informational	Red & Strike-Through: Delete	
Model ID		Underlined & Italicized: Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date		Blue: Rework	
Model Version	17.3.Y		

Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	4	Site Performance - Speed Please rate the speed that pages and content loaded for you.	16	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to NOAA.gov in the future?
2	Satisfaction - Expectations How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	5	Site Performance - Completeness Please rate the consistency of complete loading of pages and content.	17	Recommend Organization (1=Very Unlikely, 10=Very Likely) How likely are you to recommend NOAA.gov to someone else?
3	Satisfaction - Ideal How does this site compare to an ideal website? (1=Not Very Close, 10=Very Close)	6	Site Performance - Responsiveness Look and Feel (1=Poor, 10=Excellent, Don't Know)	18	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use NOAA.gov as your primary resource for obtaining information about this organization?
		7	Look and Feel - Appeal Please rate the visual appeal of the pages that you visited.		
		8	Look and Feel - Spacing Please rate the spacing between items on the pages that you visited.		
		9	Look and Feel - Readability Please rate the legibility of the pages that you visited.		
		10	Navigation - Ease Navigation (1=Poor, 10=Excellent, Don't Know) Please rate the ease of finding what you were looking for.		
		11	Navigation - Layout Please rate the page layout on displaying content and links where you could find them.		
		12	Navigation - Links Please rate the links on taking you where you needed to go.		
		13	Site Information - Relevance Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the relevance to your interests of the information that you found.		
		14	Site Information - Thoroughness Please rate the thoroughness of the information that you found.		
		15	Site Information - Readability Please rate the readability of the information that you found.		

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
		How frequently do you visit this site?	This is my first visit Every few months or less Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical		Visit Frequency
		What is your primary reason for visiting this site today?	I am more about link found on social media Find/view satellite images Find educational resources Find weather information Find a specific NOAA office Find information on a specific topic Access real time or archived data Learn about NOAA research Find or get to another NOAA Organization's website (Weather.gov, Fisheries, Marine and Aviation, National Ocean Service, etc.) Other, please specify.	B	Y	Drop down, select one	Skip Logic Group*	Primary Reason
B		Were you able to get to where you were hoping to go?	Yes No	C	N	Text area, no char limit	Skip Logic Group*	GE_Primary Reason
C		Which organization were you looking for but could not find/get to?			N	Text area, no char limit	Skip Logic Group*	GE_Primary Reason
A		Please specify your primary reason for visiting the site today.			N	Text area, no char limit	Skip Logic Group*	GE_Primary Reason
		Which term best describes your role as it relates to your visit today?	Scientist Academics Student Federal agency employee NOAA employee Science enthusiast Educator (K - 12) Media Other, please specify.	A	Y	Drop down, select one	Skip Logic Group*	Role
A		What other term best describes your role? What brought you to this site today?	Social media Email Brochure/publication/newsletter Public event/conference Another website Colleague Other, please specify.	B	Y	Text field, <100 char Radio button, one-up vertical	Skip Logic Group* Skip Logic Group*	GE_Role Acquisition
A		What other source brought you to this site today?	Facebook Twitter Instagram Pinterest YouTube Other		N	Text field, <100 char	Skip Logic Group*	GE_Acquisition
B		What social media source brought you to this site today?			Y	Drop down, select one	Skip Logic Group*	Social Media
C		What other website brought you to this site today?			N	Text field, <100 char	Skip Logic Group*	GE_Origin Other Site
D		What specific brochure, publication or newsletter brought you to this site today?			N	Text field, <100 char	Skip Logic Group*	GE_Publication
		Did you find what you were looking for on the site today?	Yes No	A,B	Y	Radio button, two-up vertical	Skip Logic Group*	Accomplish
A		Please tell us specifically what you were looking for on the site.			N	Text area, no char limit	Skip Logic Group*	GE_Not Accomplish
B		What do you plan to do next?	Visit another site to find what I need Come back to the site later Email NOAA Research another organization/NOAA department Nothing Other, please specify.	C	Y	Radio button, one-up vertical	Skip Logic Group*	Do Next
C		What other site are you planning to visit to find what you need?		D	N	Text field, <100 char	Skip Logic Group*	GE_Other Site
D		What specifically do you plan to do next?			N	Text area, no char limit	Skip Logic Group*	GE_Do Next
		How did you primarily navigate around the site today?	Search feature Link icon navigation Top explore tab Weather widget Links in the center of the page Links at the bottom of the page Site map Other, please specify.	B, C	Y	Radio button, one-up vertical	Skip Logic Group*	How Navigate
A		How else did you navigate around the site today?			N	Text area, no char limit	Skip Logic Group*	GE_How Navigate
B		Did you use the navigation tools (e.g., the explore tab, weather widget, frequently accessed tools and resources, navigation bar on left side of the page, quick links) before using the search feature?	Yes, I navigated first No, I went straight to the search feature Don't recall		Y	Radio button, one-up vertical	Skip Logic Group*	Use Nav Tool
C		Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful Results were not relevant/not what I wanted Too many results needed to refine my search Not enough results Returned no results Received error message(s) Search speed was too slow Experienced a different search issue (please explain)		Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Search Experience
E		Other search issue:			N	Text area, no char limit	Skip Logic Group*	GE_Search Issue
D		What specific search terms did you use to try to find the information you were looking for?			N	Text field, <100 char	Skip Logic Group*	GE_Search Terms
		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information Other, please specify.	B	Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Nav Experience
A		Please tell us what other navigational experiences you had today.			N	Text area, no char limit	Skip Logic Group*	GE_Nav Experience
B		Please describe any specific navigation links or paths that did not take you where they should have.			N	Text area, no char limit	Skip Logic Group*	GE_Links Unrepected
C		What specific instructions were difficult to understand?			N	Text field, <100 char	Skip Logic Group*	GE_Links Understand
		How useful was the information you found on this site?	Very useful Moderately useful Slightly useful Not at all useful Don't know		Y	Radio button, one-up vertical		Useful
		What additional information would you like to have available on this site?			N	Text area, no char limit		GE_Information
		Was any information on this site unclear to you?	Yes No Don't recall	A	Y	Radio button, one-up vertical	Skip Logic Group*	Info Clarity
A		What information was unclear to you?			N	Text area, no char limit	Skip Logic Group*	GE_Info Clarity
		How would you rate the quality of the images on this site? (Please select all that apply.)	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Quality Image
		How would you rate the variety/quantity of the images on this site?	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Quantity Image
		Did you download any images during your visit to the site today?	Yes No Don't recall		Y	Radio button, one-up vertical		Download
		Please rate your perception of how thoroughly this agency's operations are documented on the site.	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Disclose Info
		Now, please rate your perception of how easily this documentation of operations at NOAA can be accessed on the site.	1-Poor 2 3 4 5 6 7 8 9 10-Excellent Don't know		Y	Radio button, scale, has don't know		Transparency
		Which of the following age category contains your age?	Less than 25 years 25-34 years 35-44 years 45-54 years 55-64 years 65 and older Prefer not to answer		Y	Drop down, select one		Age
		What is your gender?	Male Female Prefer not to respond		Y	Radio button, one-up vertical		Demographic
		Please specify your geographic location:	North America Africa Asia, Australia, and Pacific Islands Europe South America, Central America, and the Caribbean Other Prefer not to answer		Y	Drop down, select one		Region
		What is one improvement you would recommend for the site?			N	Text area, no char limit		GE_Improvement