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| --- | --- | --- | --- | --- | --- |
| **Survey:**  NOAA HQ Desktop  Informational |  |  | | |  |
| **IA#:** |  |  | | |  |
| **Date: 11/15/2018** |  |  | | |  |
|  |  | |  |  | |
| **SURVEY TYPE:** | Government – Desktop Informational | |  | | |
|  |  | |  |  | |
| **Survey Q#** | **Type#** | **Topic Type** | | |  |

1 Standard Satisfaction - Overall

2 Standard Satisfaction - Expectations

3 Standard Satisfaction - Ideal

4 Standard Site Performance Speed

5 Standard Site Performance Completeness

6 Standard Site Performance Responsive

7 Standard Look and Feel Appeal

8 Standard Look and Feel Spacing

9 Standard Look and Feel Readability

10 Standard Navigation Ease

11 Standard Navigation Layout

12 Standard Navigation Links

13 Standard Site Info - Relevance

14 Standard Site Info Thoroughness

15 Standard Site Info Readability

16 Standard Return

17 Standard Recommend Organization

18 Standard Primary Resource

19 Custom Visit Frequency

20 Custom Primary Reason

21 Custom Resources hoping to get to

22 Custom Able to get where wanting to go

23 Custom Which Org were you looking for

24 Custom Please Specify Primary Reason

25 Custom Do Next

26 Custom Role

27 Custom Role Other

28 Custom Acquisition Source

29 Custom Other Acquisition Source

30 Custom Social Media Source

31 Custom Other Social Media Source

32 Custom Publication Source

33 Custom Search Experience

34 Custom Search issue

35 Custom Search terms

36 Custom Navigation experience

37 Custom Other navigation experiences

38 Custom Specific links that didn’t correctly route

39 Custom Specific links difficult to understand

40 Custom Rate the usefulness of info.

41 Custom What add. Info would you like available

42 Custom Was any info. unclear

43 Custom Specify what was unclear

44 Custom Rate the quality of images

45 Custom ` Rate the variety and quantity of images

46 Custom Did you download any images

47 Custom Rate agency doc. of operations

48 Custom Rate perception of ease of accessibility of ops

49 Custom Age

50 Custom Gender

51 Custom Location

52 Custom Improvement recommendation of site