

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