



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

Welcome Text

Thank you for visiting oceanservice.noaa.gov. 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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Example Desktop



Customer Satisfaction Survey

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

*Required questions are denoted by an **

Thank you for taking our survey - and for helping us serve you better.

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.

Cancel

Submit

Model Name Oceanservice.noaa.gov Desktop Informational
 Model ID
 Partitioned Yes - 2MQ
 Date
 Model Version 17.3.Y

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Rework



| Label | Satisfaction Questions | Label | Element Questions | Label | Future Behaviors |
|-------|--|-------|--|-------|---|
| 1 | Satisfaction - Overall What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> | 4 | Site Performance - Speed Please rate the speed that pages and content loaded for you. | 16 | Return Return <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to return to oceanservice.noaa.gov in the future? |
| 2 | Satisfaction - Expectations How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i> | 5 | Site Performance - Completeness Please rate the consistency of complete loading of pages and content. | 17 | Recommend Recommend <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to recommend oceanservice.noaa.gov to someone else? |
| 3 | Satisfaction - Ideal How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i> | 6 | Site Performance - Responsiveness Please rate the responsiveness of the pages to your actions. | 18 | Primary Resource Primary Resource <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to use oceanservice.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 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 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 | AP Question Tag | Skip From | Question Text | Answer Choices | Skip To | AP Answer Tag | Required Y/N | Type | Special Instructions | CQ Label |
|-----|-------------------------------------|-----------|--|--|---------|--|--------------|-------------------------------|---|----------------------|
| | visit_frequency | | 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 | | first_visit monthly weekly daily | Y | Radio button, one-up vertical | | Visit Frequency |
| | primary_reason_govt | | What is your primary reason for visiting this site today? | Learn more about link found on social media/retweeted link on social media to read news story Find educational resources View ocean facts View images Access data by topic (ecosystems, hazards, navigation, etc.) Learn about Ocean Service Contact Ocean Service Podcast Research Find or get to other NOAA resources Other, please specify: | | find_student_resources find_organization_info find_contact_info do_research | Y | Drop down, select one | Skip Logic Group* | Primary Reason |
| | | B | Which NOAA resources were you hoping to get to? | | | | | Text area, no char limit | Skip Logic Group* | OE_NOAA Resources |
| | | A | Please specify your primary reason for visiting the site today: | | | | N | Text area, no char limit | Skip Logic Group* | OE_Primary Reason |
| | do_next | | What do you plan to do next? | Visit another site to find what I need Come back to the site later Contact Ocean Service Research another NOAA organization Nothing Other, please specify: | C | return_client_later contact_customer_service nothing other_please_specify | 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* | OE_Other Site |
| | | D | What specifically do you plan to do next? | | | | N | Text area, no char limit | Skip Logic Group* | OE_Do Next |
| | role_govt | | Which term best describes your role as it relates to your visit today? | Industry employee Academia Student Federal agency employee NOAA or Ocean Service employee General public Educator (K - 12) Media Other, please specify: | | industry_professional general_public other_please_specify | Y | Drop down, select one | Skip Logic Group* | Role |
| | | A | What other term best describes your role? | | A | | N | Text field, <100 char | Skip Logic Group* | OE_Role |
| | acquisition_source_government | | What brought you to this site today? | Social media Email Brochure/publication/newsletter Public event/conference Another website Colleague Other, please specify: | | social_media client_email newspaper_ads another_government_site personal_recommendation other_please_specify | Y | Radio button, one-up vertical | Skip Logic Group* | Acquisition |
| | acquisition_source_government_other | A | What other source brought you to this site today? | | | | N | Text field, <100 char | Skip Logic Group* | OE_Acquisition |
| | | C | What other website brought you to this site today? | | | | N | Text field, <100 char | Skip Logic Group* | OE_Origin Other Site |
| | nav_method | | How did you primarily navigate around the site today? | Search feature Top navigation bar Links in the center of the page Links at the bottom of the page Site map Other, please specify: | B, C | search_feature top_navigation_bar clicked_links_on_page other_please_specify | Y | Radio button, one-up vertical | Skip Logic Group* | How Navigate |
| | nav_method_other | A | How else did you navigate around the site today? | | A | | N | Text area, no char limit | Skip Logic Group* | OE_How Navigate |
| | search_nav_first | B | Did you use the navigation tools (e.g., navigation bar, quick links) before using the search feature? | Yes, I navigated first No, I went straight to the search feature Don't recall | | yes_navigated_first no_i_went_straight_to_search dont_recall | Y | Radio button, one-up vertical | Skip Logic Group* | Use Nav Tool |
| | search_experience | 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/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain): | | no_difficult results_not_relevant too_many_results not_enough_results returned_no_results received_error_message different_issue | Y | Checkbox, one-up vertical | Mutually Exclusive Skip Logic Group* | Search Experience |

| | | | | | | | | | | |
|--|-------------------------|---|---|---|---|----------------------------------|---|-------------------------------|--------------------|------------------------|
| | search_experience_other | E | Other search issue: | | | | N | Text area, no char limit | Skip Logic Group* | OE_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* | OE_Search Terms |
| | nav_experience | | How would you describe your navigation experience on this site today? (Please select all that apply.) | I had no difficulty navigating on this site | | no_difficulty_navigation | Y | Checkbox, one-up vertical | Mutually Exclusive | Nav Experience |
| | | | | Links often did not take me where I expected | B | links_not_useful | | | Skip Logic Group* | |
| | | | | Had difficulty finding relevant information | | difficulty_finding_relevant_info | | | | |
| | | | | Links/labels are difficult to understand | C | links_difficult_to_understand | | | | |
| | | | | Too many links/navigational options to choose from | | too_many_links | | | | |
| | | | | Had technical difficulties (error messages, broken links, etc.) | | technical_difficulties | | | | |
| | | | | Could not navigate back to previous information | | could_not_navigate_back | | | | |
| | | | | Other, please specify: | A | a_different_navigation_diff | | | | |
| | nav_experience_other | A | Please tell us what other navigational experiences you had today: | | | | N | Text area, no char limit | Skip Logic Group* | OE_Nav Experience |
| | nave_not_expected | 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* | OE_Links Unexpected |
| | nav_links_labels | C | What specific links/labels were difficult to understand? | | | | N | Text field, <100 char | Skip Logic Group* | OE_Links Understand |
| | | | While on the site today, did you attempt to download or view any PDF files/images? | Yes | A | | N | Radio button, one-up vertical | Skip Logic Group* | PDF |
| | | | | No | | | | | | |
| | | | Were you able to successfully view these files/images? | Yes | | | N | Radio button, one-up vertical | Skip Logic Group* | PDF_View Successful |
| | | | | No | B | | | | | |
| | | B | Please tell us why you were not able to successfully view the images/videos? | | | | N | Text area, no char limit | Skip Logic Group* | OE_PDF View Successful |
| | | | How useful was the information you found on this site? | Very useful | | | Y | Radio button, one-up vertical | | Useful |
| | | | | Moderately useful | | | | | | |
| | | | | Slightly useful | | | | | | |
| | | | | Not at all useful | | | | | | |
| | | | | Don't know | | | | | | |
| | | | What additional information would you like to have available on this site? | | | | N | Text area, no char limit | | OE_Information |
| | | | Was any information on this site unclear to you? | Yes | A | | Y | Radio button, one-up vertical | Skip Logic Group* | Info Clarity |
| | | | | No | | | | | | |
| | | | | Don't recall | | | | | | |
| | | A | What information was unclear to you? | | | | N | Text area, no char limit | Skip Logic Group* | OE_Info Clarity |
| | demos_age | | Which of the following age category contains your age? | Less than 25 years | | | Y | Drop down, select one | | Age |
| | | | | 25-34 years | | 25_34 | | | | |
| | | | | 35-44 years | | 35_44 | | | | |
| | | | | 45-54 years | | 45_54 | | | | |
| | | | | 55-64 years | | 55_64 | | | | |
| | | | | 65 and older | | 65_or_older | | | | |
| | | | | Prefer not to answer | | prefer_not_to_respond | | | | |
| | demos_gender | | What is your gender? | Male | | male | Y | Radio button, one-up vertical | | Demos: Gender |
| | | | | Female | | female | | | | |
| | | | | Prefer not to respond | | prefer_not_to_respond | | | | |
| | world_region | | Please specify your geographic location: | North America | | north_america | Y | Drop down, select one | | Region |
| | | | | Africa | | | | | | |
| | | | | Asia, Australia, and Pacific Islands | | | | | | |
| | | | | Europe | | europe | | | | |
| | | | | South America, Central America, and the Caribbean | | | | | | |
| | | | | Other | | other | | | | |
| | | | | Prefer not to answer | | | | | | |
| | improve | | What is one improvement you would recommend for the site? | | | | N | Text area, no char limit | | OE_Improvement |