




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 style="text-align: center;">Welcome Text</p> <p>Thank you for visiting weather.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.</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 style="text-align: center;">Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p style="text-align: center;">Example Desktop</p> <div style="border: 1px solid black; padding: 10px; margin: 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 style="border-top: 1px dashed black;"/><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><div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div></div>	

Model Name NWS Weather.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: Reword



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate the speed that pages and content loaded for you.	20 Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in National Weather Service.
	2 Satisfaction - Expectations How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.	21 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to weather.gov in the next 30 days?
	3 Satisfaction - Ideal How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	22 Recommend Company	Recommend (NPS) (1=Very Unlikely, 10=Very Likely) How likely are you to recommend weather.gov to someone else?
		8 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of the pages that you visited.	23 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use weather.gov as your primary resource for information regarding weather?
		9 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.	24 Resource-Emergency	Resource - Emergency (1=Very Unlikely, 10=Very Likely) How likely are you to use weather.gov to provide information related to emergency response and preparedness during weather events?
		10 Look and Feel - Readability	Please rate the legibility of the pages that you visited.		
		11 Navigation - Ease	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate the ease of finding what you were looking for.		
		12 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the links on taking you where you needed to go.		
		14 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.		
		15 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		16 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	N	Radio button, one-up vertical		Visit Frequency
	primary_reason_govt		What is your primary reason for visiting this site today?	Get the weather forecast View past weather/historical information View safety information Find educational resources View weather news (NWS news, events, social media, etc.) Access data by topic (active alerts, forecast maps, radar, rainfall, air quality, satellite, etc.) Learn about the National Weather Service Contact the National Weather Service Research Other, please specify:		find_student_resources read_news find_organization_info do_research	N	Drop down, select one	Skip Logic Group*	Primary Reason
	primary_reason_govt_other	A	Please specify your primary reason for visiting the site today:		A		N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
			What do you plan to do next?	Visit another site to find what I need Come back to the site later Contact the National Weather Service Research another NOAA organization Nothing Other			N	Radio button, one-up vertical		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 NWS employee General public Educator (K - 12) Media Weather enthusiast Other, please specify:		general_public	N	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_govt		What brought you to this site today?	Social media Email Brochure/publication/newsletter Public event/conference Another website Colleague Other, please specify:	B C A	social_media client_email another_government_site personal_recommendation other_please_specify	N	Radio button, one-up vertical	Skip Logic Group*	Acquisition
		A	What other source brought you to this site today?				N	Text field, <100 char	Skip Logic Group*	OE_Acquisition
		B	Was this a GovDelivery email?	Yes No			N	Radio button, one-up vertical	Skip Logic Group*	
		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 A	search_feature top_navigation_bar clicked_links_on_page other_please_specify	N	Radio button, one-up vertical	Skip Logic Group*	How Navigate
	nav_method_other	A	How else did you navigate around the site today?				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	N	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):	D D E	results_not_relevant too_many_results not_enough_results returned_no_results received_error_message different_issue	N	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

search_terms_oe	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	N	Checkbox, one-up vertical	Nav Experience
			Links often did not take me where I expected	B	links_not_useful			
			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	OE_Nav Experience
nav_not_expected_oe	B	Please describe any specific navigation links or paths that did not take you where they should have:				N	Text area, no char limit	OE_Links Unexpected
nav_links_labels_oe	C	What specific links/labels were difficult to understand?				N	Text field, <100 char	OE_Links Understand
		What is your preferred method to check the weather?	On my computer			N	Radio button, one-up vertical	Useful
			Watching the TV					
			On the radio					
			On a mobile device (mobile phone, tablet, etc.)					
			Don't know					
		Please tell us about any features you would like to see on weather.gov that are not currently available.				N	Text area, no char limit	Additional Features
demos_age		Which of the following age category contains your age?	Less than 25 years			N	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			
world_region		Please specify your geographic location:	North America		north_america	N	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

Attribute	Value
Channel	Web
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Single Page
Theme Color	#009fea