

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting the [USDA NASS website](#). 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 [this](#) survey - and for helping us serve you better. We appreciate your input!

### Welcome Text - Alternate

### Thank You Text - Alternate



### 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.

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.

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

<b>Model Name</b>	NASS Satisfaction Survey	<del>Red &amp; Strike-Through</del>	Delete	
<b>Model ID</b>	hEEoZUhQwdptZE5pZJxRMA4C	<u>Underlined &amp; Italicized</u>	Re-order	
<b>Partitioned</b>	Yes	Pink: Addition		
<b>Date</b>	12/22/2014	Blue: Reword		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return to this site</b> in the next 30 days?
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to <b>recommend this site</b> to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.			Primary Resource	How likely are you to use this site as your <b>primary resource for Agricultural Statistics</b> ?
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Completeness	Please rate how <b>completely the page content loads</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized	Please rate how <b>well the site is organized</b> .				
Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout	Please rate how <b>well the site layout helps you find what you need</b> .				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
Information Browsing - Sort	Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.				
Information Browsing - Narrow	Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.				
Information Browsing - Features	Please rate how well the <b>features on the site help you find the information you need</b> .				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
Site Information - Thoroughness	Please rate the <b>thoroughness of information provided</b> on this site.				
Site Information - Understandable	Please rate how <b>understandable</b> this site's information is.				
Site Information - Answers	Please rate how well the site's <b>information provides answers to your questions</b> .				

<b>Model ID</b>	<b>hEEoZUhQwdptZE5pZJxRMA4C</b>	<u>Underlined &amp; Italicized</u> : Re-order
<b>Partitioned</b>	<b>Yes</b>	<b>Pink</b> : Addition
<b>Date</b>	<b>12/22/2014</b>	<b>Blue</b> : Rework

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
MAC5643Q001		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency
MAC5643Q002		What is your <b>primary role</b> in visiting the site today?	Agri-business representative Commodities exchange person Farmer, Rancher, or other Agricultural Producer General Public Individual Federal Government Individual Local/State Government Individual Researcher Educator Student Media individual Other:	A A B	Y	Radio button, one-up vertical	Skip Logic Group*	Role
MAC5643Q003	A	Please specify the type of agency you work for.	Congress  Federal agency State agency Local government Native American tribe Other:	C	Y	Radio button, one-up vertical	Skip Logic Group*	Agency
MAC5643Q004	B	My <b>primary role</b> is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*	OE_Agency
MAC5643Q006		What is your <b>primary reason</b> for visiting this site today?	Publications or reports  Charts & Maps Agriculture Census Info Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Respond to a Survey Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Reason
MAC5643Q007	A	The <b>primary reason</b> I visited the site today was:			N	Text area, no char limit		OE_Reason
MAC5643Q008		What was the <b>primary topic</b> you were seeking information on?	Field Crops  Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology About NASS, its policies and practices Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Topic
MAC5643Q009	A	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*	OE_Topic
MAC5643Q010		How do you <b>primarily use</b> the material on the site?	Reference Material  Provide Data for Others Make decisions or set policies Prepare articles, studies, or papers Personal Interest Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Use Material
MAC5643Q011	A	Please specify in what other ways you <b>primarily use</b> the material on this site.			N		Skip Logic Group*	OE_Use Material
MAC5643Q012		Did you find what you were looking for on the site today?	Yes  No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
MAC5643Q013	A	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit	Skip Logic Group*	OE_DidNotFind

MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Search
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*	Search Helpful
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit		OE_Navimprove
MAC5643Q017		What is <b>one improvement you would recommend</b> for the NASS site?			N	Text area, no char limit		OE_Improvement

Model ID	hEEoZUhQwdptZE5pZJxRMA4C	<u>Underlined &amp; Italicized</u> : Re-order
Partitioned	Yes	Pink: Addition
Date	12/22/2014	Blue: Reword

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
MAC5643Q001		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency
MAC5643Q002		What is your <b>primary role</b> in visiting the site today?	Agri-business representative Commodities exchange person Farmer, Rancher, or other Agricultural Producer General Public Individual Federal Government Individual Local/State Government Individual Researcher Educator Student Media individual Other:	A A B	Y	Radio button, one-up vertical	Skip Logic Group*	Role
MAC5643Q003	A	Please specify the type of agency you work for.	Congress  Federal agency State agency Local government Native American tribe Other:	C	Y	Radio button, one-up vertical	Skip Logic Group*	Agency
MAC5643Q004	B	My <b>primary role</b> is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*	OE_Agency
MAC5643Q006		What is your <b>primary reason</b> for visiting this site today?	Publications or reports  Charts & Maps Agriculture Census Info Statistical Information Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Respond to a Survey Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Reason
MAC5643Q007	A	The <b>primary reason</b> I visited the site today was:			N	Text area, no char limit		OE_Reason
MAC5643Q008		What was the <b>primary topic</b> you were seeking information on?	Field Crops  Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology About NASS, its policies and practices Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Topic
MAC5643Q009	A	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*	OE_Topic
MAC5643Q010		How do you <b>primarily use</b> the material on the site?	Reference Material  Provide Data for Others Make decisions or set policies Prepare articles, studies, or papers Personal Interest Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Use Material
MAC5643Q011	A	Please specify in what other ways you <b>primarily use</b> the material on this site.			N		Skip Logic Group*	OE_Use Material
MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish

MAC5643Q013	A	Please tell us specifically what you were looking for on the site:		N	Text area, no char limit	Skip Logic Group*	OE_DidNotFind
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MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Search
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*	Search Helpful
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit		OE_Navimprove
MAC5643Q017		What is <b>one improvement you would recommend</b> for the NASS site?			N	Text area, no char limit		OE_Improvement

Model Name NASS Satisfaction Survey  
 Model ID hEEoZUhQwdptZE5pZJxRMA4C  
 Partitioned Yes  
 Date 12/22/2014

~~Red & Strike-Through~~: Delete  
Underlined & Italicized: Re-order  
 Pink: Addition  
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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions
MAC5643Q001		How frequently do you visit this site?	This is my first visit		Y	Radio button, one-up vertical	Skip Logic Group*
			Every few months or less often	A			
			Monthly	A			
			Weekly	A			
			Several times a week	A			
			Daily/more than once a day	A			
A	Did you notice the recent change to the site?	Yes	B	Y	Radio button, one-up vertical	Skip Logic Group*	
		No					
		Don't know					
B	How would you rate the new version of the site compared to the old version?	New site is <b>much better</b>	C C D D	Y	Radio button, one-up vertical	Skip Logic Group*	
		New site is <b>somewhat better</b>					
		No difference/neutral					
		New site is <b>somewhat worse</b> New site is <b>much worse</b>					
C	What did you like best about the new version of the site?		N	Text area, no char limit	Skip Logic Group*		
D	Why did you evaluate the new version in this manner?		N	Text area, no char limit	Skip Logic Group*		
MAC5643Q002		What is your <b>primary role</b> in visiting the site today?	Agri-business representative	A A	Y	Radio button, one-up vertical	Skip Logic Group*
			Commodities exchange person Farmer, Rancher, or other Agricultural Producer General Public Individual Federal Government Individual Local/State Government Individual Researcher Educator Student Media individual Other:				
MAC5643Q003	A	Please specify the type of agency you work for.	Congress	B	Y	Radio button, one-up vertical	Skip Logic Group*
			Federal agency State agency Local government Native American tribe Other:				
MAC5643Q004	B	My <b>primary role</b> is:			N	Text area, no char limit	Skip Logic Group*
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*
MAC5643Q006		What is your <b>primary reason</b> for visiting this site today?	Publications or reports	A	Y	Radio button, one-up vertical	Skip Logic Group*
			Charts & Maps Agriculture Census Info Statistical Information Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Other:				
MAC5643Q007	A	The <b>primary reason</b> I visited the site today was:			N	Text area, no char limit	
MAC5643Q008		What was the <b>primary topic</b> you were seeking information on?	Field Crops	A	Y	Radio button, one-up vertical	Skip Logic Group*
			Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology About NASS, its policies and practices Other:				
MAC5643Q009	A	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*
MAC5643Q010		How do you <b>primarily use</b> the material on the site?	Reference Material		Y	Radio button, one-up vertical	Skip Logic Group*
			Provide Data for Others				
			Make decisions or set policies				
			Prepare articles, studies, or papers				



			Personal Interest				
			Other:	A			
MAC5643Q011	A	Please specify in what other ways you <b>primarily use</b> the material on this site.			N		Skip Logic Group*
MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*
MAC5643Q013	A	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit	Skip Logic Group*

MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit	
MAC5643Q017		What is <b>one improvement you would recommend</b> for the NASS site?			N	Text area, no char limit	



CQ Label
Visit Frequency
Recent Change
Rate Recent Change
OE_Recent Change Better
OE_Recent Change Worse
Role
Agency
OE_Role
OE_Agency
Reason
OE_Reason
Topic
OE_Topic
Use Material

OE_Use Material
Accomplish
OE_DidNotFind

Search
Search Helpful
OE_NavImprove
OE_Improvement

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MAC5643Q004	B	My <b>primary role</b> is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*	OE_Agency
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MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
MAC5643Q013	A	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit	Skip Logic Group*	OE_DidNotFind

MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Search
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*	Search Helpful
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit		OE_NavImprove
MAC5643Q017		What is <b>one improvement you would recommend</b> for the NASS site?			N	Text area, no char limit		OE_Improvement

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MAC5643Q003	A	Please specify the type of agency you work for.	Congress Federal agency State agency Local government Native American tribe Other, please specify:	C	Y	Radio button, one-up vertical	
MAC5643Q004	B	My <b>primary role</b> is:			N	Text area, no char limit	
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	
MAC5643Q006		What is your <b>primary reason</b> for visiting this site today?	Publications or reports Charts & Maps Agriculture Census Info Statistical Information Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Other, please specify:	A	Y	Radio button, one-up vertical	Skip Logic Group*
MAC5643Q007	A	The <b>primary reason</b> I visited the site today was:			N	Text area, no char limit	
MAC5643Q008		What was the <b>primary topic</b> you were seeking information on?	<b>Crops &amp; Plants</b> Field Crops Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology Education and Outreach About NASS, its policies and practices Other, please specify:	A	Y	Radio button, one-up vertical	Skip Logic Group*
MAC5643Q009	A	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	
MAC5643Q010		How do you <b>primarily use</b> the material on the site?	Reference Material Provide Data for Others Make decisions or set policies Prepare articles, studies, or papers Personal Interest Other, please specify:	A		Radio button, one-up vertical	Skip Logic Group*



MAC5643Q011	A	Please specify in what other ways you <b>primarily use</b> the material on this site.					
MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*
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MAC5643Q017		What is <b>one improvement you would recommend</b> for the NASS site?			N	Text area, no char limit	



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