



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 NOAA's National Ocean Service. You've been randomly chosen to complete a short survey to help us improve this website.-</p> <p>If you have a few minutes, we'd like to ask you a few questions about your online experience to help us improve.</p>	<p style="text-align: center;">Thank You Text</p> <p>Thank you for taking our survey — and for helping us serve you better.</p>
<p style="text-align: center;">Example</p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><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></div>	<p style="text-align: center;">Example</p> <div style="border: 1px solid black; padding: 10px;"><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><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>

Model Name Oceanservice.noaa.gov Desktop Informational
 Model ID UoNgBcJgdlQUR18AVkEVZA4C
 Partitioned Yes - 2MQ
 Date 12/18/2018
 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
	Satisfaction		Site Performance (1=Poor, 10=Excellent, Don't Know)		Return (1=Very Unlikely, 10=Very Likely)
1 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	4 Site Performance - Speed	Please rate the speed that pages and content loaded for you.	16 Return	How likely are you to return to oceanservice.noaa.gov in the future?
2 Satisfaction - Expectations	How well does this site meet your expectations ? (1= Falls Short, 10=Exceeds)	5 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.	17 Recommend	Recommend (1=Very Unlikely, 10=Very Likely)
3 Satisfaction - Ideal	How does this site compare to an ideal website ? (1=Not Very Close, 10=Very Close)	6 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	18 Primary Resource	How likely are you to recommend oceanservice.noaa.gov to someone else? Primary Resource (1=Very Unlikely, 10=Very Likely)
			Look and Feel (1=Poor, 10=Excellent, Don't Know)		How likely are you to use oceanservice.noaa.gov as your primary resource for obtaining information about oceans?
		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.		
			Navigation (1=Poor, 10=Excellent, Don't Know)		
		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.		
			Site Information (1=Poor, 10=Excellent, Don't Know)		
		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.		

Model Name	Oceanservice.noaa.gov Desktop Informational	Red & Strike-Through: Delete	
Model ID	UoNgBc3JgdIQR18AVKEVZA4C	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes - 28KQ	Pink: Addition	
Date	12/18/2018	Blue: Rework	

QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
JHR8334Q001		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		N	Radio button, one-up vertical		Visit Frequency
JHR8334Q002		What is your primary reason for visiting this site today?	Learn more about link found on social media/followed 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.		N	Drop down, select one	Skip Logic Group*	Primary Reason
JHR8334Q003	B	Which NOAA resources were you hoping to get to?			N	Text area, no char limit	Skip Logic Group*	OE_NOAA Resources
JHR8334Q004	A	Please specify your primary reason for visiting the site today.			N	Text area, no char limit	Skip Logic Group*	OE_Primary Reason
JHR8334Q005		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	N	Radio button, one-up vertical	Skip Logic Group*	Do Next
JHR8334Q006	C	What other site are you planning to visit to find what you need?			N	Text field, <100 char	Skip Logic Group*	OE_Other Site
JHR8334Q007	D	What specifically do you plan to do next?			N	Text area, no char limit	Skip Logic Group*	OE_Do Next
JHR8334Q008		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.		N	Drop down, select one	Skip Logic Group*	Role
JHR8334Q009	A	What other term best describes your role?			N	Text field, <100 char	Skip Logic Group*	OE_Role
JHR8334Q010		What brought you to this site today?	Social media Email Brochure/publication/newsletter Public event/conference Another website Colleague Other, please specify.		N	Radio button, one-up vertical	Skip Logic Group*	Acquisition
JHR8334Q011	A	What other source brought you to this site today?			N	Text field, <100 char	Skip Logic Group*	OE_Acquisition
JHR8334Q012	C	What other website brought you to this site today?			N	Text field, <100 char	Skip Logic Group*	OE_Origin Other Site
JHR8334Q013		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	N	Radio button, one-up vertical	Skip Logic Group*	How Navigate
JHR8334Q014	A	How else did you navigate around the site today?			N	Text area, no char limit	Skip Logic Group*	OE_How Navigate
JHR8334Q015	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		N	Radio button, one-up vertical	Skip Logic Group*	Use Nav Tool
JHR8334Q016	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		N	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Search Experience

			Too many results/ needed to refine my search					
			Not enough results	D				
			Returned NO results	D				
			Received error message(s)					
			Search speed was too slow					
			I experienced a different search issue (please explain):	E				
JHR8334Q017	E	Other search issue:			N	Text area, no char limit	Skip Logic Group*	OE_Search Issue
JHR8334Q018	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
JHR8334Q019		How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating on this site		N	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*	Nav Experience
			Links often did not take me where I expected	B				
			Had difficulty finding relevant information					
			Links/labels are difficult to understand	C				
			Too many links/navigational options to choose from					
			Had technical difficulties (error messages, broken links, etc.)					
			Could not navigate back to previous information					
			Other, please specify:	A				
JHR8334Q020	A	Please tell us what other navigational experiences you had today:			N	Text area, no char limit	Skip Logic Group*	OE_Nav Experience
JHR8334Q021	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
JHR8334Q022	C	What specific links/labels were difficult to understand?			N	Text field, <100 char	Skip Logic Group*	OE_Links Understand
JHR8334Q023		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					
JHR8334Q024		Were you able to successfully view these files/images?	Yes		N	Radio button, one-up vertical	Skip Logic Group*	PDF_View Successful
			No	B				
JHR8334Q025	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
JHR8334Q026		How useful was the information you found on this site?	Very useful		N	Radio button, one-up vertical		Useful
			Moderately useful					
			Slightly useful					
			Not at all useful					
			Don't know					
JHR8334Q027		Is there any additional information you would like to have available on this site?			N	Text area, no char limit		OE_Information
		What topical areas would you like to see NOAA's National Ocean Service focus on when producing new content for the website? (Select your top three choices.)	Life Science		Y	Checkbox, one-up vertical	Allow no more than 3 choices	Topical areas
			Physical Science					
			Oceanography/Marine Science					
			Earth Science					
			Technology					
			Local Arts related topics (literature, history, art, etc.)					
		What type of new content would you like NOAA's National Ocean Service to produce more of for the website? (Select your top three choices.)	Infographics		Y	Checkbox, one-up vertical	Allow no more than 3 choices	New content
			Animations					
			Podcasts					
			Short videos					
			Recorded and live webinar experiences with scientists.					
			Ocean facts					
			News items					
JHR8334Q028		Was any information on this site unclear to you?	Yes	A	N	Radio button, one-up vertical	Skip Logic Group*	Info Clarity
			No					
			Don't recall					
JHR8334Q029	A	What information was unclear to you?			N	Text area, no char limit	Skip Logic Group*	OE_Info Clarity
JHR8334Q030		Which of the following age category contains your age?	Less than 25 years		N	Drop down, select one		Age
			25-34 years					
			35-44 years					
			45-54 years					
			55-64 years					
			65 and older					
			Prefer not to answer					
JHR8334Q032		Please specify your geographic location:	North America		N	Drop down, select one		Region
			Africa					
			Asia, Australia, and Pacific Islands					
			Europe					
			South America, Central America, and the Caribbean					
			Other					
			Prefer not to answer					
JHR8334Q033		What is one improvement you would recommend for the site?			N	Text area, no char limit		OE_Improvement