Help us improve the USAP.gov website! Answer the questions below and let us know if you'd be interested in being interviewed about your experience. This is completely voluntary and should take about 15 minutes to complete.

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Questions? Email us at sabrina@coforma.io.

#	Question	Purpose
1	**What brought you to the USAP.gov website? (multi-select)** • I'm curious about Antarctica and the science research there • I do or want to work as a researcher in Antarctica • I work or want to work in Antarctica • I'm a family member of someone who works/worked in Antarctica • I want to travel to Antarctica • I'm a teacher (K-12) • I'm a student (K-12) • I work with news and media • Other: _____	Achieve a blend of user types/purposes for coming to the website
2	**What are you looking for in the USAP.gov website?** **(multi-select)** • Photos of Antarctica • Weather information • Live webcams • Information about day-to-day life in Antarctica • Research grants in Antarctica • Career opportunities in Antarctica • News about science • Information about research and research participants at the US Antarctica stations • Educational content • Connect with people who are or have been to Antarctica • Other	Achieve a blend of content interests
3	**How often do you visit the USAP.gov website? (single select)** • Daily • Weekly	Achieve a blend of frequencies

	• Monthly • Less than once a month • Yearly • Never	
4	**How do you feel about your experience on the website? (single select)** • Very Satisfied • Satisfied • Average • Unsatisfied • Very unsatisfied	Achieve a blend of levels of satisfaction
5	**Please tell us more about your level of satisfaction with the website. What did you like or not like about it? (optional)** [open ended question]	Understand sources of satisfaction/dissatisfaction
6	**What are 3 words you'd use to describe the U.S. Antarctic Program (not the website)?**	Understand what the website should reflect
7	**Where are you located?** [open ended question, City/State/Country]	Achieve a blend of different locations and regions
8	**What kind of area do you live in?** • Urban • Suburban • Rural	Achieve a blend of different locations and regions
9	**What is your gender?** • Male • Female	Achieve a blend of genders
10	**How old are you?** [age ranges]	Achieve a blend of demographics
11	**Would you be open to being interviewed via Zoom/remotely about the USAP.gov website? We would love to hear your thoughts.** [multiple select] • No • Yes, and I can be interviewed via Zoom on my desktop or laptop (preferred) • Yes, and I can be interviewed via Zoom on my smartphone • Yes, and I can be interviewed via phone call	Screen people interested in interviews
12	**[only for interview opt-ins] What is your name?** We'll be in touch if you qualify for an interview. [open ended question]	Contact information for scheduling interview
13	**[only for interview opt-ins] What is your email**	Contact information for

		for us to get in touch about an interview? We'll be in touch if you qualify for an interview. [open ended question]	scheduling interview