**NSF Audience Survey**

**Survey 1 – Sent via Granicus email to current subscriber lists (survey hosted by Survey Monkey)**

a. Which roles describe you and how you interact with NSF? (select all that

apply)

i. K-12 Student

ii. K-12 Teacher or Counselor

iii. Parent

iv. University Administrator or Public Information Officer

v. Undergraduate Student

vi. Graduate Student or Postdoctoral Researcher

vii. Researcher Seeking Funding

viii. NSF-funded Researcher

ix. Member of the Media

x. Congress/Congressional Staffer

xi. Lover/Supporter of Science

xi. Other (free response)

b. What type(s) of emails do you currently receive from NSF? (Check all that

apply)

i. Directorate Newsletter

ii. Funding/Proposal-related information

iii. Publications

iv. Events

v. Research News

vi. Vacancies (Job Openings)

vii. Multimedia (images and videos)

viii. Other (free response)

c. Why did you sign up for NSF emails? (Check all that apply)

i. Search for funding and grant opportunities

ii. Get research news in my field of expertise

iii. Connect with others in my field

iv. Receive updates on NSF grant and awards

v. Receive general NSF news and announcements

vi. Receive the latest multimedia (images and videos)

vii. Receive educational resources

viii. Find out about NSF programs

ix. Other (free response)

d. How often do you prefer to be emailed?

i. Daily

ii. 1x per week

iii. 2-3x per week

iv. 4-7x per week

v. Once-a-Month

e. Do you typically receive the information you need from NSF?

i. Always

ii. Sometimes

iii. Rarely

f. How well does the information provided by NSF (via email) meet your expectations?

i. Always

ii. Sometimes

iii. Rarely

g. Which NSF social media platforms do you follow? (Check all that apply)

i. Twitter

ii. Facebook

iii. Instagram

iv. YouTube

v. LinkedIn

vi. None of the above

h. Which words best describe NSF to you? (Check all that apply)

i. Innovative

ii. Pioneering

iii. Reputable

iv. Trustworthy

v. Fun

vi. Vital

vii. Helpful

viii. Ambitious/Bold

ix. Inspiring

x. Inclusive/Accessible

xi. Collaborative

xii. Competitive

i. How can we improve our email communications to better meet your expectations?

i. [Free response]

j. We want to improve our communications. Are you willing to be interviewed about yourexperience with NSF email communications? If yes, provide your name and email address.

i. [Insert Name + Email Address]

**Survey 2 – Survey Monkey link with some language providing context posted via NSF social media and on nsf.gov (via an overlay on homepage)**

a. Which roles describe you and how you interact with NSF? (select all that

apply)

i. K-12 Student

ii. K-12 Teacher or Counselor

iii. Parent

iv. University Administrator or Public Information Officer

v. Undergraduate Student

vi. Graduate Student or Postdoctoral Researcher

vii. Researcher Seeking Funding

viii. NSF-funded Researcher

ix. Member of the Media

x. Congress/Congressional Staffer

xi. Lover/Supporter of Science

xi. Other (free response)

b. Have you signed up for NSF emails? (If respondent selects “Yes”, go straight to Survey 1, Question B and continue on with Survey 1, if respondent selects “No”, continue with the below question sequence)

i. Yes

ii. No

c. Why haven't you signed up for NSF emails?

i. [Free response]

d. What kind of information can we provide in emails that would be of interest?

i. Search for funding and grant opportunities

ii. Get research news in my field of expertise

iii. Connect with others in my field

iv. Receive updates on NSF grant and awards

v. Receive general NSF news and announcements

vi. Receive the latest multimedia (images and videos)

vii. Receive educational resources

viii. Find out about NSF programs

ix. Other (free response)

e. How often do you prefer to be emailed?

i. Daily

ii. 1x per week

iii. 2-3x per week

iv. 4-7x per week

v. Once-a-Month

f. Do you typically receive the information you need from NSF?

i. Always

ii. Sometimes

iii. Rarely

g. How well does the information provided by NSF (via email) meet your expectations?

i. Always

ii. Sometimes

iii. Rarely

h. Which NSF social media platforms do you follow? (Check all that apply)

i. Twitter

ii. Facebook

iii. Instagram

iv. YouTube

v. LinkedIn

vi. None of the above

i. Which words best describe NSF to you? (Check all that apply)

i. Innovative

ii. Pioneering

iii. Reputable

iv. Trustworthy

v. Fun

vi. Vital

vii. Helpful

viii. Ambitious/Bold

ix. Inspiring

x. Inclusive/Accessible

xi. Collaborative

xii. Competitive

j. How can we improve our digital communications to better meet your expectations?

i. [Free response]

k. We want to improve our communications. Are you willing to be interviewed about your experience with NSF digital communications? If yes, provide your name and email address.

i. [Insert Name + Email Address]