

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 your-experience 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]