Welcome and Thank You Text

The text you see here will appear at the top and bottom of your survey. Default text is included and you may modify this text as needed.

Model Questions

As discussed during the kick-off call, the model questions are part of the ForeSee methodology. For consistency wit the model, these questions are standardized and have been tested and validated. Standardization of model questio allows benchmarking across companies/industries, and these questions are used in calculating scores and impacts.

Focus on the future behaviors; I've started with some that I believe are a good fit but we can certainly make adjustments. These are desired customer outcomes that are impacted by customer satisfaction.

Custom Questions

- Change Operational Approaches

- Mature Your Research

When reviewing the custom questions tab, keep in mind these questions are used for segmentation analysis of the model data. It is suggested that you add, delete or change custom questions over time, as your needs or business objectives change.

Focus Area #1: Achieving Actionable Data	W
Know what changes are being made based on the intelligenceChange Custom Questions so that stakeholders see a clear "must do"	Analy
Focus Area #2: Aligning Data to Business Strategies	Top-F
 Update your Custom Questions as business cycles change Integrate Executive Level questions to evaluate initiatives 	Open
·	Shift
Focus Area #3: Strategic and Tactical Value - Influence Board Room Decisions	Infori

□ Evalua

pdate Your Custom Questions?

ncovered new questions to ask
ty areas influence resource use
s for quantifiable recommendations
Seasonal Needs
Re-launch or Re-design
Vlarketing Initiatives



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

Welcome Text

Thank you for visiting www.fisheries.noaa.gov. 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.

Welcome Text - Tablet / Phone

Thank you for visiting www.fisheries.noaa.gov. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

Thank You Text

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 website.

Thank You Text - Tablet / Phone

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Example Desktop



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.

Required questions are denoted by an *

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.

Cancel

Submit

Example Mobile



Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

Required questions are denoted by an *

..... Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Cancel

Submit

ForeSee

ForeSee Privacy Policy

NOAA Fisheries Mobile Informational 0QUBVRBFw5o5BoQdQ8Q51A4C Yes, 2MQ

Model Name Model ID Partitioned Date Model Version

17.2.G

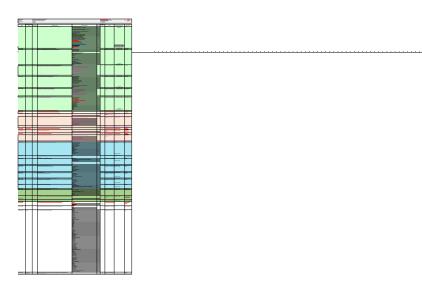


Underlined & Italicized: Re-order

Pink: Addition Blue: Reword



Label	Element Questions		Label	Satisfaction Questions		Label	Future Behaviors
1Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this mobile site.			Satisfaction What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)		Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in NOAA Fisheries.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this mobile site.			How well does this mobile site meet your expectations ? (1=Falls Short, 10=Exceeds)			Return (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	21		How does this site compare to an ideal mobile site? (1=Not Very Close, 10=Very Close)	23	Return	How likely are you to return to www.fisheries.noaa.gov using you mobile device?
	Site Performance (1=Poor, 10=Excellent, Don't Know)						Recommend Company (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this mobile site.					Recommend Company	How likely are you to recommend NOAA Fisheries to someone else?
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.						Primary Resource (1=Very Unlikely, 10=Very Likely
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.					Primary Resource	How likely are you to use the NOAA Fisheries site as your primary resource for obtaining information from this organization?
7 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this mobile site is organized.						
8 Navigation - Options	Please rate the options available for navigating this mobile site.	1					
9 Navigation - Layout	Please rate how well the mobile site layout helps you find what you need.						
	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this mobile site.						
	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.						
	Please rate how well the features on the mobile site help you find the information you need.						
13 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information on this mobile site.						
4 Site Information - Understandable	Please rate how understandable information is on this mobile site.						
L5 Site Information - Answers	Please rate how well the information provides answers to your questions.						



Model Name Model ID Partitioned Date NOAA Fisheries Mobile Informational 0QUBVRBFw5o5BoQdQ8Q51A4C Yes, 2MQ 1/1/2016

Red & Strike Through: Delete Underlined & Italicized: Re-order Pink: Addition Blue: Reword



JHR7572Q001	QUESTION META	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
0111110112002	Primary Reason: Fe	deral Gov	What is your primary reason for visiting this mobile site today?	Check recent news stories		Y	Radio button, one-up ver	Skip Logic Group*	Reason
				Find other documents	E				
				Find or comment on rules and regulations	G				
				Learn about a specific marine species	I, J				
				Find or report information on a fishery or fish stock	M				
				Find information on a specific topic	A				
				Find published research or scientific information	Ö				
				Find laws and/or policies					
				Download forms					
				Research for a school project or paper					
				Find curriculum to use with students					
				Browse photo or video galleries					
				Find or apply to a job or internship					
				Apply for or learn about a permit/license					
				Find grants and funding opportunities					
				Report a standing					
				Learn about consultations					
				Learn about NOAA Fisheries					
				Find NOAA activities or events					
				Look up employee				Randomize	
				Other	В			Anchor Answer Choice	
JHR7572Q002	F	3	The primary reason I visited the mobile site today was:			N	Text area, no char limit	Skip Logic Group*	OE_Reason
JHR7572Q003		Δ	What was the primary topic you were seeking information on?	Commercial fisheries		Y	Radio button, one-up ver	Skip Logic Group*	NewTopic
			That has the primary topic you were seeking information on:	Recreational fisheries			The state of the s	Chip Logic Group	opic
				Endangered species conservation					
				Marine mammal protection					
				Ecosystems					
				Habitat					
				Bycatch					
				Climate					
				International affairs					
				Aquaculture					
				Enforcement					
				Marine life in distress					
				Marine life viewing guidelines				Randomize	
				Other	С			Anchor Answer Choice	
JHR7572Q004		2	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*	OE_Topic
JHR7572Q004 JHR7572Q005				Fact sheets/handouts		Y		Skip Logic Group*	Publication
JI IK / 3 / 2 QUUS			What type of publication were you looking for?			T	Radio button, one-up veri	Skip Logic Group	r ublication
				Biological opinions					
				Reports to congress					
				Policy documents					
				Draft regulatory documents					
				Strategy/planning documents					
				Fact sheets/handouts					
				Biological opinions					
				Analyses (e.g., environmental assessments)					
				Educational materials					
				Educational materials				Randomize	
				Other	F			Anchor Answer Choice	
JHR7572Q006	F	=	Please specify the document you were looking for.	Other	F	N	Text area, no char limit		OE_Publication
	F	=		Other	F	N Y		Anchor Answer Choice Skip Logic Group*	
	F	= D	Please specify the document you were looking for. What type of data were you seeking?	Other Catch/landings reports	F		Text area, no char limit Radio button, one-up ver	Anchor Answer Choice	OE_Publication ScientificDate
	F	= D		Other Catch/landings reports Recreational data	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products)	F			Anchor Answer Choice Skip Logic Group*	
	F	<u>=</u> D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products)	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys	F			Anchor Answer Choice Skip Logic Group*	
	F	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data	F			Anchor Answer Choice Skip Logic Group*	
	5	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data	F			Anchor Answer Choice Skip Logic Group*	
	, s	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data	F			Anchor Answer Choice Skip Logic Group*	
	5	= D		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F			Anchor Answer Choice Skip Logic Group* Skip Logic Group*	
	, s	5		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools				Anchor Answer Choice Skip Logic Group*	
	5	50		Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F			Anchor Answer Choice Skip Logic Group* Skip Logic Group*	
JHR7572Q007	5	5	What type of data were you seeking?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools		Y	Radio button, one-up ven	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice	ScientificDate
JHR7572Q007 JHR7572Q008	5	5	What type of data were you seeking? Please specify the type of scientific data you were seeking.	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other		Y	Radio button, one-up ven	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate OE ScientificDate
JHR7572Q007	5	5	What type of data were you seeking?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other		Y	Radio button, one-up veri	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate
JHR7572Q007 JHR7572Q008 JHR7572Q009		5	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes	P	Y N Y	Radio button, one-up veri	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate OE_ScientificDate Looking For
JHR7572Q007 JHR7572Q008 JHR7572Q009	f C	5	What type of data were you seeking? Please specify the type of scientific data you were seeking.	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other		Y	Radio button, one-up ven Text area, no char limit Radio button, one-up ven	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate OE ScientificDate
JHR7572Q007 JHR7572Q008 JHR7572Q009		5	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	Y N Y	Radio button, one-up veri	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate OE_ScientificDate Looking For
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010	Accomplish	<u> </u>	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes	P	N Y	Radio button, one-up veri Text area, no char limit Radio button, one-up veri Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* ical Skip Logic Group*	OE ScientificDate OE ScientificDate Looking For Accomplish
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010		= D	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	Y N Y	Radio button, one-up veri Text area, no char limit Radio button, one-up veri Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* ical Skip Logic Group*	OE ScientificDate OE ScientificDate Looking For Accomplish Why Not
JHR7572Q008 JHR7572Q008 JHR7572Q009 JHR7572Q010	Accomplish	<u> </u>	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	N Y	Text area, no char limit Radio button, one-up vert Radio button, one-up vert Radio button, one-up vertical Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	OE ScientificDate OE ScientificDate Looking For Accomplish
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010	Accomplish	A	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today.	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	N Y	Text area, no char limit Radio button, one-up vert Radio button, one-up vert Radio button, one-up vertical Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010	Accomplish	<u> </u>	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	N Y	Text area, no char limit Radio button, one-up vertical Text area, no char limit Radio button, one-up vertical Text area, no char limit Radio button, one-up	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* ical Skip Logic Group*	OE ScientificDate Looking For Accomplish Why Not Accomplish Accomplish
DHR7572Q007 DHR7572Q008 DHR7572Q010 DHR7572Q011	Accomplish	A	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today.	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P B A	N Y	Text area, no char limit Radio button, one-up vert Radio button, one-up vert Radio button, one-up vertical Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q011 JHR7572Q011	Accomplish	A B	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today. Was the information easy to find?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P	N Y Y	Text area, no char limit Radio button, one-up veri Radio button, one-up veri Radio button, one-up veri Text area, no char limit Radio button, one-up verical	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience
DHR7572Q007 DHR7572Q008 DHR7572Q009 DHR7572Q010 DHR7572Q011	Accomplish	A	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today.	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P B A	N Y	Text area, no char limit Radio button, one-up veri Radio button, one-up veri Radio button, one-up veri Text area, no char limit Radio button, one-up verical	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience Not Easy
DHR7572Q008 DHR7572Q008 DHR7572Q010 DHR7572Q011 DHR7572Q012	Accomplish OE_Accomplish	A B	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today. Was the information easy to find? Why was this information difficult to find?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No Yes No	P B A A B1	N Y Y	Text area, no char limit Radio button, one-up veri Radio button, one-up verical Text area, no char limit Radio button, one-up vertical Text area, no char limit Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience Not Easy Accomplish
JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010 JHR7572Q011 JHR7572Q012	Accomplish	A B	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today. Was the information easy to find?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No	P B A	N Y Y	Text area, no char limit Radio button, one-up vertical Text area, no char limit Radio button, one-up vertical Text area, no char limit Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience Not Easy
JHR7572Q008 JHR7572Q008 JHR7572Q009 JHR7572Q010 JHR7572Q011 JHR7572Q012	Accomplish OE_Accomplish	A B	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today. Was the information easy to find? Why was this information difficult to find?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No Yes No Yes No Commercial fisherman	P B B A	N Y Y	Text area, no char limit Radio button, one-up veri Radio button, one-up verical Text area, no char limit Radio button, one-up vertical Text area, no char limit Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience Not Easy Accomplish
JHR7572Q006 JHR7572Q007 JHR7572Q008 JHR7572Q009 JHR7572Q010 JHR7572Q011 JHR7572Q012 JHR7572Q013 JHR7572Q014	Accomplish OE_Accomplish	A B	Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today? Did you accomplish what you wanted to do today on this mobile site? Please tell us why you were unable to accomplish your task today. Was the information easy to find? Why was this information difficult to find?	Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other Yes No Yes No	P B A A B1	N Y Y	Text area, no char limit Radio button, one-up veri Radio button, one-up verical Text area, no char limit Radio button, one-up vertical Text area, no char limit Text area, no char limit	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	OE_ScientificDate OE_ScientificDate Looking For Accomplish Why Not Accomplish Accomplish Experience Not Easy Accomplish

				Government employee	В				
				NGO employee					
				Scientist Media	Е				
				General public					
				Educator	F				
				Student	G				
				Native American Tribal Government					
				Job-seeker				Skip Logic Group*	
				Other	С			Anchor Answer Choice	
JHR7572Q015		1	We understand that a vast majority of the visitors to our mobile site are fishermen, and we want to make it easier to find the information you need. If there is one improvement we could make to the mobile site, what would it be?			N	Text area, no char limit	Skip Logic Group*	Role - Fisherman, other
JHR7572Q016		Α	What industry do you primarily represent?	Aquaculture		Y	Radio button, one-up ve	rtical	Industry
			Trinac industry do you primarily represent.	Fishery-related industries (e.g. processing, distribution)			radio battori, one up ve		industry .
				Recreation/Tourism				Skip Logic Group*	
				Other	D				
HR7572Q017		D	The industry I primarily represent is:			N	Text area, no char limit	Skip Logic Group*	OE_Industry
IHR7572Q018			Please specify the type of agency you work for.	Local government		Υ	Radio button, one-up ve	rSkip Logic Group*	Agency
				Congress					
				NOAA					
				Other federal agency					
		В		State agency					
				Other					
HR7572Q019		С	My primary role is:			N	Text area, no char limit		OE_Role
JHR7572Q020		E	What sector do you primarily work in?	Government		Υ	Radio button, one-up ve	rtical	Scientist
				Private industry					
				University					
				Other educational institution				Skip Logic Group*	
				Other	Z				
HR7572Q021		Z	Please specify which scientific sector you primarily work in.			N	Text area, no char limit		OE_Scientist
HR7572Q022		G	Please select your current grade level.	K-12 Student		Υ	Radio button, one-up ve	nical	Student
				Undergraduate					
				Graduate				011111111111111111111111111111111111111	
				Doctorate				Skip Logic Group*	
				Other			Bullio II aliano		E L
HR7572Q023		F	Please select where you currently work.	K-12 school		Υ	Radio button, one-up ve	nicai	Educator
				College or university				011111111111111111111111111111111111111	
				Other educational institution (e.g., museum, zoo, aquarium)	· ·			Skip Logic Group*	
11 ID7E720024		Υ	Disease assert the other leasting where we are supported to	Other	Υ	N.	Taut aven an abouting	Chin I ania Canant	OF Educates
JHR7572Q024 JHR7572Q025	Visit Frequency	Ť	Please specify the other location where you currently work. How often do you visit this mobile site?	This is my first visit		N Y	Text area, no char limit Drop down, select one	Skip Logic Group*	OE_Educator Visit Frequency
JHK1312Q023	VISIL Frequency		now often do you visit this mobile site?	Once every 6 months or less often	Α		Drop down, select one	Skip Logic Group	VISIL Frequency
				Once every few months	Α				
				Once every few months Monthly	A A				
				Once every few months Monthly Weekly	A A A				
IHR75720026		A	Is this typically the first mobile site you visit when trying to obtain the fishery information you need?	Once every few months Monthly	A A	Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency - First mobile site Vimobile sited
JHR7572Q026		A	Is this typically the first mobile site you visit when trying to obtain the fishery information you need?	Once every few months Monthily Weekly Daily or more often Yes	A A A A	Y		Skip Logic Group*	Visit Frequency - First mobile site Vimobile sited
JHR7572Q026			Is this typically the first mobile site you visit when trying to obtain the fishery information you need?	Once every few months Monthily Weekly Daily or more often	A A A		vertical		First mobile site Vimobile sited
		A B	need?	Once every few months Monthily Weekly Daily or more often Yes	A A A A	Y			First mobile site Vimobile sited
HR7572Q027			Is this typically the first mobile site you visit when trying to obtain the fishery information you need? What other mobile sites do you typically visit first, to find the fishery information you need? What is your preferred device for accessing the NOAA Fisheries mobile site?	Once every few months Monthily Weekly Daily or more often Yes No Desktop	A A A A		vertical	Skip Logic Group*	First mobile site Vimobile sited
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			Minnesota			
			Minor Outlying Islands			
			Mississippi			
			Missouri			
			Montana			
			Nebraska			
			Nevada			
			New Hampshire			
			New Jersey			
			New Mexico			
			New York			
			North Carolina			
			North Dakota			
			Northern Mariana Islands			
			Ohio			
			Oklahoma			
			Oregon			
			Pennsylvania			
			Puerto Rico			
			Rhode Island			
			South Carolina			
			South Dakota			
			Tennessee			
			Texas			
			U.S. Virgin Islands			
			Utah			
			Vermont			
			Virginia			
			Washington			
			Washington D.C.			
			West Virginia			
			Wisconsin			
			Wyoming			
			I live outside of the United States			
			Prefer not to respond			
JHR7572Q031	OE_Improve Experience	What else would you like to share with us to help improve your online experience with www.fisheries.noaa.gov?	·	N	Text area, no char limit	Improve

Model Name Model ID Partitioned Date NOAA Fisheries Mobile Informational 0QUBVRBFw5o5BoQdQ8Q51A4C Yes, 2MQ 1/1/2016

Red & Strike Through: Delete Underlined & Italicized: Re-order Pink: Addition Blue: Reword



JHR7572Q001	QUESTION META	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Туре	Special Instructions	CQ Label
		ederal Gove	What is your primary reason for visiting this mobile site today?	Check recent news stories		Y	Radio button, one-up ver	Skip Logic Group*	Reason
				Find other documents	E				
				Find or comment on rules and regulations	G				
				Learn about a specific marine species	I, J				
				Find or report information on a fishery or fish stock	M				
				Find information on a specific topic	Α				
				Find published research or scientific information	0				
				Find laws and/or policies					
				Download forms					
				Research for a school project or paper					
				Find curriculum to use with students					
				Browse photo or video galleries					
				Find or apply to a job or internship					
				Apply for or learn about a permit/license					
				Find grants and funding opportunities					
				Report a standing					
				Learn about consultations					
				Learn about NOAA Fisheries					
				Find NOAA activities or events					
				Look up employee				Randomize	
				Other	В			Anchor Answer Choice	
HR7572Q002		В	The primary reason I visited the mobile site today was:			N	Text area, no char limit	Skip Logic Group*	OE_Reason
HR7572Q003		Α	What was the primary topic you were seeking information on?	Commercial fisheries		Υ	Radio button, one-up ver		NewTopic
·			, , ,	Recreational fisheries					·
				Endangered species conservation					
				Marine mammal protection					
				Ecosystems					
				Habitat					
				Bycatch					
				Climate					
				International affairs					
				Aquaculture					
				Enforcement					
				Marine life in distress					
				Marine life viewing guidelines				Randomize	
				Other	С			Anchor Answer Choice	
LIDZEZ2CO04		_	Disease appoint the other primary topic you were analyzed information and	Outei	C	NI.	Tout area no should		OF Toni-
HR7572Q004		-	Please specify the other primary topic you were seeking information on.	Fact sheets/handouts			Text area, no char limit	Skip Logic Group*	OE_Topic
HR7572Q005		_	What type of publication were you looking for?			Υ	Radio button, one-up ver	Skip Logic Group*	Publication
				Biological opinions					
				Reports to congress					
				Policy documents					
				Draft regulatory documents					
				Strategy/planning documents					
				Fact sheets/handouts					
				Biological opinions					
	/								
				Analyses (e.g., environmental assessments)				Dondomizo	
				Analyses (e.g., environmental assessments) Educational materials				Randomize	
LIDZEZOCOO				Analyses (e.g., environmental assessments)	F			Anchor Answer Choice	OF But to the
		F	Please specify the document you were looking for.	Analyses (e.g., environmental assessments) Educational materials Other	F	N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	OE_Publication
		F 0	Please specify the document you were looking for. What type of data were you seeking?	Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports	F	N Y	Text area, no char limit Radio button, one-up ver	Anchor Answer Choice	OE_Publication ScientificDate
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data	F			Anchor Answer Choice Skip Logic Group*	
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification	F			Anchor Answer Choice Skip Logic Group*	
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data	F			Anchor Answer Choice Skip Logic Group*	
		F 0		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products)	F			Anchor Answer Choice Skip Logic Group*	
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products	F			Anchor Answer Choice Skip Logic Group*	
		F 0		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments	F			Anchor Answer Choice Skip Logic Group*	
		F 0		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys	F			Anchor Answer Choice Skip Logic Group*	
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data	F			Anchor Answer Choice Skip Logic Group*	
		F		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data	F			Anchor Answer Choice Skip Logic Group*	
		F 0		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data	F			Anchor Answer Choice Skip Logic Group*	
		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F			Anchor Answer Choice Skip Logic Group* Skip Logic Group*	
HR7572Q006 HR7572Q007		F O		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools				Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	
HR7572Q007		F	What type of data were you seeking?	Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps	F	Y	Radio button, one-up veri	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice	ScientificDate
4R7572Q007		F 0		Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools		Y		Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group*	ScientificDate
4R7572Q007		F	What type of data were you seeking? Please specify the type of scientific data you were seeking.	Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools		Y	Radio button, one-up veri	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate
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HR7572Q007 HR7572Q008 HR7572Q009	Accomplish	F O	What type of data were you seeking? Please specify the type of scientific data you were seeking. Did you find what you were looking for on the mobile site today?	Analyses (e.g., environmental assessments) Educational materials Other Catch/landings reports Recreational data Vessel identification Foreign trade (import/export products) Fishery products Stock assessments Fish surveys Economic data Social data Ecosystem data Maps Tools Other	P	Y N Y	Radio button, one-up vering transfer area, no char limit Radio button, one-up vering transfer area.	Anchor Answer Choice Skip Logic Group* Skip Logic Group* Randomize Anchor Answer Choice Skip Logic Group*	ScientificDate OE ScientificDat Looking For
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JHR7572Q016		Α	What industry do you primarily represent?	Aquaculture		Υ	Radio button, one-up ve	rtical	Industry
				Fishery-related industries (e.g. processing, distribution)					
				Recreation/Tourism				Skip Logic Group*	
				Other	D				
HR7572Q017		D	The industry I primarily represent is:			N	Text area, no char limit	Skip Logic Group*	OE_Industry
IHR7572Q018			Please specify the type of agency you work for.	Local government		Υ	Radio button, one-up ve	Skip Logic Group*	Agency
				Congress					,
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				Graduate					
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JHR7572Q023		F	Please select where you currently work.	K-12 school		Υ	Radio button, one-up ve	rtical	Educator
				College or university					
				Other educational institution (e.g., museum, zoo, aquarium)				Skip Logic Group*	
				Other	Υ				
JHR7572O024		Υ	Please specify the other location where you currently work.			N	Text area, no char limit	Skip Logic Group*	OE_Educator
JHR7572Q025	Visit Frequency		How often do you visit this mobile site?	This is my first visit		Υ	Drop down, select one	Skip Logic Group*	Visit Frequency
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