



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><b>Welcome Text</b></p> <p>Thank you for visiting nrc.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.</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><b>Welcome Text - Tablet / Phone</b></p> <p>Thank you for visiting nrc.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.</p>
<p><b>Thank You Text</b></p> <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 website.</p>	<p><b>Thank You Text - Tablet / Phone</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>
<p><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p style="text-align: center;"><b>Customer Satisfaction Survey</b></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><hr/><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>	<p><b>Example Mobile</b></p> <div style="border: 1px solid black; padding: 10px;"><p style="text-align: right;"></p><p>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.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;"><a href="#">ForeSee</a> <a href="#">ForeSee Privacy Policy</a></p></div>

Model Name U.S. NRC Mobile  
 Model ID 515p5x9EcE0c1cV1xJl5hw4C  
 Partitioned Yes - 2MQ  
 Date 2/3/2021  
 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
	<b>Satisfaction</b>		<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
1 Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Please rate the <b>speed</b> that pages and content loaded for you.	17 Trust	I <b>trust the information</b> on this website.
2 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of <b>complete loading</b> of pages and content.		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Satisfaction - Ideal	How does this site <b>compare to an ideal mobile website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the <b>responsiveness</b> of the pages to your actions.	18 Return	How likely are you to <b>return to nrc.gov</b> in the future?
	<b>Recommend (NPS) (1=Very Unlikely, 10=Very Likely)</b>		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Recommend	How likely are you to <b>recommend nrc.gov to someone else</b> ?	8 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of the pages that you visited.	19 Primary Resource	How likely are you to <b>use nrc.gov as your primary resource</b> for information about U.S. Nuclear Regulatory Commission?
		9 Look and Feel - Spacing	Please rate the <b>spacing</b> between items on the pages that you visited.		
		10 Look and Feel - Readability	Please rate the <b>legibility</b> of the pages that you visited.		
			<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>		
		11 Navigation - Ease	Please rate the <b>ease of finding</b> what you were looking for.		
		12 Navigation - Layout	Please rate the <b>page layout</b> on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the <b>links</b> on taking you where you needed to go.		
			<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>		
		14 Site Information - Relevance	Please rate the <b>relevance</b> to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the <b>thoroughness</b> of the information that you found.		
		16 Site Information - Readability	Please rate the <b>readability</b> of the information that you found.		

Model Name	U.S. NRC Mobile	<b>Red &amp; Strike-Through:</b> Delete <b>Underlined &amp; Italicized:</b> Re-order <b>Pink:</b> Addition <b>Blue:</b> Rerword	
Model ID	515p5x9EcE0c1cV1xJi5hw4C		
Partitioned	Yes - 2MQ		
Date			

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
SBD9216Q001			For which of the following reasons did you visit the site today? (Please select all that apply.)	Learn about NRC Read event reports Research about nuclear reactors Find information on nuclear materials Research information on radioactive waste Find out about public involvement/meetings Learn about current rulemakings Report a safety concern Learn about emergency preparedness Know about radiation protection Find employment at NRC Contact NRC Download NRC forms News and info Find out what's new on the website Find 10CFR information Research or review current regulatory requirements, regulations and rules Find or download NUREG reports Obtain inspection reports Find a specific document Other			Y	Checkbox, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Reason
SBD9216Q002		A	What is your other reason for visiting the site?		A		N	Text area, no char limit	Skip Logic Group*	Other Reason
SBD9216Q006			Did you find what you were looking for?	Yes No Partially			Y	Radio button, one-up vertical	Skip Logic Group*	Did you find
SBD9216Q007		F	What were you unable to find? Please be brief and specific.				N	Text area, no char limit	Skip Logic Group*	OE_Unable
SBD9216Q008		C	If you were unable to obtain a specific report/document, which of the following best describes why?	I was not looking for a specific report/document. The report/document I am looking for is not yet posted on the site (The document is not posted quickly enough) I was not sure where the report/document is located on the site I had a technical issue when trying to access the report/document (e.g. File would not open, pages to access document would not load, etc.) Other			N	Radio button, one-up vertical	Skip Logic Group*	Unable Report
SBD9216Q009		G	What other reason were you unable to obtain a specific report/document?				N	Text area, no char limit	Skip Logic Group*	OE_Unable Report
SBD9216Q010			The NRC website has two different search features. Which search feature(s) did you use during your visit today?	I used the general site search feature I used the ADAMS search feature I used both the general site and ADAMS search features I did not use either search Don't recall			Y	Radio button, one-up vertical	Skip Logic Group*	Search Used
SBD9216Q011		K	Please tell us about your experience with the <b>general site search</b> feature today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue Search results were helpful			Y	Checkbox, one-up vertical	Skip Logic Group*  Randomize	General Search Experience
SBD9216Q016		L	Please tell us about your <b>experience with the ADAMS search feature</b> today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue Search results were helpful			Y	Checkbox, one-up vertical	Mutually Exclusive Skip Logic Group*  Randomize	ADAMS Search Experience
SBD9216Q022			If you could make one improvement to the site, what would it be?	No improvements are necessary Improve the ADAMS search engine Improve the regular or advanced search feature			Y	Radio button, one-up vertical	Mutually Exclusive Anchor Answer Choice  Skip Logic Group**	One Improvement

				Have better search criteria Provide better search results Improve the direct links, make them more intuitive Enhance the navigation of the site, make it more user friendly Make available more detailed information Make the terminology more understandable Update information more frequently Provide better 10CFR information Provide more documents, specific documents Offer older NUREGs, regulatory reports, guidelines, rules and regulations Supply all documents electronically or in PDF format Have a better site organization, better site map Other				Randomize		
SBD9216Q023		A	What other improvement would you make to this site?			N	Text area, no char limit	Anchor Answer Choice Skip Logic Group*	Other Improvements	
SBD9216Q024			What source brought you to our site?	Past experience/familiarity with the site Search engine NRC Blog, NRC Tweet, NRC YouTube Channel, etc. Other government site Site bookmarked Referral Printed materials Media/news story Other	L		Y	Radio button, one-up vertical	Skip Logic Group* Source	
SBD9216Q025		J	What other source brought you to our site?			N	Text area, no char limit	Skip Logic Group*	Other Source	
SBD9216Q026		L	How often do you get information about the Nuclear Regulatory Commission from NRC social media sites?	First time Every 6 months or less About once a month About once a week Daily More than once a day			Y	Radio button, one-up vertical	Skip Logic Group* NRC SM Frequency	
SBD9216Q027			How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less			Y	Radio button, one-up vertical	Visit Frequency	
SBD9216Q028			Which role/affiliation best describes you?	NRC licensee State or local government International regulatory community Public interest group NRC employee/contractor Other federal employee Nuclear industry Member of the public News media Congress Researcher Consultant Student Teacher Other			Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Role
SBD9216Q029		A	What other role best describes you?			N	Text area, no char limit	Skip Logic Group*	Other role	
SBD9216Q030			Do you have any other comments about our site? (Please specify)			N	Text area, no char limit		Other comments about site	

Model Name	U.S. NRC Mobile	<b>Red &amp; Strike-Through:</b> Delete <b>Underlined &amp; Italicized:</b> Re-order <b>Pink:</b> Addition <b>Blue:</b> Reword	
Model ID	515p5x9EcE0c1cV1xJi5hw4C		
Partitioned	Yes - 2MQ		
Date			

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
SBD9216Q001			For which of the following reasons did you visit the site today? (Please select all that apply.)	Learn about NRC Read event reports Research about nuclear reactors Find information on nuclear materials Research information on radioactive waste Find out about public involvement/meetings Learn about current rulemakings Report a safety concern Learn about emergency preparedness Know about radiation protection Find employment at NRC Contact NRC Download NRC forms News and info Find out what's new on the website Find 10CFR information Research or review current regulatory requirements, regulations and rules Find or download NUREG reports Obtain inspection reports Find a specific document Other			Y	Checkbox, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Reason
SBD9216Q002		A	What is your other reason for visiting the site?		A		N	Text area, no char limit	Skip Logic Group*	Other Reason
SBD9216Q003			Which area(s) of the site did you visit? (Please select all that apply.)	Nuclear Reactors Nuclear Materials Radioactive Waste Nuclear Security Public Meetings & Involvement NRC Library About NRC Facility Locator Student Corner None of the above	A		Y	Checkbox, one-up vertical	Skip Logic Group* Randomize  Mutually Exclusive	Site Area Visited
SBD9216Q004		A	How useful did you find the information in the section(s) you visited?	1 = Not at all useful 2 3 4 5 = Very useful	B		Y	Radio button, scale, no feedback	Skip Logic Group**	How Useful
SBD9216Q005		B	Please let us know what we can do to make this section better.				N	Text area, no char limit	Skip Logic Group**	OE_More Useful
SBD9216Q006			Did you find what you were looking for?	Yes No Partially			Y	Radio button, one-up vertical	Skip Logic Group*	Did you find
SBD9216Q007		F	What were you unable to find? Please be brief and specific.				N	Text area, no char limit	Skip Logic Group*	OE_Unable
SBD9216Q008		C	If you were unable to obtain a specific report/document, which of the following best describes why?	I was not looking for a specific report/document. The report/document I am looking for is not yet posted on the site (The document is not posted quickly enough) I was not sure where the report/document is located on the site I had a technical issue when trying to access the report/document (e.g. File would not open, pages to access document would not load, etc.) Other			N	Radio button, one-up vertical	Skip Logic Group*	Unable Report
SBD9216Q009		G	What other reason were you unable to obtain a specific report/document?		G		N	Text area, no char limit	Skip Logic Group*	OE_Unable Report
SBD9216Q010			The NRC website has two different search features. Which search feature(s) did you use during your visit today?	I used the general site search feature I used the ADAMS search feature I used both the general site and ADAMS search features I did not use either search Don't recall	K, K2, K3, K4  L, L2, L3, L4  K, K2, K3, K4, L, L2, L3, L4		Y	Radio button, one-up vertical	Skip Logic Group* Skip Logic Group*	Search Used
SBD9216Q011		K	Please tell us about your experience with the general site search feature today. (Please select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results			Y	Checkbox, one-up vertical	Skip Logic Group*  Randomize	General Search Experience



				5					
				6					
				7					
				8					
				9					
SBD9216Q021			What other information would you like to see on the NRC site? (Please specify)	Excellent=10		N	Text area, no char limit	Skip Logic Group*	Other info wanted
SBD9216Q022			If you could make one improvement to the site, what would it be?	No improvements are necessary Improve the ADAMS search engine Improve the regular or advanced search feature Have better search criteria Provide better search results Improve the direct links, make them more intuitive Enhance the navigation of the site, make it more user friendly Make available more detailed information Make the terminology more understandable Update information more frequently Provide better 10CFR information Provide more documents, specific documents Offer older NUREGs, regulatory reports, guidelines, rules and regulations Supply all documents electronically or in PDF format Have a better site organization, better site map Other		Y	Radio button, one-up vertical	Anchor Answer Choice Skip Logic Group** Randomize Anchor Answer Choice	One Improvement
SBD9216Q023		A	What other improvement would you make to this site?			N	Text area, no char limit	Skip Logic Group*	Other Improvements
SBD9216Q024			What source brought you to our site?	Past experience/familiarity with the site Search engine NRC Blog, NRC Tweet, NRC YouTube Channel, etc. Other government site Site bookmarked Referral Printed materials Media/news story Other	L J	Y	Radio button, one-up vertical	Skip Logic Group*	Source
SBD9216Q025		J	What other source brought you to our site?			N	Text area, no char limit	Skip Logic Group*	Other Source
SBD9216Q026		L	How often do you get information about the Nuclear Regulatory Commission from NRC social media sites?	First time Every 6 months or less About once a month About once a week Daily More than once a day		Y	Radio button, one-up vertical	Skip Logic Group*	NRC SM Frequency
SBD9216Q027			How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
SBD9216Q028			Which role/affiliation best describes you?	NRC licensee State or local government International regulatory community Public interest group NRC employee/contractor Other federal employee Nuclear industry Member of the public News media Congress Researcher Consultant Student Teacher Other		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Role
SBD9216Q029		A	What other role best describes you?			N	Text area, no char limit	Skip Logic Group*	Other role
SBD9216Q030			Do you have any other comments about our site? (Please specify)			N	Text area, no char limit		Other comments about site

<b>Attribute</b>	<b>Value</b>
Channel	Mobile
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Multi Page
Theme Color	#3E576B