

Welcome and Thank You Text

Welcome Text

Thank you for visiting the [USDA NASS website](#). 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.

Thank You Text

Thank you for taking [this](#) survey - and for helping us serve you better. We appreciate your input!

Welcome Text - Alternate

Thank You Text - Alternate



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.

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.

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name	NASS Satisfaction Survey	Red & Strike-Through	Delete	
Model ID	hEEoZUhQwdptZE5pZJxRMA4C	<u>Underlined & Italicized</u>	Re-order	
Partitioned	Yes	Pink: Addition		
Date	12/22/2014	Blue: Reword		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	Return	How likely are you to return to this site in the next 30 days?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.	Satisfaction - Expectations	How well does this site meet your expectations? <i>(1= Falls Short, 10=Exceeds)</i>		Recommend (1=Very Unlikely, 10=Very Likely)
Look and Feel - Readability	Please rate the readability of the pages on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? <i>(1=Not Very Close, 10=Very Close)</i>	Recommend	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for Agricultural Statistics?
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Organized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you need.				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.				
Site Information - Understandable	Please rate how understandable this site's information is.				
Site Information - Answers	Please rate how well the site's information provides answers to your questions.				

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QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
MAC5643Q001		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency
MAC5643Q002		What is your primary role in visiting the site today?	Agri-business representative Commodities exchange person Farmer, Rancher, or other Agricultural Producer General Public Individual Federal Government Individual Local/State Government Individual Researcher Educator Student Media individual Other:	A A B	Y	Radio button, one-up vertical	Skip Logic Group*	Role
MAC5643Q003	A	Please specify the type of agency you work for.	Congress Federal agency State agency Local government Native American tribe Other:	C	Y	Radio button, one-up vertical	Skip Logic Group*	Agency
MAC5643Q004	B	My primary role is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*	OE_Agency
MAC5643Q006		What is your primary reason for visiting this site today?	Publications or reports Charts & Maps Agriculture Census Info Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Respond to a Survey Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Reason
MAC5643Q007	A	The primary reason I visited the site today was:			N	Text area, no char limit		OE_Reason
MAC5643Q008		What was the primary topic you were seeking information on?	Field Crops Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology About NASS, its policies and practices Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Topic
MAC5643Q009	A	Please specify the other primary topic you were seeking information on.			N	Text area, no char limit	Skip Logic Group*	OE_Topic
MAC5643Q010		How do you primarily use the material on the site?	Reference Material Provide Data for Others Make decisions or set policies Prepare articles, studies, or papers Personal Interest Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Use Material
MAC5643Q011	A	Please specify in what other ways you primarily use the material on this site.			N		Skip Logic Group*	OE_Use Material
MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
MAC5643Q013	A	Please tell us specifically what you were looking for on the site:			N	Text area, no char limit	Skip Logic Group*	OE_DidNotFind

MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Search
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*	Search Helpful
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit		OE_NavImprove
MAC5643Q017		What is one improvement you would recommend for the NASS site?			N	Text area, no char limit		OE_Improvement

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MAC5643Q004	B	My primary role is:			N	Text area, no char limit	Skip Logic Group*	OE_Role
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*	OE_Agency
MAC5643Q006		What is your primary reason for visiting this site today?	Publications or reports Charts & Maps Agriculture Census Info Statistical Information Quick Stats Database NASS State Office Websites NASS Products and Services Agency News/Upcoming events General Agency Information Contact Customer Service Career Opportunities Respond to a Survey Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Reason
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MAC5643Q008		What was the primary topic you were seeking information on?	Field Crops Food Crops Demographics Economics and Prices Environmental Livestock and Animals General farm and farmland data Charts & Maps Research, Science, and Technology About NASS, its policies and practices Other:	A	Y	Radio button, one-up vertical	Skip Logic Group*	Topic
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MAC5643Q013	A	Please tell us specifically what you were looking for on the site:		N	Text area, no char limit	Skip Logic Group*	OE_DidNotFind
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MAC5643Q014		Did you use the search feature on NASS.USDA.gov today?	Yes No	A	Y	Drop down, select one	Skip Logic Group*	Search
MAC5643Q015	A	Please rate how helpful you found the Search feature to be during your visit today.	Extremely helpful Very helpful Helpful Somewhat helpful Not at all helpful		Y	Radio button, one-up vertical	Skip Logic Group*	Search Helpful
MAC5643Q016		How would you improve navigation on this site?			N	Text area, no char limit		OE_NavImprove
MAC5643Q017		What is one improvement you would recommend for the NASS site?			N	Text area, no char limit		OE_Improvement

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	A	Did you notice the recent change to the site?	Yes No Don't know	B	Y	Radio button, one-up vertical	Skip Logic Group*
	B	How would you rate the new version of the site compared to the old version?	New site is much better New site is somewhat better No difference/neutral New site is somewhat worse New site is much worse	C C D D	Y	Radio button, one-up vertical	Skip Logic Group*
	C	What did you like best about the new version of the site?			N	Text area, no char limit	Skip Logic Group*
	D	Why did you evaluate the new version in this manner?			N	Text area, no char limit	Skip Logic Group*
MAC5643Q002		What is your primary role in visiting the site today?	Agri-business representative Commodities exchange person Farmer, Rancher, or other Agricultural Producer General Public Individual Federal Government Individual Local/State Government Individual Researcher Educator Student Media individual Other:	A A B	Y	Radio button, one-up vertical	Skip Logic Group*
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MAC5643Q004	B	My primary role is:			N	Text area, no char limit	Skip Logic Group*
MAC5643Q005	C	Which agency do you work for?			N	Text area, no char limit	Skip Logic Group*
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MAC5643Q010		How do you primarily use the material on the site?	Reference Material Provide Data for Others Make decisions or set policies		Y	Radio button, one-up vertical	Skip Logic Group*

			Prepare articles, studies, or papers				
			Personal Interest				
			Other:	A			
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MAC5643Q012		Did you find what you were looking for on the site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group*
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CQ Label
Visit Frequency
Recent Change
Rate Recent Change
OE_Recent Change Better
OE_Recent Change Worse
Role
Agency
OE_Role
OE_Agency
Reason
OE_Reason
Topic
OE_Topic
Use Material

OE_Use Material
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OE_DidNotFind

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MAC5643Q016		How would you improve navigation on this site?				Text area, no char limit	
MAC5643Q017		What is one improvement you would recommend for the NASS site?			N	Text area, no char limit	

OE_Use Material
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OE_DidNotFind
Search
Search Helpful
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