Label	Element Questions	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)	
Look and Feel - Appeal	Please rate the **visual appeal** of this site.	
Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.	
Look and Feel - Readability	Please rate the **readability of the pages** on this site.	
	Site Performance (1=Poor, 10=Excellent, Don't Know)	
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 this 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**.	
	Image Content (1=Poor, 10=Excellent, Don't Know)	
Image Content - Appeal	Please rate the extent to which the **images and videos on this site appeal to you**.	
Image Content - Variety	Please rate the **variety of images and videos offered** on this site.	
Image Content - Availability	Please rate the **availability of specific images and videos that you were looking for** on this site.	
Label	**Satisfaction Questions**	
	Satisfaction	
Satisfaction - Overall	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	
Satisfaction - Expectations	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	
Satisfaction - Ideal	How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	
Label	**Future Behaviors**	
	Likelihood to Return (1=Very Unlikely, 10=Very Likely)	
Return	How likely are you to **return to this site**?	
	Recommend (1=Very Unlikely, 10=Very Likely)	
Recommend	How likely are you to **recommend this site to someone else**?	
	Follow on Social Media (1=Very Unlikely, 10=Very Likely)	
Follow on Social Media	How likely are you to **follow NASA on social media** such as Facebook or Twitter?	
	Share Content (1=Very Unlikely, 10=Very Likely)	

Share Content					
	How likely are you to **share content** (like a video or article) from this site with others?				

NASA Portal Content + Search V2 CUSTOM QUESTION LIST					
Question Text	**Answer Choices**	**Type**	**Required Y/N**	**Special Instructions**	**CQ Label**
How **frequently** do you visit this site?	First time	Radio button, one-up vertical	Y		Frequency of Visit
	More than once a day				
	Daily				
	Weekly				
	Monthly				
	Less than once a month				
What is your primary reason for visiting nasa.gov today?	Read news	Radio button, one-up vertical	Y	OPS Group	Reason For Visit
	Watch videos or NASA TV				
	Download apps			Randomize	
	Look for jobs and/or career information				
	Research				
	Looking for a topic I saw trending on social media				
	Other			Anchor Answer Choice	
Other reason for visiting the site:		Text field, <100 char	N	OPS Group	Other Reason for Visit
When you came to NASA.gov today, how were you planning on	To educate others	Checkbox, one-up vertical	Y	Skip Logic Group	Plan for Information

using the information found on the site?					
	For a classroom assignment				
	To educate myself				
	For entertainment				
	To research/apply for jobs				
	To write a news/media article				
	To contribute to a professional study/project				
	For creative inspiration for my business				
	Other				
How else were you planning to use the information?		Text area, no char limit	N	Skip Logic Group	OE_Plan for Information
	Humans in Space	Radio button, one-up vertical	Y	Skip Logic Group	Specific Info
What general topic describes the information you are looking for?	Earth and Climate				
	Solar System				
	Universe				
	Aeronautics				
	Technology				
	Learning Resources				
	News & Events				
	Information for scientists and researchers				
	Other				
What specific topic are you		Text area, no char limit	N	Skip Logic Group	OE_Specific Info

looking for?					
How did you look for information on/navigate the NASA site today? (check all that apply)	Main navigation (Missions, Galleries, etc.)	Checkbox, one-up vertical	Y	Skip Logic Group	Navigation Methods
	Topical navigation (International Space Station, Humans in Space, etc.)				
	Site search feature				
	Links throughout the page				
	A-Z Topics list				
	External search engine (Google, Bing, etc.)				
	Don't recall				
	Other				
Other way you looked for information:		Text field, <100 char	N	Skip Logic Group	OE_Nav Methods
Which sections in the **top navigation menu** did you use (or visit) today? (check all that apply)	Missions	Checkbox, one-up vertical	Y	Skip Logic Group	Top Navigation
	Galleries				
	NASA TV				
	Follow NASA				
	Downloads				
	Education				
	About				
	NASA Audiences				
	Not Sure				

	None of the Above				
Please describe your primary experience with navigation on this site today.	I had **no** difficulty browsing on this site.	Radio button, one-up vertical	Y	Skip Logic Group	Nav Experience
	Could not navigate back to previous information				
	Had difficulty finding relevant information				
	Would often feel lost, not know where I was				
	Links often did not take me where I expected				
	Links/labels are difficult to understand				
	Too many links or navigational choices				
	Had technical difficulties (e.g., broken links, error messages)				
	Other				
Other navigation experience:		Text area, no char limit	N	Skip Logic Group	OE_Nav Exper
Were you **able to find** what you were looking for?	Yes	Radio button, one-up vertical	Y	Skip Logic Group	Found Info
	I wasn't looking for anything in particular				
	No				
Please tell us specifically what you were unable to find.		Text area, no char limit	N	Skip Logic Group	OE_Found Info
How easy was the information to understand?	1=Not at all easy	Radio button, scale, has don't know	Y	Skip Logic Group	Info Easy to Understand
	2				
	3				
	4				
	5				
	6				

	7				
	8				
	9				
	10= Very easy				
	Don't know				
In what way was the information difficult to understand?		Text area, no char limit	N	Skip Logic Group	OE_Info Issues with Understanding
Which **best describes you**?	Student - Elementary School	Radio button, two-up vertical	Y	OPS Group	Visitor Role
	Student - Middle School				
	Student - High School				
	Student - College/University				
	Educator - Elementary School				
	Educator - Middle School				
	Educator - High School				
	Educator - College/University				
	Parent				
	General public				
	News media				
	NASA Employee				
	Contractor or sub				
	PI/Co-I/ team member				
	Other				
Other best describes:		Text field, <100 char	N	OPS Group	OE_Describes
Please select the category that includes your age.	13-17	Drop down, select one	N		Age
	18-24				
	25-34				
	35-44				

	45-54				
	55-64				
	65 or above				
What is your level of education?	Have not graduated high school	Drop down, select one	N		Education
	High school graduate				
	Some college, trade, technical or vocational training				
	College graduate				
	Post graduate degree				
	Prefer not to answer				
If you could change one thing about the NASA.gov site, what one improvement would you suggest?		Text area, no char limit	N		Improvement