

NOAA Website Survey Questions

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0690-0030. Without this approval, we could not conduct this survey. Public reporting for this information collection is estimated to be approximately 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to [program office, POC, contact information].

#	Question	Question Type	Response Options
1	It was easy to complete what I needed to do.	Likert	
2	Please rate how well this site is organized.	Likert	
3	Please rate the ability to sort information by criteria that are important to you on this site.	Likert	
4	The information provided was clear.	Likert	
5	It took a reasonable amount of time to do what I needed to do.	Likert	
6	Please rate how quickly pages load on this site	Likert	
7	I was treated fairly and understood what was being asked of me throughout the process.	Likert	
8	Which category best describes you?	Multiple Choice	Response options will vary depending on the web page visited. (This is usually line of business, but could other options such as academic role.)
9	To help us address your feedback, please share the Web address/link (URL) of a page that you are referring to.	Free text	
10	If you used a search site like Google or DuckDuckGo to find this page, what did you enter into the search?	Free text	
11	This interaction increased my confidence in [Program/Service name].	Likert	
12	I am satisfied with the information/service I received from [Program/Service name].	Likert	
13	If you were unable to accomplish your task, let us know why. Please select all that apply.	Multiple Choice	Response options will vary depending on the web page visited.
14	How do you plan to use the information provided on our site.	Free text	
15	Please rate your experience.	Likert	
16	Please tell us about your overall experience and/or	Free text	

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	impression of the site.		
17	If you were looking for specific information, were you able to find it?	Likert	
18	How often do you visit this site?	Multiple Choice	Daily Weekly Monthly Periodically Other
19	What is your primary reason for visiting this site today?	Multiple Choice	Response options will vary depending on the web page visited.
20	Do you have suggestions about how can we improve our website?	Free text	
21	I trust [Agency/Program/Service name] to fulfill our country's commitment to [relevant population].	Likert	
22*	Employees I interacted with were helpful.	Likert	
23	If you use assistive technology(s) to access the site, were you able to access the information, data, and/or services with ease?	Likert	
24	What specific assistive technology(s) did you use to access this site?	Free text	

* This question will be asked only if the site includes employee interaction.

NOAA Fisheries Desktop and Mobile Information

Not all questions will be asked and many questions are conditional based on responses to previous questions.

#	Questions	Response Type	Response Options
1	Please rate the visual appeal of this site.	Likert	
2	Please rate the balance of graphics and text on this site.	Likert	
3	Please rate the readability of the pages on this site.	Likert	
4	Please rate the consistency of speed from page to page on this site.	Likert	
5	Please rate how completely the page content loads on this site.	Likert	
6	Please rate the options available for navigating this site.	Likert	
7	Please rate how well the site layout helps you find what you need.	Likert	

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8	Please rate the ability to narrow choices to find the information you are looking for on this site.	Likert	
9	Please rate how well the features on the site help you find the information you need .	Likert	
10	Please rate the thoroughness of information provided on this site.	Likert	
11	Please rate how understandable this site's information is.	Likert	
12	Please rate how well the site's information provides answers to your questions .	Likert	
13	What is your overall satisfaction with this site?	Likert	
14	How well does this site meet your expectations ?	Likert	
15	How does this site compare to an ideal website ?	Likert	
16	Please rate your level of confidence in NOAA Fisheries.	Likert	
17	How likely are you to return to fisheries.noaa.gov in the future?	Likert	
18	How likely are you to recommend NOAA Fisheries to someone else?	Likert	
19	How likely are you to use the NOAA Fisheries site as your primary resource for obtaining information from this organization?	Likert	
20	The primary reason I visited the site today was:	Free Text	
21	What was the primary topic you were seeking information on?	Multiple Choice	• Commercial fisheries • Recreational fisheries • Species information • Endangered species conservation • Marine mammal protection • Ecosystems • Habitat • Bycatch • Climate • International affairs • Aquaculture/marine farming • Enforcement • Marine life in distress • Marine life viewing guidelines • Other

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22	Please specify the other primary topic you were seeking information on.	Free Text	
23	What type of rules or regulations were you primarily looking for?	Multiple Choice	• Fishery management plans or amendments • Inseason fishery quota or catch/trip limit changes • Fishery closures • Fishery reporting requirements • Protected resources rules or regulations • National Environmental Policy Act rules or regulations • International requirements • Trade requirements • Other
24	Please specify what rules or regulations you were looking for.	Free Text	
25	What type of publication were you looking for?	Multiple Choice	• Fact sheets/handouts • Biological opinions • Reports to congress • Policy documents • Draft regulatory documents • Strategy/planning documents • Analyses (e.g., environmental assessments) • Educational materials • Other
26	Please specify the document you were looking for.	Free Text	
27	What permit task were you primarily interested in?	Multiple Choice	• Determining which permit to apply for • Finding permit requirements and cost • Applying for a new permit • Renewing a permit • Checking the status of a permit application • Canceling or transferring a permit • Other
28	Please specify what permit task you were	Free Text	

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	interested in.		
29	What type of data were you seeking?	Multiple Choice	• Catch/landings reports • Recreational data • Fishery products • Stock assessments • Fish surveys • Economic data • Social data • Ecosystem data • Maps • Tools • Other
30	Please specify the type of scientific data you were seeking.	Free Text	
31	Why were you unable to accomplish your task? Please select all that apply.	Multiple Choice	• Search function did not return relevant results • Navigation menus were unclear • Links went to irrelevant content • Page content was unclear or did not provide enough information • Broken links • Tool/map did not work • Took too much time • Other
32	Please specify why you were unable to accomplish your task.	Free Text	
33	Why was this information difficult to find? Please select all that apply.	Multiple Choice	• Search function did not return relevant results • Navigation menus were unclear • Links went to irrelevant content • Information was spread across multiple pages • ? Other
34	Please specify why the information was not easy to find.	Free Text	
35	Did you use any of our filter directories to find information?	Y / N	
36	Did the directories help you accomplish your task?	Y / N	
37	Please specify why the directories were not	Free Text	

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	helpful.		
38	What industry do you primarily represent?	Multiple Choice	• Aquaculture • Fishery-related industries (e.g. processing, distribution) • Recreation/Tourism • Marine construction • Energy (e.g. wind, oil) • Other
39	The industry I primarily represent is:	Free Text	
40	Please specify the type of agency you work for.	Multiple Choice	• Local government • Congress • NOAA • Other federal agency • State agency • Other
41	What sector do you primarily work in?	Multiple Choice	• Government • Private industry • University • Other educational institution • Other
42	Please specify which scientific sector you primarily work in.	Free Text	
43	Please select your current grade level.	Multiple Choice	• K-12 Student • Undergraduate • Graduate/doctoral • Other
44	Please select where you currently work.	Multiple Choice	• K-12 school • College or university • Other educational institution (e.g., museum, zoo, aquarium) • Other
45	Is this typically the first site you visit when trying to obtain the fishery information you need?	Y / N	
46	What other sites do you typically visit first, to find the fishery information you need?	Free Text	
47	Which state or territory are you located in?	Multiple Choice	Drop down list of U.S. states and territories
48	From what location were you accessing the NOAA Fisheries mobile site?	Multiple Choice	• Home • Work • In transit • Other

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