LOCAL EMPLOYMENT DYNAMIC WEB SITE
ONLINE CUSTOMER SATISFACTION SURVEY
Scheduled to Begin February 2005

1. In the past six months, how many times have you visited the Local Employment Dynamics (LED) web site?

2. What is your level of knowledge in the following areas:
- Navigating the Internet
- Accessing Labor Market data on-line
- Using statistical information
- Using Labor Marketing data on-line

3. What is your intended PRIMARY USE for the information found on the LED web site TODAY?

4. What information were you PRIMARILY searching for?
a. What kinds of Industry information were you searching for?
b. What kinds of information about Local Workforce characteristics were you searching for?
c. What kinds of Quarterly Workforce Indicators information were you searching for?
d. What kinds of Mapping information were you searching for?

5. What geographic level of detail were you looking for?

6. Were you able to find the information you were seeking today?

7. Please indicate your level of agreement/disagreement with the following statements:
- I WOULD VISIT the LED web site again
- I WOULD RECOMMEND the LED web site to others
- Terms used on the web site were TOO TECHNICAL
- I wanted MORE CHARTS AND GRAPHS to illustrate the data
- EXPLANATIONS about the information were INADEQUATE
- Web page DESIGN was consistent throughout
- Information was EASY TO FIND
- Search engine was HELPFUL
- Information on the home page HELPED ME UNDERSTAND the site content and purpose

8. Please indicate which of the following UTILITIES are important to you:
- Download data
- Manipulate data via queries and crosstabs
- Cut/paste data to other documents/formats
- Pre-packaged reports (tables and charts)
- Analyze data over time
- Compare data across geographies
- Chart data

9. Please indicate your levels of satisfaction with each of the following LED DATA TOOLS and specify how important each is to you.
- Local Workforce Characteristics
- Top Industries
- Profiles of Older Workers
- QWI online
- Labor Market Mapping
- Newsletters

10. Overall, how satisfied are you with the Local Employment Dynamics web site?

11. What, if anything, should be done to improve the LED web site?