

Model Instance Name:
 CIA Careers site V2
 MID: Vkl08QEAEts1JR85MBkhw==
 Date: 1/25/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
Please rate how well the site is organized .	What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	How likely are you to return to this site ?
Please rate the options available for navigating this site.	How well does this site meet your expectations ? <i>(1= Falls Short, 10= Exceeds)</i>	Recommend (1=Very Unlikely, 10=Very Likely)
Please rate how well the site layout helps you find what you are looking for .	How does this site compare to your idea of an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	How likely are you to recommend this site to someone else ?
Please rate the number of clicks to get where you want on this site.		Apply for Job (1=Very Unlikely, 10=Very Likely)
Look and Feel (1=Poor, 10=Excellent, Don't Know)		How likely are you to use this site to apply for a specific job within the next month ?
Please rate the visual appeal of this site.		
Please rate the balance of graphics and text on this site.		
Please rate the readability of the pages on this site.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
Please rate how quickly pages load on this site.		
Please rate the consistency of speed from page to page on this site.		
Please rate the ability to load pages without getting error messages on this site.		
Functionality (1=Poor, 10=Excellent, Don't Know)		
Please rate the usefulness of the features provided on this site.		
Please rate the convenience of the features on this site.		
Please rate the variety of features on this site.		
Job Descriptions (1=Poor, 10=Excellent, Don't Know)		
Please rate how understandable job descriptions are on this site.		
Please rate the level of detail of job descriptions on this site.		
Please rate how well the job descriptions provide answers to your questions .		
Job Search (1=Poor, 10=Excellent, Don't Know)		
Please rate the relevance of job search results on this site.		
Please rate the organization of job search results on this site.		
Please rate how well the job search results help you decide what job listings to select .		
Please rate how well the search feature helps you to narrow the results to find job listings you want.		
Job Application Process (1=Poor, 10=Excellent, Don't Know)		
Please rate the instructions for applying for a job on this site.		
Please rate the process of applying for a job on this site.		
Please rate the simplicity of applying for a job on this site.		



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Date: 3/1/2008

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER

pink: ADDITION
blue + -->: REWORDING

CIA Careers site V2
CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO0480		How frequently do you visit this site?	EDO0480A001 EDO0480A002 EDO0480A003 EDO0480A004 EDO0480A005 EDO0480A006		Drop down, select one	Single	Y
EDO0481		What is your primary purpose in coming to the site today?	EDO0481A001 EDO0481A002 EDO0481A006 EDO0481A003 EDO0481A004 EDO0481A005		Radio button, one-up vertical	Single	Y
EDO0482	A	Other primary reason		A	Text area, no char limit		
EDO0483		Which sections of the site did you visit today? (select all that apply)	EDO0483A001 EDO0483A002 EDO0483A003 EDO0483A004 EDO0483A005 EDO0483A006 EDO0483A007		Checkbox, one-up vertical	Multi	Y
EDO0484		Are you actively searching for a job?	EDO0484A001 EDO0484A002	E	Radio button, one-up vertical	Single	Y
ACQCol0009864	E	Are you mainly looking for full-time or part-time work?	ACQCol0009864A01 ACQCol0009864A02		Radio button, one-up vertical	Single	Y

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO0485		What type of career are you pursuing?	EDO0485A001 EDO0485A004 EDO0485A005 EDO0485A006 EDO0485A009 EDO0485A008	Science, Engineering, and Technology Clandestine Service (e.g. operations officer) Language Position Analytical Position Business, IT, and Security (e.g. support and professional services, protective/security agents) Other, please specify:	B	vertical	Single Y
EDO0486	B	Other type of career				Text area, no char limit	
EDO0487		Did you find the information you were looking for on the site today?	EDO0487A001 EDO0487A002 EDO0487A003	Yes No Not Yet	C C	Drop down, select one	Single Y
EDO0488	C	Please specify what you could not find:				Text area, no char limit	N
ACQwil0011133		Did you experience any technical difficulties on the site	ACQwil0011133A02 ACQwil0011133A03 ACQwil0011133A04	Yes, I had technical difficulties with the application Yes, I experienced broken links or error messages (please specify) Yes, I experienced another kind of technical difficulty (please describe) No	A B 8889	Checkbox, one-up vertical	Multi Y
ACQwil0011134	A	Where specifically did you encounter broken links or error				Text area, no char limit	Single N
ACQwil0011135	B	Please describe the technical difficulty you experienced.				Text area, no char limit	Single N
EDO0491		What is one improvement you would make to the CIA Careers site?				Text area, no char limit	N
EDO0492		How did you hear about the site?	EDO0492A001 EDO0492A002 EDO0492A003 EDO0492A004 EDO0492A005 EDO0492A006 EDO0492A007 EDO0492A008 EDO0492A009 EDO0492A010 EDO0492A011 EDO0492A012	Assumed CIA has a career website From the CIA.gov main site Search Engine Other Internet Site Friend/Family From Intelligence.gov site Television/Radio Newspaper/Magazine Facebook LinkedIn Received a text message Other, please specify:	A		
EDO0492a	A	Please specify how you heard about the CIA Careers site:				Text area, no char limit	N
EDO0493		What is your gender?	EDO0493A001 EDO0493A002 EDO0493A003	Male Female Prefer not to respond		Drop down, select one	Single N
EDO0494		What is your age?	EDO0494A001 EDO0494A002 EDO0494A003 EDO0494A004 EDO0494A005 EDO0494A006 EDO0494A007	<18 18 - 30 31 - 40 41 - 50 51 - 60 61+ Prefer not to respond		Drop down, select one	Single N
EDO0495		Which of the following best describes the highest level of education you have attained?	EDO0495A001 EDO0495A002 EDO0495A003 EDO0495A004 EDO0495A005 EDO0495A006	Have not graduated high school High school graduate Some college, trade, technical or vocational training College graduate Post graduate degree Prefer not to answer		Drop Down, Select once	Single N

Special Instructions	CQ Label
OPS Group	Purpose of Vist
	Other Purpose
	Sections Visited
Skip Logic Group	Job Search
Skip Logic Group	Job Hours



Special Instructions	CQ Label
OPS Group	Career Type
	Other Career Type
Skip Logic Group	Accomplished Task
	Looking For
Skip Logic Group	Technical Problems
Skip Logic Group	OE Tech
Skip Logic Group	OE Tech Other
	OE Improvement
OPS Group	Hear About Site
OPS Group	Hear About Other
	Gender
	Age
	Education