FBI V3

MID: F4Bth9lFkdNJVJ90Y5VZUg== Date: 8/25/2011

Model questio	ne utili	te the ACSI methodology to determine scores and a	impacte
ELEMENTS (drivers of satisfaction)	is utiliz	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	-	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
Please rate the accuracy of information on this site.	17	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 How likely are you to return to this site?
Please rate the <b>quality of information</b> on this site.	18	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)	21 Likelihood to Contact (1=Very Unlikely, 10=Very Likely)
Please rate the <b>freshness of content</b> on this site.	19	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	How likely are you to <b>call or email the FBI</b> regarding the information you w looking for online today?
Functionality (1=Poor, 10=Excellent, Don't Know)			
Please rate the <b>usefulness of the features provided</b> on this site.			
Please rate the <b>convenience of the features</b> on this site.			
Please rate the variety of features on this site.			
Look and Feel (1=Poor, 10=Excellent, Don't Know)			
Please rate the <b>visual appeal</b> of this site.			
Please rate the <b>balance of graphics and text</b> on this site.			
Please rate the <b>readability of the pages</b> on this site.			
Navigation (1=Poor, 10=Excellent, Don't Know)			
Please rate how well the site is organized.			
Please rate the options available for navigating this site.			
Please rate how well the site layout helps you find what you are looking for.			
Please rate the <b>number of clicks to get where you want</b> 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.		I	

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red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: Addition

blue + -->: REWORDING

Skip QID Logic (Group ID) Label Ouestion Text (/limited to 50 characters) Skip to Type (select from list) Multi Y/N	Special Instructions
	IIISHUCHOIIS
SAC3764 How frequently do you visit the FBI.gov site?  This is my first visit  Every few months or less often  Monthly  Weekly  Several times a week  Daily/more than once a day	
SAC3765 Which of the following best describes you?    News media	Skip Logic
SAC3766 A Please specify your role in visiting the site:  Text field, <100 char Single N	Skip Logic
SAC3767  What were you primarily looking for on the FBI site today?  Wanted fugitives or missing persons Background checks Career or job opportunities Contact information Report a crime/fraud Crime/Fraud prevention Crime statistics FBI news General information on the FBI Information on investigative programs Nothing specific, just browsing Sex offender registry Terrorism information Other, please specify:  Badio button, one-up vertical Single Y  Radio button, one-up vertical Single Y  C, D  Background checks Career or job opportunities Contact information Contact information Information Other, please specify:  B  Radio button, one-up vertical Single Y	Skip Logic
SAC3768 B Other information you were looking for Text field, <100 char Single N	Skip Logic

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QID (Group ID) SAC3764	Skip Logic Label	Question Text How frequently do you visit the FBI.gov site?	Answer Choices (limited to 50 characters) This is my first visit	Skip to	Type (select from list) Radio button, one-up vertical	Single or Multi Single	Required Y/N	Special Instructions
		, , ,	Every few months or less often Monthly Weekly Several times a week Daily/more than once a day			·		
SAC3765		Which of the following best describes you?	News media Law Enforcement Business Community Government General Public/Citizen Researcher/academic Job Seeker Student Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic
SAC3766	Α	Please specify your role in visiting the site:			Text field, <100 char	Single	N	Skip Logic
SAC3767	Z	What were you primarily looking for on the FBI site today?	Wanted fugitives or missing persons Background checks Career or job opportunities Contact information Report a crime/fraud Crime/Fraud prevention Crime statistics FBI news General information on the FBI Information on investigative programs Nothing specific, just browsing Sex offender registry Terrorism information Other, please specify:	C, D	Radio button, one-up vertical	Single	Y	Skip Logic
SAC3768	В	Other information you were looking for			Text field, <100 char	Single	N	Skip Logic

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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	Special Instructions
SAC3764		How frequently do you visit the FBI.gov site?	This is my first visit	· ·	Radio button, one-up vertical	Single	Y	
		3	Every few months or less often		, ,			
			Monthly	_				
			Weekly					
			Several times a week	7				
			Daily/more than once a day					
SAC3765		Which of the following best describes you?	News media		Radio button, one-up vertical	Single	Y	Skip Logic
		, ,	Law Enforcement					
			Business Community					
			Government					
			General Public/Citizen					
			Researcher/academic					
			Job Seeker					
			Student					
			Other, please specify:	Α				
SAC3766	Α	Please specify your role in visiting the site:			Text field, <100 char	Single	N	Skip Logic
SAC3767	Z	What were you primarily looking for on the FBI site today?	Wanted fugitives or missing persons		Radio button, one-up vertical	Single	Y	Skip Logic
			Background checks					
			Career or job opportunities					
			Contact information					
			Report a crime/fraud					
			Crime/Fraud prevention					
			Crime statistics	C, D				
			FBI news					
			General information on the FBI					
			Information on investigative programs					
			Nothing specific, just browsing					
			Sex offender registry					
			Terrorism information					
			Other, please specify:	В				
SAC3768	В	Other information you were looking for			Text field, <100 char	Single	N	Skip Logic

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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	Special Instructions
SAC3764		How frequently do you visit the FBI.gov site?	This is my first visit		Radio button, one-up vertical	Single	Y	
			Every few months or less often	1				
			Monthly	7				
			Weekly	1				
			Several times a week					
			Daily/more than once a day					
SAC3765		Which of the following best describes you?	News media		Radio button, one-up vertical	Single	Y	Skip Logic
			Law Enforcement					
			Business Community	_				
			Government					
			General Public	1				
			Researcher/academic	_				
			Job Seeker					
			Student	4 .				
0.4.00700		Discourant in visition the site.	Other, please specify:	A	T + 5 11 + 100 1	0: 1		Older Leede
SAC3766	A	Please specify your role in visiting the site:	Martin de Control de C		Text field, <100 char	Single	N	Skip Logic
SAC3767	Z	What were you primarily looking for on the FBI site today?	Wanted fugitives or missing persons  Background checks	-	Radio button, one-up vertical	Single	Y	Skip Logic
				-				
			Career or job opportunities  Contact information	+				
			Report a crime/fraud	+				
			Crime/Fraud prevention	+				
			Crime statistics	C, D				
			FBI news	- 0, 5				
			General information on the FBI	1				
			Information on investigative programs	1				
			Nothing specific, just browsing					
			Sex offender registry	1				
			Terrorism information	1				
			Other, please specify:	В				
SAC3768	В	Other information you were looking for			Text field, <100 char	Single	N	Skip Logic

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	Skip							
QID	Logic		Answer Choices			Single or	Required	Special
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Instructions
SAC3764		How frequently do you visit the FBI.gov site?	This is my first visit	·	Radio button, one-up vertical	Single	Y	
			Every few months or less often	1				
			Monthly					
			Weekly					
			Several times a week					
			Daily/more than once a day					
SAC3765		Which of the following best describes you?	News media		Radio button, one-up vertical	Single	Y	Skip Logic
			Law Enforcement					
			Business Community					
			Government					
			General Public					
			Researcher/academic					
			Job Seeker					
			Student					
CAC07CC	Δ.	Diagon appoint your role in viciting the cite:	Other, please specify:	Α	Tout field <100 above	Cinala	N.	Ckin Logio
SAC3766 SAC3767		Please specify your role in visiting the site:	Montad funitives or missing persons		Text field, <100 char	Single	N Y	Skip Logic
SAC3767	Z	What were you primarily looking for on the FBI site today?	Wanted fugitives or missing persons  Background checks		Radio button, one-up vertical	Single	Y	Skip Logic
			Career or job opportunities					
			Contact information	-				
			Report a crime/fraud					
			Crime/Fraud prevention	-				
			Crime statistics					
			FBI news	1				
			General information on the FBI	-				
			Information on investigative programs					
			Nothing specific, just browsing					
			Sex offender registry					
			Terrorism information					
			Other, please specify:	В				
SAC3768	В	Other information you were looking for			Text field, <100 char	Single	N	Skip Logic