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Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	**Satisfaction**	**Return (1=Very Unlikely, 10=Very Likely)**
1 Please rate the **accuracy of information** on this site.	17 What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	20 How likely are you to **return to this site**?
2 Please rate the **quality of information** on this site.	18 How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*	21 **Likelihood to Contact (1=Very Unlikely, 10=Very Likely)**
3 Please rate the **freshness of content** on this site.	19 How does this site **compare to your idea of an ideal website**? *(1=Not Very Close, 10=Very Close)*	How likely are you to **call or email the FBI** regarding the information you were looking for online today?
Functionality (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the **usefulness of the features provided** on this site.		
5 Please rate the **convenience of the features** on this site.		
6 Please rate the **variety of features** on this site.		
Look and Feel (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the **visual appeal** of this site.		
8 Please rate the **balance of graphics and text** on this site.		
9 Please rate the **readability of the pages** on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate **how well the site is organized**.		
11 Please rate the **options available for navigating** this site.		
12 Please rate **how well the site layout helps you find what you are looking for.**		
13 Please rate the **number of clicks to get where you want** on this site.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how **quickly pages load** on this site.		
15 Please rate the **consistency of speed from page to page** on this site.		

Model Instance Name:							
Model Instance Name:			red & strike-through: DELETE				
FBI V3			*underlined & italicized*: RE-ORDER				
MID: F4Bth9lFkdNJVJ90Y5VZUg==			pink: ADDITION				
Date: 8/25/2011			blue + -->: REWORDING				

FBI V3 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**	**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					
			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/Citizen					
			Researcher/academic					
			Job Seeker					
			Student					
			Other, please specify:	A				
SAC3766	A	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:	B				
SAC3768	B	Other information you were looking for			Text field, <100 char	Single	N	Skip Logic

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