FBI V3

MID: F4Bth9IFkdNJVJ90Y5VZUg==

Date: 8/25/2011

| Model questions utilize the ACCI methodology to determine searce and impacts | | | | | | | | | | |
|---|-----------|--|-------|--|--|--|--|--|--|--|
| ELEMENTS (drivers of satisfaction) | ns utiliz | ce the ACSI methodology to determine scores and CUSTOMER SATISFACTION | impad | 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 overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | 20 | How likely are you to return to this site? | | | | | | |
| Please rate the quality of information on this site. | 18 | How well does this site meet your expectations? (1=Falls Short, 10=Exceeds) | 2: | Likelihood to Contact (1=Very Unlikely, 10=Very Likely) | | | | | | |
| 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 would looking for online today? | | | | | | |
| Functionality (1=Poor, 10=Excellent, Don't Know) | | | 1 | | | | | | | |
| 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. | | | | | | | | | | |
| Look and Feel (1=Poor, 10=Excellent, Don't Know) | | | | | | | | | | |
| 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. | | | | | | | | | | |
| 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 number of clicks to get where you want 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. | | ı | | I . | | | | | | |

FBI V3

MID: F4Bth9lFkdNJVJ90Y5VZUg==

Date: 12/14/2012

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

pink: ADDITION

blue + -->: REWORDING

| | | | FBI V3 COSTOM QUESTION EIST | | | | | |
|-------------------|------------------------|---|---|---------|------------------------------------|--------------------|-----------------|-------------------------|
| 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 | A, B, C | | | | |
| | | | Monthly | A, B, C | | | | |
| | | | Weekly | A, B, C | | | | |
| | | | Several times a week | A, B, C | | | | |
| 0.4.0000001.0 | | The EDI according to a site to according to the site to according to according to according to the site to according to according to according to | Daily/more than once a day | A, B, C | | Cira sul s | | |
| CAS0029916 | А | The FBI recently changed the site homepage. Please select the statement which best describes your experience with the new homepage: | The new homepage makes it easier to look for information. | | Radio button, one-up vertical | Single | Y | |
| | | | The new homepage makes it more difficult to look for information. | | | | | |
| | | | My experience is no different with the new homepage. | | | | | |
| | | | Don't Know | | | | | |
| CAS0029917 | В | Please rate the visual appeal of the new homepage: | 1=Poor | - | Radio button, scale, no don't know | Single | Y | |
| | | | 3 | 1 | | | | |
| | | | 4 | | | | | |
| | | | 5 | | | | | |
| | | | 6 | | | | | |
| | | | 7 | | | | | |
| | | | 8 | | | | | |
| | | | 9 | | | | | |
| | | | 10=Excellent | | | | | |
| CAS0029918 | С | Please provide us with any additional feedback you have about the new homepage: | | | Text area, no char limit | Single | Y | |
| SAC3765 | | Which of the following best describes you? | News media | | Radio button, one-up vertical | Single | Υ | Skip Logic |
| | | | Law Enforcement | | | | | |
| | | | Business Community | - | | | | |
| | | | Government General Public/Citizen | | | | | |
| | | | Researcher/academic | - | | | | |
| | | | Job Seeker | | | | | |
| | | | Student | 1 | | | | |
| | | | Crime Victim | | | | | |
| | | | 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 | Υ | Skip Logic |
| | | | Criminal history summary checks (Background checks) | | | | | |
| | | | Career or job opportunities | | | | | |
| | | | Contact information | | | | | |
| | | | Report a crime/fraud | - | | | | |
| | | | Crime/Fraud prevention | 6.5 | | | | |
| | | | Crime statistics FBI news | C, D | | | | |
| | | | General information on the FBI | | | | | |
| | | | Ocheral information on the FDI | | | | | |

FBI V3

SAC3768

MID: F4Bth9IFkdNJVJ90Y5VZUg==

В

Other information you were looking for

Date: 12/14/2012

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

pink: ADDITION

blue + -->: REWORDING

FBI V3 CUSTOM QUESTION LIST Skip Logic Label QID (Group ID) Single or Multi Required Y/N Special Instructions **Answer Choices Question Text** (limited to 50 characters) Skip to Type (select from list) Information on investigative programs Nothing specific, just browsing Sex offender registry Terrorism information Other, please specify: В

Text field, <100 char

Single

N

Skip Logic

FBI V3

MID: F4Bth9lFkdNJVJ90Y5VZUg==

Date: 12/14/2012

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pink: ADDITION

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| | | | <u> </u> | | | | | |
|-------------------|------------------------|---|---|---------|------------------------------------|--------------------|-----------------|-------------------------|
| 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 | A, B, C | | | | |
| | | | Monthly | A, B, C | | | | |
| | | | Weekly | A, B, C | | | | |
| | | | Several times a week | A, B, C | | | | |
| | | | Daily/more than once a day | A, B, C | | | | |
| | A | The FBI recently changed the site homepage. Please select the statement which best describes your experience with the new homepage: | The new homepage makes it easier to look for information. | | Radio button, one-up vertical | Single | Y | |
| | | | The new homepage makes it more difficult to look for information. | | | | | |
| | | | My experience is no different with the new homepage. | | | | | |
| | | | Don't Know | | | | | |
| | В | Please rate the visual appeal of the new homepage: | 1=Poor | | Radio button, scale, no don't know | Single | Y | |
| | | | 2 | | | | | |
| | | | 3 4 | - | | | | |
| | | | 5 | - | | | | |
| | | | 6 | | | | | |
| | | | 7 | | | | | |
| | | | 8 | | | | | |
| | | | 9 | | | | | |
| | | | 10=Excellent | | | | | |
| | С | Please provide us with any additional feedback you have about the new homepage: | | | Text area, no char limit | Single | Y | |
| 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 | 1 | | | | |
| | | | Job Seeker | | | | | |
| | | | Student | | | | | |
| | | | Crime Victim | | | | | |
| | | | 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 |
| | | | Criminal history summary checks (Background checks) | | | | | |
| | | | Career or job opportunities | | | | | |
| | | | Contact information | | | | | |
| | | | Report a crime/fraud | | | | | |
| | | | Crime/Fraud prevention | C, D | | | | |
| | | | Crime statistics FBI news | C, D | | | | |
| | | | General information on the FBI | | | | | |
| | | | Deficial information on the LDI | | | | | |

FBI V3

SAC3768

MID: F4Bth9IFkdNJVJ90Y5VZUg==

В

Other information you were looking for

Date: 12/14/2012

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

FBI V3 CUSTOM QUESTION LIST Skip Logic Label QID (Group ID) Single or Multi Required Y/N Special Instructions **Answer Choices Question Text** (limited to 50 characters) Skip to Type (select from list) Information on investigative programs Nothing specific, just browsing Sex offender registry Terrorism information Other, please specify: В

Text field, <100 char

Single

N

Skip Logic

FBI V3

MID: F4Bth9lFkdNJVJ90Y5VZUg==

Date: 12/14/2012

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pink: ADDITION

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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 | | | | | |
| | | | Monthly | _ | | | | |
| | | | Weekly | 4 | | | | |
| | | | Several times a week | 4 | | | | |
| 0.4.00705 | | Marie of the fellowing boot describes and | Daily/more than once a day | | Dadia button and university | 0: | | Older Leede |
| SAC3765 | | Which of the following best describes you? | News media | - | Radio button, one-up vertical | Single | Υ | Skip Logic |
| | | | Law Enforcement | 4 | | | | |
| | | | Business Community Government | - | | | | |
| | | | General Public/Citizen | \dashv | | | | |
| | | | Researcher/academic | \dashv | | | | |
| | | | Job Seeker | + | | | | |
| | | | Student | + | | | | |
| | | | Crime Victim | 7 | | | | |
| | | | Other, please specify: | A | | | | |
| 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 | Υ | 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 | | | | | |
| 0.1.00700 | | | Other, please specify: | В | 7 15 11 100 1 | 0: 1 | | Older Level |
| SAC3768 | В | Other information you were looking for | | | Text field, <100 char | Single | N | Skip Logic |

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| Content Cont | | | | | | | | | |
|--|------------|-------|--|--|---------|-------------------------------|--------|-----|-------------------------|
| 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 Researcher/academic | (Group ID) | Logic | • | (limited to 50 characters) | Skip to | | Multi | Ý/N | Special Instructions |
| Law Enforcement Business Community Government General Public/Citizen Researcher/academic | | | | Every few months or less often Monthly Weekly Several times a week Daily/more than once a day | | | - | | |
| Student Other, please specify: A | SAC3765 | | Which of the following best describes you? | Law Enforcement Business Community Government General Public/Citizen Researcher/academic Job Seeker Student | 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 Care 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 Skip Radio button, one-up vertical Single Y Skip Radio button, one-up vertical Single Y Skip Radio button, one-up vertical Single Y Skip B B B B B B B B B B B B B | SAC3767 | Z | What were you primarily looking for on the FBI site today? | 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 | | 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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|-------------------|------------------------|--|--|---------|-------------------------------|--------------------|-----------------|-------------------------|
| 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 | 1 | | | | |
| | | | 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/Citizen | | | | | |
| | | | Researcher/academic | 1 | | | | |
| | | | Job Seeker | 1 | | | | |
| | | | 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 | 4 | | | | |
| | | | Report a crime/fraud | 4 | | | | |
| | | | 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 | | | | | |
| SAC3768 | | Other information you ware legion for | Other, please specify: | В | Text field, <100 char | Cinala | N. | Skip Logic |
| SAC3/08 | В | Other information you were looking for | | | rext 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 | | | | | |
| | | | 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 Cthor places energify: | | | | | |
| SAC3766 | | Please specify your role in visiting the site: | Other, please specify: | Α | Text field, <100 char | Single | NI NI | Skip Logic |
| SAC3766 SAC3767 | A Z | What were you primarily looking for on the FBI site today? | Montad fusitives or missing paragra | | | | N Y | |
| SAC3707 | | 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 | | | | | |
| | | | Nothing specific, just browsing | | | | | |
| | | | Sex offender registry | | | | | |
| | | | Terrorism information | | | | | |
| | | | Other, please specify: | В | | | | |
| SAC3768 | В | Other information you were looking for | Tarita, preside opening. | | Text field, <100 char | Single | N | Skip Logic |
| 222.00 | | | | | | igio | | - 19 |

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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 | | | | | |
| | | | 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 | | | | | |
| | | | 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 | | | | | |
| 0.4.007.00 | | Other information control by the state of th | Other, please specify: | В | Tank field 1100 along | Cinale | | Chin Logi- |
| SAC3768 | В | Other information you were looking for | | | Text field, <100 char | Single | N | Skip Logic |

FBI V3

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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 Every few months or less often | | Radio button, one-up vertical | Single | Y | |
| | | | Monthly Weekly | 1 | | | | |
| | | | Several times a week Daily/more than once a day | 1 | | | | |
| SAC3765 | | Which of the following best describes you? | News media | | Radio button, one-up vertical | Single | Υ | Skip Logic |
| C/ 100/ 00 | | Strain of the femoliary post december year. | Law Enforcement | | radio sattori, one ap vertical | og.c | · | Chap Logic |
| | | | Business Community | | | | | |
| | | | Government | | | | | |
| | | | General Public | | | | | |
| | | | 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 | | | | | |
| | | | FBI news | | | | | |
| | | | General information on the FBI | 1 | | | | |
| | | | 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 |