

Model Instance Name:

FBI V3

MID: F4Bth9IFkdNJVJ90Y5VZUg==

Date: 8/25/2011

Model questions utilize the ACSI methodology to determine scores and impacts

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

Model Instance Name:

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MID: F4Bth9IFkdNJvJ90Y5VZUg==

Date: 12/14/2012

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

**pink**: ADDITION

**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 Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Radio button, one-up vertical	Single	Y	
SAC3765		Which of the following best describes you?	News media Law Enforcement Business Community Government General Public/Citizen Researcher/academic Job Seeker Student Crime Victim Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic
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 Criminal history summary checks (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   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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CAS0029916	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:- The new homepage makes it more difficult to look for information:- My experience is no different with the new homepage:- Don't Know		Radio button, one-up vertical	Single	Y	
CAS0029917	B	Please rate the visual appeal of the new homepage:-	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, no don't know	Single	Y	
CAS0029918	G	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 Law Enforcement Business Community Government General Public/Citizen Researcher/academic Job Seeker Student Crime Victim Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic
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			Information on investigative programs					
			Nothing specific, just browsing					
			Sex offender registry					
			Terrorism information					
			Other, please specify:	B				
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	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. The new homepage makes it more difficult to look for information. My experience is no different with the new homepage. Don't Know		Radio button, one-up vertical	Single	Y	
	B	Please rate the visual appeal of the new homepage:	1=Poor 2 3 4 5 6 7 8 9 10=Excellent		Radio button, scale, no don't know	Single	Y	
	C	Please provide us with any additional feedback you have about the new homepage:			Text area, no char limit	Single	Y	
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