Model Instance Name:
FBI V3
MID: F4Bth9lFkdNJVJ90Y5VZUg==
Date: 8/25/2011

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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.		

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					
			Crime Victim					
			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
			Criminal history summary checks (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

Model Instance Name:	
FBI V3	red & strike-through: DELETE
MID: F4Bth9lFkdNJVJ90Y5VZUg==	*underlined & italicized*: RE-ORDER
Date: 12/14/2012	pink: ADDITION
	blue + -->: REWORDING

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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	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				
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.		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	B	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					
CAS0029918	C	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					
			Job Seeker					
			Student					
			Crime Victim					
			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
			Criminal history summary checks (Background checks)					
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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
			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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			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	
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			My experience is no different with the new homepage.					
			Don't Know					
	B	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					
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			10=Excellent					
	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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			Student					
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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
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ForeSee Results - Confidential and Proprietary

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