

Model Name CIA Careers Mobile  
 Model ID (MID)  
 Partitioned Yes - 2MQ  
 Date 3.20.15

~~Red & Strike-Through~~: Delete  
Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Rework



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to return to this site in the next 30 days?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
Look and Feel - Readability	Please rate the readability of the pages on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				<b>Apply for Job (1=Very Unlikely, 10=Very Likely)</b>
Site Performance - Loading	Please rate how quickly pages load on this site.			Apply for Job	How likely are you to use this site to apply for a specific job within the 30 days?
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Completeness	Please rate how completely the page content loads on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized	Please rate how well the site is organized.				
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you need.				
	<b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b>				
Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this site.				
Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
Information Browsing - Features	Please rate how well the features on the site help you find the information you need.				
	<b>Job Descriptions (1=Poor, 10=Excellent, Don't Know)</b>				
Job Descriptions - Understandable	Please rate the how understandable job descriptions are on this site.				
Job Descriptions - Detail	Please rate the level of detail of job descriptions on this site.				
Job Descriptions - Answers	Please rate how well the job descriptions provide answers to your questions.				



Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
	How frequently do you visit this site with your mobile device?	Today was my first time Daily About once a week About once a month Every 6 months or less		Y	Radio button, one-up vertical		Visit Frequency
	What is your <b>primary purpose</b> in coming to the CIA Careers site today?	Submit resume for employment Research employment opportunities Research internship/scholarship opportunities Looking for requirements for working at CIA Find general information about CIA Just browsing Other	A A A	Y	Radio button, one-up vertical	Skip Logic Group*	Primary Purpose
A	During the last 30 days have you searched any of the following on your mobile device for job/internship opportunities? (select all that apply)	USAJOBS.gov Indeed Monster Career Builder Dice LinkedIn Glassdoor SimplyHired Other No, I have only searched for jobs/internships on cia.gov/careers	B B B B B B B B B	N	Checkbox, one-up vertical	Skip Logic Group*  Randomize  Mutually Exclusive	Career Sites
B	What mobile site do you <b>primarily</b> use for your job/internship search?	USAJOBS.gov Indeed Monster Career Builder Dice LinkedIn Glassdoor SimplyHired Other	C C C C C C C C	N	Radio button, one-up vertical	Skip Logic Group*  Randomize	Career Sites Primary
C	How does the search process on cia.gov/careers compare to your primary job/internship search site?	5=Much Worse 4= Somewhat Worse 3= About the Same 2= Somewhat Better 1=Much Better		N	Radio button, one-up vertical	Skip Logic Group*	Career Sites Compare
	Which sections of the site did you visit today? (select all that apply)	CIA Careers Home Page Career Opportunities Student Opportunities Application Process Life at CIA Benefits Diversity Tools and Challenges Military Transition FAQs Video Center Other		Y	Checkbox, one-up vertical		Sections Visited
	Did you use the Job Fit Tool - a tool designed to help you find potential careers with the CIA - during your visit today?	Yes No Don't remember/ don't know what it is	C	N	Radio button, one-up vertical	Skip Logic Group*	JFT
C	What is your overall satisfaction with the Job Fit Tool?	1=Very Dissatisfied 2 3 4 5 6 7 8 9 10=Very Satisfied		N	Radio button, scale, no don't know	Skip Logic Group*	JFT Satisfaction
	What is one improvement you would make to the mobile CIA Careers website?			N	Text area, no char limit		One Improvement
	What is your gender?	Male Female		N	Radio button, one-up vertical		Gender

	What is your age?	Prefer not to respond <18 18 - 30 31 - 40 41 - 50 51 - 60 61+ Prefer not to respond		N	Radio button, one-up vertical		Age
	Which of the following best describes the highest level of education you have attained?	Have not graduated high school High school graduate Some college, trade, technical or vocational training College graduate Post graduate degree Prefer not to answer		N	Radio button, one-up vertical		Education