

Welcome and Thank You Text

Welcome Text

Thank you for visiting FBI.gov. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

Model Name FBI Mobile
 Model ID
 Partitioned Yes/2MQ
 Date 4/13/2017

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this mobile site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	19 Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in the FBI.
2 Look and Feel - Balance	Please rate the balance of graphics and text on this mobile site.	17 Satisfaction - Expectations	How well does this mobile site meet your expectations ? (1=Falls Short, 10=Exceeds)		Likelihood to Contact (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this mobile site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal mobile website ? (1=Not Very Close, 10=Very Close)	20 Likelihood to Contact	How likely are you to call or email the FBI regarding the information you were looking for online today?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			21 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to FBI.gov using your mobile device?
4 Site Performance - Loading	Please rate how quickly pages load on this mobile site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this mobile site.				
6 Site Performance - Completeness	Please rate how completely the page content loads on this mobile site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well this mobile site is organized .				
8 Navigation - Options	Please rate the options available for navigating this mobile site.				
9 Navigation - Layout	Please rate how well the mobile site layout helps you find what you need .				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
10 Information Browsing - Sort	Please rate the ability to sort information by criteria that are important to you on this mobile site.				
11 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this mobile site.				
12 Information Browsing - Features	Please rate how well the features on the mobile site help you find the information you need .				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
13 Site Information - Thoroughness	Please rate the thoroughness of information on this mobile site.				
14 Site Information - Understandable	Please rate how understandable information is on this mobile site.				
15 Site Information - Answers	Please rate how well the information provides answers to your questions .				

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QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
			How confident are you that your future interactions with the FBI will meet your needs?	1=Not At All Confident 2 3 4 5 6 7 8 9 Very Confident=10 Don't Know		Y	Radio button, scale, has don't know		Confidence in FBI
			What is your overall impression of the FBI?	1=Not At All Favorable 2 3 4 5 6 7 8 9 Very Favorable=10 Don't Know		Y	Radio button, scale, has don't know		Impression of FBI
			How frequently do you visit the FBI.gov site on a mobile device?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Y	Radio button, one-up vertical		Visit Frequency
			Which of the following best describes your role in visiting the site today?	News Media (journalist, reporter, etc.) Law Enforcement Official Business Community Government Employee General Public/Citizen Student Crime Victim		Y	Radio button, one-up vertical		Role
			What information 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 Sex offender registry Terrorism information Other, please specify: Nothing specific, just browsing	D B	Y	Radio button, one-up vertical	Skip Logic Group	Looking For
		B	What other information were you looking for?			N	Text field, <100 char	Skip Logic Group	OE_Looking For
		D	Did you submit a tip electronically on the website?	Yes No	E	Y	Radio button, one-up vertical	Skip Logic Group	Submit Tip
		E	Why did you not submit a tip electronically?			N	Text area, no char limit	Skip Logic Group	OE_Why No Tip
			Did you find what you were looking for on the FBI site today?	Yes No	A	Y	Radio button, one-up vertical	Skip Logic Group	Ability to Find
		A	Please describe what you were unable to find on the FBI site today.			N	Text area, no char limit	Skip Logic Group	OE_Unable to Find
			How did you look for information on/navigate the site today? (Please select all that apply.)	Search feature Main menu News and Features in the center of the page Site map at the bottom of the page I arrived at my content directly from an external link Other, please specify.	B A	Y	Checkbox, one-up vertical	Skip Logic Group	Nav Method
		A	Please specify the other way you looked for information.			N	Text area, no char limit	Skip Logic Group	Other Nav Method
		B	Please specify which external site brought you to your content on FBI.gov.			N	Text area, no char limit	Skip Logic Group	Ext Site Link

			Which of the following sources primarily drove you to visit the site today?	News story FBI Social Media (Facebook, Twitter, etc.) Ad on another website or social media Email from the FBI Research for school/academic project Interest in FBI in general Interest in Most Wanted Information Other, please specify:	A	Y	Radio button, one-up vertical	Randomize Skip Logic Group	Acquisition Source
		A	What influenced you to visit FBI.gov today?			N	Text area, no char limit	Anchor Answer Choice	
			In general, which of the following social media sites do you use? (Please select all that apply.)	Facebook Twitter LinkedIn Google+ Instagram Flickr YouTube RSS Feed SoundCloud Tumblr Periscope Snapchat Other I don't use social networking sites		Y	Checkbox, one-up vertical	Mutually Exclusive	OE Influenced Visit Social Network
			Which of the following social networking resources do you use to stay connected with the FBI? (Please select all that apply.)	FBI Facebook page FBI Flickr page FBI Twitter feed FBI YouTube Channel Other I don't use social networking sites I do not currently connect with the FBI via social networking sites		Y	Checkbox, one-up vertical	Mutually Exclusive Mutually Exclusive	FBI Social
			What can we do to improve FBI.gov?			N	Text area, no char limit		One Improvement
			What is your age?	17 or under 18-24 25-34 35-44 45-54 55-64 65 or over I prefer not to respond		Y	Drop down, select one		Age