

Welcome and Thank You Text

Welcome Text

Thank you for visiting our site. 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!



Customer Satisfaction Survey

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

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Model Name FBI V4
 Model ID AwpJ1d14UNcoAIhIRYU5Jg4C
 Partitioned Yes/2MQ
 Date 1/30/2017

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



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 site.	16 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this 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 - Readability	Please rate the balance of graphics and text on this site.	17 Satisfaction - Ideal	How well does this site meet your expectations ?	20 Likelihood to Contact	Likelihood to Contact (1=Very Unlikely, 10=Very Likely) How likely are you to call or email the FBI regarding the information you were looking for online today?
3 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.	18 Satisfaction - Ideal	How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	21 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to FBI.gov in the future?
4 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
5 Site Performance - Readability	Please rate how completely the page content loads on this site.				
6 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well this site is organized .				
7 Navigation - Options	Please rate the options available for navigating this site.				
8 Navigation - Layout	Please rate how well the site layout helps you find what you need .				
9 Information Browsing - Sort	Information Browsing (1=Poor, 10=Excellent, Don't Know) Please rate the ability to sort information by criteria that are important to you on this site.				
10 Information Browsing - Narrow	Please rate the ability to narrow choices to find the information you are looking for on this site.				
11 Information Browsing - Features	Please rate how well the features on the site help you find the information you need .				
12 Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this site.				
13 Site Information - Understandable	Please rate how understandable this site's information is.				
14 Site Information - Answers	Please rate how well the site's information provides answers to your questions .				

HAJ7175Q014			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
HAJ7175Q015		A	What influenced you to visit FBI.gov today?			N	Text area, no char limit	Skip Logic Group	OE Influenced Visit
HAJ7175Q016			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	Social Network
HAJ7175Q017			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
HAJ7175Q018			What can we do to improve www.fbi.gov?			N	Text area, no char limit		One Improvement
HAJ7175Q019			What is your age?	17 and under 18-24 25-34 35-44 45-54 55-64 65 and over I prefer not to respond		Y	Drop down, select one		Age

HAJ7175Q014			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
HAJ7175Q015		A	What influenced you to visit FBI.gov today?			N	Text area, no char limit	Skip Logic Group	OE Influenced Visit
HAJ7175Q016			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	Social Network
HAJ7175Q017			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
HAJ7175Q018			What can we do to improve www.fbi.gov?			N	Text area, no char limit		One Improvement
HAJ7175Q019			What is your age?	17 and under 18-24 25-34 35-44 45-54 55-64 65 and over I prefer not to respond		Y	Drop down, select one		Age