

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.



Model Name FBI V4
Model ID AwpJ1d14UNcoAlhIRYU5Jg4C
Partitioned Yes/2MQ
Date 1/30/2017

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



Label	Element Questions	Label	Satisfaction Questions		Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Brand Confidence (1=Not At All Confident, 10=Very Confident)
ook and Feel - appeal	Please rate the visual appeal of this site.	16 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	1	9Brand Confidence	Please rate your level of confidence in the FBI.
	Please rate the balance of graphics and text on this site.	17 Satisfaction -	How well does this site meet your expectations?			Likelihood to Contact (1=Very Unlikely, 10=Very Likely)
ook and Feel - Readability	Please rate the readability of the pages 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)	2	Likelihood to Contact	How likely are you to call or email the FBI regarding the information were looking for online today?
	Site Performance (1=Poor, 10=Excellent, Don't Know)					Return (1=Very Unlikely, 10=Very Likely)
ite Performance - .oading	Please rate how quickly pages load on this site.			2	1 Return	How likely are you to return to FBI.gov in the future?
ite Performance - Consistency	Please rate the consistency of speed from page to page on this site.					
ite Performance -	Please rate how completely the page content loads on this site.					
	Navigation (1=Poor, 10=Excellent, Don't Know)					
	Please rate how well this site is organized.					
Ornanized lavigation - Options	Please rate the options available for navigating this site.					
	Please rate how well the site layout helps you find what you need. Information Browsing (1=Poor, 10=Excellent, Don't Know)					
nformation	Please rate the ability to sort information by criteria that are important to you on this site.					
	Please rate the ability to narrow choices to find the information you are looking for on this site.					
nformation Browsing - Features	Please rate how well the features on the site help you find the information you need.					
ite Information -	Site Information (1=Poor, 10=Excellent, Don't Know)					
horoughness	Please rate the thoroughness of information provided on this site.					
iluei staliuable	Please rate how understandable this site's information is.					
ite Information - Inswers	Please rate how well the site's 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	Туре	Special Instructions	CQ Label
HAJ7175Q001			How confident are you that your future interactions	1=Not At All Confident		Y	Radio button, scale, has don't know		Confidence in FBI
			with the FBI will meet your needs?	2					
				3					
				4					
				5					
				7					
				8					
				9 Very Confident=10	-				
				Don't Know					
HAJ7175Q002			What is your overall impression of the FBI?	1=Not At All Favorable		Y	Radio button, scale, has don't know		Impression of FBI
				3					
				4					
				5					
				<u>6</u> 7					
				8					
				9					
				Very Favorable=10 Don't Know					
HAJ7175Q003			How frequently do you visit the FBI.gov site?	This is my first visit		Y	Radio button, one-up vertical	1	Visit Frequency
-				Every few months or less often					
				Monthly Weekly					
				Several times a week					
				Daily/more than once a day					
HAJ7175Q004			Which of the following best describes your role in visiting the site today?	News Media (journalist, reporter, etc.) Law Enforcement Official		Y	Radio button, one-up vertical		Role
			visiting the site today:	Business Community					
				Government Employee					
				General Public/Citizen Student					
				Crime Victim					
HAJ7175Q005			What information were you primarily looking for on	Wanted fugitives or missing persons		Y	Radio button, one-up vertical	Skip Logic Group	Looking For
			the FBI site today?	Criminal history summary checks (Background checks) Career or job opportunities	_				
				Contact information					
				Report a crime/fraud	D				
				Crime/Fraud prevention Crime statistics	_				
				FBI news					
				General information on the FBI					
				Information on investigative programs Sex offender registry					
				Terrorism information					
				Other, please specify:	В				
HAJ7175Q006		В	What other information were you looking for?	Nothing specific, just browsing		N	Text field, <100 char	Skip Logic Group	OE Looking For
HAJ7175Q007		D	Did you submit a tip electronically on the website?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Submit Tip
				No.					
HAJ7175Q008		Е	Why did you not submit a tip electronically?	No	E	N	Text area, no char limit	Skip Logic Group	OE Why No Tip
HAJ7175Q009		_	Did you find what you were looking for on the FBI	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Ability to Find
			site today?						
HAJ7175Q010		Α	Please describe what you were unable to find on the	No	A	Y	Text area, no char limit	Skip Logic Group	OE_Unable to Find
		.,	FBI site today.				The state of the s		
HAJ7175Q011			How did you look for information on/navigate the site today? (Please select all that apply.)	Search feature		Y	Checkbox, one-up vertical	Skip Logic Group	Nav Method
			site today: (Fiease select all that apply.)	Top navigation bar					
				News and Features in the center of the page					
				Site map	_				
				I arrived at my content directly from an external link Other, please specify:	_ В 				
HAJ7175Q012		Α	Please specify the other way you looked for	outer, product specify.		N	Text area, no char limit	Skip Logic Group	Other Nav Method
			information.						
HAJ7175Q012		В	Please specify which external site brought you to			N	Text area, no char limit	Skip Logic Group	Ext Site Link

HAJ7175Q014		Which of the following sources primarily drove you to visit the site today?	News story		Y	Radio button, one-up vertical	Randomize	Acquisition Source
		to visit the site today :	FBI Social Media (Facebook, Twitter, etc.)	-			Skip Logic Group	
			Ad on another website or social media	-			Skip Logic Group	
			Email from the FBI	-				
			Research for school/academic project	-				
			Interest in FBI in general	-				
			Interest in Most Wanted Information	_				
			Other, please specify:	A			Anchor Answer Choice	
HAJ7175Q015	A	What influenced you to visit FBI.gov today?	Other, piease specify.	<u> </u>	N	Text area, no char limit	Skip Logic Group	OE Influenced Visit
HAJ7175Q015		In general, which of the following social media sites	Facebook		Y	Checkbox, one-up vertical	Skip Edgic Group	Social Network
11/0/1/30010		do you use? (Please select all that apply.)				oncorbox, one up venteur		Social Network
			Twitter					
			LinkedIn					
			Google+					
			Instagram					
			Flickr					
			YouTube					
			RSS Feed					
			Soundcloud					
			Tumblr					
			Periscope					
			Snapchat					
			Other					
			I don't use social networking sites				Mutually Exclusive	
HAJ7175Q017		Which of the following social networking resources	FBI Facebook page		Y	Checkbox, one-up vertical		FBI Social
		do you use to stay connected with the FBI? (Please select all that apply.)						
		, , , , , , , , , , , , , , , , , , , ,	FBI Flickr page					
			FBI Twitter feed					
			FBI YouTube Channel					
			Other					
			I don't use social networking sites				Mutually Exclusive	
			I do not currently connect with the FBI via social networking sites				Mutually Exclusive	
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		Y	Drop down, select one		Age
			18-24					
			25-34					
			35-44	1				
			45-54					
			55-64	1				
			65 and over					
			I prefer not to respond		1			1

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				3					
				4					
				5					
				7					
				8					
				9 Very Confident=10	-				
				Don't Know					
HAJ7175Q002			What is your overall impression of the FBI?	1=Not At All Favorable		Y	Radio button, scale, has don't know		Impression of FBI
				3					
				4					
				5					
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				9					
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				Several times a week					
				Daily/more than once a day					
HAJ7175Q004			Which of the following best describes your role in visiting the site today?	News Media (journalist, reporter, etc.) Law Enforcement Official		Y	Radio button, one-up vertical		Role
			visiting the site today:	Business Community					
				Government Employee					
				General Public/Citizen Student					
				Crime Victim					
HAJ7175Q005			What information were you primarily looking for on	Wanted fugitives or missing persons		Y	Radio button, one-up vertical	Skip Logic Group	Looking For
			the FBI site today?	Criminal history summary checks (Background checks) Career or job opportunities	_				
				Contact information					
				Report a crime/fraud	D				
				Crime/Fraud prevention Crime statistics	_				
				FBI news					
				General information on the FBI					
				Information on investigative programs Sex offender registry					
				Terrorism information					
				Other, please specify:	В				
HAJ7175Q006		В	What other information were you looking for?	Nothing specific, just browsing		N	Text field, <100 char	Skip Logic Group	OE Looking For
HAJ7175Q000		D	Did you submit a tip electronically on the website?	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Submit Tip
				No.					
HAJ7175Q008		Е	Why did you not submit a tip electronically?	No	E	N	Text area, no char limit	Skip Logic Group	OE Why No Tip
HAJ7175Q009		_	Did you find what you were looking for on the FBI	Yes		Y	Radio button, one-up vertical	Skip Logic Group	Ability to Find
			site today?						
HAJ7175Q010		Α	Please describe what you were unable to find on the	No	A	Y	Text area, no char limit	Skip Logic Group	OE_Unable to Find
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			site today: (Fiease select all that apply.)	Top navigation bar					
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				Site map	_				
				I arrived at my content directly from an external link Other, please specify:	_ В 				
HAJ7175Q012		Α	Please specify the other way you looked for	outer, product specify.		N	Text area, no char limit	Skip Logic Group	Other Nav Method
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HAJ7175Q012		В	Please specify which external site brought you to			N	Text area, no char limit	Skip Logic Group	Ext Site Link

HAJ7175Q014		Which of the following sources primarily drove you to visit the site today?	News story		Y	Radio button, one-up vertical	Randomize	Acquisition Source
			FBI Social Media (Facebook, Twitter, etc.)	_			Skip Logic Group	
			Ad on another website or social media	_			26 2.9.0 2.006	
			Email from the FBI	_				
			Research for school/academic project					
			Interest in FBI in general					
			Interest in Most Wanted Information					
			Other, please specify:	Α			Anchor Answer Choice	
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		Y	Checkbox, one-up vertical		Social Network
			Twitter					
			LinkedIn					
			Google+					
			Instagram					
			Flickr					
			YouTube					
			RSS Feed					
			Soundcloud					
			Tumbir					
			Periscope					
			Snapchat					
			Other					
			I don't use social networking sites				Mutually Exclusive	
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		Y	Checkbox, one-up vertical		FBI Social
			FBI Flickr page					
			FBI Twitter feed					
			FBI YouTube Channel					
			Other					
			I don't use social networking sites				Mutually Exclusive	
			I do not currently connect with the FBI via social networking sites				Mutually Exclusive	
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		Y	Drop down, select one		Age
			18-24					
			25-34					
			35-44					
			45-54					
			55-64					
			65 and over					
			I prefer not to respond	1	1			I