





The text you see here will appear at the top and bottom of your survey, examples below.  
Default text is included and you may modify this text as needed.

Welcome and Thank You Text	
<p><b>Welcome Text</b></p> <p>Thank you for visiting the Bureau of Justice Assistance (BJA). 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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>	<p><b>Welcome Text - Tablet / Phone</b></p>
<p><b>Thank You Text</b></p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.</p>	<p><b>Thank You Text - Tablet / Phone</b></p>
<p><b>Example Desktop</b></p> <div><p><b>Customer Satisfaction Survey</b></p><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site.</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p><b>Example Mobile</b></p> <div><p>Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.</p><p>Required questions are denoted by an *</p><hr/><p>Thank you for taking our survey - and for helping us serve you better.</p><p><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p><a href="#">ForeSee</a> <a href="#">ForeSee Privacy Policy</a></p></div>

Model Name BJA Desktop  
 Model ID  
 Partitioned Yes - 2MQ  
 Date  
 Model Version 17.3.Y

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



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1 Satisfaction - Overall	<b>Satisfaction</b> What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>speed</b> that pages and content loaded for you.	20 Brand Confidence	<b>Brand Confidence (1=Not At All Confident, 10=Very Confident)</b> Please rate your level of <b>confidence</b> in BJA.
2 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of <b>complete loading</b> of pages and content.		<b>Return (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>return to bja.ojp.gov</b> in the future?
3 Satisfaction - Ideal	How does this site <b>compare to an ideal website</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the <b>responsiveness</b> of the pages to your actions.	21 Return	
4 Recommend	<b>Recommend (NPS)</b> <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to <b>recommend bja.ojp.gov</b> to someone else?	8 Look and Feel - Appeal	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>visual appeal</b> of the pages that you visited.	22 Recommend Company	<b>Recommend Company (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend BJA</b> to someone else?
		9 Look and Feel - Spacing	Please rate the <b>spacing</b> between items on the pages that you visited.	23 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use bja.ojp.gov as your <b>primary resource</b> for information about BJA?
		10 Look and Feel - Readability	Please rate the <b>legibility</b> of the pages that you visited.		
		11 Navigation - Ease	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>ease of finding</b> what you were looking for.		
		12 Navigation - Layout	Please rate the <b>page layout</b> on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the <b>links</b> on taking you where you needed to go.		
		14 Site Information - Relevance	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b> Please rate the <b>relevance</b> to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the <b>thoroughness</b> of the information that you found.		
		16 Site Information - Readability	Please rate the <b>readability</b> of the information that you found.		

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	primary_reason_govt		What is your primary reason for visiting the site today?	Find information regarding the Bureau of Justice Assistance Read news Find information about previous funding awards Do research Find contact information Find employment opportunities Provide feedback Watch a video Find statistics on BJA Find funding opportunities Find upcoming events, conferences, in-person training opportunities, online events, funding webinars, or webinar materials Find specific policies and regulations Find program information (please specify) Other (please specify)		find_organization_info read_news  do_research find_contact_info find_employment provide_feedback watch_video find_data find_funding_opportunities find_events find_policies_regulations	Y	Radio button, one-up vertical	Skip Logic Group* Randomize	Primary Reason
		B	Please specify the program information that you were looking for.				N	Text area, no char limit	Skip Logic Group*	Program Information
		A	Please specify the other reason for your visit.				N	Text area, no char limit	Skip Logic Group*	Primary Reason - Other
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes No	B A	yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	why_not_accomplish	A	Please tell us why you were unable to accomplish your task today.				N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
	accomplish_experience	B	Was the information easy to find?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish Experience
	not_easy_accomplish	B1	Why was this information difficult to find?				N	Text area, no char limit	Skip Logic Group*	Not Easy Accomplish
	acquisition_source_government		How were you referred to the site today?	An email or mailing from BJA An email or mailing from someone other than BJA Social media (e.g., Facebook, Twitter, etc.) BJA social network post, tweet, video, etc. Non-BJA social network post, tweet, video, etc. Another government site Search engine results Recommendation from someone I know Other (please specify) I was not referred to the site by anything specific		client_email  social_media  other_government_site search_engine personal_recommendation other_please_specify was_not_referred_by_anything_specific	Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
	acquisition_source_government_other	A	Please specify how else you were referred to the site.				N	Text area, no char limit	Skip Logic Group*	Acquisition Source - Other
	role_govt		What is your primary role in visiting the site today?	General public Industry professional Government employee (federal, state or local) Other (please specify)		general_public industry_professional government_employee other_please_specify	Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	Please specify what your primary role in visiting the site is today				N	Text area, no char limit	Skip Logic Group*	OE_Role
	visit_frequency		How often do you visit this site?	This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		first_visit six_months few_months monthly weekly daily	Y	Radio button, one-up vertical	Skip Logic Group*	Visit Frequency
			Did you use the search box on the site?	Yes No	A		Y	Radio button, one-up vertical	Skip Logic Group*	Search
		A	Were you able to locate the results you were looking for?	Yes No			Y	Radio button, one-up vertical	Skip Logic Group*	Find Results
		B	What search term(s) did you try and what results were you hoping to find?		B		N	Text area, no char limit	Skip Logic Group*	Results Not Found
	improve		What else would you like to share with us to help improve your online experience with bja.ojp.gov?				N	Text area, no char limit		Improve

Attribute	Value
Channel	Web
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	Yes
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT_NPS
Look and Feel	Single Page
Theme Color	#009fea