





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>Welcome Text</p> <p>Thank you for visiting ojjdp.ojp.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.</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>Welcome Text - Tablet / Phone</p> |
| <p>Thank You Text</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>If you would like to sign up to receive information from OJJDP, please visit the Subscribe section of our website.</p> | <p>Thank You Text - Tablet / Phone</p> |
| <p>Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;">Customer Satisfaction Survey</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 style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div> | <p>Example Mobile</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></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 style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p><p style="text-align: center;">ForeSee ForeSee Privacy Policy</p></div> |

Model Name OJJDP Desktop
 Model ID UdU41oAMAtol9FoJxgZw1Q4C
 Partitioned Yes - 2MQ
 Date 12/12/2019
 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 What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> | 5 | Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate the speed that pages and content loaded for you. | 20 | Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in OJJDP. |
| 2 | Satisfaction - Expectations How well does this site meet your expectations ? <i>(1= Falls Short, 10=Exceeds)</i> | 6 | Site Performance - Completeness Please rate the consistency of complete loading of pages and content. | | Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to ojdp.ojp.gov in the future? |
| 3 | Satisfaction - Ideal How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i> | 7 | Site Performance - Responsiveness Please rate the responsiveness of the pages to your actions. | 21 | Return How likely are you to return to ojdp.ojp.gov in the future? |
| 4 | Recommend (NPS) (1=Very Unlikely, 10=Very Likely) How likely are you to recommend ojdp.ojp.gov to someone else ? | 8 | Look and Feel - Appeal Please rate the visual appeal of the pages that you visited. | 22 | Recommend Company (1=Very Unlikely, 10=Very Likely) How likely are you to recommend OJJDP to someone else? |
| | | 9 | Look and Feel - Spacing Please rate the spacing between items on the pages that you visited. | 23 | Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use ojdp.ojp.gov as your primary resource for information about OJJDP? |
| | | 10 | Look and Feel - Readability Please rate the legibility of the pages that you visited. | | |
| | | 11 | Navigation (1=Poor, 10=Excellent, Don't Know) Please rate the ease of finding what you were looking for. | | |
| | | 12 | Navigation - Layout Please rate the page layout on displaying content and links where you could find them. | | |
| | | 13 | Navigation - Links Please rate the links on taking you where you needed to go. | | |
| | | 14 | Site Information - Relevance Please rate the relevance to your interests of the information that you found. | | |
| | | 15 | Site Information - Thoroughness Please rate the thoroughness of the information that you found. | | |
| | | 16 | Site Information - Readability Please rate the readability 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 |
|-------------|-------------------------------------|-----------|---|--|----------------------|---------------------------------------|--------------|-------------------------------|------------------------------------|----------------------------|
| SBD8884Q001 | primary_reason_govt | | What is your primary reason for visiting the site today? | Find information regarding this organization | | find_organization_info | Y | Radio button, one-up vertical | Skip Logic Group* Randomize | Primary Reason |
| | | | | Read news, including JUVJUST, OJJDP News @ a Glance, blogs or press releases | | read_news | | | | |
| | | | | Do research | | do_research | | | | |
| | | | | Find points of contact | | find_contact_info | | | | |
| | | | | Provide feedback | | provide_feedback | | | | |
| | | | | Access a training video or previously held webinar | | watch_video | | | | |
| | | | | Find employment opportunities | | find_employment | | | | |
| | | | | Find facts or statistics | | find_data | | | | |
| | | | | Find funding opportunities | | find_funding_opportunities | | | | |
| | | | | Find information on events and conferences | | find_conference_info | | | | |
| | | | | Find legislation related to OJJDP | | find_policies_regulations | | | | |
| | | | | Learn about what state compliance activities | | | | | | |
| | | | | Learn about OJJDP programs | | | | | | |
| | | | | Find training or technical assistance | | | | | | |
| | | | Find topical information | | | | | | | |
| | | | Other (please specify) | A | other_please_specify | | | Anchor Answer Choice | | |
| SBD8884Q002 | primary_reason_other | A | Please specify the other reason for your visit. | | | | N | Text field, <100 char | Skip Logic Group* | Primary Reason - Other |
| SBD8884Q003 | accomplish | | Did you accomplish what you wanted to do today on this site? | Yes | | B | Y | Radio button, one-up vertical | Skip Logic Group* | Accomplish |
| | | | | No | | A | | | | |
| | | | | Partially | | A | | | | |
| SBD8884Q004 | 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 |
| SBD8884Q005 | | A | What will you do next? | Try another website or other resource | | | Y | Radio button, one-up vertical | | Do Next |
| | | | | Nothing, although I did not find what I was looking for | | | | | | |
| | | | | Other | | | | | | |
| SBD8884Q006 | accomplish_experience | B | Was the information easy to find? | Yes | | yes | Y | Radio button, one-up vertical | Skip Logic Group* | Accomplish Experience |
| | | | | No | | B1 no | | | | |
| SBD8884Q007 | not_easy_accomplish | B1 | Why was this information difficult to find? | | | | N | Text area, no char limit | Skip Logic Group* | Not Easy Accomplish |
| SBD8884Q008 | acquisition_source | | How were you referred to the site today? | An email from OJJDP, including JUVJUST | | client_email | Y | Radio button, one-up vertical | Skip Logic Group* Randomize | Acquisition Source |
| | | | | OJJDP social network post, tweet, video, etc. | | client_social_network | | | | |
| | | | | Non - OJJDP social network post, tweet, video, etc. | | nonclient_social_network | | | | |
| | | | | Obtained link from an OJJDP publication or mailing | | | | | | |
| | | | | Another government site | | other_government_site | | | | |
| | | | | Search engine results | | search_engine | | | | |
| | | | | Recommendation from someone I know | | personal_recommendation | | | | |
| | | | | Learned about the site at a conference or event | | | | | | |
| | | | | Other (please specify) | A | other_please_specify | | | | |
| | | | | I was not referred to the site by anything specific | | was_not_referred_by_anything_specific | | | | |
| SBD8884Q009 | acquisition_source_government_other | A | Please specify how else you were referred to the site. | | | | N | Text field, <100 char | Skip Logic Group* | Acquisition Source - Other |
| SBD8884Q010 | visit_frequency | | How often do you visit this site? | This is my first visit | | first_visit | Y | Drop down, select one | | Visit Frequency |
| | | | | Once every 6 months or less often | | six_months | | | | |
| | | | | Once every few months | | few_months | | | | |
| | | | | Monthly | | monthly | | | | |
| | | | | Weekly | | weekly | | | | |
| | | | | Daily or more often | | daily | | | | |
| | | | | | | | | | | |
| SBD8884Q011 | | | Do you subscribe to JUVJUST or to OJJDP News @ a Glance? | I only subscribe to JUVJUST | | | Y | Radio button, one-up vertical | Skip Logic Group* | Subscribe |
| | | | | I subscribe only to OJJDP News @ a Glance | | | | | | |
| | | | | I subscribe to both JUVJUST and OJJDP News @ a Glance | | | | | | |
| | | | | No, but I plan to subscribe to at least one of these options in the future | | | | | | |
| | | | | No, I am not interested in subscribing | A | | | | | |
| SBD8884Q012 | | A | Why are you not interested in subscribing? | You send too many emails | | | Y | Radio button, one-up vertical | Skip Logic Group* | Why Not Subscribe |
| | | | | It is unclear how to sign up | | | | | | |
| | | | | I am not interested in receiving information from OJJDP | | | | | | |
| | | | | I would be interested in receiving a weekly recap of all announcements | | | | | | |
| | | | | I would be more interested in topical notifications | | | | | | |

| | | | | | | | | | |
|-------------|--|---|---|---|---|---|-------------------------------|--------------------|----------------------------|
| SBD8884Q013 | | | Did you use any search features on this site today? | Yes | A | Y | Radio button, one-up vertical | Skip Logic Group* | Search |
| | | | | No | | | | | |
| SBD8884Q014 | | A | Tell us about your experience with the site's search features today. (Please select the best description) | Search results were helpful | | Y | Radio button, one-up vertical | Skip Logic Group* | Search Experience |
| | | | | Results were not relevant/not what I wanted | | | | | |
| | | | | Too many results/I needed to refine my search | | | | | |
| | | | | Not enough results | | | | | |
| | | | | Returned NO results | | | | | |
| | | | | I experienced a different search issue (please explain) | B | | | | |
| SBD8884Q015 | | B | Please describe the other search issue you experienced. | | | N | Text area, no char limit | Skip Logic Group* | Search Experience Other |
| SBD8884Q016 | | | What is the primary method you first used to locate information on this site? | I clicked on Search at the top of the site pages | | Y | Radio button, one-up vertical | | Primary Method |
| | | | | I accessed links in the center of the home page | | | | | |
| | | | | I used the top navigation links to browse (Funding, News & Events, Research & Statistics, etc.) | | | | | |
| | | | | I used the Contact Us link at the top of the home page | | | | | |
| | | | | Already knew the area to land on or had specific page bookmarked | | | | | |
| | | | | Other | | | | | |
| SBD8884Q017 | | | How would you describe your navigation experience on this site today? (Please select all that apply) | Links often did not take me where I expected | | Y | Checkbox, one-up vertical | | Navigation |
| | | | | Had difficulty finding relevant information | | | | | |
| | | | | Links/labels are difficult to understand | | | | | |
| | | | | Too many links/navigational options to choose from | | | | | |
| | | | | Had technical difficulties (error messages, broken links, etc.) | | | | | |
| | | | | Could not navigate back to previous information | | | | | |
| | | | | I had a navigation difficulty not listed above | | | | | |
| | | | | I had no difficulty navigating/browsing on this site | | | | Mutually Exclusive | |
| SBD8884Q018 | | | In general, which of these topics best match your main topic(s) of interest? (Please select all that apply) | Bullying | | Y | Checkbox, one-up vertical | Skip Logic Group* | Topics |
| | | | | Child Protection (e.g., child abuse, etc.) | | | | | |
| | | | | Courts | | | | | |
| | | | | Delinquency Prevention | | | | | |
| | | | | Ethnic or race-specific programs and information | | | | | |
| | | | | Gangs | | | | | |
| | | | | Gender/gender specific programs | | | | | |
| | | | | Health including mental health or substance abuse | | | | | |
| | | | | Human Trafficking | | | | | |
| | | | | Internet Safety | | | | | |
| | | | | Juvenile Corrections and Detention | | | | | |
| | | | | Law Enforcement | | | | | |
| | | | | Mentoring | | | | | |
| | | | | Missing children | | | | | |
| | | | | Offenses/Offenders | | | | | |
| | | | | Public Safety or Crime Prevention | | | | | |
| | | | | Restorative Justice | | | | | |
| | | | | Risk and Protective Factors | | | | | |
| | | | | School Safety | | | | | |
| | | | | Statistics | | | | | |
| | | | | Tribal Youth | | | | | |
| | | | | Victims | | | | | |
| | | | | I was just browsing or was interested in very general information | | | | | |
| | | | | Other (please specify) | A | | | | |
| SBD8884Q019 | | A | Please specify your additional topic(s) of interest. | | | N | Text field, <100 char | Skip Logic Group* | Topics Other |
| SBD8884Q020 | | | Which category best describes your professional field? | Law Enforcement | | Y | Radio button, one-up vertical | | Professional Field |
| | | | | Corrections or Detention | | | | | |
| | | | | Courts/Judicial system | | | | | |
| | | | | Child Protection | | | | | |
| | | | | Delinquency Prevention | | | | | |
| | | | | Trainer | | | | | |
| | | | | Researcher | | | | | |
| | | | | Education | | | | | |
| | | | | Student | | | | | |
| | | | | Congressional | | | | | |
| | | | | Federal Government or Agency | | | | | |
| | | | | Community or faith-based organization associate | | | | | |
| | | | | Youth Service (e.g., mentoring organization) | | | | | |
| | | | | Media | | | | | |
| | | | | General public | | | | | |
| | | | | Other | | | | | |
| SBD8884Q021 | | | What best describes your organizational affiliation? | State government | | Y | Radio button, one-up vertical | | Organizational Affiliation |
| | | | | County government | | | | | |
| | | | | Municipal government | | | | | |
| | | | | Indian Tribal government | | | | | |

| | | | | | | | | | |
|-------------|---------|--|--|--|--|--|---|--------------------------|---------|
| | | | | Federal government or agency | | | | | |
| | | | | University/college/school faculty or staff | | | | | |
| | | | | Private sector | | | | | |
| | | | | Non-profit | | | | | |
| | | | | Student | | | | | |
| | | | | Media | | | | | |
| | | | | Other | | | | | |
| SBD8884Q022 | improve | | What else would you like to share with us to help improve your online experience with ojjdp.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 |