





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 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><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>If you would like to sign up to receive information from OJJDP, please visit the Subscribe section of our website.</p>	<p><b>Thank You Text - Tablet / Phone</b></p>
<p><b>Example Desktop</b></p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;"><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 style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>	<p><b>Example Mobile</b></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;"><a href="#">ForeSee</a> <a href="#">ForeSee Privacy Policy</a></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	<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 <b>level of confidence</b> in OJJDP.
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>
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	How likely are you to <b>return to ojdp.ojp.gov</b> in the future?
4 Recommend	<b>Recommend (NPS)</b> <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to <b>recommend ojdp.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	How likely are you to <b>recommend OJJDP</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 <b>use ojdp.ojp.gov</b> as your <b>primary resource</b> for information about OJJDP?
		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
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