

Model Instance Name:

FDIC Main V2

MID: Msgl0lh11sQAFFR1s5Fg==

Date: 5/6/2010

FDIC Main V2 MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the perception of accuracy of information on this site.	24 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	27 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	25 How well does this site meet your expectations ? (1= Falls Short, 10= Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	26 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	28 How likely are you to recommend this site to someone else ?
Functionality (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the usefulness of the features provided on this site.		29 How likely are you to use this site as your primary resource for gathering information about the FDIC or the banking industry?
5 Please rate the convenience of the features on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the variety of features on this site.		30 I can count on this agency to act in my best interests .
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 I consider this agency to be trustworthy .
7 Please rate the visual appeal of this site.		32 This agency can be trusted to do what is right .
8 Please rate the balance of graphics and text on this site.		
9 Please rate the readability of the pages on this site.		
Navigation (1=Poor, 10=Excellent, Don't Know)		
10 Please rate how well the site is organized .		
11 Please rate the options available for navigating this site.		
12 Please rate how well the site layout helps you find what you are looking for .		
13 Please rate the number of clicks to get where you want on this site.		
Online Transparency (1=Poor, 10=Excellent, Don't Know)		
14 Please rate how thoroughly this website discloses information about what this agency is doing.		
15 Please rate how quickly agency information is made available on this website.		
16 Please rate how well information about this agency's actions can be accessed by the public on this website.		
Search (1=Poor, 10=Excellent, Don't Know)		
17 Please rate the relevance of search results on this site.		
18 Please rate the organization of search results on this site.		
19 Please rate how well the search results help you decide what to select .		
20 Please rate how well the search feature helps you to narrow the results to find what you want.		



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~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING
 violet (**bold**): SKIP-LOGIC

FDIC Main V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer IDs (DOT ONLY)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
EDO02686		How frequently do you visit this site?		First time Daily Weekly Several times a month About once a month Quarterly A few times a year or less		Drop down, select on	Single	y
EDO02688		Which of these best describes you?	EDO02688A015 EDO02688A016 EDO02688A017 EDO02688A018	Analyst/Researcher Asset Buyer/Investor Banker Bank Regulator/Government Employee Bank Customer/Consumer/Depositor Lawyer Student Other	A	Drop down, select on	Single	y
EDO02689	A	If answered "Other" above, what other role best describes you? (<i>Please specify</i>)				Text area, no char limit		n
EDO02690		What is your primary reason for visiting the site today?		Get current FDIC news, announcements & alerts Learn about FDIC Review banking laws & regulations Get information on deposit insurance Research and analysis Find financial product information Find information about financial institutions Review upcoming conferences & events Learn about careers with FDIC Learn how FDIC examines banks	B	Drop down, select one	Single	y

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				Review enforcement decisions and orders Find guidelines, forms or instructions Learn about real estate and asset sales Use consumer assistance Review consumer & community affairs Find information about failed banks Other	A			
EDO02691	B	What specific information about financial institutions were you looking for?				Text field, <100 char		N
EDO02692	A	What is your other primary reason for visiting? (Please specify)				Text area, no char limit		n
EDO02693		How did you look for information on/navigate the site today? (Please select all that apply.)	EDO02693A001 EDO02693A010 EDO02693A003 EDO02693A004 EDO02693A011 EDO02693A005 EDO02693A006 EDO02693A007 EDO02693A008 EDO02693A009 EDO02693A012	Used the SEARCH function Top Navigation Bar Links within the page Use Quick Links by User Use the 'Need Help Finding Information' feature Use the Contact Us link Use the HELP link Use the Site Map Send an email through the "Contact Us" email function Call the 1-800 number Other		Checkbox, one-up vertical	Multi	Y
EDO02694		Did you find the information that you were looking for today?		Yes No Partially	B B	Radio button, one-up vertical	Single	Y
EDO02695	B	Please tell us what specifically were you looking for?				Text area, no char limit		
ACQCol0006403		How would you describe your navigation experience on this site today? (Please select all that apply.)	ACQCol0006403A01 ACQCol0006403A02 ACQCol0006403A03 ACQCol0006403A04 ACQCol0006403A05 ACQCol0006403A06 ACQCol0006403A07 ACQCol0006403A08	I had no difficulty <i>navigating/browsing</i> on this site Links often did not take me where I expected Had difficulty finding relevant <i>information</i> 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:	B A	Checkbox, one-up vertical	Multi	Y
ACQCol0006404	A	Other navigation difficulty:						
ACQCol0006405	B	What specific links/labels were difficult to understand?						
ACQCol0006406		What specific ways can we improve your experience navigating/browsing on this site?				Text area, no char limit	Single	N
ACQCol0006390		Did you use the search feature during your visit today?	ACQCol0006390A01 ACQCol0006390A02 ACQCol0006390A03	Yes No Don't recall	A, B, C	Radio button, one-up vertical	Single	Y
ACQCol0006391	A	Did the search feature help you to locate what you were looking for today?	ACQCol0006391A01 ACQCol0006391A02 ACQCol0006391A03	Yes Partially No		Radio button, one-up vertical	Single	Y

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ACQCol0006392	B	If you could make one improvement to the search feature, which of the following would you make:	ACQCol0006392A01	Narrow results by a specific date	D	Radio button, one-up vertical	Single	Y
			ACQCol0006392A02	Sort results by the most popular to least popular				
			ACQCol0006392A03	Narrow by searching within the first set of results I receive				
			ACQCol0006392A04	Search by document type, pdf, .wav., etc.				
			ACQCol0006392A05	Other improvement suggestion:				
ACQCol0006393	D	Other search improvement suggestion:				Text area, no char limit	Single	Y
ACQCol0006394	C	How can we make the search feature more useful to you?				Text area, no char limit	Single	Y
EDO03719		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				Text area, no char limit		N
EDO02700		Do you use an RSS news reader ?		Yes No Not sure		Radio button, one-up vertical	Single	Y
EDO02701		What social media site do you use most often?		You Tube Twitter Facebook LinkedIn Other I don't use any		Drop down, select one	Single	Y
ACQCol0006395		Do you use a mobile device to access the Internet?	ACQCol0006395A01 ACQCol0006395A02	Yes No	A, B	Radio button, one-up vertical	Single	Y
ACQCol0006396	A	What type of mobile device do you use?	ACQCol0006396A01 ACQCol0006396A02 ACQCol0006396A08 ACQCol0006396A03 ACQCol0006396A04 ACQCol0006396A07	Android iPhone iPad Windows Mobile Blackberry Other, please specify	D	Drop down, select one	Single	Y
ACQCol0006397	D	Other mobile device				Text area, no char limit	Single	N
ACQCol0006418	B	Would you use a mobile device to access this website?	ACQCol0006418A01 ACQCol0006418A02	Yes No		Radio button, one-up vertical	Single	Y



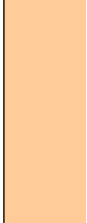
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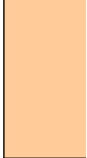
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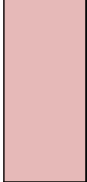
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