

Model Instance Name:
Financial Stability Survey
MID: I54d1Yop5IJs1NU4Q9wV5A==
Partitioned (Y/N)? Y
Date: 4/16/2012

			Financial Stability Survey		
		Model questions utilize	the ACSI methodology to determine scores and impacts		
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Online Transparency (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Online Transparency - Disclose	Please rate how <b>thoroughly</b> this office <b>discloses information</b> about what this office is doing.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return</b> to this site?
	Please rate your perception of how quickly information about this office is made available on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations?</b> (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
	Please rate how well information about this office's actions can be accessed by the public on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to <b>recommend</b> this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.			Primary Resource	How likely are you to use this site as your <b>primary resource</b> for obtaining information regarding the Troubled Asset Relief Program (TARP)?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.			Trust - Best Interests	I can count on this office to act in my best interests.
	Content (1=Poor, 10=Excellent, Don't Know)			Trust - Trustworthy	I consider this office to be <b>trustworthy</b> .
	Please rate the depth of information on this site.		<u>.</u>	Trust - Do Right	This office can be trusted to <b>do what is right</b> .
	Please rate the quality of information on this site.				
	Please rate the freshness of content on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)		· ·		
	Please rate how well the site is organized.				
	Please rate the options available for navigating this site.				
3	Please rate how well the site layout helps you find what you are looking for.  Please rate the number of clicks to get where you want on this site.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
	Please rate the clarity of the wording on this site.				
	Please rate how well you understand the wording on this site.				
	Please rate this site on its use of short, clear sentences.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				l

red & stri underline pink: ADI blue + -->

Date: 4/13/2012

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic	Outside Tout	Answer Choices	Chin
Group ID) MCW0421	Label	Question Text How often do you visit this site?	(limited to 50 characters)	Skip
VICVV0421		now often do you visit this site?	This is my first time  Daily	+
			About once a week	-
			About once a month	
			Every few months	-
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor	
VICVV0422		in what <b>capacity</b> are you visiting this site?	Academia /Student	-
			General public	-
			Banker or financial institution	+
			Congress	-
			Government oversight body	+
			Government Agency (not oversight)	+
			Press or media	+
			Other	+
/CW0423		Which costion of the Financial Stability site did you primarily visit	About TARP	
/ICVV0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?		+
		today :	TARP Programs	-
			Bank Programs	-
			Credit Market Programs	-
			Housing Programs	4
			Auto Industry	-
			American International Group (AIG)	4
			Reports	4
			Briefing Room/Newsroom	4
			About Financial Stability	4
			Doing Business with Financial Stability/Procurement	4
			Contact Us	4
			Executive Compensation	
/ICW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds	4
			Check on the status of TARP investments	_
			Learn more about TARP or the financial stability plan	4
			Contact someone at Treasury	_
			Get help with my mortgage	4
			Do business with OFS	_
			Learn more about the TARP funded programs	_
			Learn what OFS does	4
			Review the contracts awarded with TARP funds	_
			Read or write a story concerning TARP/financial stability	_
			Read press releases about TARP	_
			Find reports about TARP	_
			Get information on Executive Compensation restrictions	┥.
	_		Other	-
1CW0425	Α	Please specify your reason.		
1CW0426		Did you download any data?	Yes	_
			No	
			Not applicable	
1CW0427	Α	What <b>type of data</b> did you download?	Daily Report (TARP Daily)	
			Monthly Report (e.g. 105(a) Report to Congress, Dividends & Interest, TARP	
			Transactions, MHA Housing Report)	

Model Instance Name: Financial Stability Survey MID: I54d1Yop5lJs1NU4Q9wV5A==

red & stri underline pink: ADI blue + -->

Date: 4/13/2012

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic		Answer Choices	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip t
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)	
			Press Releases	
			Contracts	
			Graphs	
			FAQs	
			Other Resourses	
			Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for	
			No - I did not find what I was looking for	Α
			I don't know yet, because I'm still looking	Α
MCW0429	Α	Please tell us what you were trying to do or find.		
MCW0430		How did you primarily navigate the site today?	Left Navigation Bar	Α
			Right-hand Navigation Buttons	Α
			Links within the Page	Α
			Search	В
MCW0431	Α	How would you primarily describe your <b>navigation experience</b> on	Had no difficulty	
		the Financial Stability site today?	Too many links	
			Too few links	
			Links/labels are difficult to understand	
			Often could not determine the best link	
			Links did not take me where I expected	
			Could not get started or did not know where to begin	
			Had technical difficulties (e.g. broken links, error messages)	
			Navigated to general area but could not find specific content	
			Could not navigate back to previous information	_
			Other	
MCW0432	В	Please tell us about your <b>search experience</b> .	Search results were helpful	
	_	lisass to as assat year coars of septimens.	Too many results	
			Not enough results	_
			No results	
			Results were too similar/redundant	
			Results were not relevant	
			Not sure what words to use	_
			Required too many refinements	-
			Search speed was too slow	
			Other	_
MCW0433		What other information would you like to see added to the Financial		
viC4VU433		Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

ke-through: DELETE <u>vd & italicized</u>: RE-ORDER DITION

>: REWORDING

Towns (a shoot form line)	Single or	Required	0	001-6-1-
Type (select from list) Drop down, select one	Multi S	Y/N Y	Special Instructions	CQ Labels Visit Frequency
Drop down, select one	3	ľ		Visit Frequency
	_			
Drop down, select one	S	Y	Skip Logic Group	Role
Checkbox, one-up vertical	М	Y	Skip Logic Group	Section
, .				
Checkbox, one-up vertical	М	Y	Skip Logic Group	Primary Reason
Text area, no char limit	S	N Y	Ckin Logio Crous	Other reason
Drop down, select one	5	Y	Skip Logic Group	Download Data
Checkbox, one-up vertical	М	Y		Data type

ke-through: DELETE <u>vd & italicized</u>: RE-ORDER DITION

>: REWORDING

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Find Info
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement