



Model Instance Name:  
 CDFI Fund  
 MID: dkdw4BRR9QAgRwFwkvVsYg4C  
 Partitioned (Y/N)? Y  
 Date: 6/27/2013



**CDFI Fund**

*Model questions utilize the ACASI methodology to determine scores and impacts*

| MQ Label                            | ELEMENTS (drivers of satisfaction)   | CUSTOMER SATISFACTION  | MQ Label            | FUTURE BEHAVIORS   |
|-------------------------------------|--|--|---------------------|--|
|                                     | <b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>   | <b>Satisfaction</b>  |                     | <b>Return (1=Very Unlikely, 10=Very Likely)</b>  |
| 1 Site Information - Thoroughness   | Please rate the <b>thoroughness of information</b> provided on this site.  | 16 What is your <b>overall satisfaction</b> with this site?<br>(1=Very Dissatisfied, 10=Very Satisfied)      | 19 Return           | How likely are you to <b>return to this site</b> in the future?  |
| 2 Site Information - Understandable | Please rate how <b>understandable</b> this site's <b>information</b> is.   | 17 How well does this site <b>meet your expectations</b> ?<br>(1=Falls Short, 10=Exceeds)                    |                     | <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>   |
| 3 Site Information - Answers        | Please rate how well the site's <b>information provides answers to your questions</b> .                          | 18 How does this site <b>compare to your idea of an ideal website</b> ?<br>(1=Not Very Close, 10=Very Close) | 20 Recommend        | How likely are you to <b>recommend this site</b> to someone else?  |
|                                     | <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>   |  |                     | <b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>  |
| 4 Site Performance - Loading        | Please rate how <b>quickly pages load</b> on this site.  |  | 21 Primary Resource | How likely are you to use this site as your <b>primary resource for obtaining information from this agency</b> ? |
| 5 Site Performance - Consistency    | Please rate the <b>consistency of speed from page to page</b> on this site.                                      |  |                     | <b>Apply (1=Very Unlikely, 10=Very Likely)</b>   |
| 6 Site Performance - Errors         | Please rate the <b>ability to load pages without getting error messages</b> on this site.                        |  | 22 Apply            | How likely are you to <b>apply</b> to one of the CDFI Fund's programs after visiting this site?                  |
|                                     | <b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>  |  |                     |  |
| 7 Functionality - Usefulness        | Please rate the <b>usefulness of the website tools</b> (i.e. site index or search) <b>provided</b> on this site. |  |                     |  |
| 8 Functionality - Convenient        | Please rate the <b>convenient placement of the website tools</b> (i.e. site index or search) on this site.       |  |                     |  |
| 9 Functionality - Variety           | Please rate the <b>variety of website tools</b> (i.e. site index or search) on this site.                        |  |                     |  |
|                                     | <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>  |  |                     |  |
| 10 Look and Feel - Appeal           | Please rate the <b>visual appeal</b> of this site.   |  |                     |  |
| 11 Look and Feel - Balance          | Please rate the <b>balance of graphics and text</b> on this site.  |  |                     |  |
| 12 Look and Feel - Readability      | Please rate the <b>readability of the pages</b> on this site.  |  |                     |  |
|                                     | <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>   |  |                     |  |
| 13 Navigation - Organized           | Please rate how well the site is <b>organized</b> .  |  |                     |  |
| 14 Navigation - Options             | Please rate the <b>options available for navigating</b> this site.   |  |                     |  |
| 15 Navigation - Layout              | Please rate how well the site layout helps you find what you are looking for.                                    |  |                     |  |

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~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

CDFI Fund CUSTOM QUESTION LIST

| QID     | Skip Logic Label | Question Text  | AnswerIDs (DOT)  | Answer Choices (limited to 50 characters)   | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions |
|---------|------------------|--|--|---|---------|-------------------------|-----------------|--------------|----------------------|
| LNH5591 |                  | How frequently do you visit the CDFI Fund site?                          | LNH5591A01<br>LNH5591A02<br>LNH5591A03<br>LNH5591A04<br>LNH5591A05   | First time<br>Daily<br>weekly<br>Monthly<br>Every 2 months or less often  |         | Drop down, select one   | Single          | Y            |                      |
| LNH5592 |                  | Which one best describes your role in visiting the CDFI Fund site today? | LNH5592A01<br>LNH5592A02<br>LNH5592A03<br>LNH5592A04<br>LNH5592A05<br>LNH5592A06<br>LNH5592A07<br>LNH5592A08 | Program applicant or potential applicant<br>Program awardee<br>Certification applicant<br>Foundations or other CDFI Funder<br>Community development organization<br>Congressional staff<br>Researcher<br>General public |         | Drop down, select one   | Single          | Y            | Skip Logic Group*    |

| CQ Label<br>Frequency |
|-----------------------|
| Role                  |