

## Welcome and Thank You Text

### Welcome Text

Thank you for visiting **TreasuryDirect**. You have been randomly selected to take part in this survey that is being conducted by ForeSee Results on behalf of **TreasuryDirect**. Please take a minute or two to give us your opinions. The feedback you provide will help **TreasuryDirect** enhance its site and serve you better in the future. <p>**All results are strictly confidential.**</p>

### Thank You Text

Thank you for your time in completing this survey. Your input is very valuable and will be taken into consideration.

### Welcome Text - Alternate

### Thank You Text - Alternate



### Customer Satisfaction Survey

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank you for taking our survey - and for helping us serve you better.

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.

Cancel

Submit

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[ForeSee](#) [ForeSee Privacy Policy](#) [Survey Support](#)

Model Name	TreasuryDirect v2	<u>Red &amp; Strike-Through</u> : Delete <u>Underlined &amp; Italicized</u> : Re-order <u>Pink</u> : Addition <u>Blue</u> : Reword	
Model ID	1oA44ttsdkcINZIQtphxg4C		
Partitioned	Yes		
Date	11/25/2014		

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
1 Navigation - Organized	<p><b>Navigation (1=Poor, 10=Excellent, Don't Know)</b></p> <p>Please rate how well the site is organized.</p>	16 Satisfaction - Overall	<p><b>Satisfaction</b></p> <p>What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p>	19 Return	<p><b>Return (1=Very Unlikely, 10=Very Likely)</b></p> <p>How likely are you to <b>return to this site</b>?</p>
2 Navigation - Options	<p>Please rate the <b>options available for navigating</b> this site.</p>	17 Satisfaction - Expectations	<p>How well does this site <b>meet your expectations</b>? (1=Falls Short, 10=Exceeds)</p>		<p><b>Recommend (1=Very Unlikely, 10=Very Likely)</b></p>
3 Navigation - Layout	<p>Please rate how well the site layout helps you find what you need.</p> <p><b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b></p>	18 Satisfaction - Ideal	<p>How does this site <b>compare to your idea of an ideal website</b>? (1=Not Very Close, 10=Very Close)</p>	20 Recommend	<p>How likely are you to <b>recommend this agency to someone else</b>?</p> <p><b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b></p>
4 Site Performance - Loading	<p>Please rate how quickly pages load on this site.</p>			21 Primary Resource	<p>How likely are you to use this site as your <b>primary resource</b> for obtaining information from this organization?</p>
5 Site Performance - Completeness	<p>Please rate the <b>consistency of speed from page to page</b> on this site.</p>				
6 Site Performance - Completeness	<p>Please rate how <b>completely the page content loads</b> on this site.</p> <p><b>Site Information (1=Poor, 10=Excellent, Don't Know)</b></p>				
7 Site Information - Thoroughness	<p>Please rate the <b>thoroughness of information</b> provided on this site.</p>				
8 Site Information - Understandable	<p>Please rate how <b>understandable</b> this site's information is.</p>				
9 Site Information - Answers	<p>Please rate how well the site's <b>information provides answers to your questions</b>.</p> <p><b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b></p>				
10 Look and Feel - Appeal	<p>Please rate the <b>visual appeal</b> of this site.</p>				
11 Look and Feel - Balance	<p>Please rate the <b>balance of graphics and text</b> on this site.</p>				
12 Look and Feel - Readability	<p>Please rate the <b>readability of the pages</b> on this site.</p> <p><b>Information Browsing (1=Poor, 10=Excellent, Don't Know)</b></p>				
13 Information Browsing - Sort	<p>Please rate the ability to <b>sort information by criteria that are important to you</b> on this site.</p>				
14 Information Browsing - Narrow	<p>Please rate the ability to <b>narrow choices to find the information you are looking for</b> on this site.</p>				
15 Information Browsing - Features	<p>Please rate how well the <b>features on the site help you find the information you need</b>.</p>				

Model Name TreasuryDirect v2  
 Model ID 1oA44tIsdkcINZIQtphxg4C  
 Partitioned Yes  
 Date (1/2/2013)

Red & Strike-Through: Delete  
 Underlined & Italicized: Re-order  
 Pink: Addition  
 Blue: Reword



QID	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
LNH5573Q001		How <b>frequently</b> do you visit this site?	First time Daily About once a week About once a month Every 6 months or less		Y	Drop down, select one		Visit Frequency
LNH5573Q002		What best describes your <b>role</b> in visiting this site?	Individual saver/investor Bank or credit union representative Member of the press Financial planner Pension fund manager Hedge fund manager Broker Primary dealer Research analyst Other		Y	Drop down, select one		Role
LNH5573Q003		What is your <b>primary reason</b> for visiting the site today?	Perform research (i.e., gather information, savings bonds, value) Purchase a Treasury security Open a TreasuryDirect account for myself Assist someone else in opening a TreasuryDirect account Access my TreasuryDirect account Find info on exchanging paper savings bonds for electronic securities Browsing the site Other	B D,E D,E A	Y	Radio button, one-up vertical	Skip Logic Group	Reason
LNH5573Q004	A	Please specify other reason for visiting the site.			N	Text area, no char limit	Skip Logic Group	Other Reason
LNH5573Q005	B	Which of the following <b>best describes the topic</b> that you are researching on our site today?	Find ways to save for college or other goals Learn about Treasury securities Check rates Learn about TreasuryDirect Learn about T-bills, notes or TIPS View the auction calendar Learn about savings bonds Calculate the current value of savings bonds owned Learn how to exchange paper savings bonds for electronic securities How to cash in/redeem bonds National debt Other	C	N	Radio button, one-up vertical	Skip Logic Group	Topic
LNH5573Q006	C	Please specify other topic researched on the site.			N	Text area, no char limit	Skip Logic Group	Other topic
LNH5573Q007	D	Please tell us <b>how useful</b> are the user instructions within this application.	Very useful Somewhat useful Not very useful Not at all useful Don't know		N	Drop down, select one	Skip Logic Group	Account instructi
LNH5573Q008	E	<b>How easy</b> was it to utilize the account features and navigate through the steps?	Very easy Somewhat easy Somewhat difficult Very difficult Don't know		N	Drop down, select one	Skip Logic Group	Account features
LNH5573Q009		What <b>source</b> brought you to our site?	Search engine Another website/link		Y	Radio button, one-up vertical	Skip Logic Group	Source

			Media/news story Other government site Site bookmarked Referral from a friend/family/colleague/banker Brochure, flyer, poster, or other printed material Email from TreasuryDirect Bank/Financial Institution Other					
LNH5573Q010	A	Please specify other source.		A	N	Text area, no char limit	Skip Logic Group	Other source
LNH5573Q011		Did you <b>find</b> what you were looking for?	Yes No Partially	A	Y	Drop down, select one	Skip Logic Group	Find
LNH5573Q012	A	If you didn't find what you were looking for, please specify the information wanted.			N	Text area, no char limit	Skip Logic Group	Info not found
LNH5573Q013		What <b>method</b> are you using to locate the information?	Navigating through the Web pages Site Map Search feature Categories on the top navigation bar Categories on the left navigation bar Quick Links All of the above Other	X X Y X X X X,Y	Y	Drop down, select one	Skip Logic Group	Method
LNH5573Q014	Y	If you used the site's search feature today, which of the following describes your experience with the search feature?	Descriptions of results were helpful Descriptions of results were not helpful Returned too many results Returned not enough results Returned results that were too similar/redundant I was not sure what words to use in my search Search required too many refinements to get to what I wanted Results were not relevant to my search terms/needs Other		N	Drop down, select one	Skip Logic Group	Search difficulty
LNH5573Q015	X	What type of difficulty, if any, did you encounter with the navigation process?	Encountered no difficulties with the navigation Could not determine the best link on most pages Could not navigate back to previous information Would often feel lost, not know where I was Had difficulty finding related information Too many links or navigational choices Links did not take me where I expected Could not get started or did not know where to begin Had difficulty finding detailed information Had technical difficulties (e.g. broken links, error messages) Navigation did not support what I was trying to accomplish Navigated to the general area but could not find the specific information I needed Other		N	Drop down, select one	Skip Logic Group	Navigation difficulty
LNH5573Q016		What <b>other information</b> would you like to see on our site?	More information on Treasury securities/savings bonds More information on TreasuryDirect More information on values and interest rates Better instructions on using TreasuryDirect Better account instructions Other	B B A	Y	Radio button, one-up vertical	Skip Logic Group	Other info wanted
LNH5573Q017	A	Please specify other information.			N	Text area, no char limit	Skip Logic Group	Other info
LNH5573Q018	B	Please provide some specifics of how can we improve the instructions to make it easier for you to use the TreasuryDirect site.			N	Text area, no char limit	Skip Logic Group	Instructions
LNH5573Q019		If you could make <b>one improvement</b> to this site, what would it be?			N	Text area, no char limit		Improvement
LNH5573Q020		What is your <b>gender</b> ?	Female Male		N	Drop down, select one		Gender

LNH5573Q021		Which range best describes your <b>age</b> ?	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75-84 85 or older		N	Drop down, select one		Age
LNH5573Q022		Which of the following indicates the <b>highest level of education</b> you have completed?	Grade school or some high school High school graduate or GED Some college/vocational school College graduate Some postgraduate school Graduate/professional degree		N	Drop down, select one		Education



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