



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? (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> ? (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> ? (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.			

Model instance name:  
 CDFI Fund  
 MID: dkdw4BRR9QAgRwFwxVsYg4C  
 Date: 6/27/2013

~~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 LNH5591A02 LNH5591A03 LNH5591A04 LNH5591A05	First time Daily weekly Monthly 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 LNH5592A02 LNH5592A03 LNH5592A04 LNH5592A05 LNH5592A06 LNH5592A07 LNH5592A08	Program applicant or potential applicant Program awardee Certification applicant Foundations or other CDFI Funder Community development organization Congressional staff Researcher General public		Drop down, select one	Single	Y	Skip Logic Group*

CQ Label Frequency
Role