# Model Instance Name:

Model Instance Name: CDFI Fund MID: dkdw4BRR9QAgRwFwkxVsYg4C Date: 6/27/2013



# Welcome and Thank You Text

#### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

### Welcome Text

Thank you for visiting the **CDFI Fund** website. 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.

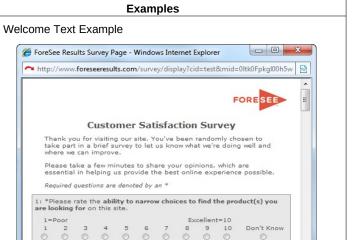
DEFAULT Thank You Text
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Thank you for taking our survey - and for helping us serve you better. We appreciate your input!

#### **ALTERNATE WEB Thank You Text**

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 publicaffairsoffice@cdfi.treas.gov.



# Thank You Text Example

	ootball Please Se	elect		
н	lockey Please Se	elect	•	
16: What size and style of jean we				
What size of jean were you shopping for today?	What style of shopping for t			
1	Boot cut			
© 3	Converse			
© 5	Flare			
Thank you for taking our surve Please note you will not recei	ive a response fro	m us based on you	ir 👘	
survey comments. If you we feedback, please visit the			ſ	
survey comments. If you we		n of our web site.		
survey comments. If you wo feedback, please visit the Cancel	Contact Us section	n of our web site.		
survey comments. If you wo feedback, please visit the Cancel	Contact Us section Subr 10 - all rights rese	n of our web site. nit		
survey comments. If you we feedback, please visit the Cancel Copyright 201	Contact Us section Subr 10 - all rights rese ivacy Policy Sur	n of our web site. nit rved vey Support		
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# **CDFI Fund**

	Model ques	tions utilize the ACSI methodology to determine scores and i	impacts	
MQ Label	ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Site Information (1=Poor, 10=Excellent, Don't Know)	Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Site Information - Thoroughness	Please rate the thoroughness of information provided on this site.	16 What is your overall satisfaction 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 understandable this site's information is.	17 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
	Please rate how well the site's information provides answers to your questions.	18 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	20 Recommend	How likely are you to recommend this site to someone else?
	Site Performance (1=Poor, 10=Excellent, Don't Know)			Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Site Performance - Loading	Please rate how quickly pages load on this site.		21 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining</b> information from this agency?
5 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.			Apply (1=Very Unlikely, 10=Very Likely)
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?
	Functionality (1=Poor, 10=Excellent, Don't Know)			
	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.			
	Look and Feel (1=Poor, 10=Excellent, Don't Know)			
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.			
	Navigation (1=Poor, 10=Excellent, Don't Know)			
13 Navigation - Organized	Please rate how well the site is organized.			
14 Navigation - Options	Please rate the options available for navigating this site.			
	Please rate how well the site layout helps you find what you are looking for.			

lodel insta DFI Fund IID: dkdw4 ate: 6/27/2	BRR9Q/	e: AgRwFwkxVsYg4C		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
NH5591		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	·
.NH5592		Which one best describes your <b>role</b> in visiting the CDFI Fund site today?	LNH5592A01 LNH5592A02 LNH5592A02 LNH5592A03 LNH5592A03 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*

