The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.
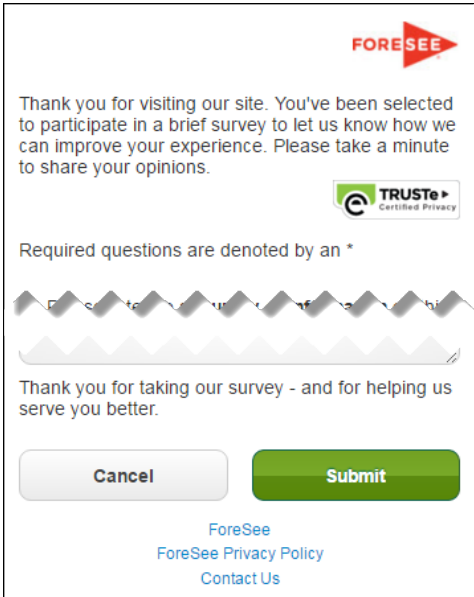
Welcome and Thank You Text

Welcome Text - Tablet / Phone

Thank you for visiting this 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.

Thank You Text - Tablet / Phone

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

Example Mobile

Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.

TRUSTe ▸
Certified Privacy

Required questions are denoted by an *

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

Cancel   Submit

ForeSee
ForeSee Privacy Policy
Contact Us

Model Name	SEC IAPD Mobile 2017
Model ID	(MID)
Partitioned	Yes - 2MQ
Date	10/19/2017

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

FORESEE

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

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
			What is your **primary interest** in visiting this site today?			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
				Review the accuracy of the site					
				Check out the background of a firm					
				Check out the background of an investment professional				Randomize	
				Review aggregate data					
				Other	A				
		A	Please briefly describe your primary interest in visiting this site today:			N	Text area, no char limit	Skip Logic Group*	Primary Reason - Other
	Accomplish		Did the site help you **do what you wanted** to do today?	Yes		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
				No	A				
				Partially	A				
				I wasn't looking for anything in particular					
	OE_Accomplish	A	Please specify what you were trying to do:			N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
			Have you ever previously checked with a state or federal regulator regarding the background, registration, or license of a financial professional?	Yes		Y	Radio button, one-up vertical		Learning Behavior
				No					
			Did you **learn something** on this site that might impact your behavior in the future?	No		Y	Radio button, one-up vertical	Skip Logic Group*	Learning
				Yes	A				
				Maybe	A				
		A	Please specify what you learned:			N	Text area, no char limit	Skip Logic Group*	Learned
			How did you **learn about** this site?	Search engine (Google, Bing, etc.)		Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source
				Referred by SEC.gov					
				Referred by Investor.gov	B				
				Referred by FINRA BrokerCheck					
				In-person event/conference	C			Randomize	
				Social media (Twitter, Facebook, etc.)					
				News source (magazine/newspaper/radio/television)					
				Referred by a friend or family member					
				Prior visit					
				Other	A				
		A	Please specify how you learned about this site:			N	Text area, no char limit	Skip Logic Group*	OE-Found
		B	Which Investor.gov page did you visit most recently?	Homepage		Y	Radio button, one-up vertical	Skip Logic Group*	Investor.gov Page
				Compound Interest Calculator page					
				Other Investor.gov page (including alerts and bulletins)					
		C	Please describe the event/conference you attended:			N	Text area, no char limit	Skip Logic Group*	OE-Event Attended
	Role		Which category **best describes you?**	Individual Investor		Y	Radio button, one-up vertical	Skip Logic Group*	Role
				Financial Advisor or Investment/Securities Professional					
				Student					
				Teacher/Academic					
				Attorney					
				Consultant					
				Securities Regulator					
				Other	A				
		A	Please briefly describe your role:			N	Text field, <100 char	Skip Logic Group*	Other role
	Visit Frequency		How often do you visit this site?	This is my first visit		Y	Radio button, one-up vertical		Visit Frequency
				Once every 6 months or less often					
				Once every few months					

			Monthly					
			Weekly					
			Daily or more often					
Location		From what location were you accessing this site?	At home		Y	Radio button, one-up vertical	Skip Logic Group*	Location
			At work					
			In transit					
			Investor event					
			Financial professional office					
			Other	A				
	A	From what other location were you accessing this site?			N	Text field, <100 char	Skip Logic Group*	Location Other
		What is your preferred way to get information from this site?			Y	Radio button, one-up vertical		Channel Preference
			Via my desktop/laptop					
			Via my tablet					
			Via my phone					
			No preference					
OE_Improve Experience		If you could make one **change/improvement** to this website, what would it be?			N	Text area, no char limit		Improve