



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 SEC.gov. 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. Can we email or text you later, a brief customer satisfaction survey to share your opinions, so we can improve your mobile experience?


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.



Required questions are denoted by an *

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

Cancel

Submit


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[Contact Us](#)

Model Name SEC.gov Mobile 2017
 Model ID
 Partitioned Yes - 2MQ
 Date 10/25/2016

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (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? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19	Return How likely are you to return to SEC.gov in the future?
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? <i>(1= Falls Short, 10=Exceeds)</i>		Recommend (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? <i>(1=Not Very Close, 10=Very Close)</i>	20	Recommend How likely are you to recommend SEC.gov 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 SEC.gov as your primary resource for obtaining information from this agency?
5	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				Trust (1=Not at all Trustworthy, 10=Very Trustworthy)
6	Site Performance - Completeness Please rate how completely the page content loads on this site.			22	Trust - Level Please rate your level of trust in SEC.
	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.				
	Information Browsing (1=Poor, 10=Excellent, Don't Know)				
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.				

Model Name	SEC.gov Mobile 2017	Red & Strike-Through : Delete	
Model ID	0	<u>Underlined & Italicized</u> : Re-order	
Partitioned	Yes - 2MQ	Pink: Addition	
Date	12/16/2016	Blue: Rework	

QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label	Comments
			What is your primary reason for visiting the site today?	Search EDGAR for company filings or other documents Research current regulations/rulings or SEC staff interpretations Review recent news, press releases, speeches Review or comment on proposed rules Learn about enforcement or litigation activity File or find required forms Learn about investing in general, including specific terms or topics Submit a tip, complaint or referral about a possible securities law violation Learn about the SEC in general or specific SEC Divisions or Offices Watch an SEC webcast Learn about careers/employment at the SEC International regulatory policy/enforcement or training assistance Other (Please specify.)		Y	Drop down, select one	Skip Logic Group* Randomize	Primary Reason	
		A	Please specify the other reason for your visit.			N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other	
	Accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish	
	OE_Accomplish	A	Please tell us why you were unable to accomplish your task today.			N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish	
		B	What will you do next?	Try again later Contact SEC by telephone Contact SEC via email Use the Online Feedback form Contact SEC through regular mail Try another website or other resource Nothing, although I did not find what I was looking for Other		Y	Radio button, one-up vertical	Skip Logic Group*	Do Next	
			How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar Search feature Clicked on links on the page (Spotlight, Latest News, Edgar button, etc.) Page bookmark or favorite link Site map Used the Fast Answers page Google or other search engine I did not use any features/tools on the site today I used a feature/tool not listed		Y	Radio button, one-up vertical	Skip Logic Group* Randomize Mutually Exclusive Anchor Answer Choice	Features Used	
		B	Did you use any of these search features while on the site today?	I used the EDGAR Company Filings search feature, but not other search features I used search on the SEC website, but not the EDGAR Company filings search I used both EDGAR and another SEC site search option I used search feature(s) while on the site, but I'm not sure of which type. No, I did not use any search tool features on the site		Y	Radio button, one-up vertical	Skip Logic Group*	Search Usage	
		B1	Please tell us about your experience with the site's search features today. (Please select all that apply)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue I had no difficulty with search / results were helpful		Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience	
			How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site		Y	Checkbox, one-up vertical	Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience	
	Acquisition Source		How were you referred to the site today?	Familiarity with the SEC or the website Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine mention Link from another government website Bookmark to SEC.gov or specific page Email(s) from the SEC SEC posting on Twitter SEC posting on Facebook Internet blogs or discussion forums Message directly from the SEC on a social network		Y	Radio button, one-up vertical	Randomize	Acquisition Source	

			Message or recommendation from a friend on a social network YouTube video Other I was not referred to the site by anything specific				Anchor Answer Choice Anchor Answer Choice	
	Role		What is your primary role in visiting the site today? Financial Analyst Lawyer Paralegal Accountant Private Investor Institutional Investor Regulated Entity or Associated Person Researcher / Academia General Public Issuer Filing Agent SEC Employee Student Other Securities Regulator Media Federal Employee (non-SEC) Consultant Other (Please specify)		Y	Radio button, one-up vertical	Skip Logic Group*	Role
		A	Please briefly describe your role.		N	Text field, <100 char	Skip Logic Group*	Role - Other
	Visit Frequency		How often do you visit this site? This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often		Y	Radio button, one-up vertical		Visit Frequency
	OE_ Improve Experience		What else would you like to share with us to help improve your online experience with SEC.gov?		N	Text area, no char limit		Improve