



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

#### Thank You Text - Tablet / Phone

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

### Example Mobile

The example mobile screen displays the FORESEE logo at the top right. Below it is the welcome text: "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." A TRUSTe Certified Privacy logo is positioned below the text. A note states "Required questions are denoted by an \*". A decorative zigzag line separates the text from the thank you message: "Thank you for taking our survey - and for helping us serve you better." At the bottom, there are two buttons: a grey "Cancel" button and a green "Submit" button. Below the buttons are three links: "ForeSee", "ForeSee Privacy Policy", and "Contact Us".

Model Name SEC Investor.gov  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 10/19/2017

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



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Recommend Site (1=Very Unlikely, 10=Very Likely)</b>
1 Site Performance - Speed	Please rate the <b>speed</b> that pages and content loaded for you.	16 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this mobile site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	19 Recommend	How likely are you to <b>recommend this mobile site</b> to someone else?
2 Site Performance - Completeness	Please rate the consistency of <b>complete loading</b> of pages and content.	17 Satisfaction - Expectations	How well does this mobile site <b>meet your expectations</b> ? <i>(1= Falls Short, 10=Exceeds)</i>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
3 Site Performance - Responsiveness	Please rate the <b>responsiveness</b> of the pages to your actions.	18 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal mobile site</b> ? <i>(1=Not Very Close, 10=Very Close)</i>	20 Return	How likely are you to <b>return to this mobile site</b> in the future?
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>			21 Seek More Information	<b>Seek More Information (1=Very Unlikely, 10=Very Likely)</b>
4 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of the pages that you visited.				How likely are you to <b>seek out more information</b> about investment professionals and potential investments as a result of visiting this mobile site?
5 Look and Feel - Spacing	Please rate the <b>spacing</b> between items on the pages that you visited.				
6 Look and Feel - Readability	Please rate the <b>legibility</b> of the pages that you visited.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Ease	Please rate the <b>ease of finding</b> what you were looking for.				
8 Navigation - Layout	Please rate the <b>page layout</b> on displaying content and links where you could find them.				
9 Navigation - Links	Please rate the <b>links</b> on taking you where you needed to go.				
	<b>Site Information (1=Poor, 10=Excellent, Don't Know)</b>				
10 Site Information - Relevance	Please rate the <b>relevance</b> to your interests of the information that you found.				
11 Site Information - Thoroughness	Please rate the <b>thoroughness</b> of the information that you found.				
12 Site Information - Readability	Please rate the <b>readability</b> of the information that you found.				

Model Name SEC Investor.gov  
 Model ID  
 Partitioned Yes - 2MQ  
 Date 3/22/2017

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



QID	QUESTION META TAG	Skip From	Question Text	Answer Choices	Skip To	Required Y/N	Type	Special Instructions	CQ Label
			What is your <b>primary interest</b> in visiting this site today?	Obtain basic or general information about investing Learn about investment scams or avoiding fraud Learn about fees for investment products and services Check out the background of an investment professional Use one of the investment calculators Other		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Primary Reason
		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 <b>do what you wanted</b> to do today?	Yes No Partially I wasn't looking for anything in particular		Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	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 checked with a state or federal regulator regarding the background, registration, or license of a financial professional?	Yes No		Y	Radio button, one-up vertical	Skip Logic Group*	Learning Behavior
		M	Will your findings impact your decision to work with a particular investment professional?				Text area, no char limit	Skip Logic Group*	Broker Learning
			Did you <b>learn something</b> on this site that might impact your behavior in the future?	Yes No Maybe		Y	Radio button, one-up vertical	Skip Logic Group*	Learning
		A	Please specify what you learned:			N	Text area, no char limit	Skip Logic Group*	Learned
			How did you <b>learn about</b> Investor.gov?	Search engine (Google, Bing, etc.) Referred by SEC.gov Referred by another website, other than SEC.gov In-person event/conference Social media (Twitter, Facebook, etc.) IRS tax refund insert News source (magazine/newspaper) Radio Television Referred by a friend or family member Prior visit Other		Y	Radio button, one-up vertical	Skip Logic Group*  Randomize  Anchor Answer Choice	Acquisition Source
		A	Please specify how you learned about Investor.gov:			N	Text area, no char limit	Skip Logic Group*	OE-Found
		C	Please describe the event/conference you attended:			N	Text area, no char limit	Skip Logic Group*	OE-Event Attended
	Role		Which category <b>best describes you</b> ?	Individual investor Financial advisor or Investment/Securities Professional Student Teacher/Academic Attorney Media/Press General public Other		Y	Radio button, one-up vertical	Skip Logic Group*	Role
		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 Once every 6 months or less often Once every few months		Y	Radio button, one-up vertical		Visit Frequency

			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?	Via my desktop/laptop		Y	Radio button, one-up vertical		Channel Preference
				Via my tablet					
				Via my phone					
				No preference					
	OE_Improve Experience		If you could make one <b>change/improvement</b> to this website, what would it be?			N	Text area, no char limit		Improve