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| --- | --- | --- | --- | --- | --- | --- |
| **Survey: CRC Mobile Informational** |  | |  | | |  |
| **IA#: 30681** |  | |  | | |  |
| **Date: 06/29/2020** | |  |  | | |  |
|  |  | | |  |  |
| **SURVEY TYPE:** | Mobile | | |  | |
|  |  | | |  |  |
| **Survey Q#** | **Type#** | | **Topic Type** | | |  |

1 Model Satisfaction – Overall

2 Model Satisfaction – Expectations

3 Model Satisfaction – Ideal

4 Model Site Performance - Speed

5 Model Site Performance - Completeness

6 Model Site Performance - Responsiveness

7 Model Look and Feel - Appeal

8 Model Look and Feel - Spacing

9 Model Look and Feel - Readability

10 Model Navigation - Ease

11 Model Navigation - Layout

12 Model Navigation - Links

13 Model Site Information - Relevance

14 Model Site Information - Thoroughness

15 Model Site Information - Readability

16 Model Brand Confidence

17 Model Return

18 Model Recommend Company

19 Custom Frequency

20 Custom Changes

21 Custom Easier to find info

22 Custom Clicks

23 Custom Content flow

24 Custom Search filters

25 Custom Search filters helpful

26 Custom Source

27 Custom Other source

28 Custom Role

29 Custom Other role

30 Custom Area\_new

31 Custom Reason

32 Custom Other reason

33 Custom Find info

34 Custom Info not found

35 Custom Do next

36 Custom Language

37 Custom Improvement

38 Custom Device Preference

39 Custom OE\_Device Preference

40 Custom OE\_Why Mobile

41 Custom OE\_Why Mobile Preference

41 Custom Where

42 Custom OE\_Where Else

43 Custom Use social media

44 Custom Platforms

45 Custom Other platform

46 Custom Resource