

Survey:SEC IAPD
 Mobile 2017
 IA#:
 Date:11/19/201
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SURVEY
TYPE:Customer
Satisfaction
Survey

Survey Q#	Type#	Topic Type
1	Standard	Look and Feel - Appeal of site
2	Standard	Balance of graphics and text on site
3	Standard	Readability of pages on site
4	Standard	How quickly pages load
5	Standard	Consistency of speed across pages
6	Standard	Completeness of page loading
7	Standard	Organization of the site
8	Standard	Options available for navigating
9	Standard	Site layout helps you find what you need
10	Standard	Ability to sort information
11	Standard	Ability to narrow choices
12	Standard	Site features help you find information
13	Standard	Thoroughness of information
14	Standard	Information is easy to understand
15	Standard	Information provides answers
16	Standard	Overall Satisfaction with the site
17	Standard	Does site meet your expectations
18	Standard	How does it compare to an ideal site
19	Standard	Are you likely to recommend this site
20	Standard	Are you likely to return
21	Standard	Are you likely to seek out more investment related information
22	Custom	Primary reason for visiting
23	Custom	Other reason for visiting
24	Custom	Did you accomplish your task
25	Custom	If not then why
26	Custom	Have you ever checked on a financial professional's license or background information
27	Custom	Did you learn anything?
28	Custom	If yes then why?
29	Custom	Referral source
30	Custom	Other referral source

31	Custom	Site most recently visited
32	Custom	Event attended (if that was the referral source
33	Custom	Role
34	Custom	Role other (if not listed)
35	Custom	Site visit frequency
36	Custom	Location when accessing the site
37	Custom	Other location (if not listed)
38	Custom	Preferred way to obtain information
39	Custom	Open ended "ways we can improve" question