#### **Questionnaire Management Guidelines**

#### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

#### **Questionnaire Resources:**

- 1 Questionnaire Design and Approval Process
- 2 <u>Question Grouping Rules</u>
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Model and Custom Question Checks\_SRA
- 5 Model and Custom Question Checks\_Team LeadManager
- 6 Model and Custom Question Checks\_DOT
- 7 Foreign Language Survey Instructions

Model Instance Name:
Financial Stability Survey
MID:

#### Welcome and Thank You Text



#### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Thank you for visiting the Office of Financial Stability. You've been randomly chosen to take part in a brief

Please take a few minutes to share your opinions, which are essential in helping us redesign the site to provide

Welcome Text

you the best online experience possible.

survey to let us know what we're doing well and where we can improve.

#### Examples

#### Welcome Text Example



#### Thank You Text Example

#### Football Please Select -Thank You Text Hockey Please Select -Thank you for taking our survey - and for helping the Office of Financial Stability serve you better. 16: What size and style of jean were you shopping for today? What size of jean were you What style of jean were you shopping for today? shopping for today? Please note you will not receive a response from us based on your survey comments. If you would like us to 0 1 Boot cut contact you about your feedback, please visit the Contact Us section of our website and make sure to include 3 Low rise your contact information. 6 5 Flare 07 Relaxed fit 9 Slim cut 11 13 Thank you for taking our survey - and for helping us serve you better. Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our web site. 'web site' has been corrected to now read 'website' in the text to the left Cancel Submit Copyright 2010 - all rights reserved ForeSee Results Privacy Policy Survey Support 😔 Internet | Protected Mode: On 🖓 🕶 🔍 100% 📼

# Model Instance Name: Financial Stability Survey MID: I54d1Yop5IJs1NU4Q9wV5A== Partitioned (Y/N)? Y Date: 4/16/2012





		Model questions utiliz	Financial Stability Survey e the ACSI methodology to determine scores and impacts		
	ELEMENTS (drivers of satisfaction)				FUTURE BEHAVIORS
MQ Label	,	MQ Label		MQ Label	
-	Online Transparency (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Online Transparency - Disclose	Please rate how thoroughly this office discloses information about what this company is doing.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to <b>return</b> to this site?
Online Transparency - Quick	Please rate your perception of how <b>quickly information about this office is made</b> available on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
Online Transparency - Access	Please rate how well information about this office's actions can be accessed by the public on this site.	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	Recommend	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.			Primary Resource	How likely are you to use this site as your <b>primary resource</b> for obtaining information regarding the Troubled Asset Relief Program (TARP)?
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
Look and Feel - Readability	Please rate the readability of the pages on this site.			Trust - Best Interests	I can count on this office to act in my best interests.
	Content (1=Poor, 10=Excellent, Don't Know)			Trust - Trustworthy	I consider this office to be trustworthy.
	Please rate your perception of the accuracy of information on this site.			Trust - Do Right	This office can be trusted to do what is right.
	Please rate the quality of information on this site.				
Content - Freshness	Please rate the freshness of content on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)	-			
	Please rate how well the site is organized.				
	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
Plain Language - Clear	Please rate the clarity of the wording on this site.				
Plain Language - Understandable	Please rate how well you understand the wording on this site.				
Plain Language - Concise	Please rate this site on its use of short, clear sentences.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how quickly pages load on this site.				
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
	Please rate the ability to load pages without getting error messages on this site.				

red & strike-through: DELETI underlined & italicized: RE-OI pink: ADDITION blue + -->: REWORDING

			FinancialStability.GOV CUSTOM QUESTION LIST		
QID	Skip Logic		Answer Choices		
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)
MCW0421		How <b>often</b> do you visit this site?	This is my first time	_	Drop down, select one
			Daily	_	
			About once a week	_	
			About once a month	_	
10110400		What is your role in visiting the site today 2	Every few months		Dran dawn - aalaat ana
MCW0422		What is your role in visiting the site today?	Realtor	в	Drop down, select one
			Academia /Student		
			General public	-	
			Banker or financial institution	-	
			Congress	-	
			Homeowner	-	
			Consultant/Advisor	-	
			Researcher		
			Attorney	1	
			Government oversight body		
			Government Agency (not oversight)	1	
			Press or media		
			Other	A	
_ON0029752	A	Please specify what your role is in visiting the site today.			Text area, no char limit
_ON0029753	В	Did you visit the Making Home Affordable website prior to coming to the	Yes		Drop down, select one
		Financial Stability site?	No	С	
_ON0029754	С	What <b>type of information</b> from the MHA site brought you over to Financial			Text area, no char limit
		Stability?			
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit today?	About TARP		Checkbox, one-up vertical
			TARP Programs		
			Housing Programs		
			Reports		
			Briefing Room/Newsroom		
			Doing Business with Financial Stability/Procurement		
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds		Checkbox, one-up vertical
			Check on the status of TARP investments		
			Learn more about TARP or the financial stability plan		
			Get help with my mortgage		
			Review the contracts awarded with TARP funds		
			Read press releases about TARP		
			Find reports about TARP		
			Get information on Executive Compensation restrictions		
			Other	A	
/CW0425	A	Please specify your other reason for visiting.			Text area, no char limit

			FinancialStability.GOV CUSTOM QUESTION LIST		
QID	Skip Logic Label		Answer Choices	Chin to	Tuna (aslast from lint
(Group ID)	Laber		(limited to 50 characters)	Skip to	Type (select from list
ICW0427		What type of information are you interested in on this site?	Daily TARP Update		Checkbox, one-up vertical
			Monthly Report (105(a) Report to Congress)		
			Dividends & Interest Report		
			TARP Transactions Report		
			MHA Housing Report		
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)		
			General TARP information	A	
			Contracts		
			Graphs		
			Other Resources	В	
AC0084125	A	What TARP information were you specifically interested in during your	Executive Compensation information		Text area, no char limi
AC0084124		What other resources were you specifically interested in during your visit?			Text area, no char limi
1CW0428		Did you find what you were looking for?	Yes - I found what I was looking for		Drop down, select one
			New Lefel wet final out-at Long Leefing for		
			No - I did not find what I was looking for I don't know yet, because I'm still looking	A	
1CW0429	A	Please tell us what you were trying to do or find.			Text area, no char limi
1CW0430		How did you primarily navigate the site today?	Left-hand Navigation Bar	A	Drop down, select one
					,
			Links within the Page	A	
1011/01/01	<u> </u>		Search	В	
1CW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty		Radio button, one-up vertical
			Layout/organization of the pages is not intuitive		
			Too much text or clutter on pages, hard to select appropriate content		
			Links/labels are not clear	A1	
			Links did not take me where I expected	A2	
			Encountered broken links	A3	
AC0084128	A1	Which links/labels were not clear?	Other	С	Text area, no char lim
AC0084127		Which links did not take you where you expected?			Text area, no char lim
AC0084126		Which links/labels were broken?			Text area, no char limi
.ON0029761	С	Please specify the <b>other navigation difficulty</b> you encountered.			Text area, no char limi
1CW0432	В	Please tell us about your <b>search experience</b> .	Search results were helpful		Radio button, one-up vertical
			Too many results		
			Not enough results		
			Results were not relevant		

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			FinancialStability.GOV CUSTOM QUESTION LIST		
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Other	D	
LON0029764	D	Please specify the other search difficulty you encountered.			Text area,no char limit
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?			Text area, no char limit
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?			Text area,no char limit

Singl e or Multi S	Req uire d Y/N	Special Instructions	CQ Labels /isit Frequenc
	r		
S	Y	Skip Logic Group	Role
	N		Other role
S	Y		Visited MHA
	N		Info from MHA
М	Y	Skip Logic Group	Section
Μ	Y	Skip Logic Group	Primary Reason
	N		Other reason

Singl e or Multi	d Y/N	Special Instructions	CQ Labels
М	Y		Data type
	Ν		TARP info
	Ν		Other
S	Y		Find Info
	N		Info not found
S	Y	kip Logic Grou	Method
S	Y	Skip Logic Group	Navigation
	Ν		Unclear links
	N		Links lead to
	N		Broken links
	N		Other nav difficulty
S	Y		Search

Singl e or Multi	d	Special Instructions	CQ Labels
	N		Other search diff
	N		Other Info
	N		Improvemen t

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic	Our officer Tout	Answer Choices	Chin t
(Group ID) MCW0421	Label	Question Text	(limited to 50 characters)	Skip t
VICVV0421		How often do you visit this site?	This is my first time	_
			Daily	_
			About once a week	-
			About once a month	_
			Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site? What is your role in	Home Owner or Realtor	В
		visiting the site today?	Academia /Student	_
			General public	_
			Banker or financial institution	_
			Congress	
			Homeowner	
			Consultant/Advisor	
			Researcher	
			Attorney	
			Government oversight body	
			Government Agency (not oversight)	
			Press or media	
			Other	A
ON0029752	Α	Please specify your <b>other role or capacity</b> you are visiting the site.		
ON0029753	В	Did you visit the Making Home Affordable website prior to coming	Yes	С
		to the Financial Stability site?	No	
ON0029754	С	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which section of the Financial Stability site did you primarily visit	About TARP	
			TARP Programs	-
			Housing Programs	-
			Reports	-
			Briefing Room/Newsroom	-
			Doing Business with Financial Stability/Procurement	_
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds	
1010 00424		what is your primary reason(s) for visiting the site today?	Check on the status of TARP investments	-
			Learn more about TARP or the financial stability plan	-
			Get help with my mortgage	-
				_
			Review the contracts awarded with TARP funds	_
			Read press releases about TARP	_
			Find reports about TARP	_
			Get information on Executive Compensation restrictions	
			Other	A
MCW0425	Α	Please specify your other reason for visiting.		
MCW0427			Daily TARP Update	_
			Monthly Report (105(a) Report to Congress)	
			Dividends & Interest Report	
			TARP Transactions Report	
			MHA Housing Report	
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)	
			General TARP information	A
			Contracts	



			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic		Answer Choices	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to
			Graphs	_
			Other Resources	В
			Executive Compensation information	
	Α	What TARP information were you specifically interested in during		
	В	What other resources were you specifically interested in during your		
MCW0428		Did you find what you were looking for?	Yes - I found what I was looking for	
			No - I did not find what I was looking for	A
			I don't know yet, because I'm still looking	A
MCW0429	Α	Please tell us what you were trying to do or find.		
MCW0430		How did you primarily navigate the site today?	Left-hand Navigation Bar	A
			Links within the Page	A
			Search	В
MCW0431	Α	How would you primarily describe your <b>navigation experience</b> on	Had no difficulty	
		the Financial Stability site today?	Layout/organization of the pages is not intuitive	
			Too much text or clutter on pages, hard to select appropriate content	
			Links/labels are <mark>are</mark> not clear	A1
			Links did not take me where I expected	A2
			Encountered broken links	A3
			Other	С
	A1	Which links/labels were not clear?		
	A2	Which links did not take you where you expected?		
	A3	Which links/labels were broken?		
LON0029761	С	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	В	Please tell us about your <b>search experience</b> .	Search results were helpful	
			Too many results	
			Not enough results	1
			Results were not relevant	1
			Other	D
LON0029764	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

	Single or	Required		
Type (select from list)	Multi	Ý/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Tout groot no ober limit		N		Other role
Text area, no char limit		IN		Other fole
Drop down, select one	S	Y		Visited MHA
Drop down, select one	5	ř		VISILEU MIHA
Text area, no char limit		N		Info from MHA
Text area, no char innit		IN		
Checkbox, one-up vertical	М	Y	Skip Logic Group	Section
Checkbox, one-up vertical	101		Skip Logic Oroup	Section
Checkbox, one-up vertical	М	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Checkbox, one-up vertical	М	Y		Data type

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Type (select from list)	Multi	17/1	Special Instructions	CQ Labels
Text area, no char limit		Ν		TARP info interest
Text area, no char limit		Ν		Other Resources interest
Drop down, select one	S	Y		Find Info
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y	Skip Logic Group	Navigation
···· · · · · · · · · · · · · · · · · ·				
Text area, no char limit		N		Unclear links
Text area, no char limit		N		Links lead to unexpected
Text area, no char limit		N		Broken links
Text area, no char limit		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		Ν		Other search diff
Text area, no char limit		Ν		Other Info
Test and a shear l' l'		NI		lana and and a second
Text area, no char limit		Ν		Improvement

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic Label	Oursetier Tout	Answer Choices	Chin to
(Group ID) MCW0421	Laper	Question Text	(limited to 50 characters)	Skip t
IVICVV0421		How often do you visit this site?	This is my first time	_
			Daily About once a week	_
			About once a month	_
				_
MCW0422		In what <b>capacity</b> are you visiting this site?	Every few months Home Owner or Realtor	В
101000422		In what <b>capacity</b> are you visiting this site?		- P
			Academia /Student	_
			General public	_
			Banker or financial institution	_
			Congress	_
			Government oversight body	_
			Government Agency (not oversight)	
			Press or media	-
			Other	A
ON0029752	Α	Please specify your other role or capacity you are visiting the site.		
ON0029753	В	Did you visit the Making Home Affordable website prior to coming	Yes	С
		to the Financial Stability site?	No	
ON0029754	С	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit	About TARP	
		today?	TARP Programs	_
			Housing Programs	_
			Reports	_
			Briefing Room/Newsroom	_
			Doing Business with Financial Stability/Procurement	_
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds	
MONO IZ I		what is your primary reason(s) for violaring the site today.	Check on the status of TARP investments	-
			Learn more about TARP or the financial stability plan	_
			Get help with my mortgage	-
			Review the contracts awarded with TARP funds	-
			Read press releases about TARP	-
			Find reports about TARP	-
			Get information on Executive Compensation restrictions	-
			Other	A
MCW0425	Α	Please specify your <b>other reason</b> for visiting.		
MCW0425 MCW0427	A	What type of information are you interested in on this site?	Daily TARP Update	
1110 110421		what type of mornation are you interested in on this site?	Monthly Report (105(a) Report to Congress)	-
			Dividends & Interest Report	_
			TARP Transactions Report	_
			MHA Housing Report	_
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)	-
			General TARP information	-
				4
			Contracts	
			Graphs	-
			Other Resources	4
			Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for	

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			No - I did not find what I was looking for	Ā
			I don't know yet, because I'm still looking	A
MCW0429	Α	Please tell us what you were trying to do or find.		
MCW0430		How did you primarily navigate the site today?	Left-hand Navigation Bar	A
			Links within the Page	A
			Search	В
MCW0431	Α	How would you primarily describe your <b>navigation experience</b> on	Had no difficulty	
		the Financial Stability site today?	Layout/organization of the pages is not intuitive	
			Too much text or clutter on pages, hard to select appropriate content	
			Links/labels are are not clear	
			Links did not take me where I expected	
			Encountered broken links	
			Other	С
LON0029761	С	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	В	Please tell us about your search experience.	Search results were helpful	
			Too many results	
			Not enough results	
			Results were not relevant	
			Other	D
LON0029764	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

	Single or	Required		
Type (select from list)	Multi S	Y/N Y	Special Instructions	CQ Labels
Drop down, select one	5	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Text area,no char limit		N		Other role
Drop down, select one	S	Y		Visited MHA
Text area, no char limit		N		Info from MHA
Checkbox, one-up vertical	М	Y	Skip Logic Group	Section
Checkbox, one-up vertical	Μ	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Checkbox, one-up vertical	Μ	Y		Data type
Drop down, select one	S	Y		Find Info

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Text area, no char limit		Ν		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		Ν		Other search diff
Text area, no char limit		Ν		Other Info
Text area, no char limit		Ν		Improvement

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic		Answer Choices	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip t
MCW0421		How often do you visit this site?	This is my first time	_
			Daily	
			About once a week	
			About once a month	
			Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor	В
			Academia /Student	
			General public	
			Banker or financial institution	
		Congress		
		Government oversight body		
			Government Agency (not oversight)	
			Press or media	
			Other	A
	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
	В	Did you visit the Making Home Affordable website prior to coming	Yes	С
		to the Financial Stability site?	No	
	С	What <b>type of information</b> from the MHA site brought you over to Financial Stability?		
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit	About TARP	
		today?	TARP Programs	
			Bank Programs	
			Credit Market Programs	
			Housing Programs	-
			Auto Industry	-
			American International Group (AIG)	-
			Reports	_
			Briefing Room/Newsroom	-
			About Financial Stability	-
			Doing Business with Financial Stability/Procurement	_
			Contact Us	_
			Executive Compensation	_
MCW0424		Milest is your primery respect (a) for visiting the site today?		
VICVV0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds	_
			Check on the status of TARP investments	_
			Learn more about TARP or the financial stability plan	_
			Contact someone at Treasury	_
			Get help with my mortgage	_
			Do business with OFS	
			Learn more about the TARP funded programs	
			Learn what OFS does	
			Review the contracts awarded with TARP funds	
			Read or write a story concerning TARP/financial stability	
			Read press releases about TARP	
			Find reports about TARP	
			Get information on Executive Compensation restrictions	
			Other	- A
MCW0425	А	Please specify your <b>other reason</b> for visiting.		<b></b>

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FinancialStability.GOV CUSTOM QUESTION LIST					
QID	Skip Logic		Answer Choices		
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	
MCW0426		<del>Did you <b>download</b> any data?</del>	Yes	A	
			No		
			Not applicable		
MCW0427		What type of information are you interested in on this site?	Daily TARP Update <del>Report (TARP Daily)</del>		
			Monthly Report (105(a) Report to Congress)		
			Dividends & Interest Report		
			TARP Transactions Report		
			MHA Housing Report	7	
		BREAK CURRENT SKIP LOGIC	Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)	-	
		PATTERN FOR THIS QUESTION,	General TARP information		
		MAKE IT ITS OWN.	Press Releases	-	
			Contracts	_	
			Graphs	-	
			FAQs	-	
			Other Resources	-	
			Executive Compensation information	-	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for		
1010 000420			No - I did not find what I was looking for	A	
			I don't know yet, because I'm still looking	Â	
	Α	Diseas tell us what you ware trying to do as find		<b></b>	
MCW0429 MCW0430	A	Please tell us what you were trying to do or find.	Left hand Nevigation Der	-	
WCVV0430		How did you primarily navigate the site today?	Left-hand Navigation Bar	_ A	
			Links within the Page	A	
MCW0431	A How would you primarily describe your <b>navigation experience</b> on	Search	B		
101000431	A .	the Financial Stability site today?	Had no difficulty	_	
		line Financial Stability Site today?	Too many links	_	
			Too few links	_	
			Layout/organization of the pages is not intuitive	_	
			Too much text or clutter on pages, hard to select appropriate content	_	
			Links/labels are difficult to understand-are not clear	_	
			Often could not determine the best link	_	
			Links did not take me where I expected	_	
			Could not get started or did not know where to begin	_	
			Encountered broken links	_	
			Navigated to general area but could not find specific content	_	
			Could not navigate back to previous information		
			Other	С	
	С	Please specify the <b>other navigation difficulty</b> you encountered.			
MCW0432	В	Please tell us about your <b>search experience</b> .	Search results were helpful	_	
			Too many results		
			Not enough results		
			No results		
			Results were too similar/redundant		
			Results were not relevant		
			Not sure what words to use		
			Required too many refinements		
			Search speed was too slow		
			Other	D	

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
	D	Please specify the <b>other search difficulty</b> you encountered.		
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Visit Frequency
		X		
Drop down, select one	S	Y	Skip Logic Group	Role
Text area, no char limit		N		Other role
Drop down, select one	S	Y		Visited MHA
Text area, no char limit		Y		Info from MHA
Checkbox, one-up vertical	М	Y	Skip Logic Group	Section
Checkbox, one-up vertical	М	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason

	Single or	Required	0	
Type (select from list) Drop down, select one	Multi <del>S</del>	Y/N ¥	Special Instructions Skip Logic Group	CQ Labels <del>Download Data</del>
Drop down, select one	3	+	Skip Logic Oroup	Download Data
Checkbox, one-up vertical	М	Y		Data type
Drop down, select one	S	Y		Find Info
Text area, no char limit		N		Info not found
Drop down, select one	S	Y	Skip Logic Group	Method
Radio button, one-up vertical	S	Y		Navigation
Text area, no char limit		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
,				

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

## Model Instance Name: Financial Stability Survey MID:



## Date: 5/4/2012

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic		Answer Choices	
Group ID)	Label	Question Text	(limited to 50 characters)	Skip
MCW0421		How <b>often</b> do you visit this site?	This is my first time	
			Daily	
			About once a week	
			About once a month	
			Every few months	
MCW0422		In what <b>capacity</b> are you visiting this site?	Home Owner or Realtor	
			Academia /Student	
		General public		
			Banker or financial institution	
		Congress		
	Government oversight body			
	Government Agency (not oversight)			
		Press or media		
			Other	
MCW0423		Which <b>section</b> of the Financial Stability site did you primarily visit	About TARP	
		today?	TARP Programs	
		Bank Programs		
			Credit Market Programs	
		Housing Programs		
		Auto Industry		
		American International Group (AIG)		
	Reports			
		Briefing Room/Newsroom		
			About Financial Stability	
			Doing Business with Financial Stability/Procurement	
			Contact Us	
			Executive Compensation	
MCW0424		What is your <b>primary reason(s)</b> for visiting the site today?	I want to know who received TARP funds	
			Check on the status of TARP investments	
			Learn more about TARP or the financial stability plan	
			Contact someone at Treasury	
			Get help with my mortgage	
			Do business with OFS	
			Learn more about the TARP funded programs	
			Learn what OFS does	
			Review the contracts awarded with TARP funds	
			Read or write a story concerning TARP/financial stability	
			Read press releases about TARP	
			Find reports about TARP	
			Get information on Executive Compensation restrictions	
			Other	A
ACW0425	A	Please specify your reason.		-
MCW0426		Did you <b>download</b> any data?	Yes	A
			No	
			Not applicable	
	A	What <b>type of data</b> did you download?	Daily Report (TARP Daily)	
MCW0427			Monthly Report (e.g. 105(a) Report to Congress, Dividends & Interest, TARP	

Model Instance Name: Financial Stability Survey MID:

## Date: 5/4/2012

			FinancialStability.GOV CUSTOM QUESTION LIST	
QID	Skip Logic		Answer Choices	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.)	
			Press Releases	
			Contracts	
			Graphs	
			FAQs	
			Other Resources	
			Executive Compensation information	
MCW0428		Did you <b>find</b> what you were looking for?	Yes - I found what I was looking for	
			No - I did not find what I was looking for	A
			I don't know yet, because I'm still looking	A
MCW0429	Α	Please tell us what you were trying to do or find.		
MCW0430		How did you primarily navigate the site today?	Left-hand Navigation Bar	A
			Right-hand Navigation Buttons	A
			Links within the Page	A
			Search	В
MCW0431	Α	How would you primarily describe your <b>navigation experience</b> on	Had no difficulty	
		the Financial Stability site today?	Too many links	
		Too few links		
			Links/labels are difficult to understand	
			Often could not determine the best link	
			Links did not take me where I expected	
			Could not get started or did not know where to begin	
			Had technical difficulties (e.g. broken links, error messages)	
			Navigated to general area but could not find specific content	-
			Could not navigate back to previous information	-
			Other	-
MCW0432	В	Please tell us about your search experience.	Search results were helpful	
	_	· · · · · · · · · · · · · · · · · · ·	Too many results	-
			Not enough results	-
			No results	-
			Results were too similar/redundant	
			Results were not relevant	
			Not sure what words to use	-
			Required too many refinements	-
			Search speed was too slow	-
			Other	-
MCW0433		What <b>other information</b> would you like to see added to the Financial Stability site?		
MCW0434		If you could identify <b>one improvement</b> to the website, what would that improvement be?		

	Single or	Required		
Type (select from list)	Multi	Ý/N	Special Instructions	CQ Labels
Drop down, select one	S	Y		Visit Frequency
Drop down, select one	S	Y	Skip Logic Group	Role
Checkbox, one-up vertical	М	Y	Skip Logic Group	Section
Checkbox, one-up vertical	М	Y	Skip Logic Group	Primary Reason
Text area, no char limit		N		Other reason
Drop down, select one	S	Y	Skip Logic Group	Download Data
Checkbox, one-up vertical	М	Y		Data type

Single or Multi	Required Y/N	Special Instructions	CQ Labels
S	Y		Find Info
	N		Info not found
S	Y	Skip Logic Group	Method
S	Y		Navigation
-			
S	Y		Search
Ū	·		000.011
	Ν		Other Info
	N		Improvement
		Multi     Y/N       S     Y       S     Y       S     Y       S     Y       S     Y	MultiY/NSpecial InstructionsImage: Solution of the second seco