

## 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 [Question Grouping Rules](#)
- 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](#)

## 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.

### Welcome Text

Thank you for visiting the **Office of Financial Stability**. 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 redesign the site to provide you the best online experience possible.

### Thank You Text

Thank you for taking our survey - and for helping the **Office of Financial Stability** 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 website and make sure to include your contact information.

'web site' has been corrected to now read 'website' in the text to the left

## Examples

### Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer  
http://www.foreseeresults.com/survey/display?cid=test&mid=01h0fpkg00h5w

**FORESEE**

**Customer Satisfaction Survey**

Thank you for visiting our site. 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.

Required questions are denoted by an \*

1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site.

1=Poor Excellent=10

1 2 3 4 5 6 7 8 9 10 Don't Know

### Thank You Text Example

Football Please Select

Hockey Please Select

16: What size and style of jean were you shopping for today?

What size of jean were you shopping for today? What style of jean were you shopping for today?

1  Boot cut

3  Low rise

5  Flare

7  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.

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



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



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 Financial Stability Survey  
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Date: 5/21/2013

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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	B         A
LON0029752	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
LON0029753	B	Did you visit the <b>Making Home Affordable website</b> prior to coming to the Financial Stability site?	Yes No	C
LON0029754	C	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 today?	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 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	A	Please specify your <b>other reason</b> for visiting.		
MCW0427		What <b>type of information are you interested in</b> on this site?	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 Contracts Graphs 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

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Date: 5/21/2013

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			I don't know yet, because I'm still looking	A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	Left-hand Navigation Bar	A
			Links within the Page	A
			Search	B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty	C
			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	
LON0029761	C	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful	D
			Too many results	
			Not enough results	
			Results were not relevant	
			Other	
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?		

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

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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		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

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FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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	B         A
LON0029752	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
LON0029753	B	<b>Did you visit the Making Home Affordable website</b> prior to coming to the Financial Stability site?	Yes No	C
LON0029754	C	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 today?	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 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	A	Please specify your <b>other reason</b> for visiting.		
MCW0427		What <b>type of information</b> are you interested in on this site?	Daily TARP Update <a href="#">Monthly Report (105(a) Report to Congress)</a> Dividends & Interest Report TARP Transactions Report MHA Housing Report Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) General TARP information Contracts Graphs 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

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FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			I don't know yet, because I'm still looking	A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	Left-hand Navigation Bar	A
			Links within the Page	A
			Search	B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty	C
			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	
LON0029761	C	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful	D
			Too many results	
			Not enough results	
			Results were not relevant	
			Other	
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?		

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

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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		N		Other nav difficulty
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other search diff
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement

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FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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	B          A
	A	Please specify your <b>other role or capacity</b> you are visiting the site.		
	B	Did you visit the Making Home Affordable website prior to coming to the Financial Stability site?	Yes No	C
	C	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 today?	About TARP TARP Programs <del>Bank Programs</del> <del>Credit Market Programs</del> Housing Programs <del>Auto Industry</del> <del>American International Group (AIG)</del> Reports Briefing Room/Newsroom <del>About Financial Stability</del> Doing Business with Financial Stability/Procurement <del>Contact Us</del> <del>Executive Compensation</del>	
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 <del>Contact someone at Treasury</del> Get help with my mortgage <del>Do business with OFS</del> <del>Learn more about the TARP funded programs</del> <del>Learn what OFS does</del> Review the contracts awarded with TARP funds <del>Read or write a story concerning TARP/financial stability</del> Read press releases about TARP Find reports about TARP Get information on Executive Compensation restrictions Other	A
MCW0425	A	Please specify your <b>other reason</b> for visiting.		
MCW0426		Did you <b>download</b> any data?	Yes	A

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Date: 5/14/2013

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			No Not applicable	
MCW0427		What <b>type of information</b> are you interested in on this site?  <div style="border: 1px solid black; padding: 5px; width: fit-content; margin: 10px auto;">BREAK CURRENT SKIP LOGIC PATTERN FOR THIS QUESTION, MAKE IT ITS OWN.</div>	Daily <a href="#">TARP Update Report (TARP-Daily)</a> Monthly Report (105(a) Report to Congress) <a href="#">Dividends &amp; Interest Report</a> <a href="#">TARP Transactions Report</a> <a href="#">MHA Housing Report</a> Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) <a href="#">General TARP information</a> <a href="#">Press Releases</a> Contracts Graphs <a href="#">FAQs</a> <a href="#">Other Resources</a> 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 I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	Left-hand Navigation Bar Links within the Page Search	A A B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty <a href="#">Too many links</a> <a href="#">Too few links</a> <a href="#">Layout/organization of the pages is not intuitive</a> <a href="#">Too much text or clutter on pages, hard to select appropriate content</a> <a href="#">Links/labels are difficult to understand are not clear</a> <a href="#">Often could not determine the best link</a> Links did not take me where I expected <a href="#">Could not get started or did not know where to begin</a> <a href="#">Encountered broken links</a> <a href="#">Navigated to general area but could not find specific content</a> <a href="#">Could not navigate back to previous information</a> Other	C
	C	Please specify the <b>other navigation difficulty</b> you encountered.		
MCW0432	B	Please tell us about your <b>search experience</b> .	Search results were helpful Too many results Not enough results <a href="#">No results</a> <a href="#">Results were too similar/redundant</a> Results were not relevant <a href="#">Not sure what words to use</a> <a href="#">Required too many refinements</a> <a href="#">Search speed was too slow</a> Other	D
	D	Please specify the <b>other search difficulty</b> you encountered.		

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FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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?		

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Drop down, select one	S	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		Y		Info from MHA
Checkbox, one-up vertical	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	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

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Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
Checkbox, one-up vertical	M	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
Text area, no char limit		N		Other search diff

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

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Date: 5/4/2012

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
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	
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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
MCW0425	A	Please specify your reason.		
MCW0426		Did you <b>download</b> any data?	Yes No Not applicable	A
MCW0427	A	What <b>type of data</b> did you download?	Daily Report (TARP Daily) Monthly Report (e.g. 105(a) Report to Congress, Dividends & Interest, TARP Transactions, MHA Housing Report)	

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Date: 5/4/2012

FinancialStability.GOV CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Other Reports (Retrospectives, Citizens Report, Agency Financial Report etc.) Press Releases Contracts Graphs FAQs <a href="#">Other Resources</a> 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 I don't know yet, because I'm still looking	A A
MCW0429	A	Please tell us what you were trying to do or find.		
MCW0430		How did you <b>primarily navigate</b> the site today?	<a href="#">Left-hand Navigation Bar</a> <a href="#">Right-hand Navigation Buttons</a> Links within the Page Search	A A A B
MCW0431	A	How would you primarily describe your <b>navigation experience</b> on the Financial Stability site today?	Had no difficulty 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	B	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	
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?		

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Type (select from list)	Single or Multi	Required Y/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	M	Y	Skip Logic Group	Section
Checkbox, one-up vertical	M	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	M	Y		Data type

~~ke-through~~: DELETE  
*d & italicized*: RE-ORDER  
 DITION  
 >: REWORDING

Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Labels
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
Radio button, one-up vertical	S	Y		Search
Text area, no char limit		N		Other Info
Text area, no char limit		N		Improvement