

We are conducting a web-based survey for the IRS to determine the effectiveness of its notices. The survey is voluntary and your identity will remain anonymous. The survey will only take about 20 minutes to complete. It involves reading and answering questions about two notices; there are XX pages in all.

What is your gender?

- Male
- Female

What is your age?

- 18–29
- 30–39
- 40–49
- 50–59
- 60+

What is your marital status?

- Married
- Single
- Divorced/Separated
- Widowed

Which of the following categories includes your annual household income?

- Under \$25,000
- \$25,000–\$34,999
- \$35,000–\$49,999
- \$50,000–\$75,000
- \$100,000–\$149,000
- \$150,000 or more
- Prefer not to say

Which of the following best describes your ethnicity?

- Caucasian
- African-America
- Hispanic
- Asian or Pacific Islander
- Prefer not to say

In which state is your primary residence?

(Please select)

We have a few preliminary questions to further determine your eligibility:

Are you at least 18–years–old?

Have you paid federal taxes in the past 5 years?

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-1432. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, Washington, DC 20224.

## Appendix 2

### **Questions for Notice Simplification Web-based survey. Focus Group Participants Questionnaire: CP89**

#### **Introduction to CP89**

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use the scroll bar on the right to scroll through each page.

If you find a section confusing or hard to understand, click on it with your mouse to indicate that it's confusing.

Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

"Do you want to mark anything as confusing or hard to understand? If so, you can return to any page and mark the document. Otherwise, you can continue to the questions."

*If the participant has marked items, an open-ended question will appear:*

You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If necessary, you can browse through the document at any point.

Why have you received this notice?

- (X) To review the payments I've made toward my installment agreement
- ( ) I'm late making my installment plan payment to the IRS
- ( ) I need to file an amended return for 2006
- ( ) I don't know

How much have you already paid on your installment agreement?

\$1,200.00

How much do you still need to pay the IRS?

\$10,128.42

How much are the penalty charges?

\$912.63

If you think you made a payment and it doesn't appear on this statement, what does the notice say you should you do:

- ( ) It doesn't suggest any actions
- (X) Call to review your payments
- ( ) Submit copies of your canceled checks
- ( ) Include a note with your next payment

Why does the payment from November appear twice?

- (X) Part of the payment went to pay for my 2005 tax debt, the rest went to my 2006 debt
- ( ) It's a mistake that I should contact the IRS about
- ( ) I made two \$100 payments that month
- ( ) I don't know

List the contact information available to contact the IRS for help with this notice:

1-800-829-8310 or [www.irs.gov](http://www.irs.gov)

*These questions will be timed. After answering these comprehension questions, the participant is taken to questions about perception of the document.*

+++++

## Perception questions

*Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.*

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward
- The notice explains the IRS's decisions and the reasoning behind them

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take
- The notice makes me feel like I can contact the IRS for help if I need it
- The notice provides factual information

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed

+++++

## Rating and behavioral questions

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

*After answering questions about both documents, the participant answers the following questions.*

Click on the document that provided a clearer explanation for what you needed to do.

What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

### **Appendix 3**

#### **Questions for Notice Simplification Web-based survey. Focus Group Participants Questionnaire: 3217**

##### **Introduction to 3217** *(this header is just for review purposes)*

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use as the scroll bar on the right to scroll through each page.

If you find a section confusing or hard to understand, click on it with your mouse to indicate that it's confusing.

Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

**"Do you want to mark anything as confusing or hard to understand? If so, you can go return to any page and mark the document. Otherwise, you can continue to the questions."**

*If the participant has marked items, an open-ended question will appear:*

**You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.**

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If necessary, you can browse through the document at any point.

Why have you received this notice?

- I applied for an installment agreement, and it was approved
- I need to file an amended return for 2006
- I made a mistake in adding up my taxes
- I don't know

How much will you pay each month?

\$114

How much will you pay for an initial set-up fee?

\$105

When does the IRS need to receive your first payment?

March 28, 2009

Name one place to go online to set up automatic payments.

[www.eftps.gov](http://www.eftps.gov)

[www.officialpayments.com](http://www.officialpayments.com)

[www.pay1040.com](http://www.pay1040.com)

If you don't pay, what will happen?

- The notice doesn't say
- You risk defaulting on your agreement
- You will be audited
- The IRS will immediately seize your property

What contact information is provided for you to get help with this notice?

1-800-829-8310 or [www.irs.gov](http://www.irs.gov)

*These questions will be timed. After answering these comprehension questions, the participant is taken to questions about perception of the document.*

+++++

## Perception questions

*Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.*

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take next
- The notice makes me feel like I can contact the IRS for help if I need it
- The notice provides me factual information

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed



**Rating and behavioral questions**

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

If you received this notice, what would you do? The more honest you can be about your response, the more it will help us create effective communications. Mark all that apply.

- Not open it immediately; wait a few days/weeks until I had the time to focus on it
- Contact an accountant for help
- Call the IRS
- Go to the IRS website (www.irs.gov) for help
- Find an IRS publication for an explanation
- Find an IRS tax clinic
- Pay in full
- Request an installment plan
- Not pay
- Wait to see if I receive another notice
- Other \_\_\_\_\_

*After finishing this section, the participant reads through the other notice and answers all the above questions.*

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*After answering questions about both documents, the participant answers the following questions.*

Click on the document that provided a clearer explanation for what you needed to do.

What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-1432. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, Washington, DC 20224.

## Appendix 4

### **Questions for Notice Simplification Web-based survey. Focus Group Participants Questionnaire: CP 8**

#### **Introduction to CP 8**

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use the scroll bar on the right to scroll through each page.

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Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

"Do you want to mark anything as confusing or hard to understand? If so, you can return to any page and mark the document. Otherwise, you can continue to the questions."

*If the participant has marked items, an open-ended question will appear:*

You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If you need to, you can browse through the document at any point.

Why have you received this notice?

- I may qualify for a tax credit
- I made a mistake in adding up my taxes
- I need to file an amended return for 2006
- I don't know

What three criteria must the child meet to qualify?

- The child was born on or after January 1, 1990
- The child was born in the US
- The child is your biological son or daughter
- The child is related to you
- The child is a citizen
- The child has no source of income

What action(s) does the notice instruct you to take? Mark all that apply:

- Fill out the worksheet
- Mail the worksheet and form if you qualify
- Redo your taxes (file an amended return) to claim the credit
- Submit paperwork to prove the amount of income you reported was correct

How would you get this credit in the future?

- Attach a completed Form 8812 to your return
- Wait for the IRS to mail me this notice, worksheet, and form
- The notice doesn't say

If you qualify, will you receive a refund check?

- Yes, it should arrive in 6–8 weeks
- No
- Maybe, it depends if I still owe taxes

What contact information is provided for you to get help with this notice?

1-800-829-8310 or [www.irs.gov](http://www.irs.gov)

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## Perception questions

*Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.*

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected from the IRS
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take next
- The notice makes me feel like I can contact the IRS for help if I need it

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed

## Rating and behavioral questions

*After finishing this section, the participant reads through the other notice and answers all of the above questions.*

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

If you received this notice, what would you do? The more honest you can be about your response, the more it will help us create effective communications. Mark all that apply.

- Not open it immediately, wait a few days/weeks until I had the time to focus on it
- Contact an accountant for help
- Call the IRS
- Go to the IRS website (www.irs.gov) for help
- Find an IRS publication for an explanation
- Find an IRS tax clinic
- Pay in full
- Request an installment plan
- Not pay
- Wait to see if I receive another notice
- Other \_\_\_\_\_

+++++

*After answering questions about both documents, the participant answers the following questions.*

Click on the document that provided a clearer explanation for what you needed to do.

What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

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## **Appendix 5**

### **Questions for Notice Simplification Web-based survey. Focus Group Participants Questionnaire: CP 49**

#### **Introduction to CP 49**

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use the scroll bar on the right to scroll through each page.

If you find a section confusing or hard to understand, click on it with your mouse to indicate that it's confusing.

Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

**“Do you want to mark anything as confusing or hard to understand? If so, you can return to any page and mark the document. Otherwise, you can continue to the questions.”**

*If the participant has marked items, an open-ended question will appear:*

**You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.**

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If necessary, you can browse through the document at any point.

Why have you received this notice?

- (X) An audit determined I owe additional taxes and must also pay penalties
- ( ) I made a mistake in adding up my taxes
- ( ) I'm late on my installment plan payment to the IRS
- ( ) I don't know

What's the total amount you need to pay the IRS? 2,683.03

What amount of interest is shown on the notice? \$2,683.03

If you agree with the amount due, what action does the notice instruct you to take?

- (X) Mail the response form with your payment
- ( ) Redo your taxes (file an amended return) for 2006
- ( ) Contact an accountant to help you
- ( ) Submit paperwork to prove the amount of income you reported was correct

If you don't agree with the amount due, which of these actions does the notice instruct you to take?

- ( ) It doesn't suggest any actions
- ( ) Mail the response form with your payment
- ( ) Request a Collection Due Process hearing
- (X) Mail the response form, an explanation of why you don't agree, as well as any supporting documents

If you can't pay the full amount, which of these actions does the notice suggest you to take?

- (X) Apply for an installment agreement
- ( ) Appeal in writing by sending a certified letter
- ( ) Pay the interest and penalties
- ( ) Request a Collection Due Process hearing

If you don't respond, what will happen?

- ( ) The notice doesn't say
- (X) You will receive a bill and owe additional interest and, possibly, penalties
- ( ) You risk defaulting on your agreement
- ( ) The IRS will immediately seize your property

What contact information is provided for you to get help with this notice?

Kenneth Stackhouse 1-866-897-0177

*After answering these comprehension questions, the participant is taken to questions about perception of the document.*

### **Perception questions**

*Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.*

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear
- The notice helps me understand the changes to my taxes

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward
- The notice explains the IRS's decisions and the reasoning behind them

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take next
- The notice makes me feel like I can contact the IRS for help if I need it
- The notice provides factual information to base my decision on

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed

+++++



**Rating and behavioral questions**

*After answering questions about both documents, the participant answers the following questions.*

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

If you received this notice, what would you do? The more honest you can be about your response, the more it will help us create effective communications. Mark all that apply.

- Not open it immediately, wait a few days/weeks until I had the time to focus on it
- Contact an accountant for help
- Call the IRS
- Go to the IRS website (www.irs.gov) for help
- Find an IRS publication for an explanation
- Find an IRS tax clinic
- Pay in full
- Request an installment plan
- Not pay
- Wait to see if I receive another notice
- Other \_\_\_\_\_

+++++

*After finishing this section, the participant reads through the other notice and answers all the above questions.*

Click on the document that provided a clearer explanation for what you needed to do.

What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

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**Appendix 6**

**Questions for Notice Simplification Web-based survey. Focus Group  
Participants Questionnaire: L-566**

**Introduction to L-566**

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use the scroll bar on the right to scroll through each page.

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Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

**“Do you want to mark anything as confusing or hard to understand? If so, you can return to any page and mark the document. Otherwise, you can continue to the questions.”**

*If the participant has marked items, an open-ended question will appear:*

**You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.**

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If necessary, you can browse through the document at any point.

Why have you received this notice?

- (X) I need to provide additional information to support the items I claimed on my tax return
- ( ) I made a mistake in adding up my taxes
- ( ) I'm late on my installment plan payment to the IRS
- ( ) I don't know

List the deductions being audited:

- Real estate taxes
- Personal property taxes
- Gifts to charity
- Job expenses and certain miscellaneous deductions
- Education credits

What action does the notice instruct you to take?

- ( ) The notice doesn't say
- (X) Mail the response form as well as any supporting documents
- ( ) Contact an accountant to help you
- ( ) Request a Collection Due Process hearing

If you don't respond, what will happen?

- ( ) The notice doesn't say
- (X) The IRS will send me an audit report showing the amount of additional taxes I owe
- ( ) You risk defaulting on your agreement
- ( ) The IRS will immediately seize your property

What contact information is provided for you to get help with this notice?

Kenneth Stackhouse 1-866-897-0177

*After answering these comprehension questions, the participant is taken to questions about perception of the document.*

## Perception questions

Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear
- The notice helps me understand the changes to my taxes

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward
- The notice explains the IRS's decisions and the reasoning behind them

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take next
- The notice makes me feel like I can contact the IRS for help if I need it
- The notice provides factual information to base my decision on

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed

+++++

**Rating and behavioral questions**

*After answering questions about both documents, the participant answers the following questions.*

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

If you received this notice, what would you do? The more honest you can be about your response, the more it will help us create effective communications. Mark all that apply.

- Not open it immediately, wait a few days/weeks until I had the time to focus on it
- Contact an accountant for help
- Call the IRS
- Go to the IRS website (www.irs.gov) for help
- Find an IRS publication for an explanation
- Find an IRS tax clinic
- Pay in full
- Request an installment plan
- Not pay
- Wait to see if I receive another notice
- Other \_\_\_\_\_

+++++

*After finishing this section, the participant reads through the other notice and answers all the above questions.*

Click on the document that provided a clearer explanation for what you needed to do.

What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

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## **Appendix 7**

### **Questions for Notice Simplification Web-based survey. Focus Group Participants Questionnaire: 3219**

#### **Introduction to 3219**

Read through the document; you must review all the pages. You can use the thumbnails and arrows at the top to go from page to page. Use the scroll bar on the right to scroll through each page.

If you find a section confusing or hard to understand, click on it with your mouse to indicate that it's confusing.

Once you've read all the pages, you'll be asked a series of questions about what you just read.

*The participant reads (and clicks) through all pages and is taken to a series of comprehension questions. The participant is able to go back and review the document at any time. If the participant doesn't use any dots before advancing to the comprehension questions, a reminder will pop up:*

**“Do you want to mark anything as confusing or hard to understand? If so, you can return to any page and mark the document. Otherwise, you can continue to the questions.”**

*If the participant has marked items, an open-ended question will appear:*

**You marked [X] sections as confusing or hard to understand. Describe what was most confusing to you.**

+++++

**Comprehension questions** *(this header is just for review purposes)*

Now that you've read through the document, please answer the following series of questions. If necessary, you can browse through the document at any point.

Why have you received this notice?

- (X) An audit determined I owe additional taxes and must also pay penalties
- ( ) I made a mistake in adding up my taxes
- ( ) I'm late on my installment plan payment to the IRS
- ( ) I don't know

What's the total amount you need to pay the IRS?

2,683.03

What amount of interest is shown on the notice?

\$2,683.03

If you agree with the amount due, what action does the notice instruct you to take?

- (X) Mail the response form with your payment
- ( ) Redo your taxes (file an amended return) for 2006
- ( ) Contact an accountant to help you
- ( ) Submit paperwork to prove the amount of income you reported was correct

If you don't agree with the amount due, which of these actions does the notice instruct you to take?

- ( ) It doesn't suggest any actions
- ( ) Mail the response form with your payment
- ( ) Request a Collection Due Process hearing
- (X) Mail the response form, an explanation of why you don't agree, as well as any supporting documents

If you can't pay the full amount, which of these actions does the notice suggest you to take?

- (X) Apply for an installment agreement
- ( ) Appeal in writing by sending a certified letter
- ( ) Pay the interest and penalties
- ( ) Request a Collection Due Process hearing

If you don't respond, what will happen?

- ( ) The notice doesn't say
- (X) You will receive a bill and owe additional interest and, possibly, penalties
- ( ) You risk defaulting on your agreement
- ( ) The IRS will immediately seize your property

What contact information is provided for you to get help with this notice?  
Kenneth Stackhouse 1-866-897-0177

*After answering these comprehension questions, the participant is taken to questions about perception of the document.*

### **Perception questions**

*Please tell us the extent to which you agree with the following statements, on a 10-point scale where 1 is completely disagree and 10 is completely agree.*

*Clarity (participant would not see these subheads, they are for review purposes only)*

- The notice is well organized
- It is easy for me to understand the content and wording in the notice
- The notice is visually clear
- The notice helps me understand the changes to my taxes

*Freshness*

- The tone of the notice is better than I expected
- The notice looks better than I expected
- The notice addresses my specific situation; it doesn't sound like a form letter

*Honesty*

- The notice is straightforward
- The notice explains the IRS's decisions and the reasoning behind them

*Usefulness*

- The typeface and type size are easy to read
- The notice helps me understand what actions I can take next
- The notice makes me feel like I can contact the IRS for help if I need it
- The notice provides factual information to base my decision on

*Inspiration*

- The notice makes me feel that the IRS wants me to be well informed

+++++



**Rating and behavioral questions**

*After answering questions about both documents, the participant answers the following questions.*

To what extent does the presentation and tone of the notice make you more likely to read the entire document?

If you received this notice, what would you do? The more honest you can be about your response, the more it will help us create effective communications. Mark all that apply.

- Not open it immediately, wait a few days/weeks until I had the time to focus on it
- Contact an accountant for help
- Call the IRS
- Go to the IRS website (www.irs.gov) for help
- Find an IRS publication for an explanation
- Find an IRS tax clinic
- Pay in full
- Request an installment plan
- Not pay
- Send in documentation
- File a petition with the US Tax Court
- Wait to see if I receive another notice
- Other \_\_\_\_\_

+++++

*After finishing this section, the participant reads through the other notice and answers all the above questions.*

Click on the document that provided a clearer explanation for what you needed to do.



What is it about this notice that made it clearer?

Is there any other information that was left out, but would have helped you respond? If so, please describe.

The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is 1545-1432. Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to the Internal Revenue Service, Tax Products Coordinating Committee, SE:W:CAR:MP:T:T:SP, 1111 Constitution Ave. NW, Washington, DC 20224.

## Appendix 8

### Sample Survey Invitations



**GLOBALTESTMARKET**

{first\_name} {last\_name} » Account # {id\_panelist} » MarketPoints: {MPOINTS\_CURRENT}

GlobalTestMarket is looking for your opinion.

***A new survey is available***

**Survey Number:** {CUSTOM.ID\_STUDY}

**MarketPoints for survey:** 5 -50

[Start Survey »](#)

You can also access the survey by copying the following URL into your browser:  
[{link}](#)

Best regards,  
GlobalTestMarket

GlobalTestMarket validates data by analyzing the quality of responses at several key points within the survey process. Additionally, there are automatic checks and alerts built into its systems that limit membership and check for multiple accounts upon redemption of awards. As a participant, you agree to abide by our [terms & conditions](#).

If for some reason you no longer wish to participate, please [click here](#) to log into your account. If you would like to contact us in regards to your account, please [click here](#).

GlobalTestMarket . 1100 112th Avenue NE . Suite 200 . Bellevue, WA 98004 . USA

MI (GLOBAL MARKET INSITE, INC.)  
[www.gmi-mr.com](http://www.gmi-mr.com) | [info@gmi-mr.com](mailto:info@gmi-mr.com)

IKT0708



A new profiling survey is available: **BASIC**.

Dear {first\_name},

Would you like to receive more market research surveys from GlobalTestMarket and earn bonus MarketPoints? [Complete our new profiling surveys](#) and you will not only receive more survey opportunities, but we will also pay you 10 MarketPoints each as a reward. Ten new profiling surveys are available, which means you can earn **100 MarketPoints** overall just by answering some basic questions.

**The benefits are clear:**

- 1. You automatically qualify
- 2. You receive 10 MarketPoints per survey, which means 100 MarketPoints overall
- 3. The more you complete, the more surveys you'll receive in the future (which means more MarketPoints!)

*The BASIC profile survey*

[Take the survey now »](#)

You can also access the survey by copying the following URL into your browser:  
[{link}](#)

**What is a profiling survey?**

Profiling surveys enable us to send you more surveys that directly pertain to your interests and lifestyle. By filling them out, you will qualify for more of the surveys you receive, which means less screen-outs and closed surveys and more opportunities to win MarketPoints. After all, how can we survey you about your next iPod purchase if no one knows you own one?

Best regards,

Gabriella McNabb  
The GlobalTestMarket team

We appreciate you being a valued member of GlobalTestMarket. If for some reason, you no longer wish to participate, [click here](#), login and follow the instructions to unsubscribe. If you would like to contact us with regards to your account, please [click here](#). [View our privacy policy](#).

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