

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](#)

Model Instance Name:

MakingHomeAffordable.gov
MID: QoYkchNgVIAh58pZc9905A==

Partitioned (Y/N)? Y

Date: 12/22/2011



MakingHomeAffordable.gov

Model questions utilize the ACSI methodology to determine scores and impacts

| ELEMENTS (drivers of satisfaction) | CUSTOMER SATISFACTION | FUTURE BEHAVIORS |
|---|--|--|
| Content (1=Poor, 10=Excellent, Don't Know) | Satisfaction | Return (1=Very Unlikely, 10=Very Likely) |
| 1 Please rate the accuracy of information on this site. | 20 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied) | 23 How likely are you to return to this site in the future? |
| 2 Please rate the quality of information on this site. | 21 How well does this site meet your expectations? (1= Falls Short, 10= Exceeds) | Recommend (1=Very Unlikely, 10=Very Likely) |
| 3 Please rate the freshness of content on this site. | 22 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close) | 24 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) |
| 4 Please rate the visual appeal of this site. | | 25 How likely are you to use this site as your primary resource to find information on government mortgage assistance? |
| 5 Please rate the balance of graphics and text on this site. | | Trust (1=Strongly Disagree, 10=Strongly Agree) |
| 6 Please rate the readability of the pages on this site. | | 26 I can count on this agency to act in my best interests. |
| Navigation (1=Poor, 10=Excellent, Don't Know) | | 27 I consider this agency to be trustworthy. |
| 7 Please rate how well the site is organized. | | 28 This agency can be trusted to do what is right. |
| 8 Please rate the options available for navigating this site. | | Apply (1=Very Unlikely, 10=Very Likely) |
| 9 Please rate how well the site layout helps you find what you are looking for. | | 29 How likely are you to apply for Home Affordable Assistance after visiting this site? |
| Search (1=Poor, 10=Excellent, Don't Know) | | |
| 10 Please rate the relevance of search results on this site. | | |
| 11 Please rate the organization of search results on this site. | | |
| 12 Please rate how well the search results help you decide what to select. | | |
| 13 Please rate how well the search feature helps you to narrow the results to find what you want. | | |
| Plain Language (1=Poor, 10=Excellent, Don't Know) | | |
| 14 Please rate the clarity of the wording on this site. | | |
| 15 Please rate how well you understand the wording on this site. | | |
| 16 Please rate this site on its use of short, clear sentences. | | |
| Site Performance (1=Poor, 10=Excellent, Don't Know) | | |
| 17 Please rate how quickly pages load on this site. | | |
| 18 Please rate the consistency of speed from page to page on this site. | | |
| 19 Please rate the ability to load pages without getting error messages on this site. | | |

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~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + ->: REWORDING

MakingHomeAffordable.gov CUSTOM QUESTION LIST

| QID | Skip Logic Label | Question Text | Answer Choices (limited to 50 characters) | Skip to | Type (select from list) | Single or Multi | Required Y/N | Special Instructions | CQ Label Frequency |
|---------|------------------|---|--|----------------------------|-------------------------------------|-----------------|--------------|----------------------|--------------------------|
| SAC6617 | | How frequently do you visit this site? | This is my first visit Daily Weekly Monthly Every few months or less often | | Drop down, select one | S | Y | | |
| SAC6618 | | What is your role in visiting the site today? | Homeowner Rental property homeowner Military/veteran homeowner Friend/family member of homeowner Real Estate professional Lender participating in the MHA program Housing Counseling or Community organization Other, please specify | A A A A C | Drop down, select one | S | Y | Skip Logic Group | Role |
| SAC6619 | A | Please indicate which of the following describes the current situation(s): | Behind on mortgage payments Owe more on home than it is worth Adjustable rate increased monthly payments to an unaffordable amount Received foreclosure notice from my bank Job loss Other, please specify | B | Radio button, one-up vertical | M | Y | | Situation |
| SAC6620 | B | Other situation: | | | Text field, <100 char | | N | | OE_Situation |
| SAC6621 | C | Other role: | | | Text field, <100 char | | N | | OE_Role |
| SAC6622 | | How did you find out/hear about Making Home Affordable.gov site? | Friend/relative Internet search engine Another website/link Media/news story Other source | | Drop down, select one | S | Y | | Find Site |
| SAC6623 | | What is the primary reason for your visit today? | Understand the program guidelines Find out if I'm eligible for an MHA program How to apply and what is needed Download the necessary forms to apply for a modification or other MHA Program Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Conduct additional research because my application was not approved Perform a Net Present Value (NPV) self evaluation To find out how to contact my servicer Watch the instructional videos Check upcoming MHA events in my area Inform homeowners in the community Read up on the recent news/Public Service Advertising campaigns Other, please specify | A B C D E | Radio button, one-up vertical | S | Y | Skip Logic Group | Reason |
| SAC6624 | A | What program are you looking for? | Lower your payments Lower your rates Get help if unemployed Get help with the second mortgage Get help with fallen home value Exit gracefully Other | Z Y X W V U | Drop down, select one | S | Y | | Program Category |
| SAC6625 | Z | Which specific Lower Your Payments Program are you looking for? | Home Affordable Modification Program (HAMP) Principal Reduction Alternative (PRA) Second Lien Modification Program (2MP) FHA Home Affordable Modification Program (FHA-HAMP) USDA's RHS Special Loan Servicing Veteran's Administration Home Affordable Modification (VA-HAMP) | | Radio button, one-up vertical | S | Y | | Payment Programs |
| SAC6626 | Y | Which specific Lower Your Rates Program are you looking for? | Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) | | Radio button, one-up vertical | S | Y | | Rate Programs |
| SAC6627 | X | Which specific Get Help If Unemployed Program are you looking for? | Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) | | Radio button, one-up vertical | S | Y | | Unemployment Programs |
| SAC6628 | W | Which specific Get Help With Second Mortgage Program are you looking for? | Second Lien Modification Program (2MP) Did not find a program that fit my needs | | Radio button, one-up vertical | S | Y | | Second Mortgage Programs |
| SAC6629 | V | Which specific Get Help With Fallen Home Value Program are you looking for? | Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Treasury/FHA Second Lien Program (FHA2LP) Principal Reduction Alternative (PRA) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) | | Radio button, one-up vertical | S | Y | | Home Value Programs |
| SAC6630 | U | Which specific Exit Gracefully Program are you looking for? | Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs | | Radio button, one-up vertical | S | Y | | Exit Programs |
| SAC6631 | B | How likely are you to call the 888-995-HOPE after your site visit today? | 1=Very unlikely 2 3 4 5 6 7 | | Radio button, scale, has don't know | S | Y | | Call Hotline |

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| | | | 8 9 10=Very likely Don't know | | | | | | |
| SAC6632 | C | How likely are you to report any misconduct or fraud from your lender via the Hope Hotline? | 1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know | | Radio button, scale, has don't know | S | Y | | Report Lender |
| SAC6633 | D | How likely are you to attend an MHA event after your site visit today? | 1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know | | Radio button, scale, has don't know | S | Y | | Attend MHA Event |
| SAC6634 | E | Other reason: | | | Text area, no char limit | | N | | OE Reason |
| SAC6635 | | After applying for a MHA program, were you successful in keeping your home/avoid foreclosure? | Yes No Not applicable | A,B | Drop down, select one | S | Y | | Successful |
| ACQhar0020946 | A | What program did you participate in that was not successful in keeping your home/avoiding foreclosure? | | | Text area, no char limit | | N | | Unsuccessful Program |
| ACQhar0020947 | B | Please specify any other factors that kept you from keeping your home/avoid foreclosure. | | | Text area, no char limit | | N | | Other factors for unsuccessfulness |
| SAC6636 | | What method did you use to find your information today? | By self navigating the site Internal site search feature Third-party search engine (i.e., Google, Yahoo, etc) Other | | Drop down, select one | S | Y | | Method |
| SAC6637 | | Did you find what you were looking for? | Yes Partially No, please specify | A | Drop down, select one | S | Y | Skip Logic Group | Find |
| SAC6638 | A | What information were you unable to find ? | | | Text area, no char limit | | N | | OE_Info Not Found |
| SAC6639 | | What improvement would you like to see made to this site to ease your site experience? | | | Text area, no char limit | | N | | Improvement |

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| SAC6623 | | What is the primary reason for your visit today? | Understand the program guidelines Find out if I'm eligible for an MHA program How to apply and what is needed Download the necessary forms to apply for a modification or other MHA Program Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Conduct additional research because my application was not approved Perform a Net Present Value (NPV) self evaluation To find out how to contact my servicer Watch the instructional videos Check upcoming MHA events in my area Inform homeowners in the community Read up on the recent news/Public Service Advertising campaigns Other, please specify | A B C D E | Radio button, one-up vertical | S | Y | Skip Logic Group | Reason |
| SAC6624 | A | What program are you looking for? | Lower your payments Lower your rates Get help if unemployed Get help with the second mortgage Get help with fallen home value Exit gracefully Other | Z Y X W V U | Drop down, select one | S | Y | | Program Category |
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Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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|---|------------------------|---|--|---------|---------------------------|--------------------|-----------------|---|
| Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010 | | Do you expect to spend more or less online during the 2010 holiday season compared to 2009? | A lot more | | | Single | Y | |
| Spend intention with this retailer | | Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009? | Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE | | | | | Y |
| | | | A little more | R | | | | |
| | | | I expect to spend about the same amount as last year | | | | | |
| | | | A little less | S | | | | |
| | | | A lot less | S | | | | |
| Not sure | | | | | | | | |
| | R | Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply) | Promotions (\$ or % off offers) | | Checkbox, one-up vertical | Multi | Y | |
| | | | Quality of merchandise | | | | | |
| | | | Merchandise selection | | | | | |
| | | | Good return policy | | | | | |
| | | | Online product prices | | | | | |
| | | | Shipping costs | | | | | |
| | | | Availability of merchandise | | | | | |
| | | | Better personal economic circumstances this year | | | | | |
| | | | Other (please specify): | Z | | | | |



Special Instructions

Skip Logic Group

Skip Logic Group