

**Model Name** US Mint Mobile  
**Model ID** 9A80cp8d5g0o0l4AZpwogw4C  
**Partitioned** No  
**Date** 6/2/2014

**Red & Strike Through:** Delete  
**Underlined & Italicized:** Re-order  
**Pink:** Addition  
**Blue:** Reword



Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		<b>Satisfaction</b>		<b>Return</b> (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the visual appeal of this site.	Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return to Mobile Site	How likely are you to return to this site?
Look and Feel - Readability	Please rate the readability of the pages on this site.	Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)	Recommend Mobile Site	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
	<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)	Satisfaction - Ideal	How does this site compare to your idea of an ideal site? (1=Not Very Close, 10=Very Close)		How likely are you to recommend this site to someone else?
Navigation - Organized	Please rate how well this site is organized.				<b>Purchase Online</b> (1=Very Unlikely, 10=Very Likely)
Navigation - Options	Please rate the options available for navigating this site.			Purchase Online	How likely are you to make an online purchase from United States Mint in the next twelve months?
	<b>Site Information</b> (1=Poor, 10=Excellent, Don't Know)				
Site Information - Thoroughness	Please rate the thoroughness of information on this site.				
Site Information - Answers	Please rate how well the information provides answers to your questions.				

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QID	Skip From	Question Text	Answer IDs	Answer Choices	Skip To	Required Y/N	Type
MAC5272Q001		What is your primary reason for visiting the U.S. Mint site today?	MAC5272Q001A001 MAC5272Q001A002 MAC5272Q001A003 MAC5272Q001A004 MAC5272Q001A005 MAC5272Q001A006 MAC5272Q001A007	Track an order Look up order history Shop for products Find information / news about the U.S. Mint Purchase a product Research/Browse coins and medals Other	A	Y	Radio button, one-up vertical
MAC5272Q002	A	What is your other reason for visiting the site today?				N	Text area, no char limit
MAC5272Q003		Did you find the information you were looking for?	MAC5272Q003A001 MAC5272Q003A002 MAC5272Q003A003	Yes Partially No	A	Y	Radio button, one-up vertical
MAC5272Q004	A	Please describe what you were looking for and what information you were unable to find:				N	Text area, no char limit
<b>MAC5272Q005</b>		Did you add an item to your shopping cart today?	MAC5272Q005A001 MAC5272Q005A002	Yes, I did No, I did not	A B	Y	Radio button, one-up vertical
MAC5272Q006	A	Did you make a purchase on the U.S. Mint site ?	MAC5272Q006A001 MAC5272Q006A002	Yes, I did No, I did not		Y	Radio button, one-up vertical
MAC5272Q007	B	Why did you not add an item to your shopping cart today?	MAC5272Q007A001 MAC5272Q007A002 MAC5272Q007A003 MAC5272Q007A004 MAC5272Q007A005 MAC5272Q007A006 MAC5272Q007A007	I did not come to the site with the intent to purchase The item I wanted to purchase is not available/not released yet I could not find the product I was looking for I need more information before purchasing I did not understand how to add a product to my shopping cart I had a technical error when trying to add an item to my shopping cart Other, please specify	C	Y	Radio button, one-up vertical
MAC5272Q008	C	Please describe why you did you not add an item to your shopping cart today?				N	Text area, no char limit
MAC5272Q009		How likely would you be to download a mobile app if the U.S. Mint offered it?	MAC5272Q009A001 MAC5272Q009A002 MAC5272Q009A003 MAC5272Q009A004 MAC5272Q009A005	Very Likely Likely Neutral Unlikely Very Unlikely	A A	Y	Radio button, one-up vertical
MAC5272Q010	A	What content, features, and functionality would you like to see in a U.S. Mint mobile app?				N	Text area, no char limit
MAC5272Q011		How frequently do you visit the U.S. Mint site?	MAC5272Q011A001 MAC5272Q011A002 MAC5272Q011A003 MAC5272Q011A004 MAC5272Q011A005 MAC5272Q011A006	Daily Weekly Monthly A couple times a year About once a year This is my first time		Y	Radio button, one-up vertical
MAC5272Q012		Please select the category that includes your age.	MAC5272Q012A001 MAC5272Q012A002 MAC5272Q012A003 MAC5272Q012A004 MAC5272Q012A005 MAC5272Q012A006 MAC5272Q012A007 MAC5272Q012A008 MAC5272Q012A009	Under 18 18-24 25-34 35-44 45-54 55-64 65-74 75+ Prefer not to answer		Y	Radio button, one-up vertical
MAC5272Q013		What is your gender?	MAC5272Q013A001 MAC5272Q013A002 MAC5272Q013A003	Female Male Prefer not to answer		Y	Radio button, one-up vertical
MAC5272Q014		If you could suggest one change to improve the U.S. Mint site, what recommendation would you make?				N	Text area, no char limit



Special Instructions	CQ Label
Skip Logic Group Randomize Anchor Answer Choice	Reason for Visit
Skip Logic Group	Other reason for Visit
Skip Logic Group	Ability to Find
Skip Logic Group	Unable to Find
Skip Logic Group*	Shopping Cart
Skip Logic Group*	Purchase
Randomize Skip Logic Group*	Not Add to Shopping Cart
Anchor Answer Choice	Did Not Add to Shopping Cart
Skip Logic Group*	Download App
Skip Logic Group*	App Content
	Visit Frequency
	Age
	Gender
	One Improvement