

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 [Foreign Language Survey Instructions](#)

Model Instance Name:

Medicare Main

MID: JQI55ZIFBEVAxJV0dBR0oQ==

Partitioned (Y/N)? Yes

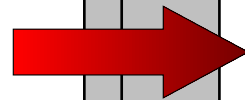
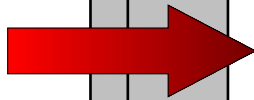
Date: 9/5/2012



Medicare Main

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	
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1	Content - Accuracy Please rate your perception of the accuracy of information on this site.	20	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Return How likely are you to return to this site?
2	Content - Quality Please rate the quality of information on this site.	21	Satisfaction - Expectations How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Up-To-Date Please rate how up-to-date this site's content is.	22	Satisfaction - Ideal How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24	Recommend How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4	Functionality - Usefulness Please rate the usefulness of the website tools (search, print, bookmark, RSS, etc.) provided on this site.			25	Primary Resource How likely are you to use this site as your primary resource for getting information on Medicare?
5	Functionality - Convenient Please rate the convenient placement of the website tools (search, print, bookmark, RSS, etc.) on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
6	Functionality - Variety Please rate the variety of website tools (search, print, bookmark, RSS, etc.) on this site.			26	Trust - Best Interests I can count on this agency to act in my best interests.
	Look and Feel (1=Poor, 10=Excellent, Don't Know)			27	Trust - Do Right This agency can be trusted to do what is right.
7	Look and Feel - Appeal Please rate the visual appeal of this site.				Future Participation (1=Very Unlikely, 10=Very Likely)
8	Look and Feel - Balance Please rate the balance of graphics and text on this site.			28	Future Participation How likely are you to express your thoughts or ideas to Medicare in the next 90 days?
9	Look and Feel - Readability Please rate the readability of the pages on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
10	Navigation - Organized Please rate how well the site is organized.				
11	Navigation - Options Please rate the options available for navigating this site.				
12	Navigation - Layout Please rate how well the site layout helps you find what you are looking for.				
13	Navigation - Clicks Please rate the number of clicks to get where you want on this site.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
14	Online Transparency - Disclose Please rate how thoroughly this site discloses information about what this agency is doing.				
15	Online Transparency - Quick Please rate how quickly agency information is made available on this site.				
16	Online Transparency - Access Please rate how well information about this agency's actions can be accessed by the public on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
17	Site Performance - Loading Please rate how quickly pages load on this site.				
18	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
19	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				



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 blue + -->: REWORDING

Medicare Main 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
LNH0837		How frequently do you visit Medicare.gov?	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y		Visit Frequency
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health or drug plan Find out how Medicare works with other insurance Get help with costs Find doctors, hospitals, or other facilities Apply online for Medicare Opt out of the Medicare & You handbook Find someone to talk to Login to www.MyMedicare.gov Fill out my Initial Enrollment Questionnaire Find medical equipment and supplies Print a form Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y	Skip Logic Group* Randomize	Reason
LNH0839	A	What was your other primary reason?		A	Text area, no char limit		N	Skip Logic Group*	Other Reason
CAS0056952		Did you try to log in to MyMedicare.gov today?	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
CAS0056963	A	Was your login attempt successful?	Yes No		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLLogin
LNH0840		What was your primary role while visiting the website?	Person with Medicare I'll get Medicare soon Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other	K K K J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
ACQhar0026379	J	What was your other primary role?			Text area, no char limit		N	Skip Logic Group*	Other Role
CAS0045802	K	Have you ever used the Medicare & You handbook?	Yes, a paper copy of the Medicare & You handbook Yes, the Medicare & You pages on this website Yes, the downloadable PDF Medicare & You handbook from this website No	L L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
CAS0045768	L	Did you know that there are Medicare & You pages on this website that cover the material in the handbook?	Yes No	M	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
CAS0045769	M	Would you be interested in using the Medicare & You pages on this website to get the information from the handbook instead of the paper or PDF version of the handbook? Please describe why or why not.			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
LNH0842		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	S, D, E G G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
CAS0045770	S	Which search did you use?	The search box in the top right corner of the website The search box in the middle of the website's main page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
LNH0844	D	What was your experience with the website's search feature today? (Please select all that apply.)	The search feature met my needs today Results were not relevant Too many results Not enough results No results or search timed out Got error message(s) Search speed was too slow I experienced a different search issue:		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
LNH0845	F	What other experience did you have while using the search feature?		F	Text area, no char limit		N	Skip Logic Group*	Other Search Exp
LNH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

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			Links often didn't take me where I expected I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	Q P O M	Dense, Phillips: If selected, please eliminate all other options.				
LNH0847	M	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
LNH0852	R	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other	S	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

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LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health or drug plan Find out how Medicare works with other insurance Get help with costs Find doctors, hospitals, or other facilities Apply online for Medicare Opt out of the <i>Medicare & You</i> handbook Find someone to talk to Login to www.MyMedicare.gov Fill out my Initial Enrollment Questionnaire Find medical equipment and supplies Print a form Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y	Skip Logic Group* Randomize	Reason
LNH0839	A	What was your other primary reason?		A	Text area, no char limit		N	Skip Logic Group*	Other Reason
CAS0056952		Did you try to log in to MyMedicare.gov today?	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
CAS0056963	A	Was your login attempt successful?	Yes No		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLLogin
LNH0840		What was your primary role while visiting the website?	Person with Medicare I'll get Medicare soon Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other	K K K J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
ACQhar0026379	J	What was your other primary role?			Text area, no char limit		N	Skip Logic Group*	Other Role
CAS0045802	K	Have you ever used the <i>Medicare & You</i> handbook?	Yes, a paper copy of the <i>Medicare & You</i> handbook Yes, the <i>Medicare & You</i> pages on this website Yes, the downloadable PDF <i>Medicare & You</i> handbook from this website No	L L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
CAS0045768	L	Did you know that there are <i>Medicare & You</i> pages on this website that cover the material in the handbook?	Yes No	M	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
CAS0045769	M	Would you be interested in using the <i>Medicare & You</i> pages on this website to get the information from the handbook instead of the paper or PDF version of the handbook? Please describe why or why not.			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
LNH0842		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	S, D, E G G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
CAS0045770	S	Which search did you use?	The search box in the top right corner of the website The search box in the middle of the website's main page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
LNH0844	D	What was your experience with the website's search feature today? (Please select all that apply.)	The search feature met my needs today Results were not relevant Too many results Not enough results <u>No results or search timed out</u> Got error message(s) Search speed was too slow I experienced a different search issue:		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
LNH0845	F	What other experience did you have while using the search feature?		F	Text area, no char limit		N	Skip Logic Group*	Other Search Exp
LNH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

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			Links often didn't take me where I expected I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	O P O M	Dense, Phillips: If selected, please eliminate all other options.				
LNH0847	M	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
LNH0852	R	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other	S	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

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LNH0837		How frequently do you visit Medicare.gov?	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y		Visit Frequency
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health or drug plan Find out how Medicare works with other insurance Get help with costs Find doctors, hospitals, or other facilities Apply online for Medicare Opt out of the Medicare & You handbook Find someone to talk to Login to www.MyMedicare.gov Fill out my Initial Enrollment Questionnaire Find medical equipment and supplies Print a form Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y	Skip Logic Group* Randomize	Reason
LNH0839	A	What was your other primary reason?		A	Text area, no char limit		N	Skip Logic Group*	Other Reason
		Did you try to log in to MyMedicare.gov today?	Yes No	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
	A	Was your login attempt successful?	Yes No		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLLogin
LNH0840		What was your primary role while visiting the website?	Person with Medicare I'll get Medicare soon Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other	K K K J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
ACQhar0026379	J	What was your other primary role?		J	Text area, no char limit		N	Skip Logic Group*	Other Role
CAS0045802	K	Have you ever used the Medicare & You handbook?	Yes, a paper copy of the Medicare & You handbook Yes, the Medicare & You pages on this website Yes, the downloadable PDF Medicare & You handbook from this website No	L L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
CAS0045768	L	Did you know that there are Medicare & You pages on this website that cover the material in the handbook?	Yes No	M	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
CAS0045769	M	Would you be interested in using the Medicare & You pages on this website to get the information from the handbook instead of the paper or PDF version of the handbook? Please describe why or why not.			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
LNH0842		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	S, D, E G G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
CAS0045770	S	Which search did you use?	The search box in the top right corner of the website The search box in the middle of the website's main page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
LNH0844	D	What was your experience with the website's search feature today? (Please select all that apply.)	The search feature met my needs today Results were not relevant Too many results Not enough results Returned no results Got error message(s) Search speed was too slow I experienced a different search issue:		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
LNH0845	F	What other experience did you have while using the search feature?		F	Text area, no char limit		N	Skip Logic Group*	Other Search Exp
LNH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

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LNH0847	M	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
LNH0852	R	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other	S	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

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LNH0839	A	What was your other primary reason?		A	Text area, no char limit		N	Skip Logic Group*	Other Reason

LNH0840		What was your primary role while visiting the website?	Person with Medicare <i>I got Medicare cover</i> Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other	K K K J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
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	M	Would you be interested in using the Medicare & You pages on this website to get the information from the handbook instead of the paper or PDF version of the handbook? Please describe why or why not			Text area, no char limit		N	Skip Logic Group*	Handbook Page
LNH0841		What information about Medicare were you looking for?	Part A (Hospital Insurance) Part B (Medical Insurance) Part C (Medicare Advantage) Part D (Prescription Drug Coverage) Not Applicable		Radio button, one-up vertical	Single	Y		Contract
LNH0842		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	S, D, E G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
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LNH0847	M	What other navigation difficulty problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
LNH0852	R	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites for Medicare information Look other places online E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) for information Stop looking Other	S	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

Model Instance Name:
 Medicare Main
 MID: JQI55ZIFBEVAxJV0dBR0oQ==
 Date: 9/5/2012

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

Medicare Main 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
LNH0837		How frequently do you visit Medicare.gov?	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y		Visit Frequency
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health and drug plan Find out how Medicare works with other insurance Get help with costs Find doctors and hospitals Apply online for Medicare Opt out of the handbook Find someone local Login to www.MyMedicare.gov Print a form Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
LNH0839	A	What was your other primary reason?		A	Text area, no char limit		N	Skip Logic Group*	Other Reason
LNH0840		What was your primary role while visiting the website?	Person with Medicare Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other	J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
ACQhar0026379	J	What was your other primary role?			Text area, no char limit		N	Skip Logic Group*	Other Role
LNH0841		What information about Medicare were you looking for?	Part A (Hospital Insurance) Part B (Medical Insurance) Part C (Medicare Advantage) Part D (Prescription Drug Coverage) Not Applicable		Radio button, one-up vertical	Single	Y		Contract
LNH0842		How did you primarily look for information on the website today?	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	D, E G G G G C, G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
LNH0844	D	What was your experience with the website's search feature today? (Please select all that apply.)	The search feature met my needs today Results were not relevant Too many results Not enough results Returned no results Got error message(s) Search speed was too slow I experienced a different search issue:	F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
LNH0845	F	What other experience did you have while using the search feature?			Text area, no char limit		N	Skip Logic Group*	Other Search Exp
LNH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily Links often didn't take me where I expected I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	O P O M	Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
LNH0847	M	What other navigation difficulty did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	Q	Please describe in detail what you were unable to do or find.			Text area, no char limit		N	Skip Logic Group*	Unable to Find
LNH0852	R	What will you do next?	Return to Medicare.gov another time		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next

Denise, Philips:
 If selected, please eliminate all other options.

Model Instance Name:
 Medicare Main
 MID: JQI55ZIFBEVAxJV0dBR0oQ==
 Date: 9/5/2012

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Medicare Main 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
			Look at other websites for Medicare information Look other places online E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) for information Stop looking Other						
LNH0853	S	What else will you do next?		S	Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0854		Which of the following sources drove you to visit the website today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended Don't know Other		Drop-down, select one	Single-	Y	Rank Group Adjust Template/Style Sheet Randomize	SV-Rank 1
LNH0855		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended Don't know Other		Drop-down, select one	Single-	N	Rank Group Adjust Template/Style Sheet Randomize	SV-Rank 2
LNH0856		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Medicare Promotional email(s) from Medicare Search engine results Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter) Meeting or conference I attended Don't know Other		Drop-down, select one	Single-	N	Rank Group Adjust Template/Style Sheet Randomize	SV-Rank 3
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N	Anchor Answer Choice Anchor Answer Choice	Improvement

Model Instance Name:
 Medicare Main
 MID: JQI55ZIFBEVAxJV0dBR0oQ==
 Date: 9/5/2012

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Medicare Main CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
LNH0837		How frequently do you visit Medicare.gov?	LNH0837A01 LNH0837A02 LNH0837A03 LNH0837A04 LNH0837A05 LNH0837A06	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y
LNH0838		What was your primary reason for visiting the website?	LNH0838A01 LNH0838A02 LNH0838A03 LNH0838A04 LNH0838A05 LNH0838A06 LNH0838A07 LNH0838A08 LNH0838A09 LNH0838A10 LNH0838A11	Get an answer to a coverage question Fix a Medicare card issue Find a health and drug plan Find out how Medicare works with other insurance Get help with costs Find doctors and hospitals Apply online for Medicare Opt out of the handbook Find someone local Login to www.MyMedicare.gov Print a form Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y
LNH0839	A	What was your other primary reason?			A	Text area, no char limit		N
LNH0840		What was your primary role while visiting the website?	LNH0840A01 LNH0840A02 LNH0840A03 LNH0840A04 LNH0840A05	Person with Medicare Caregiver Family member or friend of a person with Medicare Doctor or health care provider Other		Radio button, one-up vertical	Single	Y
LNH0841		What information about Medicare were you looking for?	LNH0841A01 LNH0841A02 LNH0841A03 LNH0841A04 LNH0841A05	Part A (Hospital Insurance) Part B (Medical Insurance) Part C (Medicare Advantage) Part D (Prescription Drug Coverage) Not Applicable		Radio button, one-up vertical	Single	Y
LNH0842		How did you primarily look for information on the website today?	LNH0842A01 LNH0842A02 LNH0842A03 LNH0842A04 LNH0842A05 LNH0842A06	Search feature Top navigation bar Left navigation bar Links in the center of the page A-Z Index Other	D, E G G G G C, G	Radio button, one-up vertical	Single	Y
LNH0843	C	What other way did you primarily look for information?				Text area, no char limit		N
LNH0844	D	What was your experience with the website's search feature today? (Please select all that apply.)	LNH0844A01 LNH0844A02 LNH0844A03 LNH0844A04 LNH0844A05 LNH0844A06 LNH0844A07 LNH0844A08	The search feature met my needs today Results were not relevant Too many results Not enough results Returned no results Got error message(s) Search speed was too slow I experienced a different search issue:		Checkbox, one-up vertical	Multi	Y
LNH0845	F	What other experience did you have while using the search feature?			F	Text area, no char limit		N
LNH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	LNH0846A01 LNH0846A02 LNH0846A03 LNH0846A04 LNH0846A05 LNH0846A06 LNH0846A07 LNH0846A08	I navigated this website easily Links often didn't take me where I expected I had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	O P O M	Checkbox, one-up vertical	Multi	
LNH0847	M	What other navigation difficulty did you experience?				Text area, no char limit		N
LNH0848	O	What links or paths didn't take you where they should have?				Text area, no char limit		N
LNH0849	P	What specific links/labels were difficult to understand?				Text area, no char limit		N
LNH0850		Were you able to find what you were looking for today?	LNH0850A01	Yes		Radio button, one-up vertical	Single	Y

Denise.Philips:
 If selected, please
 eliminate all other
 options.

Model Instance Name:
 Medicare Main
 MID: JQI55ZIFBEVAXJV0dBR0oQ==
 Date: 9/5/2012

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Medicare Main CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			LNH0850A02	No	Q, R			
			LNH0850A03	Not sure	Q, R			
LNH0851	Q	Please describe in detail what you were unable to do or find.				Text area, no char limit		N
LNH0852	R	What will you do next?	LNH0852A01	Return to Medicare.gov another time		Radio button, one-up vertical	Single	Y
			LNH0852A02	Look at other websites for Medicare information				
			LNH0852A03	Look other places online				
			LNH0852A04	E-mail Medicare.gov				
			LNH0852A05	Call 1-800-MEDICARE for information				
			LNH0852A06	Call your State Health Insurance Assistance Program (SHIP) for information				
			LNH0852A07	Stop looking				
			LNH0852A08	Other	S			
LNH0853	S	What else will you do next?				Text area, no char limit		N
LNH0854		Which of the following sources drove you to visit the website today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	LNH0854A01	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y
			LNH0854A02	Video I saw on YouTube				
			LNH0854A03	Internet blogs or discussion forums				
			LNH0854A04	Advertising on social networks (Facebook, Twitter)				
			LNH0854A05	Message directly from the company on a social network				
			LNH0854A06	Online Pinboard (Pinterest)				
			LNH0854A07	Mobile phone text messages or alerts				
			LNH0854A08	Instant Message from a friend or colleague				
			LNH0854A09	Familiarity with Medicare				
			LNH0854A10	Promotional email(s) from Medicare				
			LNH0854A11	Search engine results				
			LNH0854A12	Word of mouth recommendation from someone I know				
			LNH0854A13	Printed article (newspaper, magazine, newsletter)				
			LNH0854A14	Meeting or conference I attended				
			LNH0854A15	Don't know				
			LNH0854A16	Other				
LNH0855		Rank 2 (Optional)	LNH0855A01	Message or recommendation from a friend on a social network		Drop down, select one	Single	N
			LNH0855A02	Video I saw on YouTube				
			LNH0855A03	Internet blogs or discussion forums				
			LNH0855A04	Advertising on social networks (Facebook, Twitter)				
			LNH0855A05	Message directly from the company on a social network				
			LNH0855A06	Online Pinboard (Pinterest)				
			LNH0855A07	Mobile phone text messages or alerts				
			LNH0855A08	Instant Message from a friend or colleague				
			LNH0855A09	Familiarity with Medicare				
			LNH0855A10	Promotional email(s) from Medicare				
			LNH0855A11	Search engine results				
			LNH0855A12	Word of mouth recommendation from someone I know				
			LNH0855A13	Printed article (newspaper, magazine, newsletter)				
			LNH0855A14	Meeting or conference I attended				
			LNH0855A15	Don't know				
			LNH0855A16	Other				
LNH0856		Rank 3 (Optional)	LNH0856A01	Message or recommendation from a friend on a social network		Drop down, select one	Single	N
			LNH0856A02	Video I saw on YouTube				
			LNH0856A03	Internet blogs or discussion forums				
			LNH0856A04	Advertising on social networks (Facebook, Twitter)				
			LNH0856A05	Message directly from the company on a social network				
			LNH0856A06	Online Pinboard (Pinterest)				
			LNH0856A07	Mobile phone text messages or alerts				
			LNH0856A08	Instant Message from a friend or colleague				
			LNH0856A09	Familiarity with Medicare				
			LNH0856A10	Promotional email(s) from Medicare				
			LNH0856A11	Search engine results				
			LNH0856A12	Word of mouth recommendation from someone I know				
			LNH0856A13	Printed article (newspaper, magazine, newsletter)				
			LNH0856A14	Meeting or conference I attended				
			LNH0856A15	Don't know				
			LNH0856A16	Other				
LNH0857		If you could change or improve one thing about the website, what would it be?				Text area, no char limit		N



Special Instructions	CQ Label
	Visit Frequency
Skip Logic Group*	Reason
Skip Logic Group*	Other Reason
Skip Logic Group*	Role
Skip Logic Group*	Other Role
	Contract
Skip Logic Group*	Look for Info
Skip Logic Group*	Other Look for Info
Skip Logic Group*	Search Experience
Skip Logic Group*	Other Search Exp
Skip Logic Group*	Nav Experience
Skip Logic Group*	Other Nav Exp
Skip Logic Group*	Nav Path Unexpected
Skip Logic Group*	Nav Link Labels
Skip Logic Group*	Able to Find



Special Instructions	CQ Label
Skip Logic Group*	Unable to Find
Skip Logic Group*	Do Next
Skip Logic Group*	Other Do Next
Rank Group	SV - Rank 1
Adjust Template/Style Sheet Randomize	
Anchor Answer Choice Anchor Answer Choice	
Rank Group	SV - Rank 2
Adjust Template/Style Sheet Randomize	
Anchor Answer Choice Anchor Answer Choice	
Rank Group	SV - Rank 3
Adjust Template/Style Sheet Randomize	
Anchor Answer Choice Anchor Answer Choice	
	Improvement

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
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 <i>retailer.com</i> 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 <i>retailer.com</i> 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

Holiday 2011 Custom Question Setup red & strike through: DELETE
underlined & bolded: RE-ORDER
with: ADDITION
blue + ->: REWORDING

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	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with retailer.com compared to 2010?	Didn't purchase anything from retailer.com last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers) 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with retailer.com this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on retailer.com today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer.com's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access retailer.com's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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

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	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with retailer.co.uk compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> Availability of merchandise Being offered incentives/ circumstances this year Other (please specify) 		Drop down, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> Products were not appealing (e.g. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify) 		Drop down, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.co.uk today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on retailer.co.uk today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer's name (here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Multi	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above 		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above 		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above 		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
								Exclusive Answer Choice	Anchor Answer Choice	