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

Date: 12/22/2011



Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome text shown in the box below.

Welcome Text

Thank you for visiting Making Home Affordable.gov site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text

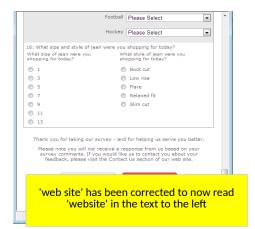
Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments.

Examples

Welcome Text Example





MakingHomeAffordable.gov MID: QoYkchNgVIAh58pZc9905A==

Partitioned (Y/N)? Y Date: 12/22/2011



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) 40 What is your overall satisfaction with this site? (1=Very Dissatisfied) 40 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 government mortgage assistance?	formation on
5 Please rate the balance of graphics and text on this site.	
6 Please rate the readability of the pages on this site.	
Navigation (1=Poor, 10=Excellent, Don't Know) 27 consider this agency to be trustworthy.	
7 Please rate how well the site is organized.	
8 Please rate the options available for navigating this site.	
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 vis	ing 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.	

MakingHomeAffordable.gov MID: QoYkchNgVIAh58pZc9905A==

Date: 3/27/2014

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ink: ADDITION

			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
SAC6617	Luber	How frequently do you visit this site?	This is my first visit	10	Drop down, select one	S	Y	Openia motradiono	Frequency
			Daily]					, ,
			Weekly]					
			Monthly	1					
SAC6618		Milest is your relation disting the site to do 2	Every few months or less often Homeowner		Dran davin calcut and	S	V	Chia Lagia Casus	Role
SAC0018		What is your role in visiting the site today?	Rental property homeowner	A	Drop down, select one	5	Y	Skip Logic Group	Role
			Military/veteran homeowner	Â					
			Friend/family member of homeowner	Α					
			Real Estate professional	1					
			Lender participating in the MHA program						
			Housing Counseling or Community organization						
0.1.00010	-	Discovery the first of the firs	Other, please specify	С	Dediction and a second second	.,	.,		0'11'
SAC6619	A	Please indicate which of the following describes the current situation(s):	Owe more on home than it is worth	+	Radio button, one-up vertical	М	Υ		Situation
		Situation(3).	Adjustable rate increased monthly payments to an unaffordable amount	1					
			Received foreclosure notice from my bank	1					
			Job loss	1					
			Other, please specify	В					
SAC6620	В	Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	С	Other role:			Text field, <100 char		N		OE_Role
SAC6622		How did you find out/hear about Making Home	Friend/relative	1	Drop down, select one	S	Y		Find Site
		Affordable.gov site?	Internet search engine Another website/link	-					
			Media/news story	1					
			Other source	1					
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Υ	Skip Logic Group	Reason
			Find out if I'm eligible for an MHA program	1	, , , , , , , , , , , , , , , , , , , ,				
			How to apply and what is needed						
			Download the necessary forms to apply for a modification or other MHA Program	Α					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application	С					
			Report lending misconduct or fraud Conduct additional research because my application was not approved	۱ ۲					
			Perform an Net Present Value (NPV) self evaluation	1					
			To find out how to contact my servicer	1					
			Watch the instructional videos	1					
			Check upcoming MHA events in my area	D					
			Inform homeowners in the community						
			Read up on the recent news/Public Service Advertising campaigns	F					
SAC6624	A	What program are you looking for?	Other, please specify Lower your payments	Z	Drop down, select one	S	Y		Program Category
3AC0024	A	Wilat program are you looking for?	Lower your rates	- ×	Drop down, select one	3	1		Program Category
			Get help if unemployed	x					
			Get help with the second mortgage	w					
			Get help with fallen home value	V					
			Exit gracefully	U					
	_		Other				.,		
SAC6625	Z	Which specific Lower Your Payments Program are you looking for?	Home Affordable Modification Program (HAMP) Principal Reduction Alternative (PRA)	+	Radio button, one-up vertical	S	Y		Payment Programs
		looking for:	Second Lien Modification Program (2MP)	1					
			FHA Home Affordable Modification Program (FHA-HAMP)						
			USDA's RHS Special Loan Servicing						
			Veteran's Administration Home Affordable Modification (VA-HAMP)	1					
SAC6626	Y	Which specific Lower Your Rates Program are you looking	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Rate Programs
		for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)						
SAC6627	Х	Which specific Get Help If Unemployed Program are you	Home Affordable Unemployment Program (UP)	-	Radio button, one-up vertical	S	Y		Unemployment Programs
SAC6628	W	looking for? Which specific Get Help With Second Mortgage Program	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	Y		Second Mortgage Program
3AC0026	VV	are you looking for?	Did not find a program that fit my needs	1	Radio buttori, orie-up vertical	3	1		Second Mortgage Program
SAC6629	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Home Value Programs
		are you looking for?	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)						
SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Y		Exit Programs
0100001		III III II I	Did not find a program that fit my needs		Definition and bearing	-	.,		0.11.11.11.11.
SAC6631	В	How likely are you to call the 888-995-HOPE after your site visit today?	1=Very unlikely	-	Radio button, scale, has don't know	S	Y		Call Hotline
		visit today :	2	-					
			4	1					
			5						
			6						
			7						

Model Instance Name: MakingHomeAffordable gov MID: QoYkchNgVIAh58pZc9905A==

underlined & italicized: RE-ORDER ink: ADDITION

Date: 3/27/2014

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			MakingHomeAffordable.gov CUSTOM QUESTION	LIST					
	Skip								
QID	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
			8 9 10=Very likely Don't know						
SAC6632	С	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		Radio button, scale, has don't know	S	Y		Report Lender
			8 9 10=Very likely Don't know						
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		Radio button, scale, has don't know	S	Y		Attend MHA Event
			9 10=Very likely Don't know						
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	А,В	Drop down, select one	S	Y		Successful
ACQhar0020946	Α	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	В	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	Α	What information were you unable to find?	4-Net year Bloky		Text area, no char limit		N		OE_Info Not Found
STE0051002		How likely are you to use a live chat during your site visit if it was available on the website?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Radio button, scale, has don't know	S	Y		Live chat
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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Date: 3/27/2014

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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
SAC6617	Luber	How frequently do you visit this site?	This is my first visit	10	Drop down, select one	S	Y	Openia motradiono	Frequency
			Daily]					, ,
			Weekly]					
			Monthly	1					
SAC6618		Milest is your relation disting the site to do 2	Every few months or less often Homeowner		Dran davin calcut and	S		Chia Lagia Casus	Role
SAC0018		What is your role in visiting the site today?	Rental property homeowner	A	Drop down, select one	5	Y	Skip Logic Group	Role
			Military/veteran homeowner	Â					
			Friend/family member of homeowner	Α					
			Real Estate professional	1					
			Lender participating in the MHA program						
			Housing Counseling or Community organization						
0.1.00010	-	Discovery the first of the firs	Other, please specify	С	Dediction and a second second	.,	.,		0'11'
SAC6619	A	Please indicate which of the following describes the current situation(s):	Owe more on home than it is worth	+	Radio button, one-up vertical	М	Υ		Situation
		Situation(3).	Adjustable rate increased monthly payments to an unaffordable amount	1					
			Received foreclosure notice from my bank	1					
			Job loss	1					
			Other, please specify	В					
SAC6620	В	Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	С	Other role:			Text field, <100 char		N		OE_Role
SAC6622		How did you find out/hear about Making Home	Friend/relative	1	Drop down, select one	S	Y		Find Site
		Affordable.gov site?	Internet search engine Another website/link	-					
			Media/news story	1					
			Other source	1					
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Υ	Skip Logic Group	Reason
			Find out if I'm eligible for an MHA program	1	, , , , , , , , , , , , , , , , , , , ,				
			How to apply and what is needed						
			Download the necessary forms to apply for a modification or other MHA Program	Α					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application	С					
			Report lending misconduct or fraud Conduct additional research because my application was not approved	۱ ۲					
			Perform an Net Present Value (NPV) self evaluation	1					
			To find out how to contact my servicer	1					
			Watch the instructional videos	1					
			Check upcoming MHA events in my area	D					
			Inform homeowners in the community						
			Read up on the recent news/Public Service Advertising campaigns	F					
SAC6624	A	What program are you looking for?	Other, please specify Lower your payments	Z	Drop down, select one	S	Y		Program Category
3AC0024	A	Wilat program are you looking for?	Lower your rates	- ×	Drop down, select one	3	1		Program Category
			Get help if unemployed	x					
			Get help with the second mortgage	w					
			Get help with fallen home value	V					
			Exit gracefully	U					
	_		Other				.,		
SAC6625	Z	Which specific Lower Your Payments Program are you looking for?	Home Affordable Modification Program (HAMP) Principal Reduction Alternative (PRA)	+	Radio button, one-up vertical	S	Y		Payment Programs
		looking for:	Second Lien Modification Program (2MP)	1					
			FHA Home Affordable Modification Program (FHA-HAMP)						
			USDA's RHS Special Loan Servicing						
			Veteran's Administration Home Affordable Modification (VA-HAMP)	1					
SAC6626	Y	Which specific Lower Your Rates Program are you looking	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Rate Programs
		for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)						
SAC6627	Х	Which specific Get Help If Unemployed Program are you	Home Affordable Unemployment Program (UP)	-	Radio button, one-up vertical	S	Y		Unemployment Programs
SAC6628	W	looking for? Which specific Get Help With Second Mortgage Program	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	Y		Second Mortgage Program
3AC0026	VV	are you looking for?	Did not find a program that fit my needs	1	Radio buttori, orie-up vertical	3	1		Second Mortgage Program
SAC6629	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Home Value Programs
		are you looking for?	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)						
SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Υ		Exit Programs
0100001		III III II I	Did not find a program that fit my needs		Definition and bearing	-	.,		0.11.11.11.11.
SAC6631	В	How likely are you to call the 888-995-HOPE after your site visit today?	1=Very unlikely	-	Radio button, scale, has don't know	S	Y		Call Hotline
		visit today :	2	-					
			4	1					
			5						
			6						
			7						

Model Instance Name: MakingHomeAffordable gov MID: QoYkchNgVIAh58pZc9905A== red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

Date: 3/27/2014

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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
			8 9 10=Very likely Don't know						
SAC6632	С	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	Е	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	Α	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	В	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	Α	Drop down, select one	S	Y	Skip Logic Group	Find
SAC6638	A	What information were you unable to find? How likely are you to use a live chat during your site visit if it was available on the website?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Text area, no char limit Radio button, scale, has don't know	S	N Y		OE_Info Not Found Live chat
SAC6639		What improvement would you like to see made to this site to ease your site experience?			Text area, no char limit		N		Improvement

MakingHomeAffordable.gov MID: QoYkchNgVIAh58pZc9905A==

Date: 6/11/2013

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
SAC6617		How frequently do you visit this site?	This is my first visit	10	Drop down, select one	S	Y	Opcolar motractions	Frequency
			Daily]					
			Weekly	1					
			Monthly Every few months or less often	4					
SAC6618		What is your role in visiting the site today?	Homeowner	Α	Drop down, select one	S	Υ	Skip Logic Group	Role
3AC0010		what is your role in visiting the site today?	Rental property homeowner	1 Â	Drop down, select one			Skip Logic Group	Noie
			Military/veteran homeowner	A					
			Friend/family member of homeowner	Α					
			Real Estate professional						
			Lender participating in the MHA program Housing Counseling or Community organization	4					
			Other, please specify						
SAC6619	Α	Please indicate which of the following describes the current		T .	Radio button, one-up vertical	М	Y		Situation
		situation(s):	Owe more on home than it is worth	1					
			Adjustable rate increased monthly payments to an unaffordable amount						
			Received foreclosure notice from my bank	_					
			Job loss	4 _					
SAC6620	В	Other situation:	Other, please specify	В	Text field, <100 char		N		OE Situation
SAC6621	C	Other situation: Other role:			Text field, <100 char		N N		OE_Situation OE_Role
SAC6622		How did you find out/hear about Making Home	Friend/relative		Drop down, select one	S	Y		Find Site
		Affordable.gov site?	Internet search engine]	,,	-	1		
			Another website/link						
			Media/news story						
SAC6623		What is the miles of the control of	Other source		De die hetten een een die d		.,	Olde Levile Over	5
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines Find out if I'm eligible for an MHA program	+	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
			How to apply and what is needed	1					
			Download the necessary forms to apply for a modification or other MHA Program	Α					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application						
			Report lending misconduct or fraud	С					
			Conduct additional research because my application was not approved Perform an Net Present Value (NPV) self evaluation	-					
			To find out how to contact my servicer	1					
			Watch the instructional videos	1					
			Check upcoming MHA events in my area	D					
			Inform homeowners in the community						
			Read up on the recent news/Public Service Advertising campaigns	4 _					
SAC6624	A	What program are you looking for?	Other, please specify Lower your payments	E Z	Drop down, select one	S	Y		Program Category
3AC0024	^	What program are you looking for?	Lower your rates	Ϋ́	Drop down, select one	3	,		Program Category
			Get help if unemployed	×					
			Get help with the second mortgage	w					
			Get help with fallen home value	V					
			Exit gracefully	U					
SAC6625	7	Which charifie Lower Vous Poumonte Drogress are see	Other Home Affordable Modification Program (HAMP)		Radio hutton, one un vertical	-	Y		Dowmont Brogross
SAC6625	Z	Which specific Lower Your Payments Program are you looking for?	Principal Reduction Alternative (PRA)	+	Radio button, one-up vertical	S	Y		Payment Programs
			Second Lien Modification Program (2MP)	1					
			FHA Home Affordable Modification Program (FHA-HAMP)						
			USDA's RHS Special Loan Servicing						
			Veteran's Administration Home Affordable Modification (VA-HAMP)						
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	Υ		Rate Programs
SAC6627	Х	Which specific Get Help If Unemployed Program are you	Home Affordable Unemployment Program (UP)		Radio button, one-up vertical	S	Y		Unemployment Programs
SACOUZ I	^	looking for?	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)	1	radio buttori, orie-up vertical				onemployment riograms
SAC6628	W	Which specific Get Help With Second Mortgage Program	Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	Y		Second Mortgage Programs
		are you looking for?	Did not find a program that fit my needs						
SAC6629	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)	-	Radio button, one-up vertical	S	Υ		Home Value Programs
		are you looking for?	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)	1					
SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Y		Exit Programs
			Did not find a program that fit my needs		·				
SAC6631	В	How likely are you to call the 888-995-HOPE after your site	1=Very unlikely	1	Radio button, scale, has don't know	S	Y		Call Hotline
		visit today?	2	-					
			4	+					
			5	+					
			6	1					
			7						

Model Instance Name: MakingHomeAffordable gov MID: QoYkchNgVIAh58pZc9905A== red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

Date: 6/11/2013

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			8 9 10=Very likely Don't know						
SAC6632	С	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	Е	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		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	В	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			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			Yes Partially No, please specify	A	Drop down, select one	S	Y	Skip Logic Group	Find
SAC6638	Α	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

MakingHomeAffordable.gov MID: QoYkchNgVIAh58pZc9905A== red & strike through: DELETE underlined & italicized: RE-ORDER

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			MakingHomeAffordable.gov CUSTOM QUESTION	LIST					
	Skip								
	Logic		Answer Choices			Single or	Required		
QID SAC6617	Label	Question Text	(limited to 50 characters) This is my first visit	Skip to	Type (select from list)	Multi	Y/N	Special Instructions	CQ Label
SACOOII		How frequently do you visit this site?	Daily		Drop down, select one	S	T		Frequency
			Weekly						
			Monthly						
			Every few months or less often						
SAC6618		What is your role in visiting the site today?	Homeowner Friend/family member of homeowner	A	Drop down, select one	S	Y	Skip Logic Group	Role
			Lender participating in the MHA program	Α					
			Housing Counseling or Community organization						
			Other, please specify	С					
SAC6619	Α	Please indicate which of the following describes the current			Radio button, one-up vertical	М	Y		Situation
		situation(s):	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	В					
SAC6620	В	Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	С	Other role:	Friend/relative		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	+	Drop down, select one	S	Y		Find Site
			Another website/link	+					
			Media/news story						
			Other source						
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
			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	Α					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application						
			Report lending misconduct or fraud	С					
			Conduct additional research because my application was not approved Perform an 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	D					
			Inform homeowners in the community	_					
			Read up on the recent news/Public Service Advertising campaigns Other, please specify	F					
SAC6624	A	What program are you looking for?	Lower your payments	Z	Drop down, select one	S	Y		Program Category
			Lower your rates	Υ					, ,
			Get help if unemployed	Х					
			Get help with the second mortgage	W					
			Get help with fallen home value Exit gracefully	V U					
			Other	T .					
SAC6625	Z	Which specific Lower Your Payments Program are you	Home Affordable Modification Program (HAMP)		Radio button, one-up vertical	S	Y		Payment Programs
		looking for?	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)						
SAC6626	Y	Which specific Lower Your Rates Program are you looking	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Rate Programs
		for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)						
SAC6627	Х	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	Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	Y		Second Mortgage
		are you looking for?	Did not find a program that fit my needs						Programs
SAC6629	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Home Value
		are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)						Programs
			Treasury/FHA Second Lien Program (FHA2LP) Principal Reduction Alternative (PRA)						
			Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)						
SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Y		Exit Programs
			Did not find a program that fit my needs						-
SAC6631	В	How likely are you to call the 888-995-HOPE after your site	1=Very unlikely		Radio button, scale, has don't know	S	Y		Call Hotline
		visit today?	3	-					
			4						
			5						
			6						

Model Instance Name: MakingHomeAffordable.gov MiD: QoYkchNgVIAh58pZc9905A== red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION

1/18/2013

			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
QID	Label	Question Text	7	Skip to	Type (select from list)	Willi	T/N	Special instructions	CQ Laber
			9 10=Very likely Don't know						
SAC6632	С	How likely are you to report any misconduct or fraud from	1=Very unlikely		Radio button, scale, has don't know	S	Y		Report Lender
		your lender via the Hope Hotline?	2 3 4 E	-					
			5 6 7 8						
			9 IO=Very likely Don't know						
SAC6633	D	How likely are you to attend an MHA event after your site	1=Very unlikely		Radio button, scale, has don't know	S	Y		Attend MHA Event
G/ (COOCC		visit today?	3 4		Trade Sales, Seas, Ind. Solit Medi				/ ttolid iiii ii t Evolit
			5 6						
			7						
			8	-					
			10=Very likely						
			Don't know						
SAC6634		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	А,В	Drop down, select one	S	Y		Successful
	Α	What program did you participate in that was not successful in keeping your home/avoiding foreclosure?	Not applicable		Text area, no char limit		N		Unsuccessful Program
	В	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)		Drop down, select one	S	Y		Method
			Other						
SAC6637		Did you find what you were looking for?	Yes Partially		Drop down, select one	S	Y	Skip Logic Group	Find
0.00000			No, please specify	Α	To decree the Park				05 1:6 1:45
SAC6638 SAC6639		What information were you unable to find? What improvement would you like to see made to this site to ease your site experience?			Text area, no char limit Text area, no char limit		N N		OE_Info Not Found Improvement

Holiday 2010 Custom Question Setup

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B pink: ADDITION

			CUSTOM QUESTION LIST				
QID (Group ID) Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010 Spend intention with this retailer	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2010 holiday season compared to 2009? Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Answer Choices (limited to 50 characters) A lot more Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS' - DO NOT ADD ANSWER CHOICES OR DELETE - DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the	ANSWEI ES, if yo	R CHOICES u would like answe		Required Y/N Y
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure 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	R S S	Checkbox, one-up vertical	Multi	Y



Special Instructions
Skip Logic Group
Skip Logic Group