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

Client Name:	
Measure Name:	**Medicare Main**

Version of Code:	*Please fill in*
Custom Qualifier Page	*Please Select*
Custom Invitation Text?	*Please Select*
Custom Tracker Text?	*Please Select*
Custom Welcome/ Thank You Text?	*Please Select*

Language(s)	If other language not listed, please specify.	Website URL	MID(s) *(DOT FILL THIS IN)*	Measure Name(s) *(DOT WIll FILL THIS IN)*
Please Select a Language				
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FORESEE

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 and Thank you text shown in the boxes below. Please read comments before using any of the text.

Examples

Welcome Text Example

Welcome Text

Thank you for visiting our 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 Example

DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

ALTERNATE WEB 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. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

Model Instance Name:
Medicare Main
MID: JQI55ZlFBEVAxJV0dBR0oQ==
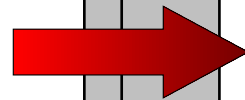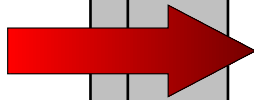**Partitioned (Y/N)?** Yes
Date: 9/5/2012

FORESEE

Medicare Main
Model questions utilize the ACSI methodology to determine scores and impacts

	MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
		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.						
8	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.						**Future Participation (1=Very Unlikely, 10=Very Likely)**
9	Look and Feel - Readability	Please rate the **readability of the pages** on this site.				28	Future Participation	How likely are you to **express your thoughts or ideas to Medicare** in the next 90 days?
		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.						

Model Instance Name:
Medicare Main
MID: JQI55ZlFBEVAxJV0dBR0oQ==
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		Radio button, one-up vertical	Single	Y		Visit Frequency
			A few times a week						
			Monthly						
			Every few months						
			Every 6 months or less often						
			This is my first time visiting this site						
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			Fix a Medicare card issue						
			Find a health or drug plan						
			Find out how Medicare works with other insurance						
			Get help with costs					Randomize	
			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	A					
LNH0839	A	What was your other primary reason?			Text area, no char limit		N	Skip Logic Group*	Other Reason
CAS0056952		Did you **try** to log in to MyMedicare.gov today?	Yes	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
			No						
CAS0056963	A	Was your login attempt successful?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLogin
			No						
LNH0840		What was your primary role while visiting the website?	Person with Medicare	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon	K					
			Caregiver	K					
			Family member or friend of a person with Medicare	K					
			Doctor or health care provider						
			Other	J					
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	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			Yes, the *Medicare & You* pages on this website	L					
			Yes, the downloadable PDF *Medicare & You* handbook from this website						
			No						
CAS0045768	L	Did you know that there are *Medicare & You* pages on this website that cover the material in the handbook?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
			No	M					
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?		S, D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Search feature						
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
			The search box in the middle of the website's main page						
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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
			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:	F					
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		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

Model Instance Name:
Medicare Main
MID: JQI55ZlFBEVAxJV0dBR0oQ==
Date: 9/5/2012

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

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
			Links often didn't take me where I expected	Q					
			I had difficulty finding relevant information						
			Links/labels are difficult to understand	P					
			Too many links/navigational options to choose from						
			I had technical difficulties (error messages, broken links, etc.)	O					
			I couldn't navigate back to previous information						
			I had a navigation problem not listed above:	M					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
			No	Q, R					
			Not sure	Q, R					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
			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					
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

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

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		Radio button, one-up vertical	Single	Y		Visit Frequency
			A few times a week						
			Monthly						
			Every few months						
			Every 6 months or less often						
			This is my first time visiting this site						
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			Fix a Medicare card issue						
			Find a health or drug plan						
			Find out how Medicare works with other insurance						
			Get help with costs					Randomize	
			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	A					
LNH0839	A	What was your other primary reason?			Text area, no char limit		N	Skip Logic Group*	Other Reason
CAS0056952		Did you **try** to log in to MyMedicare.gov today?	Yes	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
			No						
CAS0056963	A	Was your login attempt successful?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLogin
			No						
LNH0840		What was your primary role while visiting the website?	Person with Medicare	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon	K					
			Caregiver	K					
			Family member or friend of a person with Medicare	K					
			Doctor or health care provider						
			Other	J					
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	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			Yes, the *Medicare & You* pages on this website	L					
			Yes, the downloadable PDF *Medicare & You* handbook from this website						
			No						
CAS0045768	L	Did you know that there are *Medicare & You* pages on this website that cover the material in the handbook?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
			No	M					
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*	IE - Handbook Page
LNH0842		How did you primarily look for information on the website today?		S, D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Search feature						
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
			The search box in the middle of the website's main page						
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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
			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:	F					
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		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

Model Instance Name:		red & strike-through: DELETE
Medicare Main		*underlined & italicized*: RE-ORDER
MID: JQI55ZlFBEVAxJV0dBR0oQ==		pink: ADDITION
Date: 9/5/2012		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
			Links often didn't take me where I expected		*Denise.Philips: If selected, please eliminate all other options.*				
			I had difficulty finding relevant information	P					
			Links/labels are difficult to understand						
			Too many links/navigational options to choose from	O					
			I had technical difficulties (error messages, broken links, etc.)						
			I couldn't navigate back to previous information	M					
			I had a navigation problem not listed above:						
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
			No	Q, R					
			Not sure	Q, R					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
			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					
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

ForeSee Results - Confidential and Proprietary

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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
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			A few times a week						
			Monthly						
			Every few months						
			Every 6 months or less often						
			This is my first time visiting this site						
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			Fix a Medicare card issue						
			Find a health or drug plan						
			Find out how Medicare works with other insurance						
			Get help with costs					Randomize	
			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	A					
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	A	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
			No						
	A	Was your login attempt successful?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLogin
			No						
LNH0840	K	What was your primary role while visiting the website?	Person with Medicare	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon	K					
			Caregiver	K					
			Family member or friend of a person with Medicare	K					
			Doctor or health care provider						
			Other	J					
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	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			Yes, the *Medicare & You* pages on this website	L					
			Yes, the downloadable PDF *Medicare & You* handbook from this website						
			No						
CAS0045768	L	Did you know that there are *Medicare & You* pages on this website that cover the material in the handbook?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
			No	M					
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	S, D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
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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			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					
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		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience

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			I had difficulty finding relevant information	P					
			Links/labels are difficult to understand						
			Too many links/navigational options to choose from	O					
			I had technical difficulties (error messages, broken links, etc.)						
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			Call 1-800-MEDICARE for information						
			Call your State Health Insurance Assistance Program (SHIP) or another organization for information						
			Stop looking						
			Other	S					
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

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

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		Radio button, one-up vertical	Single	Y		Visit Frequency
			A few times a week						
			Monthly						
			Every few months						
			Every 6 months or less often						
			This is my first time visiting this site						
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			Fix a Medicare card issue						
			Find a health and or drug plan						
			Find out how Medicare works with other insurance						
			Get help with costs					Randomize	
			Find doctors and , hospitals, or other facilities						
			Apply online for Medicare						
			Opt out of the *Medicare & You* handbook						
			Find someone local 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	A					
LNH0839	A	What was your other primary reason?			Text area, no char limit		N	Skip Logic Group*	Other Reason
LNH0840		What was your primary role while visiting the website?	Person with Medicare	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon	K					
			Caregiver	K					
			Family member or friend of a person with Medicare	K					
			Doctor or health care provider						
			Other	J					
ACQhar0026379	J	What was your other primary role?			Text area, no char limit		N	Skip Logic Group*	Other Role
	K	Have you ever used the *Medicare & You* handbook?	Yes, a paper copy of the *Medicare & You* handbook	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			Yes, the *Medicare & You* pages on this website	L					
			Yes, the downloadable PDF *Medicare & You* handbook from this website						
			No						
	L	Did you know that there are *Medicare & You* pages on this website that cover the material in the handbook?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
			No	M					
	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
LNH0841		What information about Medicare were you looking for?	Part A (Hospital Insurance)		Radio button, one-up vertical	Single	Y		Contract
			Part B (Medical Insurance)						
			Part C (Medicare Advantage)						
			Part D (Prescription Drug Coverage)						
			Not Applicable						
LNH0842		How did you primarily look for information on the website today?	Search feature	S, D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
LNH0843	C	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Info
	S	Which search did you use?	The search box in the top right corner of the website		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Feature
			The search box in the middle of the website's main page						
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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
			Results were not relevant						
			Too many results						
			Not enough results						
			Returned no results						
			Got error message(s)						
			Search speed was too slow						

Model Instance Name:		
Medicare Main		
MID: JQI55ZlFBEVAxJV0dBR0oQ==		
Date: 9/5/2012		

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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
			I experienced a different search issue:	F					
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		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
			Links often didn't take me where I expected	Q					
			I had difficulty finding relevant information						
			Links/labels are difficult to understand	P					
			Too many links/navigational options to choose from						
			I had technical difficulties (error messages, broken links, etc.)	O					
			I couldn't navigate back to previous information						
			I had a navigation problem not listed above:	M					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
			No	Q, R					
			Not sure	Q, R					
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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
			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) or another organization for information						
			Stop looking						
			Other	S					
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

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

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Medicare Main
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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
LNH0837		How frequently do you visit Medicare.gov?	Daily		Radio button, one-up vertical	Single	Y		Visit Frequency
			A few times a week						
			Monthly						
			Every few months						
			Every 6 months or less often						
			This is my first time visiting this site						
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			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	A					
LNH0839	A	What was your other primary reason?			Text area, no char limit		N	Skip Logic Group*	Other Reason
LNH0840		What was your primary role while visiting the website?	Person with Medicare		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			Caregiver						
			Family member or friend of a person with Medicare						
			Doctor or health care provider						
			Other	J					
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)		Radio button, one-up vertical	Single	Y		Contract
			Part B (Medical Insurance)						
			Part C (Medicare Advantage)						
			Part D (Prescription Drug Coverage)						
			Not Applicable						
LNH0842		How did you primarily look for information on the website today?		D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Search feature						
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
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.)			Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
			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					
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		Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
			Links often didn't take me where I expected	O					
			I had difficulty finding relevant information						
			Links/labels are difficult to understand	P					
			Too many links/navigational options to choose from						
			I had technical difficulties (error messages, broken links, etc.)	O					
			I couldn't navigate back to previous information						
			I had a navigation problem not listed above:	M					
LNH0847	M	What other navigation difficulty did you experience?			Text area, no cha		N	Skip Logic Group*	Other Nav Exp
LNH0848	O	What links or paths didn't take you where they should have?			Text area, no cha		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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
			No	Q, R					
			Not sure	Q, R					
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

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If selected, please eliminate all other options.

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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
			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					
LNH0853	S	What else will you do next?			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~~		~~Drop down, select one~~	~~Single~~	~~Y~~	~~Rank Group~~	~~SV - Rank 1~~
			~~Video I saw on YouTube~~						
			~~Internet blogs or discussion forums~~					~~Adjust Template/Style Sheet~~	
			~~Advertising on social networks (Facebook, Twitter)~~					~~Randomize~~	
			~~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~~					~~Anchor Answer Choice~~	
			~~Other~~					~~Anchor Answer Choice~~	
~~LNH0855~~		~~Rank 2 (Optional)~~	~~Message or recommendation from a friend on a social network~~		~~Drop down, select one~~	~~Single~~	~~N~~	~~Rank Group~~	~~SV - Rank 2~~
			~~Video I saw on YouTube~~						
			~~Internet blogs or discussion forums~~					~~Adjust Template/Style Sheet~~	
			~~Advertising on social networks (Facebook,Twitter)~~					~~Randomize~~	
			~~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~~					~~Anchor Answer Choice~~	
			~~Other~~					~~Anchor Answer Choice~~	
~~LNH0856~~		~~Rank 3 (Optional)~~	~~Message or recommendation from a friend on a social network~~		~~Drop down, select one~~	~~Single~~	~~N~~	~~Rank Group~~	~~SV - Rank 3~~
			~~Video I saw on YouTube~~						
			~~Internet blogs or discussion forums~~					~~Adjust Template/Style Sheet~~	
			~~Advertising on social networks (Facebook,Twitter)~~					~~Randomize~~	
			~~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~~					~~Anchor Answer Choice~~	
			~~Other~~					~~Anchor Answer Choice~~	
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: JQI55ZlFBEVAxJV0dBR0oQ==
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	Daily		Radio button, one-up vertical	Single	Y
			LNH0837A02	A few times a week				
			LNH0837A03	Monthly				
			LNH0837A04	Every few months				
			LNH0837A05	Every 6 months or less often				
			LNH0837A06	This is my first time visiting this site				
LNH0838		What was your primary reason for visiting the website?	LNH0838A01	Get an answer to a coverage question		Radio button, one-up vertical	Single	Y
			LNH0838A02	Fix a Medicare card issue				
			LNH0838A03	Find a health and drug plan				
			LNH0838A04	Find out how Medicare works with other insurance				
			LNH0838A05	Get help with costs				
			LNH0838A06	Find doctors and hospitals				
			LNH0838A07	Apply online for Medicare				
			LNH0838A08	Opt out of the handbook				
			LNH0838A09	Find someone local				
			LNH0838A10	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				
			LNH0838A11	Other	A			
LNH0839	A	What was your other primary reason?				Text area, no char limit		N
LNH0840		What was your primary role while visiting the website?	LNH0840A01	Person with Medicare		Radio button, one-up vertical	Single	Y
			LNH0840A02	Caregiver				
			LNH0840A03	Family member or friend of a person with Medicare				
			LNH0840A04	Doctor or health care provider				
			LNH0840A05	Other	J			
	J	What was your other primary role?				Text area, no char limit		N
LNH0841		What information about Medicare were you looking for?	LNH0841A01	Part A (Hospital Insurance)		Radio button, one-up vertical	Single	Y
			LNH0841A02	Part B (Medical Insurance)				
			LNH0841A03	Part C (Medicare Advantage)				
			LNH0841A04	Part D (Prescription Drug Coverage)				
			LNH0841A05	Not Applicable				
LNH0842		How did you primarily look for information on the website today?	LNH0842A01	Search feature	D, E	Radio button, one-up vertical	Single	Y
			LNH0842A02	Top navigation bar	G			
			LNH0842A03	Left navigation bar	G			
			LNH0842A04	Links in the center of the page	G			
			LNH0842A05	A-Z Index	G			
			LNH0842A06	Other	C, G			
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	The search feature met my needs today		Checkbox, one-up vertical	Multi	Y
			LNH0844A02	Results were not relevant				
			LNH0844A03	Too many results				
			LNH0844A04	Not enough results				
			LNH0844A05	Returned no results				
			LNH0844A06	Got error message(s)				
			LNH0844A07	Search speed was too slow				
			LNH0844A08	I experienced a different search issue:	F			
LNH0845	F	What other experience did you have while using the search feature?				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	I navigated this website easily		Checkbox, one-up vertical	Multi	
			LNH0846A02	Links often didn't take me where I expected	O			
			LNH0846A03	I had difficulty finding relevant information				
			LNH0846A04	Links/labels are difficult to understand	P			
			LNH0846A05	Too many links/navigational options to choose from				
			LNH0846A06	I had technical difficulties (error messages, broken links, etc.)	O			
			LNH0846A07	I couldn't navigate back to previous information				
			LNH0846A08	I had a navigation problem not listed above:	M			
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

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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

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

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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
			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				
Spend intention with this retailer		Do you expect to **spend more or less online** during the 2010 holiday season **with** *retailer.com* compared to 2009?					Y
			A little more	R			
			I expect to spend about the same amount as last year				
			A little less	S			
			A lot less	S			
			Not sure				
	R	**Why** do you expect to spend **more online with** *retailer.com* this holiday season? (please select all that apply)	Promotions ($ or % off offers)		Checkbox, one-up vertical	Multi	Y
			Quality of merchandise				
			Merchandise selection				
			Good return policy				
			Online product prices				
			Shipping costs				
			Availability of merchandise				
			Better personal economic circumstances this year				
			Other (please specify):	Z			

Special Instructions

Skip Logic Group

Skip Logic Group

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 I 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** during the 2011 holiday season **with** *retailer.com* compared to 2010?	I didn't purchase anything from *retailer.com* last year A lot more A little more I expect to spend about the same amount as last year A little less A lot less Not sure	A A B B	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
A		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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend more	
C		Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
B		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 I'm trying to save more and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify):	CC	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less	
CC		Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.com* today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later I was browsing today to purchase at one of the store locations I was browsing today to see what you have Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Anchor Answer Choice	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.
A		What else did you do on *retailer.com* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
	A	Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while holiday shopping this year?**	Yes No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
A		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:	B	Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other	
B		Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device t retailer's website, mobile website, or m	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 device this holiday season? (please s			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 whi holiday season? (please select all that apply)	I accessed a competitor's website I accessed a shopping comparison website (Shopzilla.com, Shopping.com) I accessed the store's mobile shopping app I 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 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 Exclusive Answer Choice	Y	Randomize Anchor Answer Choice	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.

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- DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization
- DO NOT change the CQ LABELS
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Festive Season 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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

CUSTOM QUESTION LIST

Please use the following guidelines **FOR A UK survey:**
- **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**

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		Drop down, select one	Single	Y		H2011-Spend general	**Benchmarking question fro 2008, should be a part of all Holiday questions**
			A little more							
			I expect to spend about the same amount as last year							
			A little less							
			A lot less							
			Not sure							
		Do you expect to spend more or le... season with *retailer.co.uk* compan...			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**
	A	Why do you expect to spend more... festive season? (please select all t...			box, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
								Randomize		
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	CC				Anchor Answer Choice		
CC		Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
	B	Why do you expect to spend **less** online with *retailer.co.uk* this festive season? (please select all that apply)	Promotions were not appealing (£ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend less	
								Randomize		
			Quality of merchandise							
			Poor merchandise selection							
			Return policy							
			I'm trying to save more and spend less							
			Online product prices							
			Shipping costs							
			Poor availability of merchandise							
			Worse personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
C		Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.co.uk* today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	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.**
			I bought a gift for someone else today					Randomize		
			I was browsing today to purchase online later							
			I was browsing today to purchase at one of the store locations							
			I was browsing today to see what you have							
			Other (please specify):	A				Anchor Answer Choice		
	A	What else did you do on *retailer.co.uk* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while Christmas shopping this year?**	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	**Should be used if retailer has a mobile app**
			No							
	A	Why did you do so? (please select all that apply)	To compare different products		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-why access mobile	
			To look up price information about a product					Randomize		
			To look up product specifications							
			To view product reviews							
			To make a purchase							
			To find a store location							
			Another reason:	B				Anchor Answer Choice	H2011-access other	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device to access **any retailer's** website, mobile website, or mobile shopping app?	Yes	AA	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.**
			No, and I don't plan to							
			No, but I might in the future							
			Not sure							
	AA	**Which of the following ways did you use your mobile device during the festive season?** (please select all that apply)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	**Global use of mobile app, can be asked of all**
			I made purchases online from my mobile device	A						
			I used my mobile device to compare products or prices whilst shopping in person in a store	A						
			I used retailer-developed mobile shopping apps	A						
			None of the above					Exclusive Answer Choice		
	A	**How did you use your mobile device while in retail stores** during the festive season? (please select all that apply)	I accessed the store's website		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
			I accessed a competitor's website							
			I accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK)							
			I accessed the store's mobile shopping app							
			I accessed a competitor's mobile shopping app							
			None of the above					Exclusive Answer Choice		
		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		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.**
			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				Exclusive Answer Choice	Anchor Answer Choice		