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 <u>Questionnaire Design and Approval Process</u>
- 2 <u>Question Grouping Rules</u>
- 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 WIII FILL THIS IN)
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Model Instance Name: Medicare Main

MID: JQI55ZIFBEVAxJV0dBR0oQ==



Welcome and Thank You Text

Directions:

Date: <u>9/5/2012</u>

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.

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.

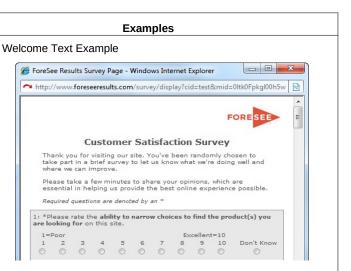
DEFAULT Thank You Text

"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.



Thank You Text Example

Football Please Select -Hockey Please Select • 16: What size and style of jean were you shopping for today? What size of jean were you shopping for today? What style of jean were you shopping for today? 0 1 Boot cut 03 Contraction Low rise 5 Flare 0 7 Relaxed fit 0 9 Slim cut 0 11 0 13 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 web site. Cancel Submit Copyright 2010 - all rights reserved ForeSee Results Privacy Policy Survey Support Internet | Protected Mode: On 🖓 🔻 🔍 100% 🔻

Model Instance Name: Medicare Main MID: J(

JQI55ZIFBEVAxJV0dBR0oQ== Partitioned (Y/N)? Yes Date: 9/5/20



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ate.			Me	dicare Main			
	Model questions u	tilize th		ethodology to determine scores and impact.	s		
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)
1Content - Accuracy	Please rate your perception of the accuracy of information on this site.		atisfaction - verall	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.		atisfaction - cpectations	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 Sa Id	atisfaction - eal	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?
4 Functionality - Usefulness	Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the website tools (search, print, bookmark, RSS, etc.) provided on this site.				25	Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) 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 .
valiety	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 -	Please rate the visual appeal of this site.					Right	Future Participation (1=Very Unlikely, 10=Very Likely)
Appeal 8 Look and Feel -	Please rate the balance of graphics and text on this site.				28	Future Participation	How likely are you to express your thoughts or ideas to Medicare in the next 90 days?
Balance 9Look and Feel - Readability	Please rate the readability of the pages on this site.					Parucipation	ine next 90 days?
Readability	Navigation (1=Poor, 10=Excellent, Don't Know)						
10 Navigation -	Please rate how well the site is organized.						
Organized 11 Navigation -	Please rate the options available for navigating this site.						
Options 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) Please rate how quickly pages load on this site.						
Loading 18 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.						
	Please rate the ability to load pages without getting error messages on this site.						

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

			Medicare Main CUSTOM QUESTION LIST						
	Skip Logic		Answer Choices			Single or	Required		
QID LNH0837	Label	Question Text How frequently do you visit Medicare.gov?	(limited to 50 characters)	Skip to		Multi	Y/N Y	Special Instructions	CQ Label
LINHU837		How nequently do you visit medicare.gov?	Daily A few times a week	-	Radio button, one-up vertical	Single	ř		Visit Frequency
			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	-				I and offize	
			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	Α					
LNH0839	Α	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	Α	Radio button, one-up vertical	S	Y	Skip Logic Group*	MyMedicareLogin
			No	_					
CAS0056963	Α	Was your login attempt successful?	Yes	_	Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLogin
LNH0840		What was your primary role while visiting the website?	Person with Medicare	к	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
LINHU040		What was your primary fole while visiting the website?	I'll get Medicare soon	-	Radio bullon, one-up vertical	Single	1	Skip Logic Group	Rule
			Caregiver	ĸ					
			Family member or friend of a person with Medicare	ĸ					
			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	к	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	1 -					
			No	-					
CAS0045768	L	Did you know that there are Medicare & You pages on this website			Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
		that cover the material in the handbook?	Yes						
0 1 0 0 0 15 7 0 0		Mandal and the interaction day Manfards (C.V.)	No	M	and a state of the				
CAS0045769	м	Would you be interested in using the <i>Medicare & You</i> pages on this website to get the information from the handbook instead of the			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
		paper or PDF version of the handbook? Please describe why or why							
		not:							
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 Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
LNH0843	С	What other way did you primarily look for information?		, 2	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 coards feature met my people today		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
		(i icuse select all that apply.)	The search feature met my needs today Results were not relevant	-					
			Too many results	-					
			Not enough results	-					
			No results or search timed out						
			Got error message(s)						
			Search speed was too slow						
			I experienced a different search issue:	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			Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
L110040	6	(Please select all that apply.)	I navigated this website easily		· · ·	wutu		Skip Logic Group.	Nav Experience
					Denice Philips:				

Model Instanc Medicare Main MID: JQI55ZIF Date:			red-&-strike-through : DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING						
			Medicare Main CUSTOM QUESTION LIS	бт					
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 I had difficulty finding relevant information Links/Jabeis are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	P 0 M	elimise.rhilips: ff selected, please eliminate all other options.				
LNH0847	М	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	0	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	0	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	Ř	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

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

			Medicare Main CUSTOM QUESTION LIST						
	Skip Logic		Answer Choices			Single or	Required		
QID	Label	Question Text	(limited to 50 characters)	Skip to		Multi	Y/N	Special Instructions	CQ Label
LNH0837		How frequently do you visit Medicare.gov?	Daily A few times a week	_	Radio button, one-up vertical	Single	Y		Visit Frequency
			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	_				Ranuomize	
			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	Α					
LNH0839	Α	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	Α	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
LNH0840		What was your primary role while visiting the website?	No Person with Medicare	к	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
LINHU840		what was your primary role while visiting the website?	I'll get Medicare soon	- `	Radio button, one-up vertical	Single	r	Skip Logic Group"	Role
			Caregiver	ĸ					
			Family member or friend of a person with Medicare	к					
			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	к	Have you ever used the Medicare & You handbook?	Yes, a paper copy of the <i>Medicare & You</i> handbook Yes, the <i>Medicare & You</i> pages on this website	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			res, the medicale & rou pages on this website	- L					
			Yes, the downloadable PDF Medicare & You handbook from this website	1 -					
			No						
CAS0045768	L	Did you know that there are Medicare & You pages on this website			Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
		that cover the material in the handbook?	Yes	_					
0400045700		Would you be interested in using the Medicare & You pages on this	No	M	Tout one of the limit			Ohim Lancia Oneurst	
CAS0045769	м	website to get the information from the handbook instead of the			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
		paper or PDF version of the handbook? Please describe why or why							
LNH0842		How did you primarily look for information on the website today?	Course for the second sec	S, D, E	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
			Search feature	G					
			Top navigation bar Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
			Other	C, G					
LNH0843	С	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						
1 NU 0045				F	Tout area no abar limit			Chip Logio Count	Other Courts 5
LNH0845	F	What other experience did you have while using the search feature?	Search speed was too slow	F	Text area, no char limit		N	Skip Logic Group*	Other Search Exp
LNH0845	F	What other experience did you have while using the search feature? Please tell us about your navigation experience on the website today (Please select all that apply.)	Search speed was too slow	F	Text area, no char limit Checkbox, one-up vertical	Multi	N	Skip Logic Group* Skip Logic Group*	Other Search Exp

Model Instanc Medicare Main MID: JQI55ZIF Date:			red-&-strike-through : DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING						
			Medicare Main CUSTOM QUESTION LIS	бт					
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 I had difficulty finding relevant information Links/Jabeis are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	P 0 M	elimise.rhilips: ff selected, please eliminate all other options.				
LNH0847	М	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	0	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	0	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	Ř	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

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

			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	Label	Question Text How frequently do you visit Medicare.gov?	Daily	SKIP to	Radio button, one-up vertical	Single	Y/N Y	Special Instructions	Visit Frequency
LIVII0057		now nequently do you visit medicale.gov:	A few times a week	-	Radio ballon, one-up venical	Single	'		Visit Frequency
			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 Fix a Medicare card issue	_	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Reason
			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	Α					
LNH0839	Α	What was your other primary reason?	Vee		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	5	Y	Skip Logic Group*	MymedicareLogin
	Α	Was your login attempt successful?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group*	SuccessMMLogin
	<u> </u>		No	-	radio baton, one up vertical	J J		Skip Logic Croup	Successivilleogin
LNH0840		What was your primary role while visiting the website?	Person with Medicare	К	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon						
			Caregiver	ĸ					
			Family member or friend of a person with Medicare	к					
			Doctor or health care provider Other	- , ·					
ACQhar0026379	J	What was your other primary role?		J	Text area, no char limit		N	Skip Logic Group*	Other Role
CAS0045802	ĸ	Have you ever used the <i>Medicare & You</i> handbook?	Yes, a paper copy of the <i>Medicare & You</i> 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	_					
CAS0045768	L	Did you know that there are <i>Medicare & You</i> pages on this website	No		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Pages
CA50045768		that cover the material in the handbook?	Yes		Radio button, one-up vertical	Single	r	Skip Logic Group"	Hanubook - Pages
			No	м					
CAS0045769	М	Would you be interested in using the Medicare & You pages on this			Text area, no char limit		N	Skip Logic Group*	E - Handbook Page
		website to get the information from the handbook instead of the paper or PDF version of the handbook? Please describe why or why							
		not:							
LNH0842		How did you primarily look for information on the website today?		S.D.F	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Look for Info
		, se primary sector and matching and the treasure today i	Search feature	0,0,1	in a butter, one up vertical	Ciligio		Logio oroup	2001.01 1110
			Top navigation bar	G					
			Left navigation bar	G					
			Links in the center of the page	G					
			A-Z Index	G					
LNH0843	С	What other way did you primarily look for information?	Other	C, G	Text area, no char limit		N	Skip Logio Croupt	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* Skip Logic Group*	Search Feature
	Ŭ		The search box in the middle of the website's main page		a second a s	2			,
LNH0844	D	What was your experience with the website's search feature today?			Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
		(Please select all that apply.)	The search feature met my needs today						
			Results were not relevant	-					
			Too many results	-					
			Not enough results	-					
			Returned no results Got error message(s)	-					
			Search speed was too slow	-					
			l 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.)			Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
		(i lease select all that apply.)	I navigated this website easily		Denies Dhiling:				

Model Instanc Medicare Main MID: JQI55ZIF Date:			red-&-strike-through : DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING						
			Medicare Main CUSTOM QUESTION LIS	бт					
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 I had difficulty finding relevant information Links/Jabeis are difficult to understand Too many links/navigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	P 0 M	elimise.rhilips: ff selected, please eliminate all other options.				
LNH0847	М	What other navigation problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
LNH0848	0	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
LNH0849	P	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
LNH0850		Were you able to find what you were looking for today?	Yes No Not sure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
LNH0851	0	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	Ř	What will you do next to find the answer?	Return to Medicare.gov another time Look at other websites E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) or another organization for information Stop looking Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
LNH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

Model Instance	Name:
Medicare Main	
MID: JQI55ZIFB	EVAxJV0dBR0oQ=
Date:	9/5/2012

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

			Medicare Main CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH0837		How frequently do you visit Medicare.gov?	Daily A few times a week Monthly Every few months Every 6 months or less often This is my first time visiting this site		Radio button, one-up vertical	Single	Y		Visit Frequency
LNH0838		What was your primary reason for visiting the website?	Get an answer to a coverage question Fix a Medicare card issue Find a health end or drug plan Find a health end or drug plan Find out how Medicare works with other insurance Get help with costs Find doctors and, hospitals, or other facilities Apply online for Medicare Opt out of the Medicare? You handbook Find source leeal to talk to Login to www.MyMedicare.gov Find out or www.MyMedicare.gov Find out a fume to talk to Login to www.MyMedicare.gov Find out a fume to talk to Check on the status of a claim Check on the status of a claim Sign up for automatic payments Update personal information, such as address or phone number Other		Radio button, one-up vertical	Single	Y	Skip Logic Group* Randomize	Reason
LNH0839	Α	What was your other primary reason?			Text area, no char limit		N	Skip Logic Group*	Other Reason

_NH0840		What was your primary role while visiting the website?	Person with Medicare	ĸ	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
			I'll get Medicare soon						
			Caregiver	ĸ					
			Family member or friend of a person with Medicare	ĸ					
			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
	к	Have you ever used the Medicare & You handbook?	Yes, a paper copy of the <i>Medicare & You</i> handbook	L	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Handbook - Use
			Yes, the Medicare & You pages on this website						
			Yes, the downloadable PDF Medicare & You handbook from this website	L					
			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 - Page
			No	м					
	м	Would you be interested in using the Medicare & You pages on this website to get the information from the handbook instead of the			Text area, no char limit		N	Skip Logic Group*	E - Handbook Paç
		paper or PDF version of the handbook? Please describe why or why not:							
NH0841		What information about Medicare were you looking for?	Part A (Hospital Insurance)		Radio button, one-up vertical	Single	¥		Contract
			Part B (Medical Insurance)						
			Part C (Medicare Advantage)						
			Part D (Prescription Drug Coverage)						
			Not Applicable						
_NH0842		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					
_NH0843	С	What other way did you primarily look for information?			Text area, no char limit		N	Skip Logic Group*	Other Look for Infe
	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						
_NH0844	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 Experienc
			Results were not relevant						
			Too many results						
			Not enough results						
			Returned no results						
			Got error message(s)						
			Search speed was too slow						

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blue + -->: REWORDING

			Medicare Main CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) I experienced a different search issue:	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
NH0845	F	What other experience did you have while using the search feature?		- ·	Text area, no char limit		N	Skip Logic Group*	Other Search Ex
.NH0846	G	Please tell us about your navigation experience on the website today. (Please select all that apply.)	I navigated this website easily Links often didn't take me where I expected I had difficulty finding relevant information Links/Jabels are difficult to understand Too many links/Javigational options to choose from I had technical difficulties (error messages, broken links, etc.) I couldn't navigate back to previous information I had a navigation problem not listed above:	P O M	Checkbox, one-up vertical Denise.Philips: If selected, please eliminate all other options.	Multi		Skip Logic Group*	Nav Experience
NH0847	М	What other navigation difficulty problem did you experience?			Text area, no char limit		N	Skip Logic Group*	Other Nav Exp
NH0848	0	What links or paths didn't take you where they should have?			Text area, no char limit		N	Skip Logic Group*	Nav Path Unexpected
NH0849	Р	What specific links/labels were difficult to understand?			Text area, no char limit		N	Skip Logic Group*	Nav Link Labels
NH0850		Were you able to find what you were looking for today?	Yes No Notsure	Q, R Q, R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
NH0851	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
NH0852	Ř	What will you do next to find the database?	Return to Medicare.gov another time Look at other websites fo r Medicare information Look other places online E-mail Medicare.gov Call 1-800-MEDICARE for information Call your State Health Insurance Assistance Program (SHIP) is anticides represented for information Stop looking Other	S	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
NH0853	S	What else will you do next?			Text area, no char limit		N	Skip Logic Group*	Other Do Next
NH0857		If you could change or improve one thing about the website, what would it be?			Text area, no char limit		N		Improvement

Model Instance Name:
Medicare Main

MID: JQI55ZIFBEVAxJV0dBR0oQ== Date: 9/5/2012 red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

			Medicare Main CUSTOM QUESTION	LIST					
	Skip								
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip t	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH0837	Labor	How frequently do you visit Medicare.gov?	Daily	Chup t	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						
LNH0839	Α	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						
ACQhar0026379	J	What was your other primary role?	Other	J	Toxt area		N	Skip Logio Croupt	Other Role
LNH0841	J	What information about Medicare were you looking for?	Part A (Hospital Insurance)		Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group*	Contract
11110041		what mornation about medicate were you looking for	Part B (Medical Insurance)		radio batton, one-up ventical	Single			Contract
			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	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? What was your experience with the website's search feature today?			Text area, no char limit	Multi		Skip Logic Group*	Other Look for Infe
LNH0844	D	(Please select all that apply.)	The search feature met my needs today		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experienc
			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?		F	Text area, no char limit		N	Skip Logic Group*	Other Search Exp
2					Tokt a bay no ondrinnit			Ship Logic Oroup	Calci Ocuron Exp
LNH0846	G	Please tell us about your navigation experience on the website today		R	Checkbox, one-up vertical	Multi		Skip Logic Group*	Nav Experience
		(Please select all that apply.)	I navigated this website easily						
			Links often didn't take me where I expected	9					
			I had difficulty finding relevant information Links/labels are difficult to understand	p\					
			Too many links/navigational options to choose from			L			
			I had technical difficulties (error messages, broken links, etc.)	0	Denise.Philips: If selected, please				
			I couldn't navigate back to previous information		eliminate all other op	tions.			
			I had a navigation problem not listed above:	М					
LNH0847	М	What other navigation difficulty did you experience?			Text area, no cha			Skip Logic Group*	Other Nav Exp
LNH0848	0	What links or paths didn't take you where they should have?			Text area, no cha		N	Skip Logic Group*	Nav Path
LNH0849	Р	What specific links/labels were difficult to understand?			Text area, no char		N	Skip Logic Croupt	Unexpected Nav Link Labels
LNH0849 LNH0850	P	Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single	N V	Skip Logic Group* Skip Logic Group*	Able to Find
2.4.13030			No	Q, R	radio sation, one up vertical	Olingie		Chip Logic Oroup	Abie to Fillu
			Not sure	Q, R					
							N	Ohis Lasia Ossant	Linchie to Find
LNH0851 LNH0852	Q	Please describe in detail what you were unable to do or find. What will you do next?	Return to Medicare.gov another time		Text area, no char limit Radio button, one-up vertical		IN	Skip Logic Group* Skip Logic Group*	Unable to Find Do Next

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	Skip								
	Logic		Answer Choices			Single or	Required		
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions	CQ Labe
			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					
10853	S	What else will you do next?			Text area, no char limit			Skip Logic Group*	Other Do 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)	Message or recommendation from a friend on a social network		Drop down, select one	Single-	¥	Rank Group	SV - Ranl
			Video I saw on YouTube						
			Internet blogs or discussion forums					Adjust Template/Style Sh	eet
			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 - Ran
			Video I saw on YouTube						
			Internet blogs or discussion forums	-				Adjust Template/Style Sh	eet
			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 - Ran
2.1110000			Video I saw on YouTube			Olligio-		i turni Oroup	OV Ram
			Internet blogs or discussion forums					Adjust Template/Style Sh	pet
			Advertising on social networks (Facebook, Twitter)	-				Randomize	
				-				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	

Model Instance Name:

Medicare Main

LNH0849

I NHO

P

What specific links/labels were difficult to understand?

Were you able to find what you were looking for today

LNH0850A01

MID: JQI55ZIFBEVAxJV0dBR0oQ==

Date: 9/5/2012

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Medicare Main CUSTOM QUESTION LIST

9/5/2012

Skip Logic Answer Choices Single or Required QID Label AnswerIDs (DOT) (limited to 50 characters) Skip to Type (select from list) Multi Ý/N **Question Text** LNH0837A01 LNH0837 Radio button, one-up vertical Single How frequently do you visit Medicare.gov? Daily LNH0837A02 A few times a week LNH0837A03 Monthly LNH0837A04 Every few months LNH0837A05 Every 6 months or less often NH0837A06 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 LNH0838A02 Fix a Medicare card issue Find a health and drug plan LNH0838A03 Find out how Medicare works with other insurance LNH0838A04 LNH0838A05 Get help with costs LNH0838A06 Find doctors and hospitals Apply online for Medicare LNH0838A07 Opt out of the handbook LNH0838A08 LNH0838A09 Find someone local LNH0838A10 Login to www.MyMedicare.gov LNH0838A11 Other Α LNH0839 What was your other primary reason? Text area, no char limit Α N I NH0840A01 Person with Medicare LNH0840 hat was your primary role while visiting the website? Radio button, one-up vertical Sinale LNH0840A02 Caregiver _NH0840A03 Family member or friend of a person with Medicare Doctor or health care provider Other LNH0840A05 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) NH0841A05 Not Applicable LNH0842 How did you primarily look for information on the website today? LNH0842A01 D, E Radio button, one-up vertical Single Y Search feature LNH0842A02 Top navigation bar G LNH0842A03 Left navigation bar G LNH0842A04 Links in the center of the page G A-Z Index LNH0842A05 G LNH0842A06 Other C. G LNH0843 C What other way did you primarily look for information? Text area, no char limit Ν What was your experience with the website's search feature today? LNH0844A01 (Please select all that apply.) LNH0844 Checkbox, one-up vertical Multi D Y The search feature met my needs today LNH0844A02 Results were not relevant LNH0844A03 Too many results INH0844A04 Not enough results LNH0844A05 Returned no results LNH0844A06 Got error message(s) LNH0844A07 Search speed was too slow experienced a different search issue: LNH0844A08 E LNH0845 What other experience did you have while using the search feature? F Text area. no char limit Ν Please tell us about your navigation experience on the website today. LNH0846A01 (Please select all that apply.) LNH0846 G Checkbox, one-up vertical Multi navigated this website easily LNH0846A02 Links often didn't take me where I expected O Denise.Philips: LNH0846A03 I had difficulty finding relevant information If selected please LNH0846A04 inks/labels are difficult to understand Р eliminate all other options. Too many links/navigational options to choose from I NH0846A05 LNH0846A06 I had technical difficulties (error messages, broken links, etc.) ο LNH0846A07 couldn't navigate back to previous information LNH0846A08 I had a navigation problem not listed above: LNH0847 What other navigation difficulty did you experience? Μ Ν LNH0848 What links or paths didn't take you where they should have? ext area, no char limit Ν 0

N

Y

Single

Text area, no char limit

adio button, one-up verti

Model Instance Name: Medicare Main

Medicare Main MID: JQI55ZIFBEVAxJV0dBR0oQ== Date: 9/5/2012

				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
ų. <u>.</u>	Labor	Question rox	LNH0850A02	No	Q, R		india	
			LNH0850A03	Not sure	Q, R			
H0851	Q	Please describe in detail what you were unable to do or find.				Text area, no char limit		N
H0852	R	What will you do next?	LNH0852A01	Return to Medicare.gov another time	_	Radio button, one-up vertical	Single	Y
			LNH0852A02 LNH0852A03	Look at other websites for Medicare information Look other places online	_			
			LNH0852A03	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			
H0853 LNH0854	S	What else will you do next? 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		Text area, no char limit Drop down, select one	Single	Y
			LNH0854A02	Video I saw on YouTube				
			LNH0854A03	Internet blogs or discussion forums	_			
			LNH0854A04 LNH0854A05	Advertising on social networks (Facebook, Twitter)	_			
			LNH0854A05	Message directly from the company on a social network 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 LNH0854A12	Search engine results 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 LNH0855A02	Message or recommendation from a friend on a social network Video I saw on YouTube	_	Drop down, select one	Single	N
			LNH0855A02	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 LNH0855A09	Instant Message from a friend or colleague Familiarity with Medicare	-			
			LNH0855A09	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 LNH0855A16	Don't know 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			Ū.	
			LNH0856A03	Internet blogs or discussion forums	_			
			LNH0856A04	Advertising on social networks (Facebook,Twitter)	_			
			LNH0856A05 LNH0856A06	Message directly from the company on a social network 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 LNH0856A13	Word of mouth recommendation from someone I know Printed article (newspaper, magazine, newsletter)	-			
			LNH0856A13	Meeting or conference I attended				
			LNH0856A15	Don't know				
			LNH0856A16	Other				
H0857		If you could change or improve one thing about the website, what				Text area, no char limit		N

Special Instructions	CQ Label Visit Frequency
Skip Logic Group*	Reason
Skip Logic Group* Skip Logic Group*	Other Reason Role
Skip Logic Group*	Other Role
	Contract
Skip Logic Group*	Look for Info
Skip Logic Group* Skip Logic Group*	Other Look for Info 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* Skip Logic Group*	Unable to Find Do Next
onip Edgic Ordup	DUNCA
Skip Logic Group*	Other Do Next
Rank Group Adjust Template/Style Sh	SV - Rank 1
Randomize	
Anchor Answer Choice	
Anchor Answer Choice Rank Group	SV - Rank 2
Adjust Template/Style Sh Randomize	eet
Anchor Answer Choice	
Anchor Answer Choice Rank Group	SV - Rank 3
Adjust Template/Style Sh Randomize	
Anchor Answer Choice Anchor Answer Choice	
	Improvement

		Question Setup HE CQ LABELS AS THEY ARE LABELED B	red & strike-through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING				
			CUSTOM QUESTION LIST				
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more 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 o	ANSWEF ES, if yo	R CHOICES u would like answe		Y
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S S			Y
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) 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	Checkbox, one-up vertical	Multi	Y



Special Instructions	
Skip Logic Group	
Skip Logic Group	

		Question Setup		red & strike Hrough : DELETE <u>underlined & italicized</u> : RE-ORDER								
T KEEF	P TH	IE CQ LABELS AS THEY AR	E LABELED BEL	pink: ADDITION blue +>: REWORDING								
				bile + +>, REWORDING								_
				CUSTOM QUEST	ION LIST							
Ski	in											
Log	gic bel	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from	n list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Note:
		Do you expect to spend more or less onlin holiday season compared to 2010?	e during the 2011	A lot more		Drop down, select one	e	Single	Y		H2011-Spend general	Benchmarking question should be a part of all b
				A little more	_							questions
				I expect to spend about the same amount as last year A little less	_							
				A lot less Not sure	_							
	- 1	Do you expect to spend more or less onlin holiday season with retailer.com compared	e during the 2011 to 2010?	I didn't purchase anything from relailer.com last year		Drop down, select one	e	Single	Ŷ	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates d the retailer and should be the holiday batter
				A lot more								the holiday batte
				A little more I expect to spend about the same amount as last year	- Â							
				A little ress	В							
A		Why do you expect to spend more online w toliday season? (please select all that apply	ith retailer.com this	Promotions (\$ or % off offers)		Checkbox, one-up ver	rtical	Multi	Y	Skip Logic Group	H2011-Spend more	
				Quality of merchandise Merchandise selection						Randomize		
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				Shipping costs Availability of merchandise Better personal economic circumstances this year	_							
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B	i i	Why do you expect to spend less online v holiday season? (please select all that ap	vith retailer.com this oply)	Promotions were not appealing (\$ or % off offers)		Checkbox, one-up ver	rtical	Multi	Ŷ	Skip Logic Group	H2011-Spend less	
				Cuality of masshandisa	_					Pandomiza		
				Poor merchandise selection	_					Randomize		
				I'm trying to save more and spend less	_							
				Shipping costs Phore availability of merchandise	_							
				Worse personal economic circumstances this year Other (please specify):	cc					Anchor Answer Choice		
cc	С	Other reason to spend less online: Please tell us what you did on retailer.com	today.	I made a purchase for myself today		Text area, no char lim Radio button, one-up	vertical	Single	N Y	Skip Logic Group	H2011-Spend less other H2011-task accomp	Only ask if you do no
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		Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website,	Yes	A	Radio button, one-up	vertical	Single	Ŷ	Skip Logic Group	H2011-access mobile	Should be used if retai
				No	_							mobile app
A	ì	Why did you do so? (please select all th	tat apply)	To compare different products To look up price information about a product	_	Checkbox, one-up ver	rtical	Multi-select	Ŷ	Skip Logic Group Randomize	H2011-why access mobile	
				To look up product specifications To view product reviews To make a purchase	=							
				To find a store location Another reason:	- в					Anchor Answer Choice	H2011-access other	
В	3	Please specify the other reason you acc website or app from a mobile device:	essed the company's			Text area, no char lim	iit		N	Skip Logic Group	H2011-why access other	
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		Have you ever used a mobile device t retailer's website, mobile website, or m	- DO NOT MO - DO NOT ADI	DDIFY THE WORDING of the ANSWER CHOICES D ANSWER CHOICES OR DELETE ANSWER CHOICES	-							they have a mobile dev not. It is a global quest a read on visito
AA	A	Which of the following ways did you device this holiday season? (please s	order change - DO NOT cha	INGE ORDER OF ANSWER CHOICES, if you would like d, please request randomization nge the CQ LABELS nge your company name in the question which is hig			rtical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile ap asked of all
A						e-up ver	rtical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		How did you use your mobile device wh foliday season? (please select all that a	(pply)									
				I accessed a competitor's website								
				Eaccessed a shopping comparison website (Shopzilla.com, Shopping.com)	-							
				I accessed the store's mobile shopping app I accessed a competitor's mobile shopping app								
	-	Please think about your shopping preferen	ces.	None of the above Research and buy online, have product delivered		Radio button, one-up	vertical	Single	Y	Exclusive Answer Choice Randomize	H2011-shop preference	Should be a part of the
		n general, which of the following is your pre he type of product you researched or pur	ferred way to shop for chased today?									Should be a part of the battery of questions. shopping preference an left on after Janua
				Research and buy online, pick up in store Research in a catalog and call to order Research in catalog and buy online								ien on arter Janu:
1				Research online, buy in store Research in store, buy online							1	
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ID	Label	Questi Do you expect to spend more or I	on Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label H2011-Spend general	Application Not
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		Do you expect to spend more or i		Not sure		fawn, select one	Single	Y	Skin Lonic Groun	H2011-Spend retailer	Added in 2009, relates
		bo you expect to spend more or i season with retailer.co.uk compa	Please use the follo	owing guidelines FOR A UK survey:							the retailer and should b the holiday batte
			- DO NOT MODIFY	THE WORDING of the ANSWER CHOICES							
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			- You may change y	your company name in the question which is highligh	ed in BLU	E					
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	с	Other reason to spend less online:		Other (please specify):	с	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
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