

Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:

MakingHomeAffordable.gov
MID: QoYkchNgVIAh58pZc9905A==

Partitioned (Y/N)? Y

Date: 12/22/2011



MakingHomeAffordable.gov

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	20 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23 How likely are you to return to this site in the future?
2 Please rate the quality of information on this site.	21 How well does this site meet your expectations? (1= Falls Short, 10= Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	22 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24 How likely are you to recommend this site to someone else?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Please rate the visual appeal of this site.		25 How likely are you to use this site as your primary resource to find information on government mortgage assistance?
5 Please rate the balance of graphics and text on this site.		Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Please rate the readability of the pages on this site.		26 I can count on this agency to act in my best interests.
Navigation (1=Poor, 10=Excellent, Don't Know)		27 I consider this agency to be trustworthy.
7 Please rate how well the site is organized.		28 This agency can be trusted to do what is right.
8 Please rate the options available for navigating this site.		Apply (1=Very Unlikely, 10=Very Likely)
9 Please rate how well the site layout helps you find what you are looking for.		29 How likely are you to apply for Home Affordable Assistance after visiting this site?
Search (1=Poor, 10=Excellent, Don't Know)		
10 Please rate the relevance of search results on this site.		
11 Please rate the organization of search results on this site.		
12 Please rate how well the search results help you decide what to select.		
13 Please rate how well the search feature helps you to narrow the results to find what you want.		
Plain Language (1=Poor, 10=Excellent, Don't Know)		
14 Please rate the clarity of the wording on this site.		
15 Please rate how well you understand the wording on this site.		
16 Please rate this site on its use of short, clear sentences.		
Site Performance (1=Poor, 10=Excellent, Don't Know)		
17 Please rate how quickly pages load on this site.		
18 Please rate the consistency of speed from page to page on this site.		
19 Please rate the ability to load pages without getting error messages on this site.		

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 blue + --> REWORDING

MakingHomeAffordable.gov CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label Frequency
SAC6617		How frequently do you visit this site?	This is my first visit Daily Weekly Monthly Every few months or less often		Drop down, select one	S	Y		
SAC6618		What is your role in visiting the site today?	Homeowner Rental property homeowner Military/veteran homeowner Friend/family member of homeowner Real Estate professional Lender participating in the MHA program Housing Counseling or Community organization Other, please specify	A A A A C	Drop down, select one	S	Y	Skip Logic Group	Role
SAC6619	A	Please indicate which of the following describes the current situation(s):	Behind on mortgage payments Owe more on home than it is worth Adjustable rate increased monthly payments to an unaffordable amount Received foreclosure notice from my bank Job loss Other, please specify	B	Radio button, one-up vertical	M	Y		Situation
SAC6620	B	Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	C	Other role:			Text field, <100 char		N		OE_Role
SAC6622		How did you find out/hear about Making Home Affordable.gov site?	Friend/relative Internet search engine Another website/link Media/news story Other source		Drop down, select one	S	Y		Find Site
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines Find out if I'm eligible for an MHA program How to apply and what is needed Download the necessary forms to apply for a modification or other MHA Program Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Conduct additional research because my application was not approved Perform a Net Present Value (NPV) self evaluation To find out how to contact my servicer Watch the instructional videos Check upcoming MHA events in my area Inform homeowners in the community Read up on the recent news/Public Service Advertising campaigns Other, please specify	A B C D E	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6624	A	What program are you looking for?	Lower your payments Lower your rates Get help if unemployed Get help with the second mortgage Get help with fallen home value Exit gracefully Other	Z Y X W V U	Drop down, select one	S	Y		Program Category
SAC6625	Z	Which specific Lower Your Payments Program are you looking for?	Home Affordable Modification Program (HAMP) Principal Reduction Alternative (PRA) Second Lien Modification Program (2MP) FHA Home Affordable Modification Program (FHA-HAMP) USDA's RHS Special Loan Servicing Veteran's Administration Home Affordable Modification (VA-HAMP)		Radio button, one-up vertical	S	Y		Payment Programs
SAC6626	Y	Which specific Lower Your Rates Program are you looking for?	Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		Radio button, one-up vertical	S	Y		Rate Programs
SAC6627	X	Which specific Get Help If Unemployed Program are you looking for?	Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		Radio button, one-up vertical	S	Y		Unemployment Programs
SAC6628	W	Which specific Get Help With Second Mortgage Program are you looking for?	Second Lien Modification Program (2MP) Did not find a program that fit my needs		Radio button, one-up vertical	S	Y		Second Mortgage Programs
SAC6629	V	Which specific Get Help With Fallen Home Value Program are you looking for?	Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Treasury/FHA Second Lien Program (FHA2LP) Principal Reduction Alternative (PRA) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		Radio button, one-up vertical	S	Y		Home Value Programs
SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		Radio button, one-up vertical	S	Y		Exit Programs
SAC6631	B	How likely are you to call the 888-995-HOPE after your site visit today?	1=Very unlikely 2 3 4 5 6 7		Radio button, scale, has don't know	S	Y		Call Hotline

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SAC6633	D	How likely are you to attend an MHA event after your site visit today?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Radio button, scale, has don't know	S	Y		Attend MHA Event
SAC6634	E	Other reason:			Text area, no char limit		N		OE Reason
SAC6635		After applying for a MHA program, were you successful in keeping your home/avoid foreclosure?	Yes No Not applicable	A,B	Drop down, select one	S	Y		Successful
ACQhar0020946	A	What program did you participate in that was not successful in keeping your home/avoiding foreclosure?			Text area, no char limit		N		Unsuccessful Program
ACQhar0020947	B	Please specify any other factors that kept you from keeping your home/avoid foreclosure.			Text area, no char limit		N		Other factors for unsuccessfulness
SAC6636		What method did you use to find your information today?	By self navigating the site Internal site search feature Third-party search engine (i.e., Google, Yahoo, etc) Other		Drop down, select one	S	Y		Method
SAC6637		Did you find what you were looking for?	Yes Partially No, please specify	A	Drop down, select one	S	Y	Skip Logic Group	Find
SAC6638	A	What information were you unable to find ?			Text area, no char limit		N		OE_Info Not Found
STE0051002		How likely are you to use a live chat during your site visit if it was available on the website?	1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Radio button, scale, has don't know	S	Y		Live chat
SAC6639		What improvement would you like to see made to this site to ease your site experience?			Text area, no char limit		N		Improvement

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SAC6623		What is the primary reason for your visit today?	Understand the program guidelines Find out if I'm eligible for an MHA program How to apply and what is needed Download the necessary forms to apply for a modification or other MHA Program Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application Report lending misconduct or fraud Conduct additional research because my application was not approved Perform a Net Present Value (NPV) self evaluation To find out how to contact my servicer Watch the instructional videos Check upcoming MHA events in my area Inform homeowners in the community Read up on the recent news/Public Service Advertising campaigns Other, please specify	A B C D E	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6624	A	What program are you looking for?	Lower your payments Lower your rates Get help if unemployed Get help with the second mortgage Get help with fallen home value Exit gracefully Other	Z Y X W V U	Drop down, select one	S	Y		Program Category
SAC6625	Z	Which specific Lower Your Payments Program are you looking for?	Home Affordable Modification Program (HAMP) Principal Reduction Alternative (PRA) Second Lien Modification Program (2MP) FHA Home Affordable Modification Program (FHA-HAMP) USDA's RHS Special Loan Servicing Veteran's Administration Home Affordable Modification (VA-HAMP)		Radio button, one-up vertical	S	Y		Payment Programs
SAC6626	Y	Which specific Lower Your Rates Program are you looking for?	Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		Radio button, one-up vertical	S	Y		Rate Programs
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SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		Radio button, one-up vertical	S	Y		Exit Programs
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			7 8 9 10=Very likely Don't know						
SAC6632	C	How likely are you to report any misconduct or fraud from your lender via the Hope Hotline?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Radio button, scale, has don't know	S	Y		Report Lender
SAC6633	D	How likely are you to attend an MHA event after your site visit today?	1=Very unlikely 2 3 4 5 6 7 8 9 10=Very likely Don't know		Radio button, scale, has don't know	S	Y		Attend MHA Event
SAC6634	E	Other reason:			Text area, no char limit		N		OE Reason
SAC6635		After applying for a MHA program, were you successful in keeping your home/avoid foreclosure?	Yes No Not applicable	A,B	Drop down, select one	S	Y		Successful
	A	What program did you participate in that was not successful in keeping your home/avoiding foreclosure?			Text area, no char limit		N		Unsuccessful Program
	B	Please specify any other factors that kept you from keeping your home/avoid foreclosure.			Text area, no char limit		N		Other factors for unsuccessfulness
SAC6636		What method did you use to find your information today?	By self navigating the site Internal site search feature Third-party search engine (i.e., Google, Yahoo, etc) Other		Drop down, select one	S	Y		Method
SAC6637		Did you find what you were looking for?	Yes Partially No, please specify	A	Drop down, select one	S	Y	Skip Logic Group	Find
SAC6638	A	What information were you unable to find ?			Text area, no char limit		N		OE_Info Not Found
SAC6639		What improvement would you like to see made to this site to ease your site experience?			Text area, no char limit		N		Improvement

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
Not sure									
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



Special Instructions

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