Model Instance Name:
US Mint Browse V2
**MID:**   x80JEp8R88EZ1tIA8QxlAA==
Partitioned (Y/N)?   YES

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 2/6/2012

FORESEE

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
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		**Satisfaction**	Return	**Return (1=Very Unlikely, 10=Very Likely)**
Look and Feel - Appeal	Please rate the **visual appeal** of U.S. Mint.	Satisfaction - Overall	What is your **overall satisfaction** with U.S. Mint? (1=Very Dissatisfied, 10=Very Satisfied)		How likely are you to **return** to the U.S. Mint?
Look and Feel - Balance	Please rate the **balance of graphics and text** on U.S. Mint.	Satisfaction - Expectations	How well does U.S. Mint **meet your expectations**? (1=Falls Short, 10=Exceeds)	Recommend	**Recommend (1=Very Unlikely, 10=Very Likely)**
Look and Feel - Readability	Please rate the **readability of the pages** on U.S. Mint.	Satisfaction - Ideal	How does U.S. Mint compare to your idea of an **ideal website**? (1=Not Very Close, 10=Very Close)		How likely are you to **recommend** the U.S. Mint to someone else?
	Navigation (1=Poor, 10=Excellent, Don't Know)			Primary Resource	**Primary Resource (1=Very Unlikely, 10=Very Likely)**
Navigation - Organized	Please rate **how well the site is organized.**				How likely are you to use this site as your **primary resource** for obtaining information about United States coins?
Navigation - Options	Please rate the **options available for navigating** this site.			Purchase Online	**Purchase Online (1=Very Unlikely, 10=Very Likely)**
Navigation - Layout	Please rate how well the **site layout helps you find what you are looking for.**				How likely are you to **make an online purchase from the U.S. Mint** in the next twelve months?
Navigation - Clicks	Please rate the **number of clicks to get where you want** on this site.			Purchase Offline	**Purchase from Another Channel (1=Very Unlikely, 10=Very Likely)**
	Merchandise (1=Poor, 10=Excellent, Don't Know)				How likely are you to **purchase from the U.S. Mint** in the next twelve months using another channel other than its website (e.g., phone)?
Merchandise - Appeal	Please rate the extent to which the **products on the U.S. Mint site appeal to you.**				
Merchandise - Variety	Please rate the **variety of products** offered on the U.S.				
Merchandise - Availability	Please rate the **availability of the specific product(s)** looking for on US Mint site.				
	Product Descriptions (1=Poor, 10=Excellent, Don't Know)				
Product Descriptions - Thoroughness	Please rate the **thoroughness of product descriptions** on U.S. Mint.				
Product Descriptions - Understandable	Please rate **how understandable the product descriptions** are on U.S. Mint.				
Product Descriptions - Answers	Please rate **how well the product descriptions provide answers** to your questions.				
	Product Images (1=Poor, 10=Excellent, Don't Know)				
Product Images - Realistic	Please rate **how realistic the product images are** on U.S. Mint.				
Product Images - Views	Please rate the **ability to see the desired views** of products.				
Product Images - Details	Please rate **how well the product images show the product details.**				
	Product Browsing (1=Poor, 10=Excellent, Don't Know)				
Product Browsing - Sort	Please rate the **ability to sort products** by criteria that are important to you on U.S. Mint.				
Product Browsing - Narrow	Please rate the **ability to narrow choices to find the product(s)** you are looking for on U.S. Mint.				
Product Browsing - Features	Please rate **how well the features on U.S. Mint helps you find the product(s)** you are looking for.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
Site Performance - Loading	Please rate how **quickly pages load** on U.S. Mint.				
Site Performance - Consistency	Please rate the **consistency of speed** from page to page on U.S. Mint.				
Site Performance - Errors	Please rate the **ability to load pages** without getting error messages on U.S. Mint.				
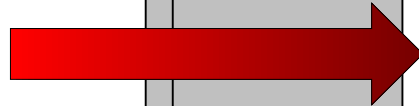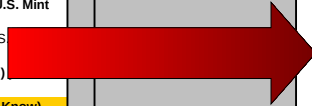
Model Name	US MINT		Red & Strike-Through: Delete
Model ID			Underlined & Italicized: Re-order
Partitioned	2MQ		Pink: Addition
Date			
Model Version	17.3.Y		Blue: Reword

FORESEE by Answers

Label	Element Questions	Label	Satisfaction Questions	Label	Future Behaviors
	Site Performance (1=Poor, 10=Excellent, Don't Know)		**Satisfaction**		**Return (1=Very Unlikely, 10=Very Likely)**
1 **Site Performance - Speed**	Please rate the **speed** that pages and content loaded for you.	16 **Satisfaction - Overall**	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*	19 **Return**	How likely are you to **return to U.S. Mint** in the next 30 days?
2 **Site Performance - Completeness**	Please rate the consistency of **complete loading** of pages and content.	17 **Satisfaction - Expectations**	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*		**Purchase Online (1=Very Unlikely, 10=Very Likely)**
3 **Site Performance - Responsiveness**	Please rate the **responsiveness** of the pages to your actions.	18 **Satisfaction - Ideal**	How does this site **compare to an ideal website**? *(1=Not Very Close, 10=Very Close)*	20 **Purchase Online**	How likely are you to make a **purchase from U.S. Mint's site** in the future?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				**Purchase Offline (1=Very Unlikely, 10=Very Likely)**
4 **Look and Feel - Appeal**	Please rate the **visual appeal** of the pages that you visited.			21 **Purchase Offline**	How likely are you to make a **purchase** from a U.S. Mint store in the future?
5 **Look and Feel - Spacing**	Please rate the **spacing** between items on the pages that you visited.				**Recommend (1=Very Unlikely, 10=Very Likely)**
6 **Look and Feel - Legibility**	Please rate the **legibility** of the pages that you visited.			22 **Recommend**	How likely are you to **recommend U.S. Mint to someone else?**
	Product Finding (1=Poor, 10=Excellent, Don't Know)				
7 **Product Finding - Ease**	Please rate the **ease of finding** what you were looking for.				
8 **Product Finding - Categories**	Please rate the **product categories** on meeting your expectations of where to find items.				
9 **Product Finding - Filtering**	Please rate the **filters** on showing just the items you were interested in.				
	Merchandise (1=Poor, 10=Excellent, Don't Know)				
10 **Merchandise - Meet Needs**	Please rate the extent to which the selection of products **meets your needs**.				
11 **Merchandise - Variety**	Please rate the **variety** of products for you to consider.				
12 **Merchandise - Availability**	Please rate the **in-stock availability** of the products you considered.				
	Product Descriptions (1=Poor, 10=Excellent, Don't Know)				
13 **Product Descriptions - Essential Information**	Please rate the presentation of **essential product information.**				
14 **Product Descriptions - Clarity**	Please rate the **clarity** of the product descriptions.				
15 **Product Descriptions - Images**	Please rate the **product images** on displaying the views that you needed.				

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	Required Y/N

Type	Special Instructions

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

US Mint Browse V2 CUSTOM QUESTION LIST

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Single or Multi	Required Y/N	Special Instructions

US Mint Browse V2 CUSTOM QUESTION LIST

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Single or Multi	Required Y/N	Special Instructions

Model Instance Name:
US Mint Browse V2
MID: x80JEp8R88EZ1tlA8QxIAA==
Date: 3/1/2008
partitioned - Yes

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

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US Mint Browse V2 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

		US Mint Browse V2 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	Special Instructions

US Mint Browse V2 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs *(DOT)*	Answer Choices (limited to 50 characters)	Skip to
MMW0944		What is your primary reason for visiting the U.S. Mint website today?	MMW0944A01	Learn about coin collecting	A, B

	Single or Multi	Required Y/N	Special Instructions
Type (select from list)	**Single or Multi**	**Required Y/N**	**Special Instructions**
Radio button, one-up vertical	S	Y	Randomize

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
			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			

ForeSee Results - Confidential and Proprietary

Special Instructions

Skip Logic Group

Skip Logic Group