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| **Survey: SMART Mobile** |  |  |   |
| **IA#:**  |  |  |   |
| **Date: 4/3/2020** |  |  |   |
|  |  |  |  |
| **SURVEY TYPE:** |  |   |
|  |  |  |  |
| **Survey Q#** | **Type#** | **Topic Type** |   |

1 Model Satisfaction

2 Model Recommend (NPS)

3 Model Site Performance

4 Model Look and Feel

5 Model Navigation

6 Model Site Information

7 Model Brand Confidence

8 Model Return

9 Model Recommend Company

10 Model Primary Resource

11 Custom Primary Reason

12 Custom Primary Reason - Other

13 Custom Accomplish

14 Custom Why Not Accomplish

15 Custom Accomplish Experience

16 Custom Not Easy Accomplish

17 Custom Acquisition Source

18 Custom Acquisition Source - Other

19 Custom Role

20 Custom OE\_Role

21 Custom Visit Frequency

22 Custom Search

23 Custom Locate Results

24 Custom No Results

25 Custom Improve