Attribute	Value
Channel	Web
Touchpoint Name	Informational
Hierarchy	No
Model Type	PredCSAT Desktop Info
Journey Phase	Awareness
Touchpoint Type	Standard
Partner Involved	No
Replay	No
Version Number of Model Template	17.3.Y

Survey Type	PREDCSAT
Look and Feel	Single Page
Theme Color	#009fea

The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text

Welcome Text

Thank you for visiting insurekidsnow.gov. 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

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.

Example Desktop

Customer Satisfaction Survey

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.

*Required questions are denoted by an **

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

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)**
Site Performance - Speed	Please rate the **speed** that pages and content loaded for you.	Satisfaction - Overall	What is your **overall satisfaction** with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Return	How likely are you to **return to insurekidsnow.gov** in the future?
Site Performance - Completeness	Please rate the consistency of **complete loading** of pages and content.	Satisfaction - Expectations	How well does this site **meet your expectations**? (1=Falls Short, 10=Exceeds)		**Recommend Company (1=Very Unlikely, 10=Very Likely)**
Site Performance - Responsiveness	Please rate the **responsiveness** of the pages to your actions.	Satisfaction - Ideal	How does this site **compare to an ideal website**? (1=Not Very Close, 10=Very Close)	**Recommend Company**	How likely are you to **recommend insurekidsnow.gov to someone else**?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				**Primary Resource (1=Very Unlikely, 10=Very Likely)**
Look and Feel - Appeal	Please rate the **visual appeal** of the pages that you visited.			**Primary Resource**	How likely are you to **use insurekidsnow.gov as your primary resource** for information about healthcare for children?
Look and Feel - Spacing	Please rate the **spacing** between items on the pages that you visited.				
Look and Feel - Readability	Please rate the **legibility** of the pages that you visited.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
Navigation - Ease	Please rate the **ease of finding** what you were looking for.				
Navigation - Layout	Please rate the **page layout** on displaying content and links where you could find them.				
Navigation - Links	Please rate the **links** on taking you where you needed to go.				
	Site Information (1=Poor, 10=Excellent, Don't Know)				
Site Information - Relevance	Please rate the **relevance** to your interests of the information that you found.				
Site Information - Thoroughness	Please rate the **thoroughness** of the information that you found.				
Site Information - Readability	Please rate the **readability** of the information that you found.				

Red & Strike-Through: Delete
Underlined & Italicized: Re-order
Pink: Addition
Blue: Reword

FORESEE

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	primary_reason_healthcare		What is your primary reason for visiting this site today?	Find coverage for my family			Y	Radio button, one-up vertical		Primary Reason
				Find a dentist						
				View initiatives (back-to-school, youth sports, etc.)						
				Watch webinars / videos						
				Find residency, fellowship or other educational opportunities						
				Find general information (e.g. FAQ, phone numbers, etc.)						
				Other						
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes		yes	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
				No	A	no				
	why_not_accomplish	A	Please tell us why you were unable to accomplish your task today.				N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
	do_next_insurance		What do you plan to do next?	Call CMS		call	Y	Radio button, one-up vertical		Do Next
				Return to insurekidsnow.gov at a later time		return_to_client				
				Visit other provider/insurance sites		visit_other_sites				
				Call other providers/insurance		call_other				
				Something else		something_else				
				Nothing		nothing				
	acquisition_source_healthcare		How were you referred to the site today?	An email from CMS		client_email	Y	Radio button, one-up vertical	Skip Logic Group*	Acquisition Source
				CMS social network post, tweet, video, etc.		client_social_media				
				Non - CMS social network post, tweet, video, etc.		non_client_social_media				
				Internet blogs or discussion forums		blogs_forums			Randomize	
				Search engine results		search_engine				
				Recommendation from friend/family		recommend_friend_family				
				Recommendation from a doctor/healthcare professional		recommend_doctor				
				TV or radio advertising		tv_radio_ads				
				Newspaper or magazine advertising		newspaper_magazine_ads				
				Internet advertising		internet_ads				
				Advertising on social networks (Facebook, Twitter)		social_network_ads				
				Research study conducted by CMS		research_study				
				Health insurance company website		insurance_company				
				Current or previous experience with CMS		past_experience				
				Other (please specify)	A	other_please_specify			Anchor Answer Choice	
				I was not referred to the site by anything specific		not_referred			Anchor Answer Choice	
	acquisition_source_healthcare_other	A	Please specify how you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	primary_role_insurance		What is your primary role in visiting the site today?	Parent/Guardian			Y	Radio button, one-up vertical		Role
				Physician/medical professional/researcher						
				Agent/insurance broker						
				Shopping/obtaining a quote for insurance coverage						
				I am covered by insurance through this organization						
				Other						
	nav_method		How did you look for information or navigate the site today? (Please select all that apply.)	Top navigation bar		top_navigation_bar	Y	Checkbox, one-up vertical	Skip Logic Group*	Navigation Method
				Left navigation bar		left_navigation_bar				
				Search feature		search_feature				
				Clicked on links on the page		clicked_links_on_page				
				Page bookmark or favorite link		favorite_link				
				Google or other search engine		search_engine				
				Other (please specify)	A	other_please_specify				
	nav_method_other	A	Please tell us how else you looked for information.				N	Text field, <100 char	Skip Logic Group*	Navigation Method - Other
	nav_experience		How would you describe your browsing experience on the site today? (Please select all that apply.)	I had **no difficulty** navigating the site			Y	Checkbox, one-up vertical	Mutually Exclusive	Navigation Experience
				Links often did not take me where I expected	L				Skip Logic Group*	
				I had difficulty finding relevant information						
				Links and labels were difficult to understand	U					
				There were too many links or navigation options to choose from						
				I had technical difficulties (error messages, broken links, etc.)	T					
				I could not navigate back to previous information					Anchor Answer Choice	
				I had a different navigation difficulty	A					
	nav_experience_other	A	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	nav_not_expected_oe	L	Please describe any specific navigation links or paths that did not take you where they should have.				N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected OE
	nav_linkes_labels_oe	U	What specific links or labels were difficult to understand?				N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels OE
	nav_tech_issue_oe	T	Please describe the technical difficulty you encountered (include as much detail as possible).				N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue OE
	tech_problems_nav		Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.)	Site error message	B	site_error_message	Y	Checkbox, one-up vertical	Skip Logic Group*	Technical Problems
				Incomplete load of a site page		incomplete_load_of_page				
				Inconsistent page loads		inconsistent_page_loads				
				Other (please specify)	A	other_please_specify				
				No technical problems occurred		no_technical_problems_occurred			Mutually Exclusive	
	tech_problems_nav_other	A	What other type of technical problems did you experience today?				N	Text area, no char limit	Skip Logic Group*	Technical Problems Other
	tech_error_messages	B	Please describe the error message you received.				N	Text area, no char limit	Skip Logic Group*	Technical Error Messages
	info_issues		Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date		information_not_up_to_date	Y	Checkbox, one-up vertical	Skip Logic Group*	Information Issues
				Information did not answer my questions		information_did_not_answer_questions				
				Information was not presented in a concise format		information_not_concise				
				Wording was not clear		wording_not_clear				
				Text was difficult to read		text_difficult_to_read				
				Other (please specify)	A	other_please_specify				
				No issues reviewing information occurred		no_issues			Mutually Exclusive	
	other_info_issues	A	Please describe the issue you experienced reviewing information.				N	Text area, no char limit	Skip Logic Group*	Other Information Issues
	visit_frequency		How often do you visit this site?	This is my first visit		first_visit	Y	Drop down, select one		Visit Frequency
				Once every 6 months or less often		six_months				
				Once every few months		few_months				
				Monthly		monthly				
				Weekly		weekly				
				Daily or more often		daily				

Choose to display Medicare or insurance where this is noted in blue
Choose to display Medicare or insurance where this is noted in blue

Variable	Question	Answer	Value	Req	Input Type	Rules	Category
demos_gender	What is your gender?	Male	male	N	Radio button, one-up vertical		Demos: Gender Fed Govt
		Female	female				
		Prefer not to respond	prefer_not_to_respond				
demos_income_US	Which category includes your household income?	Under $25,000	under_25k	N	Drop down, select one		Demos: Income
		$25,000 - $49,999	25k_50k				
		$50,000 - $74,999	50k_75k				
		$75,000 - $99,999	75k_100k				
		$100,000 - $124,999	100k_125k				
		$125,000 - $149,999	125k_150k				
		$150,000 or more	$150,000 or_more				
		Prefer not to respond	prefer_not_to_respond				
demos_age	Which category includes your age?	Under 18	under_18	N	Drop down, select one		Demos: Age
		18 - 24	18_24				
		25 - 34	25_34				
		35 - 44	35_44				
		45 - 54	45_54				
		55 - 64	55_64				
		65 or older	65_or_older				
		Prefer not to respond	prefer_not_to_respond				
demos_race	What is your race? (Please select all that apply.)	American Indian or Alaska Native	american_indian_or_alaska_native	N	Checkbox, one-up vertical		Demos: Race Fed Govt
		Asian	asian				
		Black or African American	black_or_african_american				
		Native Hawaiian or Other Pacific Islander	native_hawaiian				
		White	white				
		Prefer not to respond	prefer_not_to_respond			Mutually Exclusive	
demos_children	What are the age groups of any children that live in your household? (Please select all that apply.)	No children in household	no_children_in_household	N	Checkbox, one-up vertical	Mutually Exclusive	Demos: Children
		Expecting a baby	expecting_a_baby				
		0 to 2 years old	0_2				
		3 to 7 years old	3_7				
		8 to 12 years old	8_12				
		13 to 15 years old	13_15				
		16 to 17 years old	16_17				
		Adult child(ren) 18 or older living at home	adult_children_18_or_older				
		Prefer not to respond	prefer_not_to_respond			Mutually Exclusive	
state	In which state do you live?	Alabama	alabama	Y	Drop down, select one		State
		Alaska	alaska				
		Arizona	arizona				
		Arkansas	arkansas				
		California	california				
		Colorado	colorado				
		Connecticut	connecticut				
		Delaware	delaware				
		District of Columbia	district_of_columbia				
		Florida	florida				
		Georgia	georgia				
		Hawaii	hawaii				
		Idaho	idaho				
		Illinois	illinois				
		Indiana	indiana				
		Iowa	iowa				
		Kansas	kansas				
		Kentucky	kentucky				
		Louisiana	louisiana				
		Maine	maine				
		Maryland	maryland				
		Massachusetts	massachusetts				
		Michigan	michigan				
		Minnesota	minnesota				
		Mississippi	mississippi				
		Missouri	missouri				
		Montana	montana				
		Nebraska	nebraska				
		Nevada	nevada				
		New Hampshire	new_hampshire				
		New Jersey	new_jersey				
		New Mexico	new_mexico				
		New York	new_york				
		North Carolina	north_carolina				
		North Dakota	north_dakota				
		Ohio	ohio				
		Oklahoma	oklahoma				
		Oregon	oregon				
		Pennsylvania	pennsylvania				
		Rhode Island	rhode_island				
		South Carolina	south_carolina				
		South Dakota	south_dakota				
		Tennessee	tennessee				
		Texas	texas				
		Utah	utah				
		Vermont	vermont				
		Virginia	virginia				
		Washington	washington				
		West Virginia	west_virginia				
		Wisconsin	wisconsin				
		Wyoming	wyoming				
		I live outside of the United States	live_outside_usa				
		Prefer not to respond	prefer_not_to_respond				