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

Date: 12/22/2011



Welcome and Thank You Text

Directions:

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 text shown in the box below.

Welcome Text

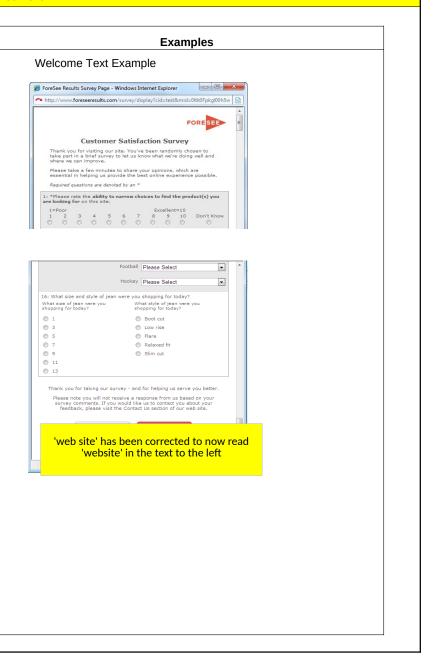
Thank you for visiting Making Home Affordable.gov site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

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.



Model Instance Name:

MakingHomeAffordable.gov MID: QoYkchNgVIAh58pZc9905A==

Partitioned (Y/N)? Y Date: 12/22/2011



	MakingHomeAffordable.gov											
Mo	del questions utilize the ACSI methodology to determine scores and impa	cts										
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 can count on this agency to act in my best interests.										
Navigation (1=Poor, 10=Excellent, Don't Know)		27 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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Date: 12.17.15

MakingHomeAffordable.gov CUSTOM QUESTION LIST Skip Logic **Answer Choices** Single or Required **Question Text** (limited to 50 characters) Type (select from list) **Special Instructions** CQ Label QID Skip to SAC6617 How frequently do you visit this site? This is my first visit Drop down, select one Skip Logic Group Frequency Daily Weekly Monthly Every few months or less often NEL0103753 Did you **notice any changes to the website** during your visit Yes today? Radio button, one-up vertical Single Skip Logic Group В Notice Changes No, I did not notice any changes Not sure NEL0103754 How does the new website compare to the previous design? Better than the previous website Radio button, one-up vertical Single Skip Logic Group Website compare Same as the previous website Worse than the previous website D Please tell us why you feel the new design is better than the NEL0103755 С Text area, no char limit N Skip Logic Group OE_new desn better previous website Please tell us why you feel the new design is worse than the NEL0103756 Text area no char limit N Skip Logic Group OF new desn worse SAC6618 What is your role in visiting the site today? Homeowner Drop down, select one S Skip Logic Group Role Α Rental property homeowner Α Military/veteran homeowner Α Friend/family member of homeowner Real Estate professional Lender participating in the MHA program Housing Counseling or Community organization Other, please specify C SAC6619 Please indicate which of the following describes the current Behind/struggling on mortgage payments Radio button, one-up vertical М Skip Logic Group Situation situation(s): Considering/need to refinance mortgage (Owe more on home than it is worth) Considering sale of my primary residence (Paying mortgages on multiple properties) Received foreclosure notice from my bank Change in income/job loss Other, please specify SAC6620 Other situation: Text field, <100 char OF Situation В N Skip Logic Group Other role: SAC6621 Text field <100 char OF Role N Skip Logic Group NEL 0103757 Which of the following sources primarily drove you to visit the Email from Making Home Affordable Drop down, select one S Skip Logic Group Source site today? Internet blogs or discussion forums Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet/mobile advertising Familiarity with Making Home Affordable Don't know CC Other, please specify NEL0103758 CC What other source drove you to visit the site today? OE_Source Radio button, one-up vertical SAC6623 Understand the program guidelines What is the primary reason for your visit today? Skip Logic Group 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 AA Contact the HOPE Hotline to speak with somebody about my situation В Get additional assistance about my current application Report lending misconduct or fraud С Check upcoming MHA events in my area D Inform homeowners in the community Other, please specify NEL0103759 AA What program are you looking for? Home Affordable Modification Program (HAMP) Checkbox, one-up vertical Skip Logic Group Program type Home Affordable Refinance Program (HARP) Home Affordable Foreclosure Alternatives (HAFA) Program Home Affordable Unemployment Program (UP) FHA Short Refinance for Borrowers with Negative Equity (FHA Short Refinance) A1 Other, please specify NEL0103760 A1 What other program are you looking for? OE Program type N Skip Logic Group How likely are you to call the 888-995-HOPE after your site 1=Very unlikely SAC6631 B Radio button, scale, has don't know S Call Hotline visit today? 10=Very likely

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			MakingHomeAffordable.gov CUSTOM QUESTION	ON 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
			Don't know				Y		
SAC6632	С	How likely are you to report any misconduct or fraud from your lender via the Hope Hotline?	1=Very unlikely	4	Radio button, scale, has don't know	S	Y		Report Lender
		your lender via the Hope Houline:	2	-					
			3	-					
			4	-					
				-					
			7	-					
				4					
			8	-					
			9 10-) (am. likela	4					
			10=Very likely	-					
SAC6633			Don't know		Bud's house and a hardening	_	Y		Attend MHA Event
SAC6633	D	How likely are you to attend an MHA event after your site visit today?	1=Very unlikely	-	Radio button, scale, has don't know	S	Y		Attend MHA Event
		visit today?	2	4					
			3	-					
			4	4					
			5	1					
			6	4					
			7	1					
			8	-					
			9	1					
			10=Very likely	-					
			Don't know						
SAC6634	E	Other reason:			Text area, no char limit		N		OE_Reason
NEL0103761		Have you visited our site from a mobile device?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group	Mobile
			No	Α					
			Don't know	Α					
NEL0103950	A	How likely are you to use your mobile device to visit our site?	1=Very unlikely	Radio button, scale, has don't know S N Skip Logic Group	Skip Logic Group	Likely to use mobile			
			2	1					
			3	_					
			4						
			5						
			6	Ī					
			7						
			8	1					
			9	1					
			Very likely=10	1					
			Don't know	1					
NEL0103762		How did you look for information on/navigate the site today?		S	Checkbox, one-up vertical	М	Y	Skip Logic Group	Look for Info
		(Please select all that apply.)	Search feature on MakingHomeAffordable site	4					
			Third-party search engine (i.e., Google, Yahoo, etc)						
			Navigating the site (i.e., top navigation bar, page links, etc.)	N					
			Other (please specify)	AA					
NEL0103765	AA	Other way you looked for information.			Text area, no char limit		N	Skip Logic Group	OE_Look for info
NEL0103767	S	Please tell us about your experience with the site's search feature today. (Please select all that apply.)	Search results were helpful		Checkbox, one-up vertical	S	N	Skip Logic Group	Search exp
			Results were not relevant/not what I wanted						
			Too many results/I needed to refine my search						
			Not enough results	1					
			Returned NO results						
			Received error message(s)	1					
			Search speed was too slow						
			l experienced a different search issue (please explain):	ВВ					
NEL0103770	ВВ	Other search issue:			Text area, no char limit		N	Skip Logic Group	OE_Search exp
NEL0103769	N	How would you describe your navigation experience on this			Checkbox, one-up vertical	S	N	Skip Logic Group	Nav exp
		site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site						
			Links often did not take me where I expected	-					
			Had difficulty finding relevant information/products	-					
			Links/labels are difficult to understand	-					
			Too many links/navigational options to choose from	-					
			Had technical difficulties (error messages, broken links, etc.)						
		The state of the s	Could not navigate back to previous information						
			I had a navigation difficulty not listed above:	cc					
	СС	Other navigation difficulty:		СС	Text area, no char limit		N	Skip Logic Group	OE_Nav exp
	CC	Other navigation difficulty: Did you find what you were looking for?	Yes	СС	Text area, no char limit Drop down, select one	S	N Y	Skip Logic Group Skip Logic Group	OE_Nav exp Find
NEL0103771 SAC6637	СС	Other navigation difficulty: Did you find what you were looking for?		CC		S		Skip Logic Group Skip Logic Group	

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Date: 12.17.15

MakingHomeAffordable.gov CUSTOM QUESTION LIST Skip Logic Label Answer Choices (limited to 50 characters) Single or Multi Required Y/N QID SAC6638 Type (select from list) Special Instructions CQ Label **Question Text** Skip to What information were you unable to find? OE_Info Not Found Text area, no char limit NEL0103790 What is your gender? Male Female Drop down, select one S Gender Υ Prefer not to respond Prefer not 1 Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older NEL0103772 Which category includes your age? Drop down, select one Age Prefer not to respond What **improvement** would you like to see made to this site to ease your site experience? SAC6639 Text area, no char limit Improvement

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			MakingHomeAffordable.gov CUSTOM QUES	TION LIST					
	Skip		Account Objectives			0'			
QID	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
SAC6617	Luber	How frequently do you visit this site?	This is my first visit	Skip to	Drop down, select one	S	Y	Skip Logic Group	Frequency
			Daily	A	, , , , , , , , , , , , , , , , , , , ,				-17
			Weekly	Α					
			Monthly	Α					
			Every few months or less often	A					
	Α	Did you notice any changes to the website during your visit	Yes	В	Radio button, one-up vertical	Single	Y	Skip Logic Group	Notice Changes
		today?	No, I did not notice any changes						
			NOT SURE		Budis halfest and a second set	O'mala		Olde Leede Corre	NATIONAL CONTRACTOR
	В	How does the new website compare to the previous design?	Better than the previous website	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Website compare
			Same as the previous website	- 					
			came as the provided Nessate						
			Worse than the previous website						
				D					
	С	Please tell us why you feel the new design is better than the			Text area, no char limit		N	Skip Logic Group	OE new desn better
		previous website.			rest area, the onta little			Chip Logic Group	OL_How doon botton
	D	Please tell us why you feel the new design is worse than the			Text area, no char limit		N	Skip Logic Group	OE_new desn worse
SAC6618		What is your role in visiting the site today?	Homeowner	A	Drop down, select one	S	Y	Skip Logic Group	Role
2VC0010		what is your fole in visiting the site today?	Rental property homeowner	- A	Drop down, Select one	3	1	Skip Logic Group	RUIE
			Military/veteran homeowner	Â					
			Friend/family member of homeowner	— Â					
			Real Estate professional						
			Lender participating in the MHA program						
			Housing Counseling or Community organization						
			Other, please specify	С					
SAC6619	Α	Please indicate which of the following describes the current	Behind /struggling on mortgage payments		Radio button, one-up vertical	М	Y	Skip Logic Group	Situation
		situation(s):	Considering/need to refinance mortgage [Owe more on home than it is worth]						
			Considering sale of my primary residence [Paying mortgages on multiple properties]						
			Received foreclosure notice from my bank						
			Change in income/job loss						
SAC6620	В	Other situation:	Other, please specify	В	Text field, <100 char		N	Olde Leede Comm	OE Situation
SAC6621	C	Other role:			Text field, <100 char		N N	Skip Logic Group Skip Logic Group	OE_Situation OE Role
SAC6622	C	How did you find out/hear about Making Home	Friend/relative		Drop down, select one	S	¥	Skip Logic Group	Find Site
SACOUZZ		Affordable.gov site?	Internet search engine	_	Drop down, select one				Tilla Site
			Another website/link						
			Media/news story						
			Other source						
		Which of the following sources primarily drove you to visit the	Email from Making Home Affordable		Drop down, select one	S	Υ	Skip Logic Group	Source
		site today?	Internet blogs or discussion forums						
			internet blogs of discussion forums						
			Search engine results						
			milement unigs or usuasson forums Search engine results Word of mouth recommendation from someone I know						
			Memory brown and the second of the sec						
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising internet / mobile advertising						
			Member briggs or understanding from someone I know TV, radio, newspaper, or magazine advertising Internet / mobile advertising Familiarity with Making Home Affordable						
			Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet / mobile advertising Familiarity with Making Home Affordable Don't know Other, nlease specify:	CC					
	CC	What other source drove you to visit the site today?	Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet / mobile advertising Familiarity with Making Home Affordable Don't know Other, please specify:	CC					
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet / mobile advertising Familiarity with Making Home Affordable Don't know Other, please specify: Understand the program guidelines	CC	Radio button, one-up vertical	s	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet / mobile advertising Familiarity with Making Home Affordable Don't know Other, please specify: Understand the program guidelines Find out if 'm' eligible for an MHA program	CC	Radio button, one-up vertical	s	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	Find out if I'm eligible for an MHA program How to apply and what is needed	CC	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	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	CC	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	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	CC AAA B	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	СС	What other source drove you to visit the site today? What is the primary reason for your visit today?	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	В	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	cc	What other source drove you to visit the site today? What is the primary reason for your visit today?	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		Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	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	В	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	cc	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an Net Present Value (NPV) self-evaluation	В	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	cc	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an Net Present Value (NPV) self evaluation To find out how to contact my servicer	В	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	cc	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an Net Present Value (NPV) self-evaluation To find out how to contact my servicer Watch the instructional videos	С	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an 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	В	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	cc	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an 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	С	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today?	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 an 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	B C	Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
	CC		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 Gonduct additional research because my application was not approved Perform an 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	B C D				Skip Logic Group	
SAC6623	CC	What other source drove you to visit the site today? What is the primary reason for your visit today? What program are you looking for?	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 an 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 Lower-your payments	B C D D E Z	Radio button, one-up vertical Drop-down, select-one	S	Y	Skip Logic Group	Reason Program Category
	CC		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 Gonduct additional research because my application was not approved Perform an Net Present Value (NPV) self evaluation To find out how to contact my servicer Watch the instructional videos Lock upcoming MHA events in my area Inform homeowners in the community Read up on the recent news/Public-Service Advertising campaigns Other, please specify Lower your payments Lower your rates	B C D D E Z Y				Skip Logic Group	
	CC		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 an 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 Lower your payments Lower your rates Get heb if funemoloyed	B C C D D E Z Y X				Skip Logic Group	
	CC		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 an 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 Lower your payments Lower your rates Get help if unemployed Get help with the second mortgage	B C D D E Z Y				Skip Logic Group	
	CC		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 an 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 Lower your payments Lower your rates Get heb if funemoloyed	B C C D E Z Y W				Skip Logic Group	

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			MakingHomeAffordable.gov CUSTOM QUESTION	ON LIST					
	Skip		A			0:1-			
QID	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
QID	AA	What program are you looking for?	Home Affordable Modification Program (HAMP)	Skip to	Checkbox, one-up vertical	S	Y	Skin Logic Group	Program type
	""	That program are you looking for .	Home Affordable Refinance Program (HARP)	†	Checkbox, one up vertical			Chip Logio Group	r rogram typo
			Home Affordable Foreclosure Alternatives (HAFA) Program	†					
			Home Affordable Unemployment Program (UP)	1					
			FHA Short Refinance for Borrowers with Negative Equity (FHA Short Refinance)	1					
			Other, please specify	A1					
	A1	What other program are you looking for?					N	Skip Logic Group	OE Program type
SAC6625	Z	Which specific Lower Your Payments Program are you	Home Affordable Modification Program (HAMP)		Radio button, one-up vertical	S	¥		Payment Programs
		looking for?	Principal Reduction Alternative (PRA)	_					
			Second Lien Modification Program (2MP)	1					
			FHA Home Affordable Modification Program (FHA-HAMP)	1					
			USDA's RHS Special Loan Servicing	4					
SAC6626	¥	Which specific Lower Your Rates Program are you looking	Veteran's Administration Home Affordable Modification (VA HAMP) Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	¥		Rate Programs
5AC0020	T	for2	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)	+	Radio button, one-up vertical	5	+		Rate Programs
SAC6627	×	Which specific Get Help If Unemployed Program are you	Home Affordable Unemployment Program (UP)		Radio button, one-up vertical	S	¥		Unemployment Programs
SACOULT	_ ^	looking for?	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)	+	radio batton, one up verticar	9			Onemployment Frograms
SAC6628	W	Which specific Get Help With Second Mortgage Program	Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	¥		Second Mortgage Programs
C/100020		are you looking for?	Did not find a program that fit my needs	†	radio battori, one ap vertical	Ŭ	1		Cooma mongage i rogiamo
SAC6629	¥	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	¥		Home Value Programs
		are you looking for?	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)						
SAC6630	Ð	Which specific Exit Gracefully Program are you looking for?			Radio button, one up vertical	S	¥		Exit Programs
			Did not find a program that fit my needs						
SAC6631	В	How likely are you to call the 888-995-HOPE after your site	1=Very unlikely	1	Radio button, scale, has don't know	S	Y		Call Hotline
		visit today?	2	1					
			3	4					
			4	4					
			5	-					
			7	-					
			0	-					
			Q	+					
			10=Very likely	1					
			Don't know	1					
SAC6632	С	How likely are you to report any misconduct or fraud from	1=Very unlikely		Radio button, scale, has don't know	s	Y		Report Lender
		your lender via the Hope Hotline?	2	1					,
			3	1					
			4	1					
			5	1					
			6						
			7						
			8	1					
			9	1					
			10=Very likely	1					
0.4.6		U. Plata and the same of the s	Don't know		Date to the second of the seco				Aug 1 March
SAC6633	D	How likely are you to attend an MHA event after your site visit today?	1=Very unlikely	-	Radio button, scale, has don't know	S	Y		Attend MHA Event
		visit today :	2						
			0	+					
			5	1					
			6	+					
			7	1					
			8	1					
			9	1					
			10=Very likely						
			Don't know						
SAC6634	E	Other reason:			Text area, no char limit		N		OE_Reason
		Have you visited our site from a mobile device?	Yes		Radio button, one-up vertical	S	Y	Skip Logic Group	Mobile
			No	Α					
			Don't know	Α					
	A	How likely are you to use your mobile device to visit our site?			Drop down, select one	S	N	Skip Logic Group	Likely to use mobile
			1=Very unlikely						
			2						
			3	1					
			4						
			15				1		
				†					
			6	1					
			6 7 7						

Model Instance Name: MakingHomeAffordable gov MID: QoYkchNgVIAh58pZc9905A== MID: QoYkchNgVIAh58pZc9905A== red & strike through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue + -->: REWORDING

				ON 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
			9						
			10=Very likely						
			Don't know						
SAC6635		After applying for a MHA program, were you successful in keeping your home/avoid foreclosure?	Yes	A,B	Drop down, select one	S	¥		Successful
		Recepting your nome/avoid foreclosure?	Not applicable	— A,B					
ACQhar0020946	A	What program did you participate in that was not successful in	Not applicable		Text area, no char limit		N		Unsuccessful Program
		What program did you participate in that was not successful in keeping your home/avoiding foreclosure?							
ACQhar0020947	В	Please specify any other factors that kept you from keeping			Text area, no char limit		N		Other factors for
		your home/avoid foreclosure.							unsuccessfulness
SAC6636		What method did you use to find your information today?	By self navigating the site Internal site search feature	_	Drop down, select one	S	¥		Method
			Third party search engine (i.e., Google, Yahoo, etc)	\dashv					
			Other	+					
		How did you look for information on/navigate the site today?		S	Checkbox, one-up vertical	M	Y	Skip Logic Group	Look for Info
		(Please select all that apply.)	Search feature on MakingHomeAffordable site						
			Third-party search engine (i.e., Google, Yahoo, etc)						
			Navigating the site (i.e., top navigation bar, page links, etc.)	N					
	AA	Other way you looked for information.	Other (please specify)	AA	Text area, no char limit		N	Skin Logic Group	OF Look for info
	S		Search results were helpful		Checkbox, one-up vertical	S	N	Skip Logic Group	Search exp
		Please tell us about your experience with the site's search feature today. (Please select all that apply.)			2.700mbox, one up vertical			Lisp Logic Croup	Coulon onp
			Results were not relevant/not what I wanted	-					
			Too many results/I needed to refine my search						
			Not enough results						
			Returned NO results	-					
			Received error message(s)						
			Search speed was too slow						
			I experienced a different search issue (please explain):	ВВ					
			r experienced a different search issue (piease explain).						
	BB	Other search issue:			Text area, no char limit		N	Skip Logic Group	OE_Search exp
	N	How would you describe your navigation experience on this site today? (Please select all that apply.)	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	S	N	Skip Logic Group	Nav exp
		site today: (Flease select all that apply.)	Links often did not take me where I expected	-					
			Had difficulty finding relevant information/products	_					
			Links/labels are difficult to understand						
			Too many links/navigational options to choose from						
			Had technical difficulties (error messages, broken links, etc.)						
			Could not navigate back to previous information I had a navigation difficulty not listed above:	cc					
	CC								
SAC6637		Other pavigation difficulty:	i flati a flavigation difficulty flot listed above.		Text area no char limit		N	Skin Logic Group	OF Navieyn
	-	Other navigation difficulty: Did you find what you were looking for?	- The state of the		Text area, no char limit Drop down, select one	S	N Y	Skip Logic Group	OE_Nav exp
		Other navigation difficulty: Did you find what you were looking for?	Yes Partially		Text area, no char limit Drop down, select one	S	N Y	Skip Logic Group Skip Logic Group	OE_Nav exp Find
			Yes	A	Drop down, select one	S		Skip Logic Group Skip Logic Group	
SAC6638	A	What information were you unable to find?	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
SAC6638 STE0051002	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one	S		Skip Logic Group Skip Logic Group	
	A	What information were you unable to find?	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely	A	Drop down, select one Text area, no char limit		N	Skip Logic Group Skip Logic Group	OE_Info Not Found
STE0051002	A	What information were you unable to find? How likely are you to use a live chat during your-site visit if was available on the website?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8	A	Drop down, select one Text area, no char limit Radio-button, scale, has don't know		N	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
	A	What information were you unable to find? How likely are you to use a live chat during your site visit if	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely	A	Drop down, select one Text area, no char limit	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found
STE0051002	A	What information were you unable to find? How likely are you to use a live chat during your-site visit if was available on the website?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely	A	Drop down, select one Text area, no char limit Radio-button, scale, has don't know	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002	A	What information were you unable to find? How likely are you to use a live chat during your-site visit if was available on the website?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't know Male Female Prefer not to respond	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Den't know Male Female Prefer not to respond Under 18	A	Drop down, select one Text area, no char limit Radio-button, scale, has don't know	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely 10=Very likely Pon't knew Male Female Prefer not to respond Under 18 18-24	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Den't know Male Female Prefer not to respond Under 18 18 - 24 25 - 34	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Den't knew Male Female Prefer not to respond Under 18 18 - 24 25 - 34 35 - 44	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Den't know Male Female Prefer not to respond Under 18 18 - 24 25 - 34	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat
STE0051002 emographics: Gende	A	What information were you unable to find? How likely are you to use a live chat during your-site-visit if it was available on the website? What is your gender?	Yes Partially No, please specify 1=Not very likely 2 3 4 5 6 7 8 9 10=Very likely Don't know Male Female Prefer not to respond Under 18 18 - 24 25 - 34 35 - 44 45 - 54	A	Drop down, select one Text area, no char limit Radio button, scale, has don't know Drop down, select one	S	N ¥	Skip Logic Group Skip Logic Group	OE_Info Not Found Live chat

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

			MakingHomeAffordable.gov CUSTOM QUESTIC	N 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
SAC6639		What improvement would you like to see made to this site to ease your site experience?			Text area, no char limit		N		Improvement

Model Instance Name: MakingHomeAffor(Jable gov 10: QoYkenNgYIAn58p2c9905A== Date: 3/27/2014 red <u>& strike through</u>: DELETE <u>underlined <u>& italicized</u>: RE-ORDER pink: ADDITION</u>

			MakingHomeAffordable.gov CUSTOM QUESTIO	N LIST					
	Skip								
OID	Logic	Outstien Tout	Answer Choices	Skip	Time (select from list)	Single or	Required	Cussial Instructions	001-6-1
QID SAC6617	Label	Question Text How frequently do you visit this site?	(limited to 50 characters) This is my first visit	to	Type (select from list) Drop down, select one	Multi	Y/N Y	Special Instructions	CQ Label Frequency
3AC0017		now frequently do you visit this site?	Daily	-	Drop down, select one	3	'		riequency
			Weekly	-					
			Monthly	-					
			Every few months or less often	_					
SAC6618		Milest in view walls in visiting the site today?			Dren deum geleet ene	S	Y	Chia Lagia Casua	Role
SAC0018		What is your role in visiting the site today?	Homeowner Special assessment in the second s	_ A	Drop down, select one	5	, ř	Skip Logic Group	Role
			Rental property homeowner	- ^					
			Military/veteran homeowner	_ A					
			Friend/family member of homeowner	Α					
			Real Estate professional	_					
			Lender participating in the MHA program	4					
			Housing Counseling or Community organization						
			Other, please specify	С					
SAC6619	Α	Please indicate which of the following describes the current	Benind on mortgage payments	_	Radio button, one-up vertical	M	Y		Situation
		situation(s):	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	В					
SAC6620	В	Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	С	Other role:			Text field, <100 char		N		OE_Role
SAC6622		How did you find out/hear about Making Home	Friend/relative		Drop down, select one	S	Y		Find Site
		Affordable.gov site?	Internet search engine						
			Another website/link	_					
			Media/news story						
			Other source						
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
			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	A					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application	_					
			Report lending misconduct or fraud	С					
				⊢ ĭ					
			Conduct additional research because my application was not approved Perform an 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	D					
			Inform homeowners in the community						
			Read up on the recent news/Public Service Advertising campaigns						
			Other, please specify	E					
SAC6624	Α	What program are you looking for?	Lower your payments	Z	Drop down, select one	S	Y		Program Category
			Lower your rates	Υ					
			Get help if unemployed	Х					
			Get help with the second mortgage	W					
			Get help with fallen home value	V					
			Exit gracefully	U					
			Other						
SAC6625	Z	Which specific Lower Your Payments Program are you	Home Affordable Modification Program (HAMP)		Radio button, one-up vertical	S	Y		Payment Programs
		looking for?	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)						
			Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Rate Programs
SAC6626	Y	Which specific Lower Your Pates Program are you looking		- 1	button, one up vertical				rate i logialis
SAC6626	Y	Which specific Lower Your Rates Program are you looking for?		_					
		for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		Radio button, one-un vertical	9	V		Unemployment Progr
SAC6626 SAC6627	Y	for? Which specific Get Help If Unemployed Program are you	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP)		Radio button, one-up vertical	S	Y		Unemployment Progra
SAC6627	Х	for? Which specific Get Help If Unemployed Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		· ·				
		for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP)		Radio button, one-up vertical Radio button, one-up vertical	S S	Y		
SAC6627 SAC6628	X	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs		Radio button, one-up vertical	S	Y		Second Mortgage Prog
SAC6627	Х	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment IP Togram (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs Home Affordable Refinance Program (HARP)		· ·				Second Mortgage Prog
SAC6627 SAC6628	X	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		Radio button, one-up vertical	S	Y		Second Mortgage Prog
SAC6627 SAC6628	X	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs Home Affordable Refinance Program (HARP) FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Treasury/FHA Second Lien Program (FHA2LP)		Radio button, one-up vertical	S	Y		Second Mortgage Prog
SAC6627 SAC6628	X	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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)		Radio button, one-up vertical	S	Y		Second Mortgage Prog
SAC6627 SAC6628 SAC6629	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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 Radio button, one-up vertical	S	Y		Second Mortgage Program
SAC6627 SAC6628	X	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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)		Radio button, one-up vertical	S	Y		Second Mortgage Prog
SAC6627 SAC6628 SAC6629 SAC6630	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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 Radio button, one-up vertical	S	Y		Second Mortgage Prog Home Value Prograr
SAC6627 SAC6628 SAC6629	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (ZMP) Did not find a program that fit my needs 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) Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical Radio button, one-up vertical	S	Y		Second Mortgage Prog Home Value Prograr
SAC6627 SAC6628 SAC6629 SAC6630	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for? Which specific Exit Gracefully Program are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment IPP Togram (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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) Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical	S	Y		Second Mortgage Program Home Value Program Exit Programs
SAC6627 SAC6628 SAC6629 SAC6630	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for? Which specific Exit Gracefully Program are you looking for? How likely are you to call the 888-995-HOPE after your site	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment IPP Togram (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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) Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical	S	Y		Second Mortgage Program Home Value Program Exit Programs
SAC6627 SAC6628 SAC6629 SAC6630	X W V	for? Which specific Get Help If Unemployed Program are you looking for? Which specific Get Help With Second Mortgage Program are you looking for? Which specific Get Help With Fallen Home Value Program are you looking for? Which specific Exit Gracefully Program are you looking for? How likely are you to call the 888-995-HOPE after your site	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment IPP Togram (UP) Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Second Lien Modification Program (2MP) Did not find a program that fit my needs 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) Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		Radio button, one-up vertical Radio button, one-up vertical Radio button, one-up vertical	S	Y		-

SAC6639

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Don't know

What improvement would you like to see made to this site to

ease your site experience?

MakingHomeAffordable.gov CUSTOM QUESTION LIST Skip Logic Label Answer Choices (limited to 50 characters) Skip Single or Required QID **Question Text** Type (select from list) Special Instructions CQ Label 10=Very likely Don't know SAC6632 Radio button, scale, has don't know How likely are you to **report any misconduct or fraud** from your lender via the Hope Hotline? Report Lender S 10=Very likely Don't know SAC6633 How likely are you to **attend an MHA event** after your site visit today? 1=Very unlikely Radio button, scale, has don't know Attend MHA Event 10=Very likely Don't know SAC6634 Other reason: Text area, no char limit N OE_Reason After applying for a MHA program, were you successful in keeping your home/avoid foreclosure? SAC6635 Yes Drop down, select one S Successful A,B Not applicable ACQhar0020946 What program did you participate in that was not successful i Text area, no char limit Unsuccessful Program keeping your home/avoiding foreclosure? Please specify any other factors that kept you from keeping ACQhar0020947 Text area, no char limit Other factors for Ν your home/avoid foreclosure. unsuccessfulness SAC6636 What method did you use to find your information today? Method By self navigating the site Drop down, select one Internal site search feature Third-party search engine (i.e., Google, Yahoo, etc) Other SAC6637 Did you find what you were looking for? Drop down, select one S Skip Logic Group Find Yes Partially No, please specify What information were you unable to find? Text area, no char limit SAC6638 OE Info Not Found N How likely are you to use a live chat during your site visit if 1=Not very likely Radio button, scale, has don't know STE0051002 Live chat it was available on the website? 10=Very likely

Text area, no char limit

Ν

Improvement

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Date: 3/27/2014

	Skip		Anguay Chairea	C1		Cincle a	Dog:::		
QID	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
SAC6617		How frequently do you visit this site?	This is my first visit		Drop down, select one	S	Y		Frequency
			Daily	4					
			Weekly	-					
			Monthly Every few months or less often	+					
SAC6618		What is your role in visiting the site today?	Homeowner	Α	Drop down, select one	S	Υ	Skip Logic Group	Role
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		That is your role in visiting the site today.	Rental property homeowner	A	Brop down, selections			Chip Logic Group	11010
			Military/veteran homeowner	A					
			Friend/family member of homeowner	Α					
			Real Estate professional	_					
			Lender participating in the MHA program	4					
			Housing Counseling or Community organization Other, please specify	- c					
SAC6619	A	Please indicate which of the following describes the current		— —	Radio button, one-up vertical	M	Y		Situation
JAC0013	^	situation(s):	Owe more on home than it is worth	+	radio battori, one up vertical	l w			Situation
			Adjustable rate increased monthly payments to an unaffordable amount	1					
			Received foreclosure notice from my bank						
			Job loss						
			Other, please specify	В					
SAC6620		Other situation:			Text field, <100 char		N		OE_Situation
SAC6621	С	Other role:	FriendIrelative		Text field, <100 char	-	N Y		OE_Role
SAC6622		How did you find out/hear about Making Home Affordable.qov site?	Friend/relative Internet search engine	+	Drop down, select one	S	Y		Find Site
		Allordabio.gov olic	Another website/link	+					
			Media/news story	+					
			Other source						
SAC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
			Find out if I'm eligible for an MHA program						
			How to apply and what is needed	4 .					
			Download the necessary forms to apply for a modification or other MHA Program	⊢ A B					
			Contact the HOPE Hotline to speak with somebody about my situation Get additional assistance about my current application	Н в					
			Report lending misconduct or fraud	c					
			Conduct additional research because my application was not approved	٦ĭ					
			Perform an Net Present Value (NPV) self evaluation	1					
			To find out how to contact my servicer						
			Watch the instructional videos						
			Check upcoming MHA events in my area	D					
			Inform homeowners in the community	4					
			Read up on the recent news/Public Service Advertising campaigns Other, please specify	- _E					
SAC6624	A	What program are you looking for?	Lower your payments	Z	Drop down, select one	S	Y		Program Category
J, 10002 1	"	Trial program are you looking for .	Lower your rates	⊢ _Y	Brop down, select one				r rogram catogory
			Get help if unemployed	х					
			Get help with the second mortgage	W					
			Get help with fallen home value	V					
			Exit gracefully	U					
SAC6625	7	Which specific Lower Your Payments Program are you	Other Home Affordable Modification Program (HAMP)	+	Radio button, one-up vertical	S	Y		Payment Program
JAC0023	Z	looking for?	Principal Reduction Alternative (PRA)		radio button, one-up vertical	3	'		rayment riogram
			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)						
SAC6626	Y	Which specific Lower Your Rates Program are you looking	Home Affordable Refinance Program (HARP)	4	Radio button, one-up vertical	S	Y		Rate Programs
SAC6627	V	for? Which specific Get Help If Unemployed Program are you	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) Home Affordable Unemployment Program (UP)		Radio button, one-up vertical	S	Y		Unemployment Progr
JAC0021	Х	looking for?	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		radio button, one-up vertical	3	'		onemployment Frogr
SAC6628	W	Which specific Get Help With Second Mortgage Program	Second Lien Modification Program (2MP)	_	Radio button, one-up vertical	S	Y		Second Mortgage Prog
		are you looking for?	Did not find a program that fit my needs						
	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Home Value Progra
SAC6629		are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)						
SAC6629			Treasury/FHA Second Lien Program (FHA2LP)						
SAC6629									
SAC6629			Principal Reduction Alternative (PRA)	_					
		Which coodin Exit Crossfully Program are usually 150	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		Padia huttan				Evit Deces
SAC6629 SAC6630	U	Which specific Exit Gracefully Program are you looking for?	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Y		Exit Programs
6AC6630			Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		· ·				
	U	How likely are you to call the 888-995-HOPE after your site	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical Radio button, scale, has don't know	S	Y		Exit Programs Call Hotline
AC6630			Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) Home Affordable Foreclosure Alternatives (HAFA) Program Did not find a program that fit my needs		· ·				

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Date: 3/27/2014

			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
4		X	6		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		.,		
			7						
			8						
			9						
			10=Very likely						
0400000			Don't know		But have and have death				December 1
SAC6632	С	How likely are you to report any misconduct or fraud from your lender via the Hope Hotline?	1=Very unlikely		Radio button, scale, has don't know	S	Y		Report Lender
		your lender via the Hope Hounte:	2						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very likely						
			Don't know						
SAC6633	D	How likely are you to attend an MHA event after your site visit today?	1=Very unlikely		Radio button, scale, has don't know	S	Y		Attend MHA Event
		visit today?	2						
			4						
			5						
			6						
			7						
			8						
			9						
			10=Very likely						
			Don't know						
SAC6634	Е	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	A,B	Drop down, select one	S	Y		Successful
		Recping your nome/avoid foredosaire:	Not applicable	А,Б					
ACQhar0020946	Α	What program did you participate in that was not successful in	ivot applicable		Text area, no char limit		N		Unsuccessful Program
-	В	keeping your home/avoiding foreclosure?			·		N		Other factors for
ACQhar0020947	В	Please specify any other factors that kept you from keeping your home/avoid foreclosure.			Text area, no char limit				unsuccessfulness
SAC6636		What method did you use to find your information today?	By self navigating the site		Drop down, select one	S	Y		Method
			Internal site search feature						
			Third-party search engine (i.e., Google, Yahoo, etc) Other						
SAC6637		Did you find what you were looking for?	Yes		Drop down, select one	S	Y	Skip Logic Group	Find
SACOUST		Did you line what you were looking for:	Partially		Brop down, Sciect one	3		Skip Logic Group	i iiid
			No, please specify	Α					
SAC6638	Α	What information were you unable to find?	110, p. 1000 1, 1000		Text area, no char limit		N		OE Info Not Found
		How likely are you to use a live chat during your site visit if	1=Not very likely		Radio button, scale, has don't know	S	Y		Live chat
		it was available on the website?	2				1		
			3						
			4						
			5						
			6						
			/						
			<u>8</u>						
			9 10=Very likely						
	I	1					1	1	
			Don't know						
SAC6639		What improvement would you like to see made to this site to	Don't know		Text area, no char limit		N		Improvement

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Date: 6/11/2013

MakingHomeAffordable.gov CUSTOM QUESTION LIST Skip Logic **Answer Choices** Skip Single or Required QID Type (select from list) Y/N Special Instructions CQ Label **Question Text** to SAC6617 How frequently do you visit this site? This is my first visit Drop down, select one Frequency Daily Weekly Monthly Every few months or less often SAC6618 What is your role in visiting the site today? S Homeowner Α Drop down, select one Skip Logic Group Role Friend/family member of homeowner Lender participating in the MHA program Housing Counseling or Community organization Other, please specify SAC6619 Please indicate which of the following describes the current Behind on mortgage payments Radio button, one-up vertical Situation situation(s): 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 В SAC6620 Text field. <100 char OE Situation Other situation: Ν SAC6621 OE_Role Other role: Text field, <100 char N SAC6622 How did you find out/hear about Making Home Drop down, select one Find Site Friend/relative Affordable.gov site? Internet search engine Another website/link Media/news story Other source SAC6623 What is the primary reason for your visit today? Understand the program guidelines Radio button, one-up vertical S Skip Logic Group Reason ind 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 В Get additional assistance about my current application Report lending misconduct or fraud С Conduct additional research because my application was not approved Perform an 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 D Inform homeowners in the community Read up on the recent news/Public Service Advertising campaigns Other, please specify SAC6624 What program are you looking for? Drop down, select one S Z Program Category Lower your payments ower your rates Get help if unemployed Х Get help with the second mortgage W Get help with fallen home value ٧ U Exit gracefully Other SAC6625 Which specific Lower Your Payments Program are you Home Affordable Modification Program (HAMP) Radio button, one-up vertical S Payment Programs looking for? 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) SAC6626 Which specific Lower Your Rates Program are you looking Home Affordable Refinance Program (HARP) Radio button, one-up vertical S Υ Rate Programs FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance) SAC6627 Which specific Get Help If Unemployed Program are you S Home Affordable Unemployment Program (UP) Radio button, one-up vertical Unemployment Programs looking for? Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF) SAC6628 Which specific Get Help With Second Mortgage Program Second Lien Modification Program (2MP) Radio button, one-up vertical S Υ Second Mortgage Programs are you looking for? Did not find a program that fit my needs SAC6629 Which specific Get Help With Fallen Home Value Program Home Affordable Refinance Program (HARP) Radio button, one-up vertical Home Value Programs are you looking for? 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) SAC6630 Which specific Exit Gracefully Program are you looking for? Home Affordable Foreclosure Alternatives (HAFA) Program Exit Programs Radio button, one-up vertical S Υ Did not find a program that fit my needs SAC6631 1=Very unlikely How likely are you to call the 888-995-HOPE after your site Radio button, scale, has don't know S Call Hotline visit today?

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Date: 6/11/2013

			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
			6 7 8 9 10=Very likely Don't know	-					
SAC6632		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	visit todaý?	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	Е	Other reason:	SULTABLE		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	Α	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	В	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		,	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			Yes Partially No, please specify	А	Drop down, select one	S	Y	Skip Logic Group	Find
SAC6638	Α	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

Model Instance Name:

MakingHomeAffordable gov MiD: QoYkchNgVlAh58pZc9905A== red <u>& strike through</u>: DELETE underlined <u>& italicized</u>: RE-ORDER

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ate: 1/18/2013

			MakingHomeAffordable.gov CUSTOM QUESTION	LIST					
	Skip								
QID	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
SAC6617	Labei	How frequently do you visit this site?	This is my first visit	Skip to	Drop down, select one	S	Y	Special instructions	Frequency
SAC0017		now frequently do you visit this site?	Daily	-	Drop down, select one	3	'		Frequency
			Weekly	-					
			Monthly	-					
			Every few months or less often	-					
AC6618		What is your role in visiting the site today?	Homeowner	А	Drop down, select one	S	Y	Skip Logic Group	Role
400010		What is your fole in visiting the site today:	Friend/family member of homeowner	Â	Brop down, sciect one			Skip Edgic Group	rtoic
			Lender participating in the MHA program	- ^ -					
			Housing Counseling or Community organization	-					
			Other, please specify	l c					
AC6619	Α	Please indicate which of the following describes the current			Radio button, one-up vertical	М	Y		Situation
HC0013	^	situation(s):	Owe more on home than it is worth	-	radio batton, one up vertical	""			Situation
			Adjustable rate increased monthly payments to an unaffordable amount	-					
			Received foreclosure notice from my bank	-					
			Job loss	-					
				В					
AC6620	В	Other situation:	Other, please specify	В	Text field, <100 char		N		OE Situation
AC6621	C	Other role:			Text field, <100 char		N N		OE_Situation OE_Role
	L		Friend/rolative			-	Y		
AC6622	1	How did you find out/hear about Making Home Affordable.qov site?	Friend/relative	+	Drop down, select one	S	Y		Find Site
	1	ranoradore.gov site:	Internet search engine	4		1			
	1		Another website/link	4		1			
	1		Media/news story	4		1			
00000		Address to the control of the contro	Other source		Definition of the second of th	_		Older Levels Com	
AC6623		What is the primary reason for your visit today?	Understand the program guidelines		Radio button, one-up vertical	S	Y	Skip Logic Group	Reason
			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	Α					
			Contact the HOPE Hotline to speak with somebody about my situation	В					
			Get additional assistance about my current application						
			Report lending misconduct or fraud	С					
			Conduct additional research because my application was not approved						
			Perform an 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	D					
			Inform homeowners in the community						
			Read up on the recent news/Public Service Advertising campaigns						
			Other, please specify	E					
AC6624	Α	What program are you looking for?	Lower your payments	Z	Drop down, select one	S	Y		Program Categor
			Lower your rates	Υ					
			Get help if unemployed	х					
			Get help with the second mortgage	w					
			Get help with fallen home value	V					
			Exit gracefully	U					
			Other						
AC6625	Z	Which specific Lower Your Payments Program are you	Home Affordable Modification Program (HAMP)		Radio button, one-up vertical	S	Y		Payment Program
		looking for?	Principal Reduction Alternative (PRA)						, ,
			Second Lien Modification Program (2MP)						
			FHA Home Affordable Modification Program (FHA-HAMP)						
			USDA's RHS Special Loan Servicing	1					
			Veteran's Administration Home Affordable Modification (VA-HAMP)						
AC6626	Υ	Which specific Lower Your Rates Program are you looking	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Rate Programs
		for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		land same, one up to total				rograms
AC6627	Х	Which specific Get Help If Unemployed Program are you	Home Affordable Unemployment Program (UP)		Radio button, one-up vertical	S	Y		Unemployment
	1 ~	looking for?	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		and batteri, one up vertical				Programs
AC6628	w	Which specific Get Help With Second Mortgage Program	Second Lien Modification Program (2MP)		Radio button, one-up vertical	S	Y		Second Mortgag
.00020		are you looking for?	Did not find a program that fit my needs		radio buttori, one up vertical				Programs
C6629	V	Which specific Get Help With Fallen Home Value Program	Home Affordable Refinance Program (HARP)		Radio button, one-up vertical	S	Y		Home Value
100023	_ v	are you looking for?	FHA Refinance for Borrowers with Negative Equity (FHA Short Refinance)		radio buttori, orie-up vertical				Programs
		,	Treasury/FHA Second Lien Program (FHA2LP)	+					
				-					
			Principal Reduction Alternative (PRA)	+					
00000		White was the First Country to	Housing Finance Agency Innovation Fund for the Hardest Hit Housing Markets (HHF)		De d'a la mara	-			5.05
C6630	U	Which specific Exit Gracefully Program are you looking for?	Home Affordable Foreclosure Alternatives (HAFA) Program		Radio button, one-up vertical	S	Y		Exit Programs
			Did not find a program that fit my needs						
AC6631	В	How likely are you to call the 888-995-HOPE after your site	1=Very unlikely		Radio button, scale, has don't know	S	Y		Call Hotline
		visit today?	2						
			3						
			4						
			5						
			T. Control of the con						

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			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
			6 7 8 9 10=Very likely Don't know						
SAC6632		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		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	Е	Other reason:	DOTT KNOW		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
	Α	What program did you participate in that was not successful in keeping your home/avoiding foreclosure?			Text area, no char limit		N		Unsuccessful Program
	В	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	Α	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

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

underlined & italicized: RE-ORDER

oink: ADDITION

			CUSTOM QUESTION LIST				
QID (Group ID) Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010 Spend intention with this retailer	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2010 holiday season compared to 2009? Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Answer Choices (limited to 50 characters) 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	ANSWER	R CHOICES u would like answe		Required Y/N Y
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure 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):	RSSS	Checkbox, one-up vertical	Multi	Y



Special Instructions					
Skip Logic Group					
Skip Logic Group					