

Medicare.gov Sitewide Exit Survey

Q1 Browser question (automated – not asked)

Q2. Who are you using Medicare.gov for?

- 1 Myself
- 2 Someone else

Q3. [IF Q2 = 1] Do you have Medicare?

- 1 Yes
- 2 No

Q4. [If Q3=1] How do you currently get Medicare coverage?

- 1 I have Original Medicare (sometimes called 80/20 or Fee-for-Service Medicare)
- 2 I have a Medicare Advantage Plan (like an HMO or PPO)
- 3 I'm not sure

Q5. [If Q4=1 or Q4=3] Do you have any of these? [Select all that apply.]

- 1 A Medicare prescription drug (Part D) plan
- 2 Medicare Supplement Insurance (Medigap) policy
- 3 Neither
- 4 I'm not sure

Q6. [If Q3 = 2] Will you get Medicare soon?

- 1 Yes
- 2 No
- 3 I'm not sure

Q7. [If Q2=2] Were you looking at Medicare.gov today as a:

- 1 Friend, relative, or unpaid caregiver
- 2 Health care provider or health care staff
- 3 Assistor, navigator, agent or broker
- 4 SHIP counselor
- 5 Researcher
- 6 Other

Q8. [ALL] What was the main reason you came to Medicare.gov today?

If you came for more than one reason, select the main one.

- 1 Get general information about Medicare (like how it works, what's covered, or cost information)
- 2 Create or use my online Medicare account (like viewing claims)
- 3 Apply or sign up for Medicare (Part A and/or Part B)
- 4 Enroll in a Medicare Advantage Plan, Part D drug plan, or Medigap policy
- 5 Look for, review, or compare Medicare Advantage Plans, Part D drug plans, or Medigap policies
- 6 Look for a doctor, hospital, or other health care provider/facility.
- 7 Pay my premium
- 8 Other (specify)

Q9. [If Q8 =1] Which best describes the type of information you were looking for today?

- 1 When can a person get Medicare? Or how do they apply?
- 2 How does Medicare work in general?
- 3 How much does Medicare cost (like premium, deductibles, and copayments)?
- 4 How does Medicare work with my insurance?
- 5 Is a test, item, or service covered?
- 6 Just looking
- 7 Other (specify)

Q10. [If Q8=2] What did you do in {your or another person's} online Medicare account?

- 1 Created {my or another person's} online account
- 2 Reviewed {my or another person's} claim
- 3 Updated {my or another person's} information (like name, address, email)
- 4 Changed how {I or another person} get(s) {my or their MSNs} or Medicare & You handbook (by email or by mail)
- 5 Reviewed my current coverage
- 6 Other (specify)

Q11 [If Q8= 4 or 5] What type of plan or plans were you interested in (if Q8=4 "enrolling in" and if Q8=5 "looking for, reviewing, or comparing")? [Select all that apply.]

- 1 Medicare Advantage Plan
- 2 Medicare prescription drug (Part D) plan
- 3 Medicare Supplement Insurance (Medigap) policy
- 4 I don't know
- 5 Other (specify)

Q12 [IfQ8=6] What, specifically, were you looking for today? [Select all that apply.]

- 1 Doctor or other health care provider
- 2 Nursing home
- 3 Hospital
- 4 Home health services
- 5 Dialysis facility
- 6 Medical equipment supplier
- 7 Long-term care hospital
- 8 Inpatient rehabilitation facility
- 9 Hospice care
- 10 Other (specify)

Q13 [If Q8=4 or 5]: How confident are you that you could (or did) enroll in the right plan for you?

- 1 Very confident
- 2 Somewhat confident
- 3 Neutral
- 4 Not very confident
- 5 Not at all confident

Q14 [If Q8 = 6]: How confident are you that the information on Medicare.gov will help you select the right provider or facility for you?

- 1 Very confident
- 2 Somewhat confident
- 3 Neutral
- 4 Not very confident
- 5 Not at all confident

Q15. [ALL] Were you able to successfully {Q8 response or “do what you came to do” if Q8 response = 7} during your visit today?

- 1 Yes
- 2 No
- 3 I don't know

Q16 [ALL] How easy was it to {Q8 Response or “do what you came to do” if Q8=7} on Medicare.gov today?

- 1 Very difficult
- 2 Somewhat difficult
- 3 Neutral
- 4 Somewhat easy
- 5 Very easy

Q17 [If Q15=2 or 3] What will you do next?

- 1 Keep looking at Medicare.gov
- 2 Come back to Medicare.gov later
- 3 Go to a different website
- 4 Contact 1-800-MEDICARE
- 5 Get in-person help
- 6 Check the Medicare & You handbook
- 7 Don't know/not sure
- 8 Other (specify)

Q18a [ALL] How satisfied were you with your overall experience on Medicare.gov?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat satisfied
- 5 Very satisfied

Q18b [ALL] How satisfied were you with the information on Medicare.gov?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat satisfied
- 5 Very satisfied

Q18c [ALL] How satisfied were you with how well the Medicare.gov website worked today?

- 1 Very dissatisfied
- 2 Somewhat dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Somewhat satisfied
- 5 Very satisfied

Q19 [ALL] How likely are you to return to Medicare.gov if you need information about Medicare in the future?

- 1 Very likely
- 2 Somewhat likely
- 3 Neutral
- 4 Not very likely
- 5 Not at all likely

Q20 [ALL] How can we improve Medicare.gov? [open-ended responses]

Q21 [ALL] Would you be interested in being contacted in the future to take part in research activities related to Medicare.gov? If so, please include your email address below:

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