





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 |
|---|
| <p style="text-align: center;">Welcome Text</p> <p>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.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p> |
| <p style="text-align: center;">Thank You Text</p> <p>Thank you for taking our survey - and for helping us serve you better.</p> <p>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.</p> |
| <p style="text-align: center;">Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><div style="text-align: right;"></div><p style="text-align: center;">Customer Satisfaction Survey</p><p>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.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr style="border-top: 1px dashed black;"/><p>Thank you for taking our survey - and for helping us serve you better.</p><p>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.</p><div style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></div></div> |

| | | | |
|---------------|--------------------------|---|---|
| Model Name | CMS - InsureKidsNow | Red & Strike-Through: Delete |  |
| Model ID | QV1YMAVRB5YkxgBQ8NMUdA4C | <u>Underlined & Italicized</u> : Re-order | |
| Partitioned | Yes - 2MQ | Pink: Addition | |
| Date | 7/24/2018 | Blue: Reword | |
| Model Version | 17.3.Y | | |

| 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? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i> | 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 ? <i>(1=Falls Short, 10=Exceeds)</i> | | 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 ? <i>(1=Not Very Close, 10=Very Close)</i> | 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. | | | | |

| | | | |
|-------------|--------------------------|---|---|
| Model Name | CMS - InsureKidsNow | Red & Strike-Through: Delete |  |
| Model ID | QV1YMAVRB5YkxgBQ8NMUdA4C | <u>Underlined & Italicized</u> : Re-order | |
| Partitioned | Yes - 2MQ | PK : Addition | |
| Date | | B : Reword | |

| QID | AP Question Tag | Skip From | Question Text | Answer Choices | Skip To | AP Answer Tag | Required Y/N | Type | Special Instructions | CQ Label |
|-------------|--|-----------|--|--|---------|---|--------------|-------------------------------|---|-------------------------------|
| JHR8219Q001 | fs_primary_reason_healthcare | | What is your primary reason for visiting this site today? | Find coverage for my family 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 | | find_coverage_for_my_family find_a_dentist view_initiatives_back_to_school_youth_sports_etc watch_webinars_videos find_residency_fellowship_or_other_educational_opportunities find_general_information_eg_faq_phone_numbers_etc other | Y | Radio button, one-up vertical | | Primary Reason |
| JHR8219Q002 | fs_accomplish | | Did you accomplish what you wanted to do today on this site? | Yes No | | yes no | Y | Radio button, one-up vertical | Skip Logic Group* | Accomplish |
| JHR8219Q003 | fs_why_not_accomplish | A | Please tell us why you were unable to accomplish your task today. | | A | | N | Text area, no char limit | Skip Logic Group* | Why Not Accomplish |
| JHR8219Q004 | fs_do_next_insurance | | What do you plan to do next? | Call CMS Return to insurekidsnow.gov at a later time Visit other providers/insurance sites Call other providers/insurance Something else Nothing | | call return_to_client visit_other_sites call_other something_else nothing | Y | Radio button, one-up vertical | | Do Next |
| JHR8219Q005 | fs_acquisition_source_healthcare | | How were you referred to the site today? | An email from CMS CMS social network post, tweet, video, etc. Non - CMS social network post, tweet, video, etc. Internet blogs or discussion forums Search engine results Recommendation from friend/family Recommendation from a doctor/healthcare professional TV or radio advertising Newspaper or magazine advertising Internet advertising Advertising on social networks (Facebook, Twitter) Research study conducted by CMS Health insurance company website Current or previous experience with CMS Other (please specify) | | client_email client_social_media non_client_social_media blogs_forums search_engine recommend_friend_family recommend_doctor tv_radio_ads newspaper_magazine_ads internet_ads social_network_ads research_study insurance_company past_experience other_please_specify | Y | Radio button, one-up vertical | Skip Logic Group* Randomize | Acquisition Source |
| JHR8219Q006 | fs_acquisition_source_healthcare_other | A | Please specify how you were referred to the site. | I was not referred to the site by anything specific | A | not_referred | N | Text field, <100 char | Anchor Answer Choice Skip Logic Group* | Acquisition Source - Other |
| JHR8219Q007 | fs_primary_role_insurance | | What is your primary role in visiting the site today? | Parent/Guardian Physician/medical professional/researcher Agent/insurance broker Shopping/obtaining a quote for insurance coverage I am covered by insurance through this organization Other | | parent_guardian physician_medical_professional_researcher agent_insurance_broker shopping_obtaining_a_quote_for_insurance_coverage i_am_covered_by_insurance_through_this_organization other | Y | Radio button, one-up vertical | | Role |
| JHR8219Q008 | fs_nav_method | | How did you look for information or navigate the site today? (Please select all that apply.) | Top navigation bar Left navigation bar Search feature Clicked on links on the page Page bookmark or favorite link Google or other search engine Other (please specify) | | top_navigation_bar left_navigation_bar search_feature clicked_links_on_page favorite_link search_engine other_please_specify | Y | Checkbox, one-up vertical | Skip Logic Group* | Navigation Method |
| JHR8219Q009 | fs_nav_method_other | A | Please tell us how else you looked for information. | Other (please specify) | A | other_please_specify | N | Text field, <100 char | Skip Logic Group* | Navigation Method - Other |
| JHR8219Q010 | fs_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 Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty | | i_had_no_difficulty_navigating_the_site L links_often_did_not_take_me_where_i_expected I_had_difficulty_finding_relevant_information U links_and_labels_were_difficult_to_understand there_were_too_many_links_or_navigation_options_to_choose_from T i_had_technical_difficulties_error_messages_broken_links_etc i_could_not_navigate_back_to_previous_information A i_had_a_different_navigation_difficulty | Y | Checkbox, one-up vertical | Mutually Exclusive Skip Logic Group* | Navigation Experience |
| JHR8219Q011 | fs_nav_experience_other | A | Please specify your navigation difficulty. | | | | N | Text area, no char limit | Skip Logic Group* | Navigation Experience - Other |
| JHR8219Q012 | fs_nav_not_expected_others | 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 |
| JHR8219Q013 | fs_nav_links_labels_others | U | What specific links or labels were difficult to understand? | | | | N | Text area, no char limit | Skip Logic Group* | Nav Links and Labels OE |
| JHR8219Q014 | fs_nav_tech_issue_others | 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 |
| JHR8219Q015 | fs_tech_problems_navigation | | Which of the following technical problems, if any, occurred during your visit? (Please select all that apply.) | Site error message Incomplete load of a site page Inconsistent page loads Other (please specify) No technical problems occurred | B | site_error_message incomplete_load_of_page inconsistent_page_loads other_please_specify no_technical_problems_occurred | Y | Checkbox, one-up vertical | Skip Logic Group* Mutually Exclusive | Technical Problems |
| JHR8219Q016 | fs_tech_problems_navigation_others | A | What other type of technical problems did you experience today? | | | | N | Text area, no char limit | Skip Logic Group* | Technical Problems Other |
| JHR8219Q017 | fs_tech_error_messages | B | Please describe the error message you received. | | | | N | Text area, no char limit | Skip Logic Group* | Technical Error Messages |
| JHR8219Q018 | fs_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 did not answer my questions | | information_not_up_to_date information_did_not_answer_questions | Y | Checkbox, one-up vertical | Skip Logic Group* | Information Issues |

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

| | | | | 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) | other_please_specify | A | | | | |
| | | | | No issues reviewing information occurred | no_issues | | | | | |
| JHR8219Q019 | fs_other_info_issues | A | Please describe the issue you experienced reviewing information. | | | | N | Text area, no char limit | Mutually Exclusive | Other Information Issues |
| JHR8219Q020 | fs_visit_frequency | | How often do you visit this site? | This is my first visit Once every 6 months or less often Once every few months Monthly Weekly Daily or more often | first_visit six_months few_months monthly weekly daily | | Y | Drop down, select one | | Visit Frequency |
| JHR8219Q021 | fs_demos_gender | | What is your gender? | Male Female Prefer not to respond | male female prefer_not_to_respond | | N | Radio button, one-up vertical | | Demos: Gender Fed Govt |
| JHR8219Q022 | fs_demos_income_US | | Which category includes your household income? | Under \$25,000 \$25,000 - \$49,999 \$50,000 - \$74,999 \$75,000 - \$99,999 \$100,000 - \$124,999 \$125,000 - \$149,999 \$150,000 or more Prefer not to respond | under_25k 25k_50k 50k_75k 75k_100k 100k_125k 125k_150k 150k_or_more prefer_not_to_respond | | N | Drop down, select one | | Demos: Income |
| JHR8219Q023 | fs_demos_age | | Which category includes your age? | Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older Prefer not to respond | under_18 18_24 25_34 35_44 45_54 55_64 65_or_older prefer_not_to_respond | | N | Drop down, select one | | Demos: Age |
| JHR8219Q024 | fs_demos_race | | What is your race? (Please select all that apply.) | American Indian or Alaska Native Asian Black or African American Native Hawaiian or Other Pacific Islander White Prefer not to respond | american_indian_or_alaska_native asian black_or_african_american native_hawaiian white prefer_not_to_respond | | N | Checkbox, one-up vertical | | Demos: Race Fed Govt |
| JHR8219Q025 | fs_demos_children | | What are the age groups of any children that live in your household? (Please select all that apply.) | No children in household Expecting a baby 0 to 2 years old 3 to 7 years old 8 to 12 years old 13 to 15 years old 16 to 17 years old Adult child(ren) 18 or older living at home Prefer not to respond | no_children_in_household expecting_a_baby 0_2 3_7 8_12 13_15 16_17 adult_child(ren)_18_or_older_living_at_home prefer_not_to_respond | | N | Checkbox, one-up vertical | Mutually Exclusive Mutually Exclusive | Demos: Children |
| JHR8219Q026 | fs_state | | In which state do you live? | Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware District of Columbia Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin Wyoming I live outside of the United States Prefer not to respond | alabama alaska arizona arkansas california colorado connecticut delaware district_of_columbia florida georgia hawaii idaho illinois indiana iowa kansas kentucky louisiana maine maryland massachusetts michigan minnesota mississippi missouri montana nebraska nevada new_hampshire new_jersey new_mexico new_york north_carolina north_dakota ohio oklahoma oregon pennsylvania rhode_island south_carolina south_dakota tennessee texas utah vermont virginia washington west_virginia wisconsin wyoming live_outside_usa prefer_not_to_respond | | Y | Drop down, select one | Mutually Exclusive | State |