




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   |
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| <p><b>Welcome Text</b></p> <p>We'd welcome your feedback!</p> <p>Please let us know how to improve our site so we can better serve you.</p>  |
| <p><b>Thank You Text</b></p> <p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p>   |
| <p><b>Example Mobile</b></p> <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 80%;"><div style="text-align: center;"><p>Thank you for visiting our site. You've been selected to participate in a brief survey to let us know how we can improve your experience. Please take a minute to share your opinions.</p><p>Required questions are denoted by an *</p><hr style="border-top: 1px dashed black;"/></div><div style="text-align: center;"><p>Thank you for taking our survey - and for helping us serve you better. We appreciate your input!</p><div style="display: flex; justify-content: center; gap: 20px;"><span>Cancel</span><span>Submit</span></div><p style="font-size: small; color: blue;">ForeSee<br/><a href="#">ForeSee Privacy Policy</a></p></div></div> |

Model Name US MINT  
 Model ID FxRlwJMSEEt9cIxRVINsYQ4C  
 Partitioned 2MQ  
 Date  
 Model Version 17.3.Y

7/18/2018

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



| Label   | Element Questions  | Label                          | Satisfaction Questions   | Label                     | Future Behaviors   |
|---|--|--------------------------------|--|---------------------------|--|
|   | <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>                                     |                                | <b>Satisfaction</b>  |                           | <b>Return (1=Very Unlikely, 10=Very Likely)</b>  |
| 1 Site Performance - Speed                      | Please rate the <b>speed</b> that pages and content loaded for you.                            | 16 Satisfaction - Overall      | What is your <b>overall satisfaction</b> with this site?<br>(1=Very Dissatisfied, 10=Very Satisfied) | 19 Return                 | How likely are you to <b>return to U.S. Mint</b> in the next 30 days using your mobile device? |
| 2 Site Performance - Completeness               | Please rate the consistency of <b>complete loading</b> of pages and content.                   | 17 Satisfaction - Expectations | How well does this site <b>meet your expectations</b> ?<br>(1=Falls Short, 10=Exceeds)               |                           | <b>Purchase Online Mobile (1=Very Unlikely, 10=Very Likely)</b>                                |
| 3 Site Performance - Responsiveness             | Please rate the <b>responsiveness</b> of the pages to your actions.                            | 18 Satisfaction - Ideal        | How does this site <b>compare to an ideal mobile website</b> ?<br>(1=Not Very Close, 10=Very Close)  | 20 Purchase Online Mobile | How likely are you to make a <b>purchase from U.S. Mint's mobile site</b> in the future?       |
|   | <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>  |                                |  |                           | <b>Purchase Offline (1=Very Unlikely, 10=Very Likely)</b>                                      |
| 4 Look and Feel - Appeal                        | Please rate the <b>visual appeal</b> of the pages that you visited.                            |                                |  | 21 Purchase Offline       | How likely are you to make a <b>purchase</b> from a U.S. Mint store in the future?             |
| 5 Look and Feel - Spacing                       | Please rate the <b>spacing</b> between items on the pages that you visited.                    |                                |  |                           | <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>   |
| 6 Look and Feel - Legibility                    | Please rate the <b>legibility</b> of the pages that you visited.                               |                                |  | 22 Recommend              | How likely are you to <b>recommend U.S. Mint to someone else</b> ?                             |
|   | <b>Product Finding (1=Poor, 10=Excellent, Don't Know)</b>                                      |                                |  |                           |  |
| 7 Product Finding - Ease                        | Please rate the <b>ease of finding</b> what you were looking for.                              |                                |  |                           |  |
| 8 Product Finding - Categories                  | Please rate the <b>product categories</b> on meeting your expectations of where to find items. |                                |  |                           |  |
| 9 Product Finding - Filtering                   | Please rate the <b>filters</b> on showing just the items you were interested in.               |                                |  |                           |  |
|   | <b>Merchandise (1=Poor, 10=Excellent, Don't Know)</b>  |                                |  |                           |  |
| 10 Merchandise - Meet Needs                     | Please rate the extent to which the selection of products <b>meets your needs</b> .            |                                |  |                           |  |
| 11 Merchandise - Variety                        | Please rate the <b>variety</b> of products for you to consider.                                |                                |  |                           |  |
| 12 Merchandise - Preferences                    | Please rate the fit to <b>your preferences</b> of the products you viewed.                     |                                |  |                           |  |
|   | <b>Product Descriptions (1=Poor, 10=Excellent, Don't Know)</b>                                 |                                |  |                           |  |
| 13 Product Descriptions - Essential Information | Please rate the presentation of <b>essential product information</b> .                         |                                |  |                           |  |
| 14 Product Descriptions - Clarity               | Please rate the <b>clarity</b> of the product descriptions.                                    |                                |  |                           |  |
| 15 Product Descriptions - Images                | Please rate the <b>product images</b> on displaying the views that you needed.                 |                                |  |                           |  |

| QID | AP Question Tag | Skip From | Question Text | Answer Choices |
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| Skip To | Required<br>Y/N | Type | Special Instructions |
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| Skip To | Required<br>Y/N | Type | Special Instructions |
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| Type | Special Instructions |
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