

Model Instance Name:

CVC Gift Shop

MID: ZE5s49IF8AJMsJZwIhpQxw==

Partitioned (Y/N)? N

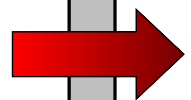
Date: 2/27/2012



CVC Gift Shop

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Sales Associate Engagement (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
<p>1 Thinking about the <u>store associates</u>, please rate them on: Friendliness when speaking to you.</p> <p>2 Promptness to acknowledge you.</p> <p>3 Effort to understand your needs.</p>	<p>19 What is your overall satisfaction with the gift shop at the U.S. Capitol Visitor Center? (1=Very Dissatisfied, 10=Very Satisfied)</p> <p>20 How well does the gift shop at the U.S. Capitol Visitor Center meet your expectations? (1=Falls Short, 10=Exceeds)</p> <p>21 How does the gift shop at the U.S. Capitol Visitor Center compare to your idea of an ideal gift shop experience? (1=Not Very Close, 10=Very Close)</p>	<p>22 How likely are you to return to the U.S. Capitol Visitor Center?</p> <p>Recommend (1=Very Unlikely, 10=Very Likely)</p> <p>23 How likely are you to recommend the gift shop to someone else?</p>
Service (1=Strongly Disagree, 10=Strongly Agree)		Perception (1=Very Unlikely, 10=Very Likely)
<p>4 Please rate your level of agreement with the following statements: Associates provided excellent assistance to help you find what you were looking for.</p> <p>5 Store Associates were knowledgeable regarding store products.</p> <p>6 Associates were always available when you need them.</p>		<p>24 How likely are you to improve your perception of the U.S. Capitol Visitor Center as a result of visiting the gift shop today?</p> <p>Future Participation (1=Very Unlikely, 10=Very Likely)</p> <p>25 How likely are you to express your thoughts about the U.S. Capitol Visitor Center in the next 90 days?</p>
Store Environment (1=Poor, 10=Excellent, Don't Know)		Community Service (1=Very Unlikely, 10=Very Likely)
<p>7 Thinking about the environment of the store you visited, please rate the following: Cleanliness of the store.</p> <p>8 How well the layout of the store allowed room to shop.</p> <p>9 The appeal of displays/posters/signage.</p>		<p>26 How likely are you to donate time and effort to community service in your local area?</p>
Presentation (1=Poor, 10=Excellent, Don't Know)		
<p>10 Thinking about the displays used throughout the store, please rate the following: The degree to which products were clearly marked/priced.</p> <p>11 How well the items you wanted were accessible and easy to reach.</p> <p>12 The level to which products were well-organized and easy to find.</p>		
Products (1=Strongly Disagree, 10=Strongly Agree)		
<p>13 Please rate your level of agreement with the following statements: The products you find at the gift shop were items you are interested in purchasing.</p> <p>14 The products available in the gift shop were unique and cannot be found elsewhere.</p> <p>15 The gift shop had the variety of souvenirs and gifts you were looking for from a gift shop.</p>		
Price (1=Strongly Disagree, 10=Strongly Agree)		
<p>16 Please rate your level of agreement with the following statements: The price of products you purchased were competitive relative to similar products purchased from other gift shops.</p>		
<p>17 Given the quality of products you received, the price paid is a great value.</p>		
<p>18 Given the price that you pay, the quality of products you received is excellent.</p>		



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 pink: ADDITION
 blue + -->: REWORDING



CVC Gift Shop CUSTOM QUESTION LIST

QID (Group ID)	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	CQ Type
SAC7854		Were you greeted when you entered the gift shop?	Yes No		Radio button, one-up vertical	Single	Y		Greeting	Gift Shop
SAC7855		Did the sales staff make you feel welcome in the gift shop?	Yes No		Radio button, one-up vertical	Single	Y		Welcome	Gift Shop
SAC7856		Was the gift shop well lit ?	Yes No		Radio button, one-up vertical	Single	Y		Lighting	Gift Shop
SAC7857		Did the unique displays draw you into the gift shop?	Yes No		Radio button, one-up vertical	Single	Y		Displays	Gift Shop
SAC7858		Approximately how much time did you spend in the gift shop?	Less than 5 minutes 5-15 minutes 15-30 minutes More than 30 minutes		Drop down, select one	Single	Y		Time Gift Shop	Gift Shop
SAC7859		What were the reason(s) you decided to browse the gift shop? (Please select all that apply.)	To find a souvenir to remember my visit. To find a gift for someone who was not able to visit the U.S. Capitol with me (friend, relative, neighbor). To find materials that will further my knowledge about saw something I saw during my visit. I wanted to see what items were available in the gift shop. Other (please specify)	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Primary Reason	Gift Shop
SAC7860	B	What was an other reason(s) did you browsed the gift shop?			Text area, no char limit		N	Skip Logic Group	Other_Primary Reason	Gift Shop
SAC7861		Did you make a purchase at the Capitol Visitor Center gift shop?	Yes No	C, E	Radio button, one-up vertical	Single	Y	Skip Logic Group	Purchase	Gift Shop
SAC7862	C	What product(s) did your purchase? (Please select all that apply.)	Souvenir apparel (T-shirt, sweatshirt, etc.) Souvenir item (pencil, mug, etc.) Reproduction document Home good Collectable Jewelry Stationary Book Other (please specify)	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Item	Gift Shop
SAC7863	D	What other product(s) did you purchase at the gift shop?			Text area, no char limit		N	Skip Logic Group	Other_Item	Gift Shop
SAC7864	E	Did the purchase process go well at checkout?	Yes No I don't recall	F	Radio button, one-up v	Single	Y	Skip Logic Group	Checkout Process	Gift Shop
SAC7865	F	Why?			Text area, no char limit		N	Skip Logic Group	Checkout Process No	Gift Shop

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SAC7866		What age group were you looking for items for? (Please select all that apply.)	Infant Children Teen Adult		Checkbox, one-up vertical	Multi	Y		Product Age Groups	Gift Shop
SAC7867		Were you aware that many of the items available in the gift shop are unique and can only be found in the Capitol Visitor Center gift shop?	Yes No		Radio button, one-up vertical	Single	Y		Unique Merch.	Gift Shop
SAC7868		If the Capitol Visitor Center gift shop had an online store, would you make a purchase(s) from it?	Yes No		Radio button, one-up vertical	Single	Y		Online Store	Gift Shop
SAC7869		What additional types of items would you like to see available in the Capitol Visitor Center gift shop?			Text area, no char limit		N		Additional Merch.	Gift Shop
SAC7870		How can we improve our customer service ?			Text area, no char limit		N		Employee Improv.	Gift Shop
SAC7871		If you could make one suggestion to improve the gift shop experience , what would it be?			Text area, no char limit		N		OE_Improvement	Gift Shop
SAC7872		Where do you currently live ?	I live outside of the United States. 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	A	Drop down, select one	Single	Y	Skip Logic Group	CVC State	CVC

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			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							
			American Samoa							
			Federated States of Micronesia							
			Guam							
			Midway Islands							
			Northern Mariana Islands							
			Puerto Rico							
			Republic of Palau							
			Republic of the Marshall Islands							
			U.S. Virgin Islands							
			Prefer not to answer							
SAC7873	A	What country do you live in?	Afghanistan		Drop down, select one	Single	Y	Skip Logic Group	CVC Country	CVC
			Albania							
			Algeria							
			Andorra							
			Angola							
			Antigua and Barbuda							
			Argentina							
			Armenia							
			Australia							
			Austria							
			Azerbaijan							
			Bahamas, The							
			Bahrain							
			Bangladesh							
			Barbados							

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			Belarus							
			Belgium							
			Belize							
			Benin							
			Bhutan							
			Bolivia							
			Bosnia and Herzegovina							
			Botswana							
			Brazil							
			Brunei							
			Bulgaria							
			Burkina Faso							
			Burma							
			Burundi							
			Cambodia							
			Cameroon							
			Canada							
			Cape Verde							
			Central African Republic							
			Chad							
			Chile							
			China							
			Colombia							
			Comoros							
			Congo (Brazzaville)							
			Congo (Kinshasa)							
			Costa Rica							
			Cote d'Ivoire							
			Croatia							
			Cuba							
			Cyprus							
			Czech Republic							
			Denmark							
			Djibouti							
			Dominica							
			Dominican Republic							
			East Timor							
			Ecuador							
			Egypt							
			El Salvador							
			Equatorial Guinea							
			Eritrea							
			Estonia							
			Ethiopia							
			Fiji							
			Finland							
			France							
			Gabon							
			Gambia, The							
			Georgia							
			Germany							
			Ghana							

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			Greece							
			Grenada							
			Guatemala							
			Guinea							
			Guinea-Bissau							
			Guyana							
			Haiti							
			Holy See							
			Honduras							
			Hong Kong							
			Hungary							
			Iceland							
			India							
			Indonesia							
			Iran							
			Iraq							
			Ireland							
			Israel							
			Italy							
			Jamaica							
			Japan							
			Jordan							
			Kazakhstan							
			Kenya							
			Kiribati							
			Korea, North							
			Korea, South							
			Kosovo							
			Kuwait							
			Kyrgyzstan							
			Laos							
			Latvia							
			Lebanon							
			Lesotho							
			Liberia							
			Libya							
			Liechtenstein							
			Lithuania							
			Luxembourg							
			Macau							
			Macedonia							
			Madagascar							
			Malawi							
			Malaysia							
			Maldives							
			Mali							
			Malta							
			Marshall Islands							
			Mauritania							
			Mauritius							
			Mexico							
			Micronesia							

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			Moldova							
			Monaco							
			Mongolia							
			Montenegro							
			Morocco							
			Mozambique							
			Namibia							
			Nauru							
			Nepal							
			Netherlands							
			Netherlands Antilles							
			New Zealand							
			Nicaragua							
			Niger							
			Nigeria							
			North Korea							
			Norway							
			Oman							
			Pakistan							
			Palau							
			Palestinian Territories							
			Panama							
			Papua New Guinea							
			Paraguay							
			Peru							
			Philippines							
			Poland							
			Portugal							
			Qatar							
			Romania							
			Russia							
			Rwanda							
			Saint Kitts and Nevis							
			Saint Lucia							
			Saint Vincent and the Grenadines							
			Samoa							
			San Marino							
			Sao Tome and Principe							
			Saudi Arabia							
			Senegal							
			Serbia							
			Seychelles							
			Sierra Leone							
			Singapore							
			Slovakia							
			Slovenia							
			Solomon Islands							
			Somalia							
			South Africa							
			South Korea							
			South Sudan							
			Spain							

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			Sri Lanka Sudan Suriname Swaziland Sweden Switzerland Syria Taiwan Tajikistan Tanzania Thailand Timor-Leste Togo Tonga Trinidad and Tobago Tunisia Turkey Turkmenistan Tuvalu Uganda Ukraine United Arab Emirates United Kingdom Uruguay Uzbekistan Vanuatu Venezuela Vietnam Yemen Zambia Zimbabwe Other (Please specify) Prefer not to answer	B						
SAC7874	B	Where do you live?			Text field, <100 char		N	Skip Logic Group	CVC Other_Country	CVC
SAC7875		Which of the following best describes your race or ethnic background ? (Please select all that apply.)	African American or Black American Indian or Alaska Native Asian Hispanic or Latino Native Hawaiian or Other Pacific Islander White or Caucasian (Not Hispanic or Latino) Other (Please specify) Prefer not to answer	C	Checkbox, two-up vertical	Multi	Y	Skip Logic Group	CVC Race	CVC
SAC7876	C	What is your race or ethnic background?			Text field, <100 char		N	Skip Logic Group	CVC Other_Race	CVC
SAC7877		What is your gender ?	Male Female Prefer not to answer		Radio button, one-up vertical	Single	Y		CVC Gender	CVC

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SAC7878		What is your age ?	Under 18 18-24 25-34 35-44 45-54 55-64 65 or older Prefer not to answer		Radio button, one-up vertical	Single	Y		CVC Age	CVC
SAC7879		Which of the following best describes the highest level of education you have attained?	I have not graduated from high school High school graduate Some college, trade, technical or vocational training College graduate Post graduate degree Prefer not to answer		Radio button, one-up vertical	Single	Y		CVC Education	CVC
SAC7880		Which of the following roles best describes you at the time of your visit?	Teacher / Professor Student Adult accompanying a child/children (ex: parent or guardian) Congressional staff member Tour organizer Interested citizen (ex: tourist, family member, senior citizen, etc.) International Visitor Other (please specify)	F D	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Role	CVC
SAC7881	F	What level of students do you teach?	Elementary School Middle School High School College - Undergraduate College - Post graduate Prefer not to answer		Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Teacher	CVC
SAC7882	D	What do you consider your role?			Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Other_Role	CVC
SAC7883		Did you arrive at the U.S. Capitol as part of a group ?	Yes, I was part of a group (school, family, tourist group, etc.). No, I arrived alone (as an individual).	O, P	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Tour Group	CVC
SAC7884	O	What was the approximate size of the entire group that you arrived to the Capitol with ?	Under 10 10-20 20-30 30-40 40-50 More than 50		Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Group - Size	CVC
SAC7885	P	Which of the following best describes the type of group you arrived at the Capitol with?	School group Family Senior citizen group International visitor group	T T	Radio button, one-up vertical	Single	Y	Skip Logic Group	Tour Group - Type	CVC

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SAC7886	T	What were the age(s) of the children/students in your group? (Please select all that apply.)	Other (please specify) Under 5 years old 5-7 years old 8-10 years old 11-13 years old 14-17 years old Over 17 years old Prefer not to answer	K	Checkbox, two-up vertical	Multi	Y	Skip Logic Group	CVC Children's Ages	CVC
SAC7887	K	What other type of tour group were you a part of?			Text area, no char limit		N	Skip Logic Group	CVC Other_Tour Group	CVC
SAC7888		What was the reason(s) you decided to visit the U.S. Capitol? (Please select all that apply.)	To learn about the history of the U.S. Capitol. To view the art and architecture of the U.S. Capitol building. To learn about Congress and how it functions. To visit the House or Senate Chambers in session. To be able to ask questions to a knowledgeable person about the U.S. Capitol. To simply be a tourist. I was curious and wanted to explore the U.S. Capitol. I did not decide to visit the U.S. Capitol. It was part of my tour itinerary. Other (please specify)	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	CVC Primary Reason	CVC
SAC7889	B	What was the other reason you decided to visit the Capitol?			Text area, no char limit		N	Skip Logic Group	CVC Other_Reason	CVC
SAC7890		Did you accomplish your goal while at the U.S. Capitol Visitor Center?	Yes No Not applicable	F F	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Accomplish Goal	CVC
SAC7891	F	What was the goal that you wanted to accomplish?			Text area, no char limit		N	Skip Logic Group	CVC OE No Goal	CVC
SAC7892		Approximately how much time did you spend overall at the U.S. Capitol Visitor Center?	Less than 1 hour 1 - 1 1/2 hours 1 1/2 - 2 hours 2 - 3 hours More than 3 hours		Radio button, one-up vertical	Single	Y		CVC Time	CVC
SAC7893		How often do you visit the U.S. Capitol?	This is my first time Less than once a year Once a year Multiple times a year		Radio button, one-up vertical	Single	Y		CVC Frequency	CVC
SAC7894		At what time of day did you visit the U.S. Capitol? (Please select all that apply.)	Early morning Late morning Early Afternoon Late Afternoon		Checkbox, one-up vertical	Multi	Y		CVC Time of day	CVC
SAC7895		Which day of the week did you visit the U.S. Capitol?	Monday Tuesday		Radio button, one-up vertical	Single	Y		CVC Day	CVC

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			Wednesday Thursday Friday Saturday							
SAC7896		How recently did you visit the U.S. Capitol?	Within a week Within a month Within the past 6 months Within the past year		Radio button, one-up vertical	Single	Y		CVC Timeframe	CVC
SAC7897		Questions up until now have been specifically about the gift shop and you. The remaining questions for the survey are regarding the entire U.S. Capitol Visitor Center experience . <p><p> Did the cleanliness level of the U.S. Capitol Visitor Center meet or exceed your expectations?	Yes, the cleanliness level met or exceeded my expectations No, the cleanliness level did not meet my expectations		Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Cleanliness	CVC
SAC7898	K	Which of the following areas of the U.S. Capitol Visitor Center fell below your expectations ? (Please select all that apply.)	Entrance / Greeting Area Exhibition Hall Gift Shop Restaurant Restrooms Other (Please specify)		Checkbox, two-up vertical	Multi	Y	Skip Logic Group	CVC Cleanliness - Short	CVC
SAC7899	L	What other area fell below your expectations?			Text area, no char limit		N	Skip Logic Group	CVC Other_Cleanliness	CVC
SAC7900		Would you like to provide additional comments about the cleanliness of the U.S. Capitol Visitor Center building ? If so, please provide as much detail as possible here.			Text area, no char limit		N		CVC OE_Cleanliness	CVC
SAC7901		Did the U.S. Capitol Visitor Center staff (excluding tour guides - ex: workers at the coat check, entrance, etc.) meet or exceed your expectations?	Yes, the staff met or exceeded my expectations No, the staff did not meet my expectations		Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Assistants	CVC
SAC7902	M	Which of the following staff members at the U.S. Capitol Visitor Center fell below your expectations ? (Please select all that apply.)	Coat Check Entrance / Greeting Area Exhibition Hall Security Theater Other (Please specify)		Checkbox, two-up vertical	Multi	Y	Skip Logic Group	CVC Assistants - Short	CVC
SAC7903	N	What other area fell below your expectations?			Text area, no char limit		N	Skip Logic Group	CVC Other_Assistants	CVC

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SAC7904		Would you like to provide additional comments about an interaction with a staff member ? If so, please provide as much detail as possible here.			Text area, no char limit		N		CVC OE_Assistants	CVC
SAC7905		Please rate how you feel about the following statement: "The U.S. Capitol was completely accessible."	Strongly Agree Agree Neutral Disagree Strongly disagree I don't know	<input type="radio"/>	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Accessibility	CVC
SAC7906	<input type="radio"/>	What areas were not accessible?			Text area, no char limit		N	Skip Logic Group	CVC Accessibility - Low	CVC
SAC7907		What is your overall satisfaction with the entire U.S. Capitol Visitor Center experience?	1=Very Dissatisfied 2 3 4 5 6 7 8 9 10=Very Satisfied		Radio button, scale, no don't know	Single	Y		CVC Overall Satisfaction	CVC
SAC7908		How well did this visit to the U.S. Capitol Visitor Center meet your expectations ?	1=Very Dissatisfied 2 3 4 5 6 7 8 9 10=Very Satisfied		Radio button, scale, no don't know	Single	Y		CVC Overall Satisfaction	CVC
SAC7909		If you could make one suggestion to improve the entire U.S. Capitol Visitor Center experience , what would it be?			Text area, no char limit		N		CVC OE_Improvement	CVC