

Model Instance Name:  
CVC Gift Shop

MID: ZE5s49IF8AJMsJZwlhpQxw==

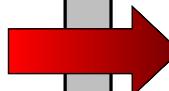
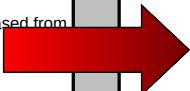


Partitioned (Y/N)? N  
Date: 2/27/2012

### CVC Gift Shop

Model questions utilize the ACSI methodology to determine scores and impacts

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



CVC Gift Shop CUSTOM QUESTION LIST										Deny This assis- cien- tial client
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 <b>greeted</b> 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 <b>feel welcome</b> in the gift shop?	Yes  No		Radio button, one-up vertical	Single	Y		Welcome	Gift Shop
SAC7856		Was the gift shop <b>well lit</b> ?	Yes  No		Radio button, one-up vertical	Single	Y		Lighting	Gift Shop
SAC7857		Did the <b>unique displays</b> draw you into the gift shop?	Yes  No		Radio button, one-up vertical	Single	Y		Displays	Gift Shop
SAC7858		Approximately <b>how much time</b> 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 <b>reason(s)</b> you decided to <b>browse the gift shop</b> ? (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 browse the gift shop?			Text area, no char limit		N	Skip Logic Group	Other_Primary Reason	Gift Shop
SAC7861		Did you <b>make a purchase</b> 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)		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?		D	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		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 <b>items</b> available in the <b>gift shop</b> are <b>unique</b> 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 <b>additional types of items</b> 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 <b>improve our customer service</b> ?			Text area, no char limit		N		Employee Improv.	Gift Shop
SAC7871		If you could make <b>one suggestion to improve the gift shop experience</b> , what would it be?			Text area, no char limit		N		OE_Improvement	Gift Shop
SAC7872		Where do you <b>currently live</b> ?	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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*pink*: ADDITION  
*blue + -->*: REWORDING



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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 <b>country</b> do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas, The Bahrain Bangladesh Barbados		Drop down, select one	Single	Y	Skip Logic Group	CVC Country	CVC	

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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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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	
			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 <b>race</b> or <b>ethnic background</b> ? (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 <b>gender</b> ?	Male  Female Prefer not to answer		Radio button, one-up vertical	Single	Y		CVC Gender	CVC

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SAC7878		What is your <b>age</b> ?	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	<b>CVC</b>
SAC7879		Which of the following best describes the <b>highest level of education</b> 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	<b>CVC</b>
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	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Role	<b>CVC</b>
SAC7881	F	What <b>level of students</b> 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	<b>CVC</b>
SAC7882	D	What do you consider your role?			Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Other_Role	<b>CVC</b>
SAC7883		Did you <b>arrive</b> at the U.S. Capitol as <b>part of a group</b> ?	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	<b>CVC</b>
SAC7884	O	What was the <b>approximate size</b> of the entire group that you <b>arrived to the Capitol with</b> ?	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	<b>CVC</b>
SAC7885	P	Which of the following best describes the <b>type of group</b> 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	<b>CVC</b>

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			Other (please specify)	K							
SAC7886	T	What were the <b>age(s)</b> of the children/students in your group? (Please select all that apply.)	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		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 <b>reason(s)</b> 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 <b>other reason</b> you decided to visit the Capitol?			Text area, no char limit		N	Skip Logic Group	CVC Other_Reason	CVC	
SAC7890		Did you <b>accomplish your goal</b> 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 <b>how much time</b> did you spend <b>overall</b> 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 <b>U.S. Capitol</b> ? (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 <b>day of the week</b> 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. <b>The remaining questions</b> for the survey are regarding the <b>entire U.S. Capitol Visitor Center experience</b> . <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	K	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Cleanliness	CVC	
SAC7898	K	Which of the <b>following areas</b> of the U.S. Capitol Visitor Center <b>fell below your expectations</b> ? (Please select all that apply.)	Entrance / Greeting Area Exhibition Hall Gift Shop Restaurant Restrooms Other (Please specify)	L	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 <b>additional comments</b> about the <b>cleanliness</b> of the U.S. Capitol Visitor Center <b>building</b> ? 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	M	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Assistants	CVC	
SAC7902	M	Which of the <b>following staff members</b> at the U.S. Capitol Visitor Center <b>fell below your expectations</b> ? (Please select all that apply.)	Coat Check Entrance / Greeting Area Exhibition Hall Security Theater Other (Please specify)	N	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 <b>additional comments</b> about an interaction with a <b>staff member</b> ? 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	○ ○	Radio button, one-up vertical	Single	Y	Skip Logic Group	CVC Accessibility	CVC	
			Agree								
			Neutral								
			Disagree								
			Strongly disagree								
			I don't know								
SAC7906	○	What areas were not accessible?			Text area, no char limit		N	Skip Logic Group	CVC Accessibility - Low	CVC	
SAC7907		What is your <b>overall satisfaction</b> with the <b>entire U.S. Capitol</b> Visitor Center experience?	1=Very Dissatisfied	○ ○	Radio button, scale, no don't know	Single	Y		CVC Overall Satisfaction	CVC	
			2								
			3								
			4								
			5								
			6								
			7								
			8								
			9								
			10=Very Satisfied								
SAC7908		How well did this visit to the U.S. Capitol Visitor Center <b>meet your expectations</b> ?	1=Very Dissatisfied	○ ○	Radio button, scale, no don't know	Single	Y		CVC Overall Satisfaction	CVC	
			2								
			3								
			4								
			5								
			6								
			7								
			8								
			9								
			10=Very Satisfied								
SAC7909		If you could make <b>one suggestion to improve the entire U.S. Capitol Visitor Center experience</b> , what would it be?			Text area, no char limit		N		CVC OE_Improvement	CVC	