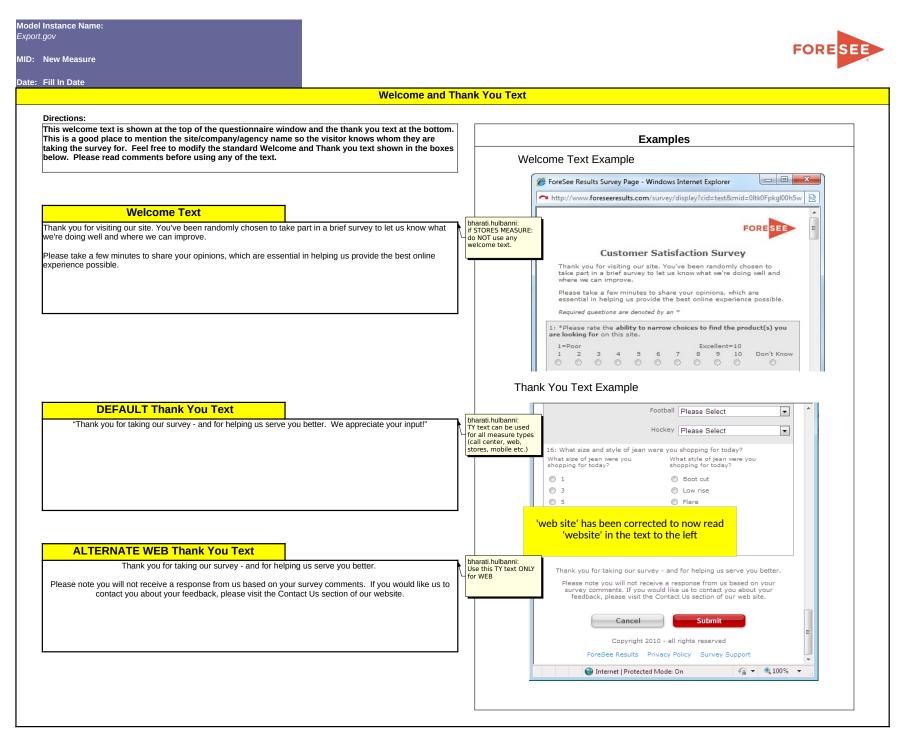
Client Name: Measure Name:	Export.gov
Version of Code:	Please fill in
Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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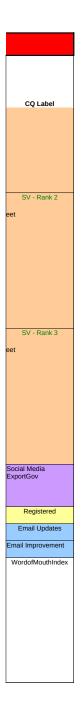


Date:	10/2/2012					
			port.gov			
	Model questions u	utilize the ACSI met	hodology to determine scores and impacts			
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION			FUTURE BEHAVIORS
MQ Label		MQ Label			MQ Label	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Return (1=Very Unlikely, 10=Very Likely)
1Look and Feel - Appeal	Please rate the visual appeal of this site.	17 Satisfaction - Overall	What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	2	0 Return	How likely are you to return to this site in the next 30 days?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	18 Satisfaction -	How well does this site meet your expectations?			Recommend (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the readability of the pages on this site.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	2	1 Recommend	How likely are you to recommend this site to someone else?
	Content (1=Poor, 10=Excellent, Don't Know)			2	2	Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Content - Accuracy	Please rate your perception of the accuracy of information on this site.					How likely are you to use this site as your primary resource for planning international sales strategies?
5 Content - Quality	Please rate the quality of information on this site.					OR
6 Content - Freshness	Please rate the freshness of content on this site.					Primary Online Resource (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)			22 6	Primary Online Resource	How likely are you to use this site as your primary <u>online</u> resource for planning international sales strategies?
7 Navigation - Organized	Please rate how well the site is organized.					Request Information (1=Very Unlikely, 10=Very Likely)
8 Navigation - Options	Please rate the options available for navigating this site.			2	3Request Information	How likely are you to utilize the services (i.e. market research, webinars, training, etc.) offered by Export.gov in the next 6 months?
9 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.					
10 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.					
	Functionality (1=Poor, 10=Excellent, Don't Know)					
11 Functionality - Usefulness	Please rate the usefulness of the features provided on this site.					
12 Functionality - Convenient	Please rate the convenient placement of the features on this site.					
13 Functionality - Variety	Please rate the variety of features on this site. Site Performance (1=Poor, 10=Excellent, Don't Know)					
14 Site Performance -	Please rate how quickly pages load on this site.		· · · · · ·			
15 Site Performance -	Please rate the consistency of speed from page to page on this site.				1	
	Please rate the ability to load pages without getting error messages on this site.					
Lighter enormance - Errors	nouse rate the tability to four pages manour getting that messages on this site.					

#REF t.gov New M	easure		red & strike through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION					
	10/2/201	2	blue +>: REWORDING					
			Export.gov CUSTOM QUESTION LIST					
	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text How frequently do you visit the Export.gov website?	(limited to 50 characters) First time	Skip to	Type (select from list) Radio button, one-up vertical	Multi Single	Y/N Y	Special Instructions
			Daily			Cingle		
			Once a week	_				
			Once a month Every 6 months or less					
		What is your role in visiting Export.gov today?	Small Business Exporter		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Other Exporter (non-small business)					
			Contractor Student / Educator	-				
			Government Official	-				
			News Media or Researcher					
		Discussion and the state of the	Other, please specify:	A	Text even and shere Produ			Chin Lonio Craut
	A	Please specify your other primary role in visiting Export.gov today:			Text area, no char limit		N	Skip Logic Group*
		What is your primary reason for visiting the site today?	Export Assistance (i.e market intelligence, trade counseling, buisness matchmaking, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Trade Data & Analysis					
			Webinars Industry Pages (i.e. market research, trade events, trade leads, etc.)	-				
			Manange your Account	-				
			General Information about Export.gov					
	в	Other primary reason for visiting Export.gov today:	Other, please specify:	В	Text area, no char limit	_	N	Skip Logic Group*
	Б	Did you find the information you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Partially					
			No	С				
	С	Please specify why you were unable to find the information	Not looking for anything specific / Just browsing		Text area, no char limit	_	N	Skip Logic Group*
		you were seeking on Export.gov:						Chip Logio Croup
		What type(s) of information were you looking for ? (Please select all that apply.)	About Us and Our Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			Export basics	-				
			Safe Harbor	-				
			Free Trade Agreements	-				
			International Finance					
			International Logistics Regulations and Licensing	-				
			Trade Problems and Foreign Trade Barriers	-				
			Other, please specify:	D				
	D	Please specify what other type(s) of information seeking:			Text area, no char limit		N	Skip Logic Group*
		What sections of the site did you visit today ? (Please select all that apply.)	Opportunities		Checkbox, one-up vertical	Multi	Y	OPS Group*
			Solutions					
			Locations					
			FAQ					
			Blog Contact	-				
			Begin Exporting					
			Expand Your Exports					
			National Export Initiative (NEI)					
			Don't know Search feature	Z	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		select all that apply.)		-	interited	with		Chip Logic Oroup
			Advanced search feature / tool	z				
			Tabs	- Y				
			Links in the center of the page	Y Y				
			Other, please specify:	Ē				
		Please specify what other way you looked for information:			Text area, no char limit			Skip Logic Group*
	Z Y	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
		What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group*
			Menore and the former file of the second second second		Drop down, select one	Single	Y	Rank Group
		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a mend on a social network					
		rank the top 3 (Rank 1 is most important).	Message of recommendation from a mend on a social network Video I saw on YouTube					
		rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums		NOTE: Social Value Questi	ons		≥ Sh
		rank the top 3 (Rank 1 is most important).	Video I saw on YouTube		NOTE: Social Value Questio Here are the set of questio	ons	e social va	

#REF! Export.gov MID: New Me Date:		2	red & strike through: DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING					
			Export.gov CUSTOM QUESTION LIST					
QID	Skip Logic Label	Question Text	Answer Choices ((imited to 50 characters)	Skip to	Type (select from list) Influence social media had d	Single or Multi	Required Y/N	Special Instructions
			Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from Export.gov Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Please use the following gui - DO NOT MODIFY THE WO GREEN - DO NOT ADD ANSWER CH IN GREEN - DO NOT CHANGE ORDER (you would like answer choi Tr. randomization	delines: RDING of th OICES OR D DF ANSWER	ne ANSWE ELETE AN	SWER CHOICES
		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from Export.gov on a social network Online Prinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague	-	- DO NOT ADD/DELETE mor	e than 2 At	NSWER CH	IOICES IN PINK ⇒ Sh
			Familiarity with site/company/brand Promotional email(s) from Export.gov Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Intermet advertising Don't know Other	-				Anchor Answer Choice Anchor Answer Choice
		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from Export.gov on a social network Oolline Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from Export.gov Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet Advertising		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sh Randomize
		Which, if any of these Export.gov media outlets have you visited? (Please select all that apply.)	Don't know Other YouTube Twitter (@ExportGov) Linkedin (ExportGov)	-	Checkbox, one-up vertical	Multiple	N	Anchor Answer Choice Anchor Answer Choice OPS Group*
		Are you registered on Export.gov?	Yes		Radio button, one-up vertical	Single	N	OPS Group*
			No					
		Have you signed up for any of Export.gov's e-mail updates?	Yes No	W	Radio button, one-up vertical	Single	N	Skip Logic Group*
		How could Export.gov make the email updates more useful to you?			Text area, no char limit		N	Skip Logic Group*
		How likely are you to discourage others from interacting with Export.gov?	1 = Very Unlikely		Radio button, scale, no don't know	Single	N	OPS Group*
			10 = Very Likely)				





		Question Setup HE CQ LABELS AS THEY ARE LABELED B	red & strike-through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING				
			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
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS - DO NOT ADD ANSWER CHOICES OR DELETE - DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the o	ANSWEF ES, if yo	R CHOICES u would like answe		Y
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S S			Y
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify):	Z	Checkbox, one-up vertical	Multi	Y



Special Instructions
Skip Logic Group
Skip Logic Group

		Question Setup		red & strike Hrough : DELETE <u>underlined & italicized</u> : RE-ORDER								
T KEEF	P TH	IE CQ LABELS AS THEY AR	E LABELED BEL	pink: ADDITION blue +>: REWORDING								
				bile + +>, REWORDING								_
				CUSTOM QUEST	ION LIST							
Ski	in											
Log	gic bel	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (select from	n list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Note:
		Do you expect to spend more or less onlin holiday season compared to 2010?	e during the 2011	A lot more		Drop down, select one	e	Single	Y		H2011-Spend general	Benchmarking question should be a part of all b
				A little more	_							questions
				I expect to spend about the same amount as last year A little less	_							
				A lot less Not sure	_							
	- 1	Do you expect to spend more or less onlin holiday season with retailer.com compared	e during the 2011 to 2010?	I didn't purchase anything from relailer.com last year		Drop down, select one	e	Single	Ŷ	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates d the retailer and should be the holiday batter
				A lot more								the holiday batte
				A little more I expect to spend about the same amount as last year	- Â							
				A little ress	В							
A		Why do you expect to spend more online w toliday season? (please select all that apply	ith retailer.com this	Promotions (\$ or % off offers)		Checkbox, one-up ver	rtical	Multi	Y	Skip Logic Group	H2011-Spend more	
				Quality of merchandise Merchandise selection						Randomize		
				sood return policy Online product prices								
				Shipping costs Availability of merchandise Better personal economic circumstances this year	_							
	_	Other reason to spend more online:		etter personal economic circumstances this year Other (please specify):	с	Text area. no char lim	ŵ.		N	Anchor Answer Choice	H2011-Spend more other	
B	i i	Why do you expect to spend less online v holiday season? (please select all that ap	vith retailer.com this oply)	Promotions were not appealing (\$ or % off offers)		Checkbox, one-up ver	rtical	Multi	Ŷ	Skip Logic Group	H2011-Spend less	
				Cuality of masshandisa	_					Pandomiza		
				Poor merchandise selection	_					Randomize		
				I'm trying to save more and spend less	_							
				Shipping costs Phore availability of merchandise	_							
				Worse personal economic circumstances this year Other (please specify):	cc					Anchor Answer Choice		
cc	C	Other reason to spend less online: Please tell us what you did on retailer.com	today.	I made a purchase for myself today		Text area, no char lim Radio button, one-up	vertical	Single	N Y	Skip Logic Group	H2011-Spend less other H2011-task accomp	Only ask if you do no
A		What else did you do on retailer.com today?		bought a gHt for someone else today was browking today to purchase arone of the store locations was browking today to purchase at one of the store locations was browking today to see what you have Other (please specify):		Text area, no char lim	vit		N	Randomize Anchor Answer Choice Skip Logic Group	H2011-task accomp other H2011-access mobile	"What did you do?" que not replace what you hav lose trending.
		Did you access (insert retailer's name or mobile shopping app while holiday s	here) mobile website,	Yes	A	Radio button, one-up	vertical	Single	Ŷ	Skip Logic Group	H2011-access mobile	Should be used if retai
				No	_							mobile app
A	ì	Why did you do so? (please select all th	tat apply)	To compare different products To look up price information about a product	_	Checkbox, one-up ver	rtical	Multi-select	Ŷ	Skip Logic Group Randomize	H2011-why access mobile	
				To look up product specifications To view product reviews To make a purchase	=							
				To find a store location Another reason:	- в					Anchor Answer Choice	H2011-access other	
В	3	Please specify the other reason you acc website or app from a mobile device:	essed the company's			Text area, no char lim	iit		N	Skip Logic Group	H2011-why access other	
				Yes		Radio button, one-up	p vertical	Single	Y		H2011-mobile any	Should be asked of all re
		Have you ever used a mobile device t retailer's website, mobile website, or m	- DO NOT MO - DO NOT ADI	DDIFY THE WORDING of the ANSWER CHOICES D ANSWER CHOICES OR DELETE ANSWER CHOICES	-							they have a mobile dev not. It is a global quest a read on visito
AA	A	Which of the following ways did you device this holiday season? (please s	order change - DO NOT cha	INGE ORDER OF ANSWER CHOICES, if you would like d, please request randomization nge the CQ LABELS nge your company name in the question which is hig			rtical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile ap asked of all
A						e-up ver	rtical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		How did you use your mobile device wh foliday season? (please select all that a	(pply)									
				I accessed a competitor's website								
				Eaccessed a shopping comparison website (Shopzilla.com, Shopping.com)	_							
				I accessed the store's mobile shopping app I accessed a competitor's mobile shopping app								
	-	Please think about your shopping preferen	ces.	None of the above Research and buy online, have product delivered		Radio button, one-up	vertical	Single	Y	Exclusive Answer Choice Randomize	H2011-shop preference	Should be a part of the
		n general, which of the following is your pre he type of product you researched or pur	ferred way to shop for chased today?									Should be a part of the battery of questions. shopping preference an left on after Janua
				Research and buy online, pick up in store Research in a catalog and call to order Research in catalog and buy online								ien on aner Janu
1				Research online, buy in store Research in store, buy online							1	
				Research and buy in store								

				blue +>: REWORDING							
				CUSTOM QUE	STION LIST						
	Skip Logic Label			1				B			
ID	Label	Questi Do you expect to spend more or I	on Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label H2011-Spend general	Application Not
		season compared to 2010?	ess online during the 2011 lesily	a lot more		Drop down, select one	Single	ř		H2011-Spend general	Benchmarking questio should be a part of al questions
				A little more I expect to spend about the same amount as last year	=						questions
				A little less	_						
		Do you expect to spend more or i		Not sure		fawn, select one	Single	Y	Skin Lonic Groun	H2011-Spend retailer	Added in 2009, relates
		bo you expect to spend more or i season with retailer.co.uk compa	Please use the follo	owing guidelines FOR A UK survey:							the retailer and should b the holiday batte
			- DO NOT MODIFY	THE WORDING of the ANSWER CHOICES							
				SWER CHOICES OR DELETE ANSWER CHOICES							
			- DO NOT CHANGE order changed, ple	ORDER OF ANSWER CHOICES, if you would like answ ease request randomization	er choice						
	Α	Why do you expect to spend more festive season? (please select all t	- DO NOT change t	he CQ LABELS		box, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
			- You may change y	your company name in the question which is highligh	ed in BLU	E					
									Randomize		
				Availability of merchandise							
				Better personal economic circumstances this year Other (please specify):	сс				Anchor Answer Choice		
	B	Other reason to spend more online Why do you expect to spend less festive season? (please select all	e: online with retailer.co.uk this that anothi	Promotions were not appealing (c or % off offers)		Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
		resove season? (prease select all	unan apply)								
				Quality of merchandise Poor merchandise selection					Randomize		
				Return policy I'm trying to save more and spend less	_						
				Online product prices Shipping costs	_						
				Poor availability of merchandise Worse personal economic circumstances this year	_						
	с	Other reason to spend less online:		Other (please specify):	с	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on reta	aller.co.uk today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	Only ask if you do no
											"Mbst did you do?" au
											"What did you do?" qu not replace what you ha lose trending
				I bought a gift for someone else today I was browsina todav to purchase online later	_				Randomize		"What did you do?" qu not replace what you ha lose trending
				I was browsing today to purchase online later I was browsing today to purchase at one of the store locations							"What đid yoù do?" qu not replace what you ha lose trending
	A	What else did you do on retailer.co	suk today?	I was browsing today to purchase online later	_	Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	"What did you do?" qu not replace what you ha lose trending
	A	What else did you do on retailer.co Did you access (insert retailer or mobile shooning app while	uk today? 's name here) mobile website Christmas shooping this	was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify):	A	Text area, no char limit Radio button, one-up vertical	Single	N Y		H2011-task accomp other H2011-access mobile	
		Did you access (insert retailer or mobile shopping app while o year?	's name here) mobile website Christmas shopping this	I was browing body to purchase or of or 5 store locations was browing body to purchase at or of of store locations was browing body to see what you have Other (please specify) tes	A	Radio button, one-up vertical		N Y	Anchor Answer Choice Skip Logic Group Skip Logic Group	H2011-access mobile	
	A	What else did you do on retailer co Did you access (insert retailer or mobile shopping app while t year? Why did you do so? (please se	's name here) mobile website Christmas shopping this	vexs browsing doal to purchase are on of the store locations vexs browsing doal to purchase at our of the store locations vexs browsing doal to see what you have vexs browsing doal to see what you have vexs vexs vexs vexs vexs lo lo lo compare different products	A	Test area, no char limit Radio button, one-up vertical Checkbox, one-up vertical	Single	N Y Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile H2011-why access mobile	
		Did you access (insert retailer or mobile shopping app while o year?	's name here) mobile website Christmas shopping this	Vess browsing bodie to purchase ordine later vans browsing bodie to purchase are ord of the store locations vans browsing bodie to see what you have of the (passes specify) Ves Ves To compare different products To lock up product specifications To look up product specifications D look up product specifications D look up product specifications D	A A	Radio button, one-up vertical		Y Y Y	Anchor Answer Choice Skip Logic Group Skip Logic Group	H2011-access mobile	
		Did you access (insert retailer or mobile shopping app while o year?	's name here) mobile website Christmas shopping this	Vess browsing bodie to purchase ordine later vans browsing bodie to purchase are ord of the store locations vans browsing bodie to see what you have of the (passes specify) Ves Ves To compare different products To lock up product specifications To look up product specifications D look up product specifications D look up product specifications D	A	Radio button, one-up vertical		Y Y Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-access mobile H2011-why access mobile	
		Did you access (insert retailer or mobile shopping app while or year? Why did you do so? (please se	"s name here) mobile website Christmas shopping this Hect all that apply)	view investing body to purchase and one of the store locations views investing body to purchase and one of the store locations views	A A B	Radio button, one-up vertical		Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-access mobile H2011-why access mobile	
	A	Did you access (insert retailer or mobile shopping app while o year?	's name here) mobile website Christmas shopping this elect all that apply)	view investing body to purchase and one of the store locations views investing body to purchase and one of the store locations views		Radio button, one-up vertical		Y Y Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group	H2011-access mobile	
	A	Did you access (insert retailer or mobile shopping app while of year? Why did you do so? (please se Please specily the other reason website or app from a mobile d	's name here) mobile website Christmas shopping this elect all that apply) n you accessed the company's evice:	view investing body to purchase and one of the store locations views investing body to purchase and one of the store locations views		Radio button, one-up vertical Checkbox, one-up vertical Text area, no char limit	Multi	Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-access mobile H2011-why access mobile	Should be used if reta mobile app
	A	Did you access (insert retailer or mobile shopping app while (year? Why did you do so? (please se Please specify the other reason	's name here) mobile website Christmas shopping this elect all that apply) n you accessed the company's evice:	Twis browing doity to purchase and or of the store locations. Twiss browing doity to purchase at our of the store locations. This browing doity to see what you have The (passes specify) Yes To compare afflerent products To look any product specifications To look any product specifications To look any product specifications To nake a purchase Yes Yes Yes	B	Radio button, one-up vertical Checkbox, one-up vertical Text area, no char limit	Multi	Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-access mobile H2011-why access mobile	Should be used if reta mobile app
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