



Model Instance Name:  
Export.gov

MID: New Measure

Date: Fill In Date



### Welcome and Thank You Text

#### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

#### Welcome Text

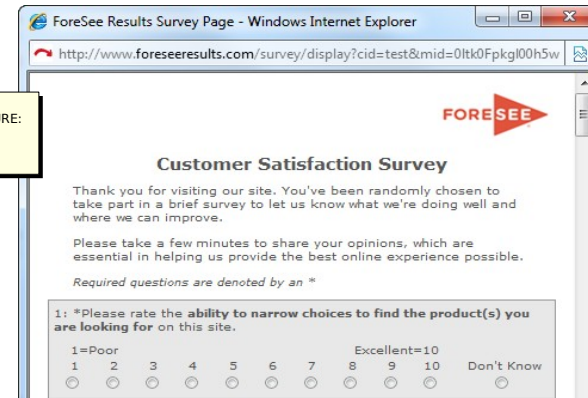
Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

bharati.hulbanni:  
if STORES MEASURE:  
do NOT use any  
welcome text.

#### Examples

##### Welcome Text Example

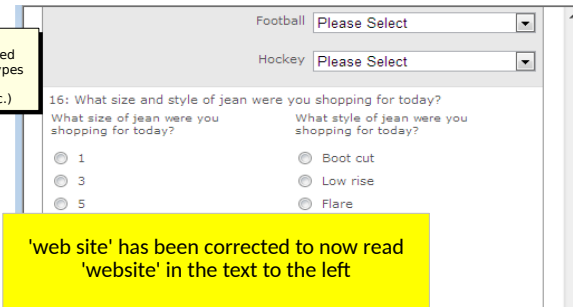


##### Thank You Text Example

#### DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

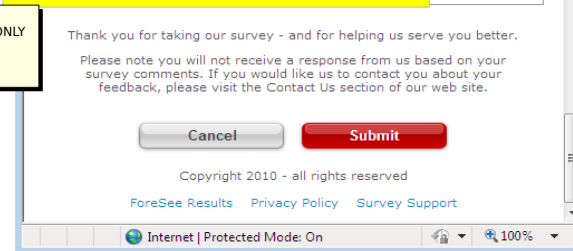


#### ALTERNATE WEB Thank You Text

Thank you for taking our survey - and for helping us serve you better.

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.

bharati.hulbanni:  
Use this TY text ONLY  
for WEB



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Partitioned (Y/N)?

Y

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date:

10/2/2012



Export.gov

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Return	How likely are you to <b>return to this site</b> in the next 30 days?
2 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.	18 Satisfaction - Overall	How well does this site <b>meet your expectations</b> ?	21 Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b> How likely are you to <b>recommend this site</b> to someone else?
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	22 Primary Resource	<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary resource</b> for <b>planning international sales strategies</b> ? <b>OR</b>
4 Content - Accuracy	<b>Content (1=Poor, 10=Excellent, Don't Know)</b> Please rate your perception of the <b>accuracy of information</b> on this site.			22b Primary-Online Resource	<b>Primary-Online Resource (1=Very Unlikely, 10=Very Likely)</b> How likely are you to use this site as your <b>primary online resource</b> for <b>planning international sales strategies</b> ?
5 Content - Quality	Please rate the <b>quality of information</b> on this site.			23 Request Information	<b>Request Information (1=Very Unlikely, 10=Very Likely)</b> How likely are you to utilize the <b>services</b> (i.e. market research, webinars, training, etc.) offered by Export.gov in the next 6 months?
6 Content - Freshness	Please rate the <b>freshness of content</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
7 Navigation - Organized	Please rate <b>how well the site is organized</b> .				
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
10 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				
11 Functionality - Usefulness	Please rate the <b>usefulness of the features provided</b> on this site.				
12 Functionality - Convenient	Please rate the <b>convenient placement of the features</b> on this site.				
13 Functionality - Variety	Please rate the <b>variety of features</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14 Site Performance -	Please rate how <b>quickly pages load</b> on this site.				
15 Site Performance -	Please rate the <b>consistency of speed from page to page</b> on this site.				
16 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				

#REF!  
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red & strike-through: DELETE  
 underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Export.gov CUSTOM QUESTION LIST

QID	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
		How frequently do you visit the Export.gov website?	First time Daily Once a week Once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
		What is your role in visiting Export.gov today?	Small Business Exporter Other Exporter (non-small business) Contractor Student / Educator Government Official News Media or Researcher Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*
	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, business matchmaking, etc.) Trade Data & Analysis Webinars Industry Pages (i.e. market research, trade events, trade leads, etc.) Manage your Account General Information about Export.gov Other, please specify:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group*
	B	Other primary reason for visiting Export.gov today:			Text area, no char limit		N	Skip Logic Group*
		Did you find the information you were looking for?	Yes Partially No Not looking for anything specific / Just browsing	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*
	C	Please specify why you were unable to find the information you were seeking on Export.gov:			Text area, no char limit		N	Skip Logic Group*
		What type(s) of information were you looking for? (Please select all that apply.)	About Us and Our Services Export basics Safe Harbor Free Trade Agreements International Finance International Logistics Regulations and Licensing Trade Problems and Foreign Trade Barriers Other, please specify:	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
	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 Solutions Locations FAQ Blog Contact Begin Exporting Expand Your Exports National Export Initiative (NEI) Don't know		Checkbox, one-up vertical	Multi	Y	OPS Group*
		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Tabs Links in the center of the page Site map Other, please specify:	Z Y Y Y E	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
	E	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
	Y	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic 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 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 Pinboard (Pinterest)		Drop down, select one	Single	Y	Rank Group

NOTE: Social Value Questions  
 Here are the set of questions to measure social value. We then calculate a social value score that will represent how strong an

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~~red & strike-through~~: DELETE  
underlined & italicized: RE-ORDER  
 pink: ADDITION  
 blue + -->: REWORDING

Export.gov CUSTOM QUESTION LIST

QID	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
			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					influence social media had on the visitor.  Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES IN GREEN - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN - DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization - DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK
	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 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 Don't know Other	Drop down, select one		Single	N	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 Online 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 Don't know Other	Drop down, select one		Single	N	Rank Group  Adjust Template/Style Sh Randomize  Anchor Answer Choice Anchor Answer Choice
		Which, if any of these Export.gov media outlets have you visited? (Please select all that apply.)	YouTube Twitter (@ExportGov) LinkedIn (ExportGov) None		Checkbox, one-up vertical	Multiple	N	OPS Group*
		Are you registered on Export.gov?	Yes No		Radio button, one-up vertical	Single	N	OPS Group*
		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 2 3 4 5 6 7 8 9 10 = Very Likely		Radio button, scale, no don't know	Single	N	OPS Group*

<b>CQ Label</b>
Visit Frequency
Role
Other_Role
Primary Reason
OE_Primary Reason
Find Info
OE_Why Can't find
Type of Info
OE_Type of Info
Sections Visited
OE_Sections Visited
How look for information
OE_How look for
OE_Search improve
OE_Navigation improve
SV - Rank 1
eet

CQ Label
SV - Rank 2 eet
SV - Rank 3 eet
Social Media ExportGov
Registered
Email Updates
Email Improvement
WordofMouthIndex

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

red & strike-through: DELETE  
 underlined & italicized: 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			Single	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?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
Not sure									
	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)		Checkbox, one-up vertical	Multi	Y		
			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					





**Special Instructions**

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup red & strike through: DELETE  
underlined & bolded: RE-ORDER  
blue: ADDITION  
blue + ->: REWORDING

CUSTOM QUESTION LIST										
QID	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	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with <b>retailer.com</b> 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today 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)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com's</b> mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com's</b> website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

red & strike through: DELETE  
 underlined & blue: RE-ORDER  
 blue: ADDITION  
 blue + -> REWORDING

CUSTOM QUESTION LIST										
QID	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	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	Availability of merchandise Better personal economic circumstances this year Other (please specify)		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	Promotions were not appealing (i.e. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today I bought a gift for someone else today 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)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	Used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) Made purchases online from my mobile device Used my mobile device to compare products or prices whilst shopping in person in a store Used retailer-developed mobile shopping apps None of the above		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		