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.

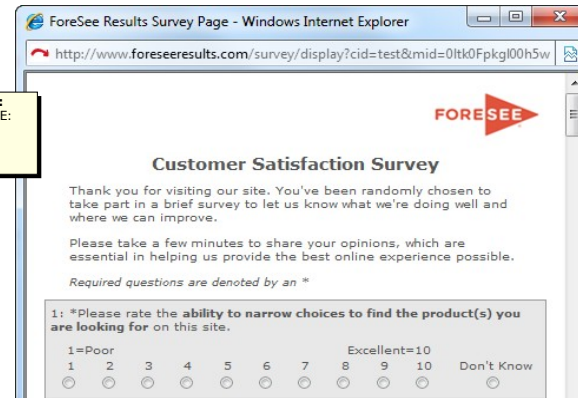### Examples

Welcome Text Example

Welcome Text

Thank you for visiting Investor.gov. 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.

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkgl00h5w

FORESEE

Customer Satisfaction Survey

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.
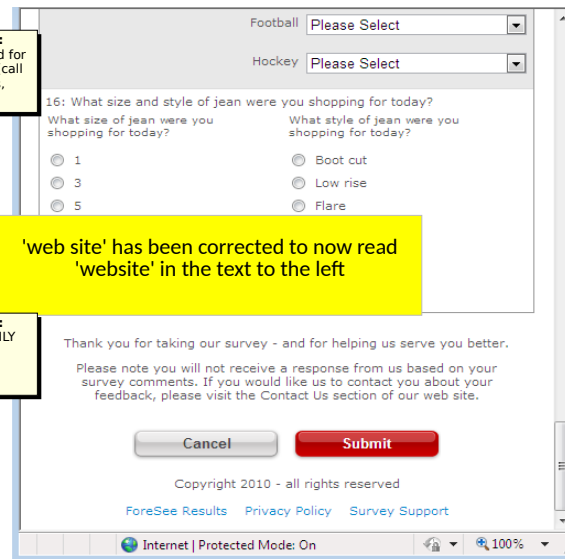
Required questions are denoted by an *

1: *Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.

1=Poor   Excellent=10

1   2   3   4   5   6   7   8   9   10   Don't Know

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.)

Football Please Select

Hockey Please Select

16: What size and style of jean were you shopping for today?

What size of jean were you shopping for today?
○ 1
○ 3
○ 5

What style of jean were you shopping for today?
○ Boot cut
○ Low rise
○ Flare

> 'web site' has been corrected to now read 'website' in the text to the left

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 web site.

Cancel   Submit

Copyright 2010 - all rights reserved

ForeSee Results   Privacy Policy   Survey Support

Internet | Protected Mode: On   100%

ALTERNATE WEB Thank You Text

> **bharati.hulbanni:**
> Use this TY text ONLY for WEB

Model Instance Name:
Investor
MID: **New Measure - DOT will fill in**
Partitioned (Y)

Date: **9/28/2012**

FORESEE

Investor
Model questions utilize the ACSI methodology to determine scores and impacts

	MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
		Content *(1=Poor, 10=Excellent, Don't Know)*			**Satisfaction**			**Recommend** *(1=Very Unlikely, 10=Very Likely)*
1	**Content - Accuracy**	Please rate your perception of the **accuracy of information** on this site.		17	**Satisfaction - Overall**	What is your **overall satisfaction** with this site? *(1=Very Dissatisfied, 10=Very Satisfied)*		20	**Recommend**	How likely are you to **recommend this site to someone else**?
2	**Content - Quality**	Please rate the **quality of information** on this site.		18	**Satisfaction - Expectations**	How well does this site **meet your expectations**? *(1=Falls Short, 10=Exceeds)*				**Return** *(1=Very Unlikely, 10=Very Likely)*
3	**Content - Freshness**	Please rate the **freshness of content** 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)*		21	**Return**	How likely are you to **return to this site**?
		Functionality *(1=Poor, 10=Excellent, Don't Know)*							**Seek More Information** *(1=Very Unlikely, 10=Very Likely)*
4	**Functionality - Usefulness**	Please rate the **usefulness of the website tools provided** on this site.						22	**Seek More Information**	How likely are you to **seek out more information** about investment professionals and potential investments as a result of visiting this site?
5	**Functionality - Convenient**	Please rate the **convenient placement of the website tools** on this site.								
6	**Functionality - Variety**	Please rate the **variety of website tools** on this site.								
		Look and Feel *(1=Poor, 10=Excellent, Don't Know)*								
7	**Look and Feel - Appeal**	Please rate the **visual appeal** of this site.								
8	**Look and Feel - Balance**	Please rate the **balance of graphics and text** on this site.								
9	**Look and Feel - Readability**	Please rate the **readability of the pages** on this site.								
		Navigation *(1=Poor, 10=Excellent, Don't Know)*								
10	**Navigation - Organized**	Please rate **how well the site is organized**.								
11	**Navigation - Options**	Please rate the **options available for navigating** this site.								
12	**Navigation - Layout**	Please rate **how well the site layout helps you find what you are looking for.**								
13	**Navigation - Clicks**	Please rate the **number of clicks to get where you want** on this site.								
		Site Performance *(1=Poor, 10=Excellent, Don't Know)*								
14	**Site Performance - Loading**	Please rate how **quickly pages load** on this site.								
15	**Site Performance - Consistency**	Please rate the **consistency of speed from page to page** on this site.								
16	**Site Performance - Errors**	Please rate the **ability to load pages without getting error messages** on this site.								

red & strike-through: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue + -->: REWORDING
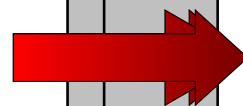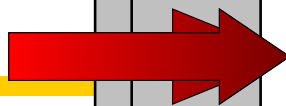
				Investor CUSTOM QUESTION LIST						
QID	**Skip Logic Label**	**Question Text**	**AnswerIDs *(DOT)***	**Answer Choices (limited to 50 characters)**	**Skip to**	**Type (select from list)**	**Single or Multi**	**Required Y/N**	**Special Instructions**	**CQ Label**
		How **frequently** do you visit this site?		This is my first visit		Radio button, one-up vertical	Single	Y		Visit Frequency
				Daily						
				Weekly						
				Monthly						
				Every few months						
				Once every six months or less often						
		Which category **best describes you?**		Individual Investor		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
				Financial Advisor or Investment/Securities Professional						
				Student						
				Teacher/Academic						
				Attorney						

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

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

CUSTOM QUESTION LIST							

QID (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
			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**				
Spend intention with this retailer		Do you expect to **spend more or less online** during the 2010 holiday season **with *retailer.com*** compared to 2009?					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 *retailer.com*** 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

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

red & strike-through: DELETE
underlined & italicized: RE-ORDER
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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		Drop down, select one	Single	Y		H2011-Spend general	**Benchmarking question fro 2008, should be a part of all Holiday questions**
			A little more							
			I expect to spend about the same amount as last year							
			A little less							
			A lot less							
			Not sure							
		Do you expect to **spend more or less online** during the 2011 holiday season with *retailer.com* compared to 2010?	I didn't purchase anything from *retailer.com* last year		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**
			A lot more	A						
			A little more	A						
			I expect to spend about the same amount as last year							
			A little less	B						
			A lot less	B						
			Not sure							
	A	**Why** do you expect to spend **more online with** *retailer.com* this holiday season? (please select all that apply)	Promotions ($ or % offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
			Quality of merchandise					Randomize		
			Merchandise selection							
			Good return policy							
			Online product prices							
			Shipping costs							
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
	C	Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
	B	**Why** do you expect to spend **less online with retailer.com** this holiday season? (please select all that apply)	Promotions were not appealing ($ or % offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend less	
			Quality of merchandise					Randomize		
			Poor merchandise selection							
			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							
			Other (please specify):	CC				Anchor Answer Choice		
	CC	Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.com* 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 not have a "What did you do?" question. Do not replace what you have you will lose trending.**
			I bought a gift for someone else today					Randomize		
			I was browsing today to purchase online later							
			I was browsing today to purchase at one of the store locations							
			I was browsing today to see what you have					Anchor Answer Choice		
			Other (please specify):	A						
	A	What else did you do on *retailer.com* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while holiday shopping this year?**	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	**Should be used if retailer has a mobile app**
			No							
	A	Why did you do so? (please select all that apply)	To compare different products		Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
			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:	B				Anchor Answer Choice	H2011-access other	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device to a *retailer's* website, mobile website, or mobi	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 us** device this holiday season? (please sel			up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	**Global use of mobile app, can be asked of all**
								Exclusive Answer Choice		
	A	How did you use your mobile device while holiday season? (please select all that apply)			up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
			I accessed a competitor's website							
			I accessed a shopping comparison website (Shopzilla.com, Shopping.com)							
			I accessed the store's mobile shopping app							
			I accessed a competitor's mobile shopping app					Exclusive Answer Choice		
			None of the above							
		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		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.**
			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			Exclusive Answer Choice		Anchor Answer Choice		

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
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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 I 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 festive season with *retailer.co.uk*			own, 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
	A	Why do you expect to spend more o festive season? (please select all that	Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify):	CC	box, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend more	
CC		Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
B		Why do you expect to spend **less online with** *retailer.co.uk* this festive season? (please select all that apply)	Promotions were not appealing (£ or % off offers) Quality of merchandise Poor merchandise selection 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 Other (please specify):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less	
C		Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.co.uk* today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later I was browsing today to purchase at one of the store locations I was browsing today to see what you have Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Anchor Answer Choice	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.
	A	What else did you do on *retailer.co.uk* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while Christmas shopping this year**?	Yes No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
	A	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:	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	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	AA	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 during the festive season? (please select all that apply)**	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above	A A A A	Checkbox, one-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 in retail stores** during the festive season? (please select all that apply)	I accessed the store's website I accessed a competitor's website I accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) I accessed the store's mobile shopping app I accessed a competitor's mobile shopping app None of the above		Checkbox, one-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 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 Exclusive Answer Choice	Y	Randomize Anchor Answer Choice	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.

Please use the following guidelines **FOR A UK survey:**
- 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