

Model Instance Name:

SEC Main

MID: New Measure - DOT will fill in

Date: 10/25/2012



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 SEC.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.

DEFAULT Thank You Text

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

Examples

Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer
http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w

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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank You Text Example

Football

Hockey

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

What size of jean were you shopping for today?	What style of jean were you shopping for today?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare
<input type="radio"/> 7	<input type="radio"/> Relaxed fit
<input type="radio"/> 9	<input type="radio"/> Slim cut
<input type="radio"/> 11	
<input type="radio"/> 13	

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.

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SEC Main

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Partitioned (Y)

Date: 10/25/2012 Fill In Date



SEC Main

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	
1	Content - Accuracy Please rate your perception of the accuracy of information on this site.	20	Satisfaction - Overall What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	23	Primary Resource How likely are you to use this site as your primary resource for obtaining information from this agency?
2	Content - Quality Please rate the quality of information on this site.	21	Satisfaction - Expectations How well does this site meet your expectations? (1= Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Freshness Please rate the freshness of content on this site.	22	Satisfaction - Ideal How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	24	Recommend How likely are you to recommend this site to someone else?
4	Functionality - Usefulness Please rate the usefulness of the features provided on this site.			25	Return How likely are you to return to this site?
5	Functionality - Convenient Please rate the convenient placement of the features on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
6	Functionality - Variety Please rate the variety of features on this site.			26	Trust - Best Interests I can count on this agency to act in my best interests.
7	Look and Feel - Appeal Please rate the visual appeal of this site.			27	Trust - Trustworthy I consider this agency to be trustworthy.
8	Look and Feel - Balance Please rate the balance of graphics and text on this site.			28	Trust - Do Right This agency can be trusted to do what is right.
9	Look and Feel - Readability Please rate the readability of the pages on this site.				
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.				
14	Online Transparency - Disclose Please rate how thoroughly this site discloses information about what this agency is doing.				
15	Online Transparency - Quick Please rate how quickly agency information is made available on this site.				
16	Online Transparency - Access Please rate how well information about this agency's actions can be accessed by the public on this site.				
17	Site Performance - Loading Please rate how quickly pages load on this site.				
18	Site Performance - Consistency Please rate the consistency of speed from page to page on this site.				
19	Site Performance - Errors Please rate the ability to load pages without getting error messages on this site.				

SEC Main 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?	bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.	This is my first visit Daily/more than once a day Several times a week At least once a month Every few months Once every six months or less often		Radio button, one-up vertical	Single	Y		Visit Frequency
		Which best describes your role in visiting sec.gov today?		Financial Analyst Lawyer Accountant Private Investor Institutional Investor Regulated Entity or Associated Person Researcher/Academia General Public Issuer Filing Agent SEC Employee Student Other Securities Regulator Media Federal Employee (non-SEC) Other	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
	A	Please briefly describe your role: What is your primary reason for visiting this site today?		Search EDGAR for company filings or other documents Research current regulations/rulings or SEC staff interpretations Review recent news, press releases, speeches Review or comment on proposed rules Learn about enforcement or litigation activity File or find required forms Learn about investing in general, including specific terms or topics Submit a Tip, Complaint or Referral about a possible securities law violation Learn about the SEC in general or specific SEC Divisions or Offices Watch an SEC Webcast Learn about Careers/Employment at the SEC International regulatory policy/enforcement or training assistance Other	B	Text field, <100 char Radio button, one-up vertical	Single	N Y	Skip Logic Group* Skip Logic Group*	Other role Primary Reason
	B	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
		How did you primarily look for the information you wanted / needed on this site? (select all that apply)		Used the main navigation menu near the top of the homepage Used links in the center of the homepage (Spotlight, Latest News, Edgar button, etc.) Used the site search feature Used the site map Used the Fast Answers page Already knew area to land on or had specific page bookmarked Used an external search engine Other	C	Radio button, one-up vertical	Single	Y	Skip Logic Group* Skip Logic Group*	Method of Looking
	C	What other method did you use to look for the information you wanted / needed?				Text area, no char limit		N	Skip Logic Group*	Other Method
		How would you describe your navigation experience on this site today? (select all that apply)		I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
		Did you use any of these search features while on the site today?		I used the EDGAR Company Filings search feature, but not other search features I used search on the SEC website, but not the EDGAR Company filings search I used both EDGAR and another SEC site search option I used search feature(s) while on the site, but I'm not sure of which type. No I did not use any search tool features on the site	G G G G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
	G	Please tell us about your experience with the site's search features today. (Please select all that apply)		Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	V H, V H, V H, V I, V I, V U, V V H, V	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Search Experience
	H	Please briefly explain your experience with the search tool:				Text area, no char limit		N	Skip Logic Group*	OE_Search Experience
	I	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terms
	U	Please describe the error message you received and the topic you were on:				Text area, no char limit		N	Skip Logic Group*	OE_Search Error

SEC Main 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
	V	Did you use any of the advanced search options , such as filtering by date, file type, or full text search?		Yes, and they improved my search experience. Yes, but they did not improve my search experience No, I did not use the advanced search option features I was not aware there were advanced search features		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Options
		Were you able to find what you were looking for on sec.gov today?		Yes No Partially I wasn't looking for anything in particular	X, Y X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish
	X	Please tell us specifically what were you unable to find or accomplish?				Text area, no char limit		N	Skip Logic Group*	Unable to Accomplish
	Y	What will you do next ?		Try again later Contact SEC by telephone Contact SEC via email Use the Online Feedback form Contact SEC through regular mail Try another website or other resource Nothing, although I did not find what I was looking for Other	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
	Z	Please describe what you will do next: How did you find SEC.gov today?		Familiarity with the SEC or the website Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine mention Link from another government website Bookmark to SEC.gov or specific page Email(s) from the SEC SEC posting on Twitter		Text area, no char limit Checkbox, one-up vertical		N Y	Skip Logic Group* Skip Logic Group*	OE Do Next Find SEC.gov

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

~~red & strike through~~: DELETE
~~underline & boldface~~: RE-ORDER
 pink: 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 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 (to 2008, should be a part of all Holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with retailer.com compared to 2010?	I don't purchase anything from retailer.com last year 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	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 online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Clear product prices Shipping costs Availability of merchandise Other personal economic circumstances this year Other (please specify).		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
	B	Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	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 % off offers) Quality of merchandise Poor merchandise selection Return policy Not trying to save more and spend less Clear product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify).		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
	B	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 retailer.com 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).		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.
	A	What else did you do on retailer.com today?	Yes No		Radio button, one-up vertical	Single	N	Anchor Answer Choice Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer has a mobile app
	A	Did you access (insert retailer's name here) mobile website, or mobile shopping app while holiday shopping this year?	No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	
	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.		Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
	B	Please specify the other reason you accessed the company's website or app from a mobile device.	Another reason.		Text area, no char limit		N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access retailer.com website, mobile website, or mobile shopping app while holiday shopping this year?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	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)	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		Radio button, one-up vertical	Multi	Y	Skip Logic Group	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)	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 None of the above		Radio button, 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 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 at shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup red = strike-through; DELETE
green = ADDITION blue = REWORDING
YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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 for 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online during the festive season with mobile in 2011?			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 or less online during the festive season? (please select all that apply)	<p>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</p>		Radio, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reasons to spend more online:	Availability of merchandise More personal economic circumstances this year Other (please specify)		Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online during the festive season? (please select all that apply)	Promotions were not appealing. (z or % off others) Quantity of merchandise Poor merchandise selection Return policy Did not want to have more and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online:	Other (please specify)		Text area, no char limit	Multi	N	Anchor Answer Choice	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)		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 retailer.co.uk today?			Text area, no char limit	Single	N	Anchor Answer Choice	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		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp other 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.	Another reason		Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-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)	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		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)	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	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 but 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	