MID: Existing Measure - Please fill in; New Measure - DOT will fill in





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 the Bureau of Justice Assistance (BJA) 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.

DEFAULT Thank You Text

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

ALTERNATE WEB Thank You Text

Examples Welcome Text Example - - X ForeSee Results Survey Page - Windows Internet Explorer http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkgl00h5w FORE SEE **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. Excellent=10 1 2 3 4 5 6 7 8 9 10 Don't Know Thank You Text Example 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? What style of jean were you shopping for today? O 1 Boot cut 3 Low rise 5 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%

Model Instance Name: BJA (OJP Program)

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Partitioned = 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:

11/27/2012



	Mark to a control		A (OJP Program)			
		s utilize the ACS	I methodology to determine scores and imp	acts		
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION		MQ Label	FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)	1 '	Satisfaction			Primary Resource (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	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.	18 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.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21	Recommend	How likely are you to recommend this site to someone els
	Functionality (1=Poor, 10=Excellent, Don't Know)					Return (1=Very Unlikely, 10=Very Likely)
4 Functionality - Usefulness	Please rate the usefulness of the website tools provided on this site.			22	Return	How likely are you to return to 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)					
Look and Feel - Appeal	Please rate the visual appeal of this site.					
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)		1			
Navigation - Organized	Please rate how well the site is organized.					
1 Navigation - Options	Please rate the options available for navigating this site.					
2 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.					
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)					
4 Site Performance - Loading	Please rate how quickly pages load on this site.					
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.					
6 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.					

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ed & strike-through: DELETE

underlined & italicized: RE-ORDER

oink: ADDITION

				BJA (OJP Program) CUSTOM QUESTION LIST							
	Skip Logic			Answer Choices			Single or	Required			
QID	Label	Question Text	AnswerIDs (DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	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/more than once a day		,		1			
				At least once a week				1			
				At least once a month Every few months	_			1			
				Once every six months or less often				1			
		What best describes your organizational affiliation?		State government		Radio button, one-up vertical	Single	Υ	Chia Lagia Caguat	Org.Affiliation	
		What best describes your organizational armation:		County government	_	Radio button, one-up vertical	Sirigle	Y I	Skip Logic Group*	Org.Allillation	
				Municipal government	_						
				Indian Tribal government							
				Federal government or agency							
1				University/college/school faculty or staff							
				Private sector							
				Non-profit	_						
				Student Media	_						
				General public	_						
				Other							
	Α	Please briefly describe your other affiliation:				Text field, <100 char		N	Skip Logic Group*	OE Affiliation	
				Law enforcement officer or official		Drop down, select one	Single	Y	Skip Logic Group*	Role	
		Which category best describes your professional field?									
				Counter-terrorism/Homeland security							
				Corrections officer or official	_						
				Courts/judicial system	_						
				Substance abuse treatment Mental health professional	_						
				Social worker or counselor							
				Academic researcher							
				Educator or trainer							
				Student							
				Local or State Government (elected, appointed or staff member)							
				Federal Government or Agency							
				Community or faith-based organization associate	_						
				General Public Other	В						
	В	Please briefly describe your other professional role:		Other		Text field, <100 char		N	Skip Logic Group*	Other role	
		What is your primary reason for visiting this site today?		Apply for or learn about grants or funding	0	Radio button, one-up vertical	Single	V	Skip Logic Group*	Primary Reaso	
				Track, manage, or find information on prior grant awards		Tradio batton, one up vertical	, i		Skip Łogic Group	1 mary reaso	
				Find information or publications on a specific program or topic	U						
				Find training or technical assistance	Q						
				Find information on program evaluation	S						
				Check for conferences, webinars or other events	U						
				Access Justice Today or check announcements Obtain contact information for the Bureau of Justice Assistance	_						
				Subscribe to My BJA or RSS feeds							
				I was just browsing, not looking for anything in particular							
				Other	С						
		Please briefly describe your primary reason for today's site			С	Text field. <100 char		N	Skip Logic Group*	Other reason	
	С	Please briefly describe your primary reason for today's site visit:			С	Text field, <100 char		N	Skip Logic Group*	Other reason	
	C O	visit: In general, which of these categories best matches your area		Other	С	Text field, <100 char Radio button, one-up vertical		N Y	Skip Logic Group* Skip Logic Group*	Other reason Grants	
		visit:		Other Law enforcement/policing	С		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs	С		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections	С		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs)	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice	c		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security	C		Single				
		visit: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only			Single				
	0	visit: In general, which of these categories best matches your area of interest for grants or funding?		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Grants	
	P	visit: In general, which of these categories best matches your area of interest for grants or funding? Please briefly describe your other area of funding interest:		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only		Radio button, one-up vertical Text field, <100 char	Single	Y	Skip Logic Group* Skip Logic Group*	Grants OE Grants	
	0	visit: In general, which of these categories best matches your area of interest for grants or funding? Please briefly describe your other area of funding interest: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only Other		Radio button, one-up vertical		Y	Skip Logic Group*	Grants	
	P	visit: In general, which of these categories best matches your area of interest for grants or funding? Please briefly describe your other area of funding interest:		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only Other Law enforcement/policing		Radio button, one-up vertical Text field, <100 char	Single	Y	Skip Logic Group* Skip Logic Group*	Grants OE Grants	
	P	visit: In general, which of these categories best matches your area of interest for grants or funding? Please briefly describe your other area of funding interest: In general, which of these categories best matches your area		Other Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only Other		Radio button, one-up vertical Text field, <100 char		Y	Skip Logic Group* Skip Logic Group*	Grants OE Grants	

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ink: ADDITION

				BJA (OJP Program) CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	AnswerlDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			, ,	Crime prevention						
				Information sharing/integration						
				Statistical or academic research						
				Substance abuse (treatment/monitoring/judicial programs)						
				Mental health						
				Victim services programs						
				Tribal justice						
				Counter-terrorism/Homeland security						
				I was interested in general information only, or just browsing						
				Other	R					
		Please briefly describe your other area of training interest:				Text field, <100 char		N	Skip Logic Group*	OE_Trainir
	S	In general, which of these categories best matches your area of interest for program evaluation?		Law autonomout (autoine		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Evaluation
		of interest for program evaluation?		Law enforcement/policing	4		Single			
				Adjudication policy and court programs Corrections	_					
					_					
				Reentry programs	_					
				Crime prevention	_					
				Information sharing/integration Statistical or academic research	_					
				Substance abuse (treatment/monitoring/judicial programs)	_					
				Mental health	_					
				Victim services programs	-					
				Tribal justice	-					
				Counter-terrorism/Homeland security	-					
				I was interested in general information only, or just browsing	-					
				Other	т т					
		Discon briefly describe your other area of evaluation interest.		Other		Text field. <100 char			Chin Lonia Conunt	OF Fuelus
	т	Please briefly describe your other area of evaluation interest:				Text lield, <100 char		N	Skip Logic Group*	OE_Evalua
	U	In general, which of these subjects best matches your			+	Dadie hutten one un vertical		Y	Skip Logic Group*	Topic of Inte
	U	primary area of interest?		Law enforcement/policing		Radio button, one-up vertical	Single	Y	Skip Logic Group"	Topic of file
		primary area of interest:		Adjudication policy and court programs	-		Cg.c			
				Corrections	-					
				Reentry programs	-					
				Crime prevention	-					
				Information sharing/integration	-					
				Statistical or academic research	-					
				Substance abuse (treatment/monitoring/judicial programs)	-					
				Mental health	-					
				Victim services programs	-					
				Tribal justice	-					
				Counter-terrorism/Homeland security	-					
				Other	v					
	V	Please briefly describe your other topical area of interest:				Text field. <100 char		N	Skip Logic Group*	OE Topi
		What is the primary method you used to locate information on this site?		I used the main navigation tabs/headings near the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Lo
				I used one of the center home page links (I Want To, Announcements, etc.)						
				I used the Information or Connect links at the bottom of the page						
				Already knew area to land on or used a MyBJA dashboard link						
		What other method did you use to look for the information				Text area, no char limit		N	Skip Logic Group*	Other Metl
		you wanted / needed?								
		Were you able to find what you were looking for on the BJA		Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Acco
		site today?								
				No No	X, Y					
				Partially	X, Y					
				I wasn't looking for anything in particular						
	Х	Please tell us specifically what were you unable to find or accomplish:				Text area, no char limit		N	Skip Logic Group*	Inable to Acc
	Υ	What will you do next?		Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Nex
				Contact BJA by telephone	_					
				Contact BJA via email	_					
				Contact BJA through regular mail	_					
				Try another website or other resource	_					
				Nothing, although I did not find what I was looking for						
					Z					
				Other						
	Z	Please describe what you will do next: How would you describe your navigation experience on this		Other I had no difficulty navigating/browsing on this site	2	Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group* Skip Logic Group*	OE Do Ne

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ink: ADDITION

	Skip Logic			Answer Choices			Single or	Required		
ID	Label	Question Text	AnswerIDs (DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions	CQ Labe
				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.)	E					
				Could not navigate back to previous information I had a navigation difficulty not listed above:	─ -					
	Е	Please describe which links were broken or had error		Thad a navigation difficulty not listed above:		Text area, no char limit		N	Skip Logic Group*	OE_Nav L
		messages:				Text area, no char mine		"	Skip Logic Group	OL_NAVE
	F	Please briefly describe your additional navigation difficulty:				Text area, no char limit		N	Skip Logic Group*	OE Navig
		Did you use any search features on this site today?		Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Us
				No						
	G	Please tell us about your experience with the site's search features today. (Please select the best description)		Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experien
				Results were not relevant/not what I wanted						
				Too many results/I needed to refine my search						
				Not enough results						
				Returned NO results	H					
				Received error message(s)	I					
				Search speed was too slow						
		What appeals town (a) did		I experienced a different search issue (please explain):		Taut area no abortimit		NI NI	Chia Lagia Casust	OF Castal
	н	What search term(s) did you use? Please describe the issues and/or errors you experienced				Text area, no char limit Text area, no char limit		N N	Skip Logic Group* Skip Logic Group*	OE_Search OE_Search
	·	with the search feature: If you could make one change/improvement to this website,								
		what would it be?				Text area, no char limit		N		Improveme
		How did you learn about BJA.gov?		Search engine (Google, Bing, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Fou
				Prior visit (or had bookmarked/saved as favorite)						
				Referred by another Dept. of Justice or OJP site						
				Referred by different website, other than DOJ or OJP sites						
				Social media (Twitter, Facebook, etc.)						
				News source (magazine/newspaper/radio/television)						
				Referred by a professional or academic acquaintance						
				Referred by a friend or family member						
		Please specify how you learned about this website:		Other	J	Tout one one shortlimit		N.	Skip Logic Group*	OE-Four
	J	Do you subscribe to the monthly Justice Today newsletter?		Yes		Text area, no char limit Radio button, one-up vertical	Single	Y	Skip Logic Group"	Subscrib
		Do you subscribe to the monthly sustice rougy newsletter?		163		Radio buttori, orie-up vertical	Sirigie	' '		Subscrit
				No, I have no interest in subscribing						
				Not yet, but I intend to						
		Do you connect with BJA using the RSS feed or Twitter account?		·		Radio button, one-up vertical	Single	Y		Connec
				I connect with BJA using both RSS and Twitter		Radio buttori, orie-up vertical				
				I subscribe only to RSS feeds						
				I use only Twitter No, I am not interested at this time						
				No, but I intend to use at least one of them in the future						
		Do you ever access the Internet using a mobile phone or tablet?		Yes	A D	Radio button, one-up vertical			Skin Logio Crourt	Access Mo
		Do you ever access the internet using a mobile priorie or tablet?		163	A, B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Interne
				No			Jg.0			
	Α	Which of the following devices do you have?		A SmartPhone		Radio button, one-up vertical	Multi	Y		Phone or T
	_ ^	action do you have.		A tablet		Table Sation, one up vertical	Ividia			. Hone of 1
				None of these						
	В	Have you ever accessed ANY federal website using a mobile phone or tablet?		Yes	С	Radio button, one-up vertical	Single	Y		Federal M Site Usa
				No, but I plan to do so						
				No, but I might in the future						
				No, and I don't plan to do so						
	С	Have you ever accessed the BJA site using a mobile phone or tablet?		Yes		Radio button, one-up vertical	Single	Y		Mobile Site
				No, but I plan to do so						
				No, but I might in the future						
				No, and I don't plan to do so						

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B pink: ADDITION

red & strike-through: DELETE

underlined & italicized: RE-ORDER

			CUSTOM QUESTION LIST							
QID (Group ID) Generic	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2010	Answer Choices (limited to 50 characters) A lot more	Skip to	Type (select from list)	Single or Multi Sinale	Required Y/N Y			
"spend" intention for benchmarking and to compare to 2008, 2009 and 2010		holiday season 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							
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	R			Y			
			I expect to spend about the same amount as last year A little less A lot less Not sure	S S						
	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

			CUSTOM QUESTION	N LIST							
QID	Skip Logic Label	Question Text Co.you expect to spend more or less ordine during the 2011 tolding reason company to 2009?	Answer Choices (limited to 50 characters) A lot more A little more Lespect is spend about the same amount as listl year A little lespect is spend about the same amount as listly year	Skip to	Type (seld	ect from list) elect one	Single or Multi Single	Required Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes Benchmarking question fro 2008, should be a part of all Holiday questions
	A	Do you expect to spend more or less ceitine during the 2011 holding reason with vestiles aren compared to 2010? Why do you expect to spend more ordine with vestiles aren the holding reason? please select all that apply	Coding processes anything from research less year Ast storce Asternore Asternore Asternore Expect to sports about the same amount as last year A test less A test less A test less Promotions (6 or % of offers)	A A B B	Drop down, se	e-up vertical	Single Multi	Y	Skip Logic Group Skip Logic Group	H2011-Spend retailer H2011-Spend more	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
			Quality of merchandise. Machandise selection. Good ream policy. Good principal policy of conference of conferen	С					Randomize Anchor Answer Choice		
	8	Other account to sport ores order. you do you expect the great less orders with restain count his holdery excess? Others with restain count his holdery excess? Others select oil that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Int lying to sever more and spend less. Contra product and sever more and spend less. Contra product process and sever more and spend less. Poor are admitted from the and sever more and spend less. Poor are admitted from the and sever more and sev		Text area, no Checkbox, on	char imit e-up vertical	Muts	Y	Skip Logic Group Randomize	H2011-Spend more other H2011-Spend less	
	СС	Offer reason to spend less online: Please tell us what you did on retailer.com today.	Offee (Interes specify), I made a purchase for impellif today Lought a off for commone etse today Lought a off for commone etse today Lought a off for commone etse today Lought promoting today to purchase ordine later Lought Devolved to the common today to purchase ordine later Lought Devolved Lought act one off the store locations Lought Loug	A	Text area, no Radio button,	char limit one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less other 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.com today? Did you access (insert retailer's name here) mobile website or mobile shopping app while holiday shopping this year? Wity did you do so? (please select all that apply)	Yes No.	A		one-up vertical	Single	N Y	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer has a mobile app
	A		To compare different products To look up price information about a product To look up price information about a product To look up product specifications To lower product reviewes To live a solen look. To find a solen look. Another reason.	В	Checkbox, on	e-up vertical	Multi-select	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-why access mobile H2011-access other	
	В	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no			N	Skip Logic Group	H2011-why access other	
		- DO NOT AD	ODIFY THE WORDING of the ANSWER CHOICES D ANSWER CHOICES OR DELETE ANSWER CHOICES ANGE ORDER OF ANSWER CHOICES. If you would like an	iswer ch	noice	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 up - DO NOT ch	ed, please request randomization ange the CQ LABELS ange your company name in the question which is highl	ighted i		e-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 holday season? (stesse select all that apply)	l accessed a competior's website Laccessed a shooping comparison website (Shoppila com, Shopping com) accessed of the story's mobile shopping ago Laccessed competitive mobile shopping ago			e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
		Plaza this should you shopping perference. In general, which of thoology is you preferred say to shop for the Type of predicted you extend that of perchased dates? If you of predicted you extend that of perchased dates?	Name of the above. Research and buy online, have product delivered Research and buy online, julk-up in store Research in a casking and a fit sorder Research in a casking and a fit sorder Research online. But to other Research in a casking and buy online Research and buy in store		Radio button,	one-up vertical	Single Exclusive Answer Choice	Y	Exclusive Answer Choice 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.

- DO NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE order changed, ple - DO NOT change t	underlined & Assistance RE-ORDER psick ADOTTON blue + → REWORDING CUSTOM QUESTI Answer Choices ((limited to 50 characters) A lot more Assistance Lespects assend about the same amount as last year A latel teso A latel teso A lot same White guidelines FOR A UK survey: THE WORDING of the ANSWER CHOICES SWER CHOICES OR DELETE ANSWER	Skip to	Orop down, select one	Single or Multi Single Single	Required Y/N Y	Special Instructions Sep Logic Group	CQ Label H2011-Spend general H2011-Spend retailer	Application Notes Benchmarking question for 200 should be a part of all Holiday questions Added in 2008, relates directly the retailer and should be a part the holiday battery.
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Why do you expect to speed more o - You may change y testive season? (please select all the	your company name in the question which is highlighted	d in BLU						
			E box, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
	Simpling Costs					Randomize		
	Permanency of the Charlese Section (Charlese Section Section (Charlese Section Sec	СС				Anchor Answer Choice		
Other reason to spend more online: Why do you expect to spend less online with retailer.co.uk this	Orner (please specify): Promotions were not appealing (£ 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	
testive séason? (pleasé select all that apply)	(2011-00)							
	Quality of merchandise					Randomize		
	Return policy							
	Online product prices							
	Poor availability of merchandise							
	Worse personal economic circumstances this year Other (please specify):	С	To a sure of a short field			Anchor Answer Choice	110044 0 1 1	
Please tell us what you did on retailer.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 not have "What did you do?" question. not replace what you have you
	Except a gift for someone etse today Livest browsing today to purchase and see the store locations Livest browsing today to purchase at one of the store locations Livest browsing today to see what you have Other (please see(h))	A				Randomize Anchor Answer Choice		not replace what you have you lose trending.
What esse did you do on retrater on a today? Did you access (insert retails of today) mobile website,	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer ha
or moone snopping app while Christmas snopping this year?		_ ^ _						mobile app
Why did you do so? (please select all that apply)	To comman different products To both up refer information about a product To both up refer information about a product To both up conduct specifications. To wee product residence. To make a purchase To mike a store location		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
Please specify the other reason you accessed the company's	Another reason:	В	Text area, no char limit		N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
website of app from a modile device:	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	
Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future	AA						Should be asked of all regard if they have a mobile device a not. It is a global question ge a read on visitors.
Which of the following ways did you use your mobile	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	_	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile annica
apply)								Global use of mobile app, ca asked of all
	I used my mobile device to compare products or prices whilst shopping in person in a store	A						
	Lused retailer-developed mobile shopping apps	Α				Evolutium Anguar Chains		
How did you use your mobile device while in retail stores	I accessed the store's website		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
How do you use your mobile device while in retail stores during the festive season? (please select all that apply)	l accessed a competitor's website							
	l accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com							
	I accessed the store's mobile shopping app							
	None of the above		Radio button, one-up vertical	Single	Y	Exclusive Answer Choice Randomize	H2011-shop preference	
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, pick up in store		and up remain	en vigina		AUSTRA	and broken	Should be a part of the Hol battery of questions. Get shopping preference and w left on after January.
	Research online, call to order	1			1			
	Research catalogue buy online Research online, buy in store	1			1	1	1	1
	Research in store, buy online					1		
PW Hr Vda Hd	what else did you do on maker on at today? Did you access (miser resisters a same here) mobble website or mobble stopping app while Christmas shopping this ever? Please specially the other reason you accessed the company's website or app from a mobble device to access any establish website, or mobble shopping app? Have you ever used a mobble device to access any establish website, or mobble shopping app? Which of the following ways tild you use your mobble elevice during the lessive season? (please select all that apply) John of you use your mobble device while in retail stores having the lessive season? (please select all that apply)	Does menthanises selection Hands product Hands product Hands product Hands product Hands product Hands product Hands product hands Hands hands hands Hands hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands Hands hands H	Pour merchandine pelicus and and services. Status and services and services. Insert and services. Insert and services and services. Insert and s	Does provided from the filter products and selection of the filter products and selec	See the product of th	Most institution of the distance of the distan	Personal provided and interest control of the provided and provided and product control of the provided and prod	The control of the co