

Model Instance Name:
NCJRS (OJP Program)

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

Date: 11/21/2012



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 the National Criminal Justice Reference Service (NCJRS) 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

The screenshot shows a web browser window titled "ForeSee Results Survey Page - Windows Internet Explorer". The address bar shows the URL: <http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w>. The page content includes the ForeSee logo, the title "Customer Satisfaction Survey", and a welcome message: "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 *". Below this is a question: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." followed by a 10-point rating scale with radio buttons. The scale is labeled "1=Poor" and "Excellent=10".

Thank You Text Example

The screenshot shows a survey page with two dropdown menus for "Football" and "Hockey", both set to "Please Select". Below these is question 16: "16: What size and style of jean were you shopping for today?". The question is split into two columns: "What size of jean were you shopping for today?" with options 1, 3, and 5; and "What style of jean were you shopping for today?" with options Boot cut, Low rise, and Flare. A yellow callout box points to the text "web site" in the thank you message below, stating: "'web site' has been corrected to now read 'website' in the text to the left". The thank you message reads: "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." Below the message are "Cancel" and "Submit" buttons. At the bottom, it says "Copyright 2010 - all rights reserved" and provides links for "ForeSee Results", "Privacy Policy", and "Survey Support". The browser status bar shows "Internet | Protected Mode: On" and "100%" zoom.

Model Instance Name:

NCJRS (OJP Program)

MID:

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

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: 11/21/2012



NCJRS (OJP Program)					
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
1 Content - Accuracy	Content (1=Poor, 10=Excellent, Don't Know) Please rate your perception of the accuracy of information on this site.	17 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) 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 else?
4 Functionality - Usefulness	Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site.			22 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?
5 Functionality - Convenient	Please rate the convenient placement of the features on this site.				
6 Functionality - Variety	Please rate the variety of features on this site.				
7 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) 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.				
10 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) 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 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) 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.				



Model Instance Name:
 NCJRS (OJP Program)
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Date: 11/21/2012

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

NCJRS (OJP Program) 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 Daily/more than once a day At least once 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
		What best describes your organizational affiliation?		Federal government State government County government Indian Tribal government Municipal government Media Private sector Non-profit University/college/school faculty or staff Student General public International (Outside U.S.) Other	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Org.Affiliation
	A	Please briefly describe your other affiliation: Which category best describes you?		Law enforcement officer or official Corrections officer or official Courts/judicial system Academic researcher Victim Service Provider Juvenile Justice Specialist/Provider Educator or trainer Student Social worker/mental health/counselor Elected/appointed official Media Community or faith-based organization member General Public Other	W	Text field, <100 char Radio button, one-up vertical	Single	N Y	Skip Logic Group* Skip Logic Group*	OE_Affiliation Role
	W	Please briefly describe your other role:				Text field, <100 char		N	Skip Logic Group*	Other role
		Did you do any of the following on the NCJRS site today? (select all that apply)		Researched information or data on a topic or issue Read or ordered a specific publication Identified grant/funding opportunities Subscribed to a mailing list, listserv, or RSS feed Located conferences, seminars, or other events Updated mailing list, listserv, or other account information I was just browsing, with no specific purpose Other	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Activities
	B	Please describe briefly the other activities you came to NCJRS for:				Text field, <100 char		N	Skip Logic Group*	OE_Activities
		Which category best describes your primary topic of interest?		Corrections/detention Arrests/convictions/sentencing Courts General justice system information Reentry/release/probation/parole/recidivism General crime statistics or demographic information Juvenile justice/delinquency Law enforcement/policing Specific type or category of crime Information about drugs or substance abuse Crime prevention or partnership programs Victims of crime or victim assistance programs Other	T U	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Topic of Interest
	T	Which specific type or category of crime best describes your primary topic of interest:		Homicide Assault Rape and sexual assault Domestic violence Gun violence Kidnapping		Drop down, select one	Single	Y		Crime Topic

Model Instance Name:
 NCJRS (OJP Program)
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Date: 11/21/2012

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

NCJRS (OJP Program) 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
				Human trafficking Terrorism Hate crimes Organized crime Gangs Other violent crime (carjacking, stalking, etc.) Drug crimes Burglary/larceny/theft Motor vehicle theft Arson Identity theft/cybercrime Financial crimes/investment fraud/money laundering Other property crime Driving under the influence/impaired driving Prostitution Immigration offenses Other						
	U	Please briefly describe your primary topic of interest:			U	Text field, <100 char		N	Skip Logic Group*	Other Topic
		Were you able to find what you were looking for on the NCJRS site?		I found the information, and it was VERY HELPFUL I found the information, but it was TOO MUCH INFORMATION to be useful I found the information, but it was HARD TO UNDERSTAND I found related information but it was NOT ENOUGH I was NOT able to find the information I was looking for I was JUST BROWSING Don't know yet	X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Find
	X	Please tell us specifically what were you unable to find:				Text area, no char limit		N	Skip Logic Group*	OE_Not Found
	Y	What will you do next?		Continue looking on this site or try again later Contact NCJRS by telephone Contact NCJRS via email Use Chat/Online Assistance Contact NCJRS 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:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
		What is the primary method you used to look for information on the NCJRS website?		Top Navigation Bar (Publications/Products, Library/Abstracts, Grants, etc.) Used left-side Topics column and chose specific topic or subtopic A-Z Topics List (full alphabetical list of topics) Links within home page text Site Search (search box at top right of page) Advanced Search Q&A Search NCJRS Abstracts Database Search NCJ Thesaurus Search Events Search I already knew the area to go to or had specific page bookmarked Other	D	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Method
		Please tell us your primary method of looking for information on this site:				Text area, no char limit		N	Skip Logic Group*	Other Method
		How would you describe your navigation experience on this site today? (Please 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:	E F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
	E	Please describe which links were broken or had error messages:				Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
	F	Please briefly describe your navigation difficulty:				Text area, no char limit		N	Skip Logic Group*	OE_Navigate
		Did you use any search features on this site today?		Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage

Model Instance Name:
 NCJRS (OJP Program)
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in
 Date: 11/21/2012

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

NCJRS (OJP Program) 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
	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 Experience
				Results were not relevant/not what I wanted	R					
				Too many results/I needed to refine my search	R					
				Not enough results						
				Returned NO results	H					
				Received error message(s)	I					
				Search speed was too slow						
				I experienced a different search issue (please explain):	J					
	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terms
	I	Please describe what errors or broken links you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*	OE_Search Error
	J	Please describe your issue with the search feature:				Text area, no char limit		N	Skip Logic Group*	OE_Search Issue
	R	How would you improve the site's search feature?				Text area, no char limit		N	Skip Logic Group*	OE_Search Improve
		What source brought you to this website today?		Search engine (Google, Bing, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
				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						
				Other	K					
	K	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*	OE-Found
		If you could make one change/improvement to this website, what would it be?				Text area, no char limit		N		Improvements
		Do you subscribe to NCJRS ?		I subscribe to JUSTINFO and receive just the biweekly email newsletter		Radio button, one-up vertical	Single	Y		Subscribe
				I am registered with NCJRS and receive JUSTINFO as well as being on the NCJRS mailing list						
				In addition to one of the above, I also receive the NCJRS RSS feed						
				I receive the NCJRS RSS feed, but not JUSTINFO						
				No, but I intend to subscribe or register in the future for at least one of these						
				No, I have no interest in subscribing or registering						
		Did you use the Library/Abstracts today?		Yes	L,M,N,O	Radio button, one-up vertical	Single	Y	Skip Logic Group	Abstract Library Use
				No						
	L	Please select all the abstract features you used today:		Weekly Accessions List		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Abstract Features
				International Monthly Accessions List						
				Find in a Library (WorldCat)						
				Order Photocopy						
				Interlibrary Loan						
				Donate Materials						
	M	How did you access the abstracts?		Site Search (search box at top right of page)		Radio button, one-up vertical	Single	Y	Skip Logic Group	Abstract Access
				Abstract Database Search						
				Search Engine (Google, Bing, etc.)						
				Direct link						
				Other	P					
	P	Please describe how you accessed the site's abstracts:				Text field, <100 char		N	Skip Logic Group	OE-Access

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 retailer.com 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 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
 underline & bold: 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 fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online during the 2011 holiday season with <u>retailer.com</u> compared to 2010?	I don't purchase anything from <u>retailer.com</u> 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 <u>retailer.com</u> 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)		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 <u>retailer.com</u> this holiday 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)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
	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 <u>retailer.com</u> 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 <u>retailer.com</u> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access (insert retailer's name here) mobile website or mobile shopping app while holiday 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		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:		B	Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to retailer's website, mobile website, or mobile shopping app while holiday shopping this year?	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 device this holiday season? (please select all that apply)			1-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 season? (please select all that apply)	I accessed a competitor's website I accessed a shopping comparison website (Shoopzilla.com, Shopping.com) I accessed the store's mobile shopping app I accessed a competitor's mobile shopping app None of the above		1-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.

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

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

red & strike through: DELETE
 underline & bold: RE-ORDER
 red: 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 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 from 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online during the festive season with retailer.co.uk ?	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		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 or less online during the festive season? (please select all that apply)	Availability of merchandise Better personal circumstances this year Other (please specify):		Text area, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
U		Other reason to spend more online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend more other	
B		Why do you expect to spend less online during the festive season? (please select all that apply)	Promotions were not appealing (e.g. % 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):		Checkbox, 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	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.
A		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-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:		Checkbox, one-up vertical	Multi	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:			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	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 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
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	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		