Model Instance Name:
OJJDP (OJP Program)

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

Date: 11/6/2012

FORESEE

Welcome and Thank You Text

Directions:

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

Examples

Welcome Text Example

Welcome Text

Thank you for visiting the Office of Juvenile Justice and Delinquency Prevention (OJJDP) site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

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

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

Thank You Text Example

DEFAULT Thank You Text

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

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

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

ALTERNATE WEB Thank You Text

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

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

bharati.hulbanni:
Use this TY text ONLY for WEB

Model Instance Name:
OJJDP (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: **11/6/2012**

FORESEE

OJJDP (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
		Content *(1=Poor, 10=Excellent, Don't Know)*			**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 about juvenile justice?**
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**?
		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)*							
7	Look and Feel - Appeal	Please rate the **visual appeal** of this site.							
8	Look and Feel - Balance	Please rate the **balance of graphics and text** on this site.							
9	Look and Feel - Readability	Please rate the **readability of the pages** on this site.							
		Navigation *(1=Poor, 10=Excellent, Don't Know)*							
10	Navigation - Organized	Please rate **how well the site is organized**.							
11	Navigation - Options	Please rate the **options available for navigating** this site.							
12	Navigation - Layout	Please rate **how well the site layout helps you find what you are looking for.**							
13	Navigation - Clicks	Please rate the **number of clicks to get where you want** on this site.							
		Site Performance *(1=Poor, 10=Excellent, Don't Know)*							
14	Site Performance - Loading	Please rate how **quickly pages load** on this site.							
15	Site Performance - Consistency	Please rate the **consistency of speed from page to page** on this site.							
16	Site Performance - Errors	Please rate the **ability to load pages without getting error messages** on this site.							

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

OJJDP (OJP Program) CUSTOM QUESTION LIST

		Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Requir Y/N		CQ Label
		How ... this site?		This is my first visit		Radio button, one-up vertical	Single	Y		...it Frequency
				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						
		What best describes your **organizational affiliation**?		State government		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Org.Affiliation
				County government						
				Municipal government						
				Indian Tribal government						
				Federal government or agency						
				University/college/school faculty or staff						
				Private sector						
				Non-profit						
				Student						
				Media						
				Other	A					
	A	Please briefly describe your other affiliation:				Text field, <100 char		N	Skip Logic Group*	OE_Affiliation
		Which category **best describes your professional field?**		Law enforcement		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
				Corrections/detention						
				Courts/judicial system						
				Substance abuse treatment/prevention						
				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						
				Media						
				General public/non-professional						
				Other	R					
	R	Please briefly describe your other professional category:				Text field, <100 char		N	Skip Logic Group*	Other role
		What is your **primary reason** for visiting this site today?		Apply for or find information about grants or funding		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
				Find training or technical assistance	T					
				Learn about program information	T					
				Find conferences or other events						
				Research a topic	T					
				Obtain specific facts or statistics	S					
				Access or order publications						
				Access JUVJUST, OJJDP News @ a Glance, or other recent press releases						
				Get the latest information on juvenile justice	T					
				Obtain contact information						
				I was just browsing, not looking for anything in particular						
				Other	C					
	C	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
	S	In general, which of these categories best matches your **primary statistical area of interest**?		Juvenile population characteristics		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Statistics
				Juveniles as victims						
				Juveniles as offenders						
				Law enforcement and juvenile crime						
				Juveniles in court						
				Juveniles in corrections						
				Juveniles on probation						
				Juvenile reentry and aftercare						
				Other	U					
	U	Please briefly describe your other statistical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Statistics
	T	In general, which of these **topics best match your main topic(s) of interest**? (Please select all that apply)		Law enforcement/policing/arrests		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Topic of Interest
				Adjudication policy and court programs						
				Specific crime type or crime category						
				Corrections/detention						
				Probation or reentry programs						

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		Question Text	AnswerIDs *(DOT)*	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Requir Y/N	GroupType (denoted by an *)	CQ Label
				Delinquency prevention or risk assessment						
				Partnership development/community collaboration						
				Substance abuse and underage drinking						
				Mental health						
				Internet safety						
				Gender specific programs						
				Gangs						
				Ethnic or race-specific programs and information						
				School safety or bullying						
				Child abuse and neglect						
				Victims of crime and related services/programs						
				I was just browsing or was interested in very general information						
				Other	V					
	V	Please briefly describe your other area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
		What is the **primary method** you first used to locate information on this site?		I clicked on Search at the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
				I accessed links in the center of the home page (Spotlight, In Focus, JUVJUST, etc.)						
				I used the left side Topics link to drill down to my area of interest						
				I used one of the other left side links (Funding, Programs, Statistics, etc.)						
				I used the FAQs or Contact Us links at the top of the home page						
				Already knew area to land on or had specific page bookmarked						
				Not sure						
				Other						
		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
		Were you **able to find** what you were looking for on this site today?		Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish
				No	X, Y					
				Partially	X, Y					
				I wasn't looking for anything in particular						
	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**?		Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
				Contact OJJDP by telephone						
				Use the Contact OJJDP online request tool						
				Use the OJJDP staff directory contact list						
				Contact OJJDP through regular mail						
				Try another website or other resource						
				Nothing, although I did not find what I was looking for						
				Other	Z					
	Z	Please describe what you will do next:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
		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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
				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:	F					
	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 additional navigation difficulty:				Text area, no char limit		N	Skip Logic Group*	OE_Navigate
		Did you **use any search features** on this site today?		Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
				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 Experience
				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						
				I experienced a different search issue (please explain):	I					

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<div align="center">

OJJDP (OJP Program) CUSTOM QUESTION LIST

</div>

bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client	bharati.hulbanni: there should be NO MORE THAN ONE	stion Text	AnswerIDs *(DOT)*	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Requir Y/N	bharati.hulbanni: Can not have more than one CQ GroupType (denoted by an *)	CQ Label
	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terms
	I	Please describe the issues and/or errors you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*	OE_Search Issue
		If you could make one **change/improvement** to this website, what would it be?				Text area, no char limit		N		Improvements
		How did you **learn about** the OJJDP website?		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	D					
	D	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*	OE-Found
		Do you **subscribe** to JUVJUST or to OJJDP NEWS @ a Glance?		I subscribe to both JUVJUST and OJJDP News @ a Glance		Radio button, one-up vertical		Y		Subscribe
				I subscribe only to JUVJUST						
				I subscribe only to OJJDP News @ a Glance						
				No, but I plan to subscribe to at least one of these options in the future						
				No, I am not interested in subscribing						

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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
			Please use the following guidelines: - **DO NOT MODIFY THE WORDING of the ANSWER CHOICES** - **DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES** - **DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization** - **DO NOT change the CQ LABELS** - **You may change your company name in the question which is highlighted in BLUE**				
Spend intention with this retailer		Do you expect to **spend more or less online** during the 2010 holiday season **with *retailer.com*** compared to 2009?					Y
			A little more	R			
			I expect to spend about the same amount as last year				
			A little less	S			
			A lot less	S			
			Not sure				
	R	**Why** do you expect to spend **more online with *retailer.com*** this holiday season? (please select all that apply)	Promotions ($ or % off offers)		Checkbox, one-up vertical	Multi	Y
			Quality of merchandise				
			Merchandise selection				
			Good return policy				
			Online product prices				
			Shipping costs				
			Availability of merchandise				
			Better personal economic circumstances this year				
			Other (please specify):	Z			

Special Instructions

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BE

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to **spend more or less online** during the 2011 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 **retailer.com** compared to 2010?	I didn'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	A A B B	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 % 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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend more	
	C	Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
	B	**Why** do you expect to spend **less online with retailer.com** this holiday season? (please select all that apply)	Promotions were not appealing ($ or % 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):	CC	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less	
	CC	Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on retailer.com** today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later I was browsing today to purchase at one of the store locations I was browsing today to see what you have Other (please specify):	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
	A	What else did you do on retailer.com today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while holiday shopping this year?**	Yes No	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
	A	Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason:	B	Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize Anchor Answer Choice	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		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device to a retailer's website, mobile website, or mobi...	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you us... device this holiday season? (please sel...	...e-up vertical			Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
								Exclusive Answer Choice		
	A	How did you use your mobile device while... holiday season? (please select all that apply)	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		...e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your **shopping preferences.** In general, which of the following is your **preferred way to shop** for the type of **product you researched or purchased today?**	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single Exclusive Answer Choice	Y	Randomize Anchor Answer Choice	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.

Please use the following guidelines:
- 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

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to **spend more or less online** during the 2011 festive season compared to 2010?	A lot more		Drop down, select one	Single	Y		H2011-Spend general	**Benchmarking question fro 2008, should be a part of all Holiday questions**
			A little more							
			I expect to spend about the same amount as last year							
			A little less							
			A lot less							
			Not sure							
		Do you expect to spend more or less festive season with *retailer.co.uk*			own, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	**Added in 2009, relates directly to the retailer and should be a part of the holiday battery**
	A	Why do you expect to spend more or festive season? (please select all tha			box, one-up vertical	Multi	Y	Skip Logic Group / Randomize	H2011-Spend more	
			Shipping costs							
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	CC				Anchor Answer Choice		
CC		Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
B		Why do you expect to spend **less** online with *retailer.co.uk* this festive season? (please select all that apply)	Promotions were not appealing (£ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend less	
			Quality of merchandise					Randomize		
			Poor merchandise selection							
			Return policy							
			I'm trying to save more and spend less							
			Online product prices							
			Shipping costs							
			Poor availability of merchandise							
			Worse personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
C		Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on *retailer.co.uk*** today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	**Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.**
			I bought a gift for someone else today					Randomize		
			I was browsing today to purchase online later							
			I was browsing today to purchase at one of the store locations							
			I was browsing today to see what you have							
			Other (please specify):	A				Anchor Answer Choice		
A		What else did you do on *retailer.co.uk* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while Christmas shopping this year?**	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	**Should be used if retailer has a mobile app**
			No							
A		Why did you do so? (please select all that apply)	To compare different products		Checkbox, one-up vertical	Multi	Y	Skip Logic Group / Randomize	H2011-why access mobile	
			To look up price information about a product							
			To look up product specifications							
			To view product reviews							
			To make a purchase							
			To find a store location							
			Another reason:	B				Anchor Answer Choice	H2011-access other	
B		Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device to access **any retailer's** website, mobile website, or mobile shopping app?	Yes	AA	Radio button, one-up vertical	Single	Y		H2011-mobile any	**Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.**
			No, and I don't plan to							
			No, but I might in the future							
			Not sure							
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.)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	**Global use of mobile app, can be asked of all**
			I made purchases online from my mobile device	A						
			I used my mobile device to compare products or prices whilst shopping in person in a store	A						
			I used retailer-developed mobile shopping apps	A						
			None of the above					Exclusive Answer Choice		
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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
			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					Exclusive Answer Choice		
		Please think about your **shopping preferences.** In general, which of the following is your **preferred way to shop** for the type of **product you researched or purchased today**?	Research and buy online, have product delivered		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	**Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.**
			Research and buy online, pick up in store							
			Research 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				Exclusive Answer Choice	Anchor Answer Choice		

Please use the following guidelines **FOR A UK survey:**
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- DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization
- DO NOT change the CQ LABELS
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