

Model Instance Name:

OJP Main

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

Date: 11/5/2012



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 Department of Justice's Office of Justice Programs 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 displaying a survey page. The page title is "Customer Satisfaction Survey". The text on the page reads: "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 the text is a question: "1: *Please rate the ability to narrow choices to find the product(s) you are looking for on this site." The question has a scale from 1 to 10, with "1=Poor" and "Excellent=10". The scale is: 1 (radio button), 2 (radio button), 3 (radio button), 4 (radio button), 5 (radio button), 6 (radio button), 7 (radio button), 8 (radio button), 9 (radio button), 10 (radio button), and "Don't Know" (radio button).

Thank You Text Example

The screenshot shows a survey page with a thank you message and a question. 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. The question is: "16: What size and style of jean were you shopping for today?". The question has two parts: "What size of jean were you shopping for today?" and "What style of jean were you shopping for today?". The size options are 1, 3, and 5. The style options are Boot cut, Low rise, and Flare. A yellow box highlights a correction: "'web site' has been corrected to now read 'website' in the text to the left".

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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

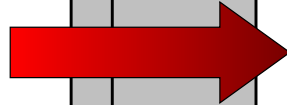
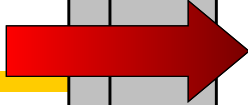
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OJP Main

Model questions utilize the ACSI methodology to determine scores and impacts

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



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 underlined & italicized: RE-ORDER
 pink: ADDITION
 blue + -->: REWORDING

OJP Main CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		How frequently do you visit this site?		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?		State government County government Municipal government Indian Tribal government Federal government or agency University/college/school faculty or staff Private sector Non-profit Student Media or reporter General public 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 Forensic or investigative technology specialist Educator or trainer Student Community or Faith-Based organization associate Local or State Government (elected, appointed or staff member) Federal Government or agency Victim of crime/victim advocacy Counselor or social worker Media or reporter General Public Other	R	Text field, <100 char Radio button, one-up vertical	Single	N Y	Skip Logic Group*	OE Affiliation Role
	R	Please briefly describe your other role category:				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 Track, manage, or find information on prior grant awards Find training or technical assistance Find reports, fact sheets, publications or resources on a specific topic Access news releases, weekly briefs, featured content, or speeches Learn about Office of Justice Programs, or its Bureaus and Offices Obtain contact information for OJP, or its Bureaus and Offices I was looking for career or internship opportunities I was just browsing, not looking for anything in particular Other	J K L C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
	C	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
	J	In general, which of these subjects best matches your area of interest for grants or funding?		Law enforcement Juvenile justice Corrections Courts and judicial programs (adult) Academic research Substance abuse and crime Forensics or investigative technology Victims of crime Tribal Justice/American Indian or Alaska Native affairs Faith-based or neighborhood partnerships I was interested in general grant or funding information only Other	M	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Grants
	M	Please briefly describe your other area of funding interest:				Text field, <100 char		N	Skip Logic Group*	OE Grants
	K	In general, which of these subjects best matches your area of interest for training?		Law enforcement		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Training

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within one colored group in
'Special Instructions'.

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OJP Main CUSTOM QUESTION LIST

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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
				Juvenile justice Corrections Courts and judicial programs (adult) Substance abuse and crime Forensics or investigative technology Victims of crime Tribal Justice/American Indian or Alaska Native affairs I was interested in general information, not a specific topic Other	N					
	N L	Please briefly describe your other area of training interest: In general, which of these subjects best matches your area of interest?		Law enforcement Juvenile justice Corrections Courts and judicial programs (adult) Civil rights Substance abuse and crime Forensics or investigative technology Victims of crime Tribal Justice/American Indian or Alaska Native affairs Faith-based or neighborhood partnerships Academic research and statistics Other		Text field, <100 char Radio button, one-up vertical	Single	N Y	Skip Logic Group* Skip Logic Group*	OE Training Topic of Interest
	O	Please briefly describe your other topical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
		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 I used the OJP TOPICS links on the left side of the page I used the SEARCH OJP search box at the top right of the page I went to the central page news and features links I used one of the Bureaus and Offices or OJP links at the bottom of the page I already knew the area to go to or had specific page bookmarked Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
		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 the OJP website?		Yes No Partially I wasn't looking for anything in particular	X, Y X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish
	X	Please tell us specifically what were you unable to find or accomplish?				Text area, no char limit		N	Skip Logic Group*	Unable to Accomplish
	Y	What will you do next ?		Continue looking on this site or try again later Contact OJP by telephone Contact OJP via email Use one of the more specific contact links or numbers (grants, civil rights) Use one of the links or numbers for a specific OJP Bureau or Office Try another website Contact OJP by regular mail 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
		How would you describe your navigation experience on this site today? (select all that apply)		I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above.	E F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation

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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
	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 No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
	G	Please tell us about your experience with the site's search features today. (Please select the best description)		Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	H I I	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
	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 this website?		Search engine (Google, Bing, etc.) 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	Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
	D	Please specify how you learned about this website: Do you subscribe to or connect with OJP in any of these ways? (please select all that apply)		I subscribe to OJP email updates I subscribe to an OJP RSS feed I connect with OJP through Facebook I follow OJP on Twitter No, but I intend to subscribe/connect with OJP in the future for at least one of these No, I have no interest in subscribing or connecting in these ways		Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group*	OE-Found Subscribe
		Do you ever access the Internet using a mobile phone or tablet?		Yes No	A, B	Radio button, one-up vertical	Single	Y		Access Mobile Internet
	A	Which of the following devices do you have?		A SmartPhone A tablet None of these	W X	Checkbox, one-up vertical	Multi	Y		Phone or Tablet
	W	Specifically, which type of mobile phone do you have?		iPhone Android Blackberry		Radio button, one-up vertical	Single	Y		Phone Type

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



Special Instructions

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup
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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		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
	A	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy 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 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)		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 retailer.com today.	I made a purchase for myself today I bought a gift for someone else today I was browsing today to purchase online later I was browsing today to purchase at one of the store locations I was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
	A	What else did you do on retailer.com today?	Yes No		Text area, no char limit Radio button, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer has a mobile app
	A	Did you access (insert retailer's name here) mobile website or mobile shopping app while holiday shopping this year?	No To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:	Another reason		Text area, no char limit		N	Anchor Answer Choice	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)	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.
	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		Radio button, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	Global use of mobile app, can be asked of all
		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		