FORESEE

Welcome and Thank You Text

Directions:

CLIENT WOULD LIKE TO USE THE ALTERNATE WEB Thank You Text. They would also like to include the hyperlink to their contact page--Can this be done? Or Can we just show the URL as regular text? Client will also want to use their Logo on the Welcome Text Page.

Welcome Text

Thank you for visiting the Office for Victims of Crime (OVC) 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

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 at:
<http://www.ovc.gov/contacts.html>

Examples

Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer

http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkgl00h5w

FORESEE

Customer Satisfaction Survey

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.
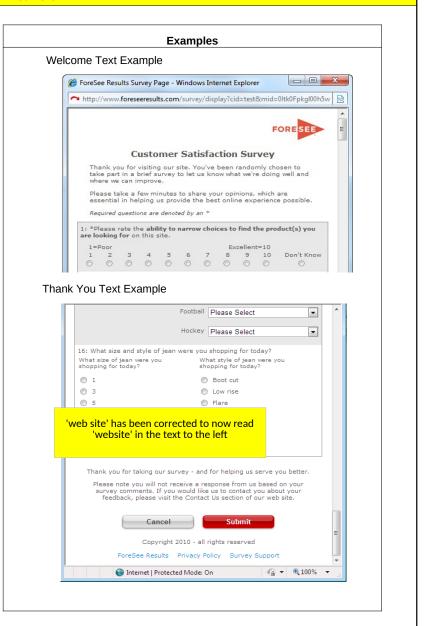
*Required questions are denoted by an ***

1: *Please rate the **ability to narrow choices to find the product(s) you are looking for** on this site.

1=Poor   Excellent=10
1   2   3   4   5   6   7   8   9   10   Don't Know

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?

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:
OVC (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: 11/25/2012

FORESEE®

OVC (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 programs and services to support victims of crime?**
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 features 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 features** on this site.				
6 **Functionality - Variety**	Please rate the **variety of features** 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.				

Model Instance Name:				
OVC (OJP Program)				
MID: Existing Measure - Please fill in; New Measure - DOT will fill in				
Date: 11/25/2012				

OVC (OJP Program) CUSTOM QUESTION LIST

bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.

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		Radio button, one-up vertical	Single	Y		Visit 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						
		Which category **best describes you?**		Victim of crime		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
				Friend or family member of crime victim						
				Victim services provider/advocate						
				Law enforcement officer or official						
				Educator or academic administration						
				Student						
				Medical/Nursing/Health service professional						
				Mental health professional						
				Social worker/counselor						
				Attorney/Legal Services professional						
				Courts/judicial system offical						
				Corrections/Probation/Parole officer or official						
				Community or faith-based organization associate						
				U.S. Dept. of Justice employee						
				General public						
	A			Other	A					
	A	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?		Find a victim services/assistance program		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
				Obtain information on program grants or funding						
				Learn about crime victim rights or legal remedies						
				Find training/technical assistance for victim service providers						
				Learn about program information or best practices						
				Access OVC publications, videos, or other reference material.						
				Find events, forums or conferences						
				Conduct research or find statistics on a topic or issue						
				Check on latest OVC news/announcements						
				Find information on careers/employment or fellowships						
				Just browsing						
	B			Other	B					
	B	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
		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 Looking
				I opened the Topics A-Z tab first, then used the Browse by Topic links on the left side of the page						
				I used links in the center of the home page (News & Features/Tools/Current Resources, etc.)						
				I used the Site Search box at the top right of the screen						
				I used another search feature on the site (Publication search, Frequent questions, etc.)						
				I used a Web search engine, such as Google or Bing						
				I used the Site Map						
				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 the OVC website 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 OVC by telephone						
				Contact OVC using AskOVC online question tool						
				Contact OVC Training or Resource center via email						

Model Instance Name:			red & strike-through: DELETE
OVC (OJP Program)			*underlined & italicized*: RE-ORDER
MID: Existing Measure - Please fill in; New Measure - DOT will fill in			pink: ADDITION
Date: 11/25/2012			blue + -->: REWORDING

OVC (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
				Contact OVC via 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					
	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
		Have you ever **shared information** found on OVC with others?		Yes		Radio button, one-up vertical	Single	Y		Share Information
				No						
		How did you **learn about the OVC 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						
				As a victim, was referred by legal or law enforcement professional						
				As a victim, was referred by doctor, nurse, therapist, counselor, etc.						
				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 any email updates or RSS feeds from OVC?		I subscribe to both email updates and RSS feeds from OVC		Radio button, one-up vertical	Single	Y		Subscribe
				I subscribe only to email updates						
				I subscribe only to RSS feeds						
				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, B	Radio button, one-up vertical	Single	Y	Skip Logic Group	Access Mobile Internet
				No						
	A	Which of the following **devices** do you have?		A SmartPhone	W	Check-box, one-up vertical	Multi	Y	Skip Logic Group	Phone or Tablet
				A tablet	X					
				None of these						
	W	Specifically, which **type of mobile phone** do you have?		iPhone		Radio button, one-up vertical	Single	Y	Skip Logic Group	Phone Type
				Android						
				Blackberry						

Model Instance Name:
OVC (OJP Program)
MID: Existing Measure - Please fill in; New Measure - DOT will fill in
Date: 11/25/2012

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

OVC (OJP Program) CUSTOM QUESTION LIST										

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

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
				Another phone						
	X	Specifically, which **type of tablet** do you have?		iPad		Radio button, one-up vertical	Single	Y	Skip Logic Group	Tablet Type
				Kindle						
				Android						
				Blackberry						
				Another tablet						
	B	Have you **ever accessed ANY federal website using a mobile phone or tablet?**		Yes	C	Radio button, one-up vertical	Single	Y	Skip Logic Group	Federal Mobile Site Usage
				No, but I plan to do so						
				No, but I might in the future						
				No, and I don't plan to do so						
	C	Have you **ever accessed the OVC site using a mobile phone or tablet?**		Yes	Y, Z	Radio button, one-up vertical	Single	Y	Skip Logic Group	Mobile Site Usage
				No, but I plan to do so	Z					
				No, but I might in the future	Z					
				No, and I don't plan to do so						
	Y	What was the **main reason** you last visited OVC using a mobile phone or tablet?				Text area, no char limit	Single	N	Skip Logic Group	Primary Mobile Reason
	Z	What **resources/additional resources** might you want to access from OVC using a mobile phone or tablet?				Text area, no char limit	Single	N	Skip Logic Group	Desired Resources

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 (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

red & strike-through: DELETE
underlined & italicized: 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		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 online** during the 2011 holiday season with *retailer.com* compared to 2010?	I didn't purchase anything from *retailer.com* last year		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 lot more	A						
			A little more	A						
			I expect to spend about the same amount as last year							
			A little less	B						
			A lot less	B						
			Not sure							
	A	**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	Skip Logic Group	H2011-Spend more	
			Quality of merchandise					Randomize		
			Merchandise selection							
			Good return policy							
			Online product prices							
			Shipping costs							
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
	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)		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):	CC				Anchor Answer Choice		
	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		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							
			I was browsing today to purchase online later					Randomize		
			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.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	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-select	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 [...] 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)			[...]e-up vertical		Multi	Y	Skip Logic Group	H2011-mobile use store	
			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					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 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			Exclusive Answer Choice		Anchor Answer Choice		

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**

CUSTOM QUESTION LIST

> 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

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 fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or les... festive season with retailer.co.uk co...			...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 o... festive season? (please select all that...	...Shipping costs / Availability of merchandise / Better personal economic circumstances this year / Other (please specify):	CC	...box, one-up vertical	Multi	Y	Skip Logic Group / Randomize / Anchor Answer Choice	H2011-Spend more	
	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) / 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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group / Randomize / Anchor Answer Choice	H2011-Spend less	
	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 / 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.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 / 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	Y	Skip Logic Group / Randomize / Anchor Answer Choice	H2011-why access mobile / 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 / No, and I don't plan to / No, but I might in the future / Not sure	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.
	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] / 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	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group / Exclusive Answer Choice	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	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 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 — 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.