

## 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 SMART website. 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.

### Examples

#### Welcome Text Example

ForeSee Results Survey Page - Windows Internet Explorer  
http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0FpkgI00h5w

**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	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

#### Thank You Text Example

Football

Hockey

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?
<input type="radio"/> 1	<input type="radio"/> Boot cut
<input type="radio"/> 3	<input type="radio"/> Low rise
<input type="radio"/> 5	<input type="radio"/> Flare

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.

Copyright 2010 - all rights reserved

[ForeSee Results](#) [Privacy Policy](#) [Survey Support](#)

Internet | Protected Mode: On

### 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:**

SMART (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



**SMART (OJP Program)**

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	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining information from this agency?</b>
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	18 Satisfaction - Expectations	How well does this site <b>meet your expectations?</b> (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website?</b> (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to <b>recommend this site to someone else?</b>
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4 Functionality - Usefulness	Please rate the <b>usefulness of the features provided</b> on this site.			22 Return	How likely are you to <b>return to this site?</b>
5 Functionality - Convenient	Please rate the <b>convenient placement of the features</b> on this site.				
6 Functionality - Variety	Please rate the <b>variety of features</b> on this site.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
7 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
8 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
9 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
10 Navigation - Organized	Please rate <b>how well the site is organized.</b>				
11 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
12 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for.</b>				
13 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
15 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
16 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				



Model Instance Name: SMART (OJP Program)  
 MID: Existing Measure - Please fill in; New Measure - DOT will fill in  
 Date: 11/6/2012

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

SMART (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	bha Can Group with 'Spe
	bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.	bharati.hulbanni: there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label)		bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.		Radio button, one-up vertical	Single	Y	
		Which category best describes you?		Law enforcement Courts/judicial system Attorney Tribal justice Elected or appointed official Educator or educational administration Student Academic researcher Parent Victim of crime Friend or family of crime victim Social worker, counselor, or mental health professional General public Other	A	Radio button, one-up vertical	Single	Y	
	A	Please briefly describe your other role category:				Text field, <100 char		N	
		What is your primary reason for visiting this site today?		Search for sex offenders by name, location, etc. Find information about SORNA Obtain information on grants or funding opportunities Learn about prevention and education Access newsletters, publications or press releases Research case law updates or legislative history Obtain tribal training or implementation/policy guidance Find general information on sex offenders Learn about SMART or find contact information Other	B	Radio button, one-up vertical	Single	Y	
	B	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	
		What is the primary method you used to locate information on this site?		I clicked on one of the center page links (SORNA, National Sex Offender Public Website, etc.) I used links under the Topics section on the left side of the home page I used the Tools/Resources buttons on the lower left side of the home page I used the site search feature at the top of the home page I used the site index Already knew area to land on or had specific page bookmarked Other		Radio button, one-up vertical	Single	Y	
		What other method did you use to look for the information you wanted / needed?				Text area, no char limit		N	
		Were you able to find what you were looking for on the SMART site today?		Yes No Partially I wasn't looking for anything in particular	X, Y X, Y	Radio button, one-up vertical	Single	Y	
	X	Please tell us specifically what were you unable to find or accomplish:				Text area, no char limit		N	
	Y	What will you do next?		Continue looking on this site or try again later Contact SMART by telephone Contact SMART using the GetSMART email link Contact SMART 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	
	Z	Please describe what you will do next:				Text area, no char limit		N	
		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	
	E	Please describe which links were broken or had error messages:				Text area, no char limit		N	
	F	Please briefly describe your additional navigation difficulty:				Text area, no char limit		N	





rati.hulbanni:  
 not have more than one CQ  
 pType (denoted by an \*)  
 in one colored group in  
 'Special Instructions'.

CQ Label  
 Visit Frequency

Skip Logic Group*	Role
Skip Logic Group*	Other role
Skip Logic Group*	Primary Reason
Skip Logic Group*	Other reason
Skip Logic Group*	Method of Looking
Skip Logic Group*	Other Method
Skip Logic Group*	Able to Accomplish
Skip Logic Group*	Inable to Accomplis
Skip Logic Group*	Do Next
Skip Logic Group*	OE Do Next
Skip Logic Group*	Navigation
Skip Logic Group*	OE_Nav Link
Skip Logic Group*	OE Navigate

CQ Label	
Skip Logic Group*	Search Usage
Skip Logic Group*	Search Experience
Skip Logic Group*	OE_Search Terms
Skip Logic Group*	OE_Search Issue
	Subscribe
	Improvements
Skip Logic Group*	How Found
Skip Logic Group*	OE-Found

rati.hulbanni:  
not have more than one  
pType (denoted by an \*)

CQ Label

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  
 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?		A	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 <b>retailer.co.uk</b> ?	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 <b>retailer.co.uk</b> 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 <b>retailer.co.uk</b> 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		