

## Questionnaire Management Guidelines

### Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

### Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Foreign Language Survey Instructions](#)



Model Instance Name:

USPTO Mobile 2013

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

Date: Fill In Date



## 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 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.

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

### 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.)

### 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.~~

This survey ends here. If there is additional information you would like to provide, to the USPTO please provide your suggestions on IdeaScale at <http://mobile-uspto.ideascale.com>

bharati.hulbanni:  
Use this TY text ONLY  
for WEB

### Examples

#### Welcome Text Example

The screenshot shows a web browser window with the URL <http://www.foreseeresults.com/survey/display?cid=test&mid=0ltk0Fpkg100h5w>. The page features the FORESEE logo and the title "Customer Satisfaction Survey". The welcome text 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 this is a question: "1: \*Please rate the ability to narrow choices to find the product(s) you are looking for on this site." followed by a rating scale from 1 to 10, with "1=Poor" and "Excellent=10" labels, and a "Don't Know" option.

#### Thank You Text Example

The screenshot shows a survey question: "16: What size and style of jean were you shopping for today?". It has two columns of radio button options: "What size of jean were you shopping for today?" (1, 3, 5, 7, 9, 11, 13) and "What style of jean were you shopping for today?" (Boot cut, Low rise, Flare, Relaxed fit, Slim cut). Below the question is a thank you message: "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." There are "Cancel" and "Submit" buttons at the bottom. The footer includes "Copyright 2010 - all rights reserved" and links for "ForeSee Results", "Privacy Policy", and "Survey Support".

Model Instance Name:

USPTO Mobile 2013

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

Partitioned (Y/N)? N

FPI Included(Y/N)? N

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: 7.3.2013



USPTO Mobile 2013

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>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		<b>Satisfaction</b>		<b>Return</b> (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how <b>quickly pages load</b> on the uspto.gov using your mobile device.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with the uspto.gov site? (1=Very Dissatisfied, 10=Very Satisfied)	Return to Mobile Site	How likely are you to <b>return to the uspto.gov site</b> using a mobile device?
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on the uspto.gov site using your mobile device.	Satisfaction - Expectations	How well does the uspto.gov site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)	Recommend Mobile Site	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
	<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		<b>Satisfaction - Ideal</b>		<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
Navigation - Organized	Please rate <b>how well the uspto.gov site is organized</b> .	Satisfaction - Ideal	How does the uspto.gov site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	Primary Resource Mobile Site	How likely are you to <b>recommend that others access the uspto.gov site via mobile</b> ?
Navigation - Options	Please rate the <b>options available for navigating</b> the uspto.gov site on your mobile device.				<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
	<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)				<b>Primary Resource</b> (1=Very Unlikely, 10=Very Likely)
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of the uspto.gov site on your mobile device.				How likely are you to use the uspto.gov site as your <b>primary resource for patent and trademark information and services</b> when gathering information using a mobile device?
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on the uspto.gov site on your mobile device.				
	<b>Content</b> (1=Poor, 10=Excellent, Don't Know)				
Content - Accuracy	Please rate the <b>accuracy of information</b> on the uspto.gov site.				
Content - Quality	Please rate the <b>quality of information</b> on the uspto.gov site.				



Model Instance Name:

USPTO Mobile 2013

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

Date: 7.3.2013

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

**pink**: ADDITION

**blue + -->**: REWORDING

USPTO Mobile 2013 CUSTOM QUESTION LIST

QID	FPI Y?	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
			From what <b>location</b> were you accessing the uspto.gov site from your mobile device?	I'm at home I'm at work I'm at a different location (please specify)		Radio button, one-up vertical	Single	N	
			What other <b>location</b> were you accessing the uspto.gov site from your mobile device?			Text field, <100 char	Single	N	
			Which of the following <b>best describes</b> you?	Attorney/Agent/Support Staff Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other		Radio button, one-up vertical	Single	Y	
			How <b>frequently</b> do you visit the uspto.gov site from your mobile device?	Daily or almost daily About once a week Two to three times per week About once a month Every few months Every 6 months or less often		Radio button, one-up vertical	Single	Y	
			Were you able to <b>accomplish</b> your primary task on the uspto.gov site using your mobile device?	This is my first time accessing uspto.gov through my mobile device Yes No	K	Radio button, one-up vertical	Single	N	Skip Logic Group*
		K	Please tell us what you were trying to accomplish:			Text area, no char limit	Single	N	Skip Logic Group*
			What information would you like to access via mobile device? (Select all that apply)	Patents Trademarks IP Law & Policy information USPTO Careers Vendor information (business with USPTO) News, General information & Events Education and outreach Other (please specify)	C E G J B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		B	What other type of information would you like to access?			Text area, no char limit	Single	N	Skip Logic Group*
		C	What <b>patent</b> activities would you like to accomplish via a mobile device? (Select all that apply)	Search for published patent applications & grants A tool to calculate patent term adjustment Check application status Push notifications to indicate application status change Conduct a classification search Making public/private pair mobile friendly/optimal A tool that allows for searching of petition decisions A tool that allows for searching of trial decisions Data Visualization Center mobile application (e.g., patents dashboard, external affairs dashboard) Access Patent Guides/Manual of Examination Procedures (MPEP) Access Official Gazette for Patents Download patent forms Pay fees Other (please specify)	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		D	Other type of <b>patent</b> activity:			Text area, no char limit	Single	N	Skip Logic Group*
		E	What <b>trademark</b> activities would you like to accomplish via a mobile device? (Select all that apply)	Search for trademark applications & registrations Making TSDR mobile friendly/optimal Making TTABVue mobile friendly Check status of application or registration Push notifications to indicate application status change		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*

Model Instance Name:

USPTO Mobile 2013

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

Date: 7.3.2013

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Mobile 2013 CUSTOM QUESTION LIST

QID	FPI Y?	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
				View documents and/or order certified copies <i>Official Gazette</i> Access trademark manuals/guides/ <i>Official Gazette</i> Pay fees Access trademark rules and/or notices A function that allows the users to take photos of their marks and compare them for similarities and therefore assess the potential for rejection Data Visual Center mobile application (e.g., Trademarks Dashboard, External Affairs Dashboard) Other (please specify)	F				
		F	Other type of trademark activity:			Text area, no char limit	Single	N	Skip Logic Group*
		G	What news, general information and events activities would you like to accomplish via a mobile device? (Select all that apply)	News/information feed regarding initiatives/events (e.g., Track One, Patents for Humanity) A USPTO calendar of events Find a USPTO telephone number, email, or address USPTO social media feed (e.g., YouTube, Facebook, Twitter, Director's Blog) A contact the USPTO function (e.g., ombudsman, employee locator, etc.) A search tool to find a local patent/trademark attorney and agent A Patent and Trademark Depository Library locator based on current location Inventor's eye Other		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		J	What education related activities would you like to accomplish via a mobile device? (Select all that apply)	An app containing resources for first-time trademark filers An app containing resources for first-time patent filers A tool to estimate patent/trademark filing fees A function to access the Global Intellectual Property Academy's YouTube videos Obtain general information about patents Obtain general trademark information/view instructional videos A kid's centric education site Other (Please explain)	H	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		H	Other type of education activity:			Text area, no char limit	Single	N	Skip Logic Group*
			What additional APIs would you like the USPTO to provide? (Select all that apply)	Direct access to bulk patent data Direct access to bulk trademark data N/A Other (Please explain)	I	Checkbox, one-up vertical	Multi	N	Skip Logic Group*
		I	Other APIs:			Text area, no char limit	Single	N	Skip Logic Group*

CQ Label Location
OE: Location
Role
Frequency
Ability to Accomplish
OE: Accomplish Mobile Info Available
OE: Info Available Mobile Info Available
OE: Patent Activity Mobile Info Available

<b>CQ Label</b>
OE: Trademark Activity News/General Info Activity
Education Activity
OE: Education Activity API Activity
OE: API Activity



Model Instance Name:  
USPTO Mobile 2013

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

Partitioned (Y/N)?  
FPI Included(Y/N)?

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: Fill In Date

USPTO Mobile 2013

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 the <b>accuracy of information</b> on this site.	23	Satisfaction - Overall What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	26	Return How likely are you to <b>return to this site</b> ?
2	Content - Quality Please rate the <b>quality of information</b> on this site.	24	Satisfaction - Expectations How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3	Content - Freshness Please rate the <b>freshness of content</b> on this site.	25	Satisfaction - Ideal How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	27	Recommend How likely are you to <b>recommend this site to someone else</b> ?
4	Functionality - Usefulness Please rate the <b>usefulness of the features provided</b> on this site.			Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely)
5	Functionality - Convenient Please rate the <b>convenience of the features</b> on this site.				How likely are you to use this site as your <b>primary resource for obtaining information from this organization</b> ?
6	Functionality - Variety Please rate the <b>variety of features</b> on this site.				
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.				
10	Navigation - Organized Please rate how well the site is <b>organized</b> .				
11	Navigation - Options Please rate the <b>options available for navigating</b> this site.				
12	Navigation - Layout Please rate how well the site layout <b>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.				
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.				
17	Product Browsing Please rate the ability to <b>sort products by criteria that are important to you</b> on this site.				
18	Product Browsing Please rate the <b>ability to narrow choices to find the product(s) you are looking for</b>				
19	Product Browsing Please rate how well the <b>features on the site help you find the product(s) you are looking for</b>				
20	Product Please rate the <b>thoroughness of product descriptions</b> on this site.				
21	Product Please rate how <b>understandable the product descriptions are</b> on this site.				
22	Product Please rate how well the <b>product descriptions provide answers to your questions</b> .				
23	Search - Results Please rate the <b>relevance of search results</b> on this site.				
24	Search - Results Please rate the <b>organization of search results</b> on this site.				
25	Search - Results Please rate how well the <b>search results help you decide what to select</b> .				
26	Search - Feature Please rate how well the <b>search feature helps you to narrow the results to find what</b>				

Model Instance Name:

USPTO Mobile 2013

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

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Mobile 2013 CUSTOM QUESTION LIST

QID	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CQ0004444			How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)
CQ0004445			Are you a registered user on this site?	I am registered I am not registered, and do not intend to <del>I am not registered, but intend to register during my visit today</del>	A	Radio button, one-up vertical
CQ0004446		A	Please explain why you do not intend to register.			Text area, no char limit
CQ0004447			What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical
CQ0004448		A	Other primary reason			Text area, no char limit
CQ0004449		B	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec 3D models Product application <u>Green information</u> Manufacturer's contacts Cost Other		Checkbox, one-up vertical
CQ0004450		C	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical

Model Instance Name:

USPTO Mobile 2013

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

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Mobile 2013 CUSTOM QUESTION LIST

QID	FPI Y?	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CQ0004451			How were you primarily <b>seeking information</b> on sweets.com?	Other Search by keyword feature Browse by master format feature Other (please specify)	A	Radio button, one-up vertical
CQ0004452		A	Other reason seeking information			Text field, <100 char
CQ0004453			Were you able to <b>find what you were looking for</b> today?	Yes No Not sure	A,B C,D	Radio button, one-up vertical
CQ0004454		A	Why were you <b>not able to find</b> what you were looking for?	I could not find the manufacturer I was looking for I could not find the product I was looking for I haven't completed my search on sweets.com yet The search results did not appear relevant Other		Radio button, one-up vertical
CQ0004455		B	Since you could not find what you were looking for, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	E	Drop down, select one
CQ0004458		E	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004456		C	Why were you <b>not sure?</b>	I haven't completed my search on sweets.com yet I am not sure how to find the product I am looking for Could not find the product I was looking for under the division it should be listed in The search results did not appear relevant Other		Radio button, one-up vertical
CQ0004457		D	Since you were not sure, <b>what do you plan to do next?</b>	Continue looking for the information at this site Call Sweets.com customer service E-mail Sweets.com customer service Return to this site later and try again Conduct a new internet search Visit other building product sites Other	F	Drop down, select one
CQ0004459		F	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004460			What <b>other sources</b> do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specs Arcat Manufacturers websites		Checkbox, one-up vertical



Single or Multi	Required Y/N	Special Instructions
Single	Y	
Single	Y	Randomize OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	Skip Logic Group
Multi	Y	Skip Logic Group Randomize Anchor Answer Choice



Single or Multi	Required Y/N	Special Instructions
Single	Y	Anchor Answer Choice
Single	Y	OPS Group
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	

Model Instance Name:

USPTO Mobile 2013

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

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Mobile 2013 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
		What country do you live in?	Afghanistan Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin		Drop down, select one	Single	Y		COUNTRY

Model Instance Name:

USPTO Mobile 2013

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

Date: 3/1/2008

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

USPTO Mobile 2013 CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What <b>region</b> do you live in?	Asia		Drop down, select one	Single



Required Y/N	Special Instructions
Y	



**Holiday 2012 Custom Question Setup**  
**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL**

~~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
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	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	
		Do you expect to spend more or less online during the 2012 holiday season with <i>retailer.com</i> compared to 2011?	I didn't purchase anything from <i>retailer.com</i> 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
	A	Why do you expect to spend <b>more online with <i>retailer.com</i></b> 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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend more online:			Text area, no char limit		Y	
	B	Why do you expect to spend <b>less online with <i>retailer.com</i></b> 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):	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize Anchor Answer Choice
	C	Other reason to spend less online:			Text area, no char limit			
		Please tell us what you <b>did on <i>retailer.com</i></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		Radio button, one-up vertical	Single	Y	OPS Group

Holiday 2012 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW**

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	
			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 <i>retailer.com</i> today?			Text area, no char limit	Open	N	OPS Group	
		Did you access <i>(insert retailer's name here)</i> mobile website	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	
	A	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			Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	
	B							Anchor Answer Choice	
						Text area, no char limit	Open	Y	Skip Logic Group
						Radio button, one-up vertical	Single	Y	
			retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future Not sure					
		Which of the following ways did you use your mobile device this holiday 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 while I'm shopping in person in a store I used retailer-developed mobile shopping apps None of these	A A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group  Exclusive Answer Choice	
	A	How did you use your mobile device while in retail stores this holiday season? (Please select all that apply.)	I accessed the store's website 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 I didn't use my mobile device while in retail stores		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	

Holiday 2012 Custom Question Setup

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

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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
		Please think about your <b>shopping preferences</b> .  In general, which of the following is your <b>preferred way to shop</b> for the type of <b>product you researched or purchased today</b> ?	Research and <b>buy online</b> , have product delivered  Research and <b>buy online, pick up in store</b> <b>Research</b> in a <b>catalog</b> and call <b>to order</b> <b>Research online, call</b> to order <b>Research</b> in a <b>catalog</b> and <b>buy online</b> <b>Research online, buy in store</b> <b>Research in store, buy online</b> <b>Research and buy in store</b> None of these		Radio button, one-up vertical	Single	Y	Randomize
						Exclusive Answer Choice		Anchor Answer Choice



**CQ Label**  
H2012-Spend general

H2012-Spend retailer

H2012-Spend more

H2012-Spend more other

H2012-Spend less

H2012-Spend less other

H2012-task accomp



CQ Label
H2012-task accomp other
H2012-access mobile
H2012-why access mobile
H2012-why access other
H2012-mobile any

H2012-mobile use
H2012-mobile use store



**CQ Label**

H2012-shop preference



Festive Season 2012 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL**

~~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
		Do you expect to spend more or less online during the 2012 festive season compared to 2011?	A lot more		Drop down, select one	Single



Required Y/N	Special Instructions
Y	



Social Media

Please use the following guidelines:

- DO NOT MODIFY THE WORDING of the ANSWER CHOICES IN GREEN
- DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN
- DO NOT CHANGE ORDER OF ANSWER CHOICES IN GREEN, if you would like answer choice order changed, please request randomization
- DO NOT ADD/DELETE more than 2 ANSWER CHOICES IN PINK without speaking with a DOT person
- DO NOT change the CQ LABELS

FOR MORE INFO ON RULES: [https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20\(Internal%20Use%20Only\)/Social%20Value%20Materials/Social%20Value%20Questions\\_TIP%20SHEET.docx](https://myfsr.foreseeresults.com/clients/SIR%20Documents/SIR%20Templates%20(Internal%20Use%20Only)/Social%20Value%20Materials/Social%20Value%20Questions_TIP%20SHEET.docx)

To help clients distinguish which Social Media sites respondents are hearing about them on either include the follow-up open-ended question or the close ended question (below with a blue background). Please feel free to eliminate/add any of the answer choices in the close ended question to meet your clients request.

QUESTION LIST						
Questions (characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Find on a social network		Drop down, select one	Single	Y	Rank Group	SV - Rank 1
UPDATES (4/16): - New answer choice added: Online Pinboard (Pinterest) - 'MySpace' removed from: Advertising on social networks (Facebook, Twitter)						
TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other					Anchor Answer Choice Anchor Answer Choice	
Rank 2 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
Rank 3 (Optional) Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the company on a social network Online Pinboard (Pinterest) Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/company/brand Promotional email(s) from the company Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Questions Below Are Optional, They Are Not Used In The Social Media Value Calculation.

	If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)				N	SV - Other Social Network	
	If you heard about this website from a social network, please select which social network it was.	Delicious Digg Facebook Google+ Groupm LinkedIn LivingSocial MySpace reddit StumbleUpon Twitter YouTube Other, please specify	Text area, no char limit Radio button, one-up vertical		N	OPS Group Randomize Anchor Answer Choice	SV - Social Network
A	If you heard about this website from a social network, please specify the site.		Text field, <100 char		N	OPS Group	SV - Other Social Network

Model Instance Name:

Fill-in Measure Name

MID:

Date: 11/1/2011

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING



Fill-in Measure Name 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
-----	------------------	---------------	---	---------	-------------------------	-----------------	--------------	----------------------	----------

## RECOMMEND QUESTION

		How likely are you to recommend <ABC Company> to someone else?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely		Radio button, scale, no don't know	Single	Y		WordofMouthIndex- Recommend
--	--	--	---	--	------------------------------------	--------	---	--	-----------------------------

Please use the following guidelines:  
 - DO NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME  
 - DO NOT change the CQ LABELS

## DISCOURAGE Q

		How likely are you to discourage others from doing business with <ABC Company>?	1=Very Unlikely 2 3 4 5 6 7 8 9 10=Very Likely						
--	--	---	---	--	--	--	--	--	--

Contact Drew Bennett when adding this question to your clients survey. The following information is needed:  
 Client Name  
 Measure Name  
 MID  
 Question Live Date