Model Instance Name: NARA Archives

UV0JVB8IJchMRxtN14gpVw== MID:

Partitioned (Y/N)? Yes 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: 9/11/2012



		utilize the ACSI	methodology to determine scores and impa	เเร	
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
MQ Label		MQ Label		MQ Label	
Contont	Content (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on this site.	Satisfaction -	Satisfaction What is your overall satisfaction with this site?	Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?
Content - Accuracy	·	Overall	(1=Very Dissatisfied, 10=Very Satisfied)	Return	
Content -	Please rate the quality of information on this site.	Satisfaction -	How well does this site meet your expectations?		Recommend (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the freshness of content on this site.	Satisfaction - Ideal	How does this site compare to your idea of an ideal website?	Recommend	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this site.				
Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
Look and Feel	Please rate the readability of the pages on this site.				
L	Navigation (1=Poor, 10=Excellent, Don't Know)]		
Navigation - Organized	Please rate how well the site is organized.		1		1
Navigation - Options	Please rate the options available for navigating this site.				
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
Online Transparency - Disclose Online	Please rate how thoroughly this site discloses information about what this company is doing.				
Transparency - Quick	Please rate how quickly company information is made available on this site.				
Online Transparency - Access	Please rate how well information about this company's actions can be accessed by the public on this site.				
Privacy - Limit Sharing	Privacy (1=Poor, 10=Excellent, Don't Know) Please rate the ability to limit sharing of your personal information on this site.				
	Please rate the amount of personal information you are asked to submit on this site.				
Privacy - Protect	Please rate the site's commitment to protecting your personal information.				
	Search (1=Poor, 10=Excellent, Don't Know)		1		1
Search -	Please rate the relevance of search results on this site.]		
Search -	Please rate the organization of search results on this site.		1		1
	Please rate how well the search results help you decide what to select.]		
Search -	Please rate how well the search feature helps you to narrow the results to find what				1
Site	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.		1		
	Please rate flow quickly pages load on this site. Please rate the consistency of speed from page to page on this site.		1		
Site	Please rate the ability to load pages without getting error messages on this site.]		
Performance - Errors	ricase rate and abinty to road payes without yetting error messages Off this site.				

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
ACQhar0019476		Please rate the clarity of the wording on Archives.gov.	1=Poor		Radio button, scale, has don't k	
						s
				2		
				3		
				4		
				5		
				6		
				7		
				8		
				0		
			10=Excellent	1		
			DK	-		
ACQhar0019477		Please rate how well you understand the wording on	1=Poor		Radio button, scale, has don't k	
ACQIIai0019477		Archives.gov.	1=1001		Radio buttori, scare, rias dorre k	s
				2		
				3		
				4		
				5		
				6		
				7		
				8		
				9		
			10=Excellent	1		
			DK			
ACQhar0019478		Please note Auchines you as its upp of short pleas contanges	1=Poor		Radio button, scale, has don't k	
ACQIIAI0019476		Please rate Archives.gov on its use of short, clear sentences.	1=P001		Radio buttori, scale, rias dorit k	
				2		s
				3		
				3		
				4		
				5		
				b		
				<u>/</u>		
				8		
				9		
			10=Excellent			
			DK			

NARA - Archives Site

UV0JVB8IJchMRxtN14gpVw== Sept. 15, 2009 MID:

Date:

QID (Group ID) AED08704	Skip Logic Label	Question Text How frequently do you visit Archives.gov?	Answer Choices (limited to 50 characters) First time More than once a day	Skip to	Type (select from list) Radio button, one-up vertical	Single or Multi single
			Daily About once a week About once a month Every 6 months or less			
AED08705		In what role are you using the web site today? (Please select the one that applies best)	Genealogist or family historian Veteran or Veteran's family Researcher Educator or student Publication or broadcast journalist Federal Records Manager Federal government employee State or local government employee Other, please specify:	A	Radio button, one-up vertical	single
AED08706	А	Other role for using site:			Text area, no char limit	
AED08707		How did you first learn about www.archives.gov?	Word of mouth Web Search Engine Professional Organization/Conference In the Classroom At the Library Link from another website Newspaper or Magazine Radio or Television Other, please specify:	A	Radio button, one up vertical	single -
AED08708	A	Other, first learned about archives.gov via:			Text area, no char limit	
111111111111111111111111111111111111111		How did you arrive at Archives.gov today?	Typed the URL into a browser		Radio button, one-up vertical	Single
			Bookmark/favorites Search engine result From a link on another site From an email link From a link on a blog, forum or social network From a link sent to me by a friend Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Message directly from the company on a social network (Facebook, Twitter) Familiarity with site/agency Promotional email(s) from the company Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising			

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Don't know			
			Other, please specify	A		
	A	What other ways did you arrive at the site today?				
AED08709		What were you primarily looking for on www.archives.gov?	Address/hours		Radio button, one-up vertical	single
			Employment Information			
			Events Information			
			Federal Register Publications			
			Genealogy or family history information			
			Grants Information	_		
			Historical Documents	В		
			Lesson Plans			
			Online Electronic Records			
			Online Exhibits			
			Ordering Procedures and Forms			
			Records Management Guidance			
			Veterans' Service Records			
			Other, please specify:	Α		
AED08710	Α	Other, primarily looking for			Text area, no char limit	
	В	What historical documents did you access today?	Native American		Checkbox, one-up vertical	multi
			Civil War			
			The Constitution			
			Declaration of Independence			
			Bill of Rights			
			WW II			
			Other (please specify)	Α		
	Α	What other historical documents did you access?			Text area, no char limit	
		How would you rate your familiarity with the following?				
AED08711		Facebook-	No familiarity		Drop down, select one	
			View and contribute often		•	
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
A EDOOFFIC		m. tu	View occasionally but don't contribute		D 1	
AED08712		Twitter	No familiarity View and contribute often		Drop down, select one	
			View often and contribute occasionally			
			view often and contribute occasionally			

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

	Skip					
QID (C)	Logic		Answer Choices	a	_	Single or
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi
			View often but don't contribute View and contribute occasionally	4		
			View occasionally but don't contribute	-		
ED08713		Pit. J.,	No familiarity		Dona donas colontas	
EDU8713		Flickr	View and contribute often	1	Drop down, select one	
			View often and contribute occasionally	1		
			View often and contribute occasionany View often but don't contribute	1		
			View and contribute occasionally	┨		
			View occasionally but don't contribute	1		
ED08714		MySpace	No familiarity		Drop down, select one	
2D00714		wyopacc	View and contribute often	1	Drop down, selectione	
			View often and contribute occasionally			
			View often but don't contribute	1		
			View and contribute occasionally	1		
			View occasionally but don't contribute	1		
ED08715		YouTube	No familiarity		Drop down, select one	
			View and contribute often	1		
			View often and contribute occasionally	1		
			View often but don't contribute	1		
			View and contribute occasionally	1		
			View occasionally but don't contribute	1		
ED08716		Del.icio.us	No familiarity		Drop down, select one	
			View and contribute often	1		
			View often and contribute occasionally	1		
			View often but don't contribute	1		
			View and contribute occasionally	1		
			View occasionally but don't contribute			
ED08717		How would you most like to interact with this site? (Please select all that			Checkbox, one-up-vertical	multi
			In social networks			
			In virtual worlds			
			By adding comments, ratings, or reviews			
			Reading blogs			
			Contributing to wikis			
			Receiving newsletters/email updates	1		
			Subscribing to RSS feeds			
			Listening to Podcasts or audio	1		
			Watching Podeasts or video	1		
			Adding a widget or gadget to my personalized page	1		
			Following a microblog			
			None	-		
			Other (please specify)	A	_	
ED08718	A	Other, most like to interact with NARA via:			Text area, no char limit	
ED08719		If you used the archives.gov search engine today, which of the following be		-	Radio button, one up vertical	single
			Returned too many results	-		
			Did not return enough results	-		
			Did not return any results	-		
			I was not sure what words to use in my search	-		
			Returned results that were too similar/redundant			

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Results were helpful			
			Results were not helpful			
			Results were not relevant to my search terms or needs	-		
			*	-		
			Search required too many refinements to get to what I wanted	_		
			Search speed was too slow			
			Other, please specify:	A		
ED08720	A	Other, best describes experience with search engine:			Text area, no char limit	
ED08721		How can we make the archives.gov search tool more useful?	More results		Checkbox, one up vertical	multi
		9	Fewer results	1	,	
			Ability to narrow search	+		
				-		
			More information on results page about products	4		
			Don't know			
			Other, please specify:	A		
ED08722	A	Other, how can we make search tool more useful:			Text area, no char limit	
200722		How did you primarily look for information on Archives.gov today?	Search tool/ keywords in text box	A, B	Radio button, one-up vertical	Single
			Navigate (browse by clicking on links or buttons)	_		Siligie
		Which online search tool did you use on Archives.gov today?	Archives.gov			
	A			В	Checkbox, one-up vertical	multi
			Online Public Access (OPA)	_		
				B		
			Don't know/Not sure	В		
			Other, please specify	C. B		
		What other online search tool did you use during your visit today?		, _		
	С	what other online search tool did you use during your visit today:			Text area, no char limit	
	В	Which of the following describes your experience with the search feature? (please select all that apply)	Results were helpful		Checkbox, one-up vertical	Multi
			Returned too many results		, , , , , , , , , , , , , , , , , , , ,	
			•	-		
			Did not return enough results			
			Did not return any results			
			I was not sure what words to use in my search	1		
			·	-		
			Results were not relevant to my search terms or needs			
			Search required too many refinements to get to what I wanted			
			Other, please specify:	l D		
		Other, best describes experience with search engine:	Other, please specify:	D		
	D	Other, best describes experience with search engine:		D	Text area, no char limit	Multi
	D	Please describe your experience with navigation (clicking on links	Other, please specify: I had no difficulty browsing on this site.	D	Text area, no char limit	Multi
	D			D		Multi
	D	Please describe your experience with navigation (clicking on links	I had no difficulty browsing on this site.	D	Text area, no char limit Checkbox, one-up vertical	Multi
	D	Please describe your experience with navigation (clicking on links	I had no difficulty browsing on this site. Could not navigate back to previous information	D		Multi
	D	Please describe your experience with navigation (clicking on links	I had no difficulty browsing on this site. Could not navigate back to previous information Would often feel lost, not know where I was	D		Multi
	D	Please describe your experience with navigation (clicking on links	I had no difficulty browsing on this site. Could not navigate back to previous information	D		Multi

NARA - Archives Site

UV0JVB8IJchMRxtN14gpVw== Sept. 15, 2009 MID:

Date:

			NARA - Archives Site CUSTOM QUESTION LIST	ī		
QID (Group ID)	Skip Logic Label	Question Text	,	Skip to	Type (select from list)	Single or Multi
			Too many links or navigational choices Had technical difficulties (e.g. broken link) Other, please specify:	A		
	A	What other navigational experience did you have today?			Text area, no char limit	

Required Y/N Y	Special Instructions
Υ	
Y	

Required Y/N Y	Special Instructions
Y	Chia Logia Cyaya
1	Skip Logic Group
n	Skip Logic Group
¥	OPS Group
n	OPS Group
Y	Skip Logic Group
	Randomize

Required Y/N	Special Instructions
	Anchor Answer
	Anchor Answer
	Option
N	Skip Logic Group
Y	Skip Logic Group
	Chip Logic Group
n	Skip Logic Group
N	Chin Lonio
N	Skip Logic
N	Skip Logic
	Group
	Comparative Matrix Group
У	Matrix Group
,	
¥	

Required Y/N	Special Instructions
У	
У	
¥	
У	
У	
n	
¥	OPS Group

Required Y/N	Special Instructions
n Y	
Ħ	Skip Logic
Υ	Group
Υ	Skip Logic Group
N	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic
Y	Group Skip Logic Group

Required Y/N	Special Instructions
N	Skip Logic Group

NARA - Archives Site

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Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		Please rate the clarity of the wording on Archives.gov.	1=Poor		Radio button, scale, has don't k	
			2	2		S
			5	3		
			4	1		
				5		
			7	7		
			3	3		
			10=Excellent			
			DK			
		Please rate how well you understand the wording on Archives.gov.	1=Poor		Radio button, scale, has don't k	
			2	2		S
			3	3		
			4	1		
				5		
			7	7		
			8	3		
			10=Excellent	9		
			DK	+		
		Please rate Archives.gov on its use of short, clear sentences.	1=Poor		Radio button, scale, has don't k	S
			2	2		5
			8	3		
			4	1		
				6		
			7	7		
			8	3		
			9)		

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) 10=Excellent DK	Skip to	Type (select from list)	Single or Multi
AED08704		How frequently do you visit Archives.gov?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	single
AED08705		In what role are you using the web site today? (Please select the one that applies best)	Genealogist or family historian Veteran or Veteran's family Researcher Educator or student Publication or broadcast journalist Federal Records Manager Federal government employee State or local government employee Other, please specify:	A	Radio button, one-up vertical	single
AED08706	Α	Other role for using site:			Text area, no char limit	
AED08707		How did you first learn about www.archives.gov?	Word of mouth Web Search Engine Professional Organization/Conference In the Classroom At the Library Link from another website Newspaper or Magazine Radio or Television Other, please specify:	A	Radio button, one up vertical	single-
AED08708	i t	Other, first learned about archives.gov via: How did you arrive at Archives.gov today?	Typed the URL into a browser Bookmark/favorites Search engine result From a link on another site From an email link From a link on a blog, forum or social network From a link sent to me by a friend Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums		Text area, no char limit Radio button, one-up vertical	Single

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Message directly from the company on a social network (Facebook, Twitter) Familiarity with site/agency Promotional email(s) from the company Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising	Skip to	Type (select from list)	Single or Multi
			Don't know Other, please specify	A		
	A	What other ways did you arrive at the site today?				
AED08709		What were you primarily looking for on www.archives.gov?	Address/hours Employment Information Events Information Federal Register Publications Genealogy or family history information Grants Information Historical Documents Lesson Plans Online Electronic Records Online Exhibits Ordering Procedures and Forms Records Management Guidance Veterans' Service Records Other, please specify:	В	Radio button, one-up vertical	single
AED08710	В	Other, primarily looking for What historical documents did you access today?	Native American Civil War The Constitution Declaration of Independence Bill of Rights WW II Other (please specify)	A	Text area, no char limit Checkbox, one-up vertical	multi
	Α	What other historical documents did you access?			Text area, no char limit	
		How would you rate your familiarity with the following?	V. C. W.			
AED08711		Facebook	No familiarity		Drop down, select one	

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Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
ED08712		Twitter	No familiarity	_	Drop down, select one	
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
D08713		Flickr	No familiarity		Drop down, select one	
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
D08714		MySpace	No familiarity		Drop down, select one	
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
ED08715		YouTube	No familiarity		Drop down, select one	
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
D08716		Del.icio.us	No familiarity		Drop down, select one	
			View and contribute often			
			View often and contribute occasionally			
			View often but don't contribute			
			View and contribute occasionally			
			View occasionally but don't contribute			
D08717		How would you most like to interact with this site? (Please select all that	Bookmark or tag pages-		Checkbox, one-up vertical	multi
			In social networks			
			In virtual worlds-			
			By adding comments, ratings, or reviews			
			Reading blogs			
			Contributing to wikis			
			Receiving newsletters/email updates			
			Subscribing to RSS feeds			
			Listening to Podeasts or audio			
			Watching Podcasts or video			

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Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Adding a widget or gadget to my personalized page			
			Following a microblog			
			None			
			Other (please specify)	A		
D08718	A	Other, most like to interact with NARA via:			Text area, no char limit	
D08719		If you used the archives.gov search engine today, which of the following be			Radio button, one-up vertical	single
			Returned too many results			
			Did not return enough results			
			Did not return any results			
			I was not sure what words to use in my search Deturned regulate that were too circiler (sedundent			
			Returned results that were too similar/redundant			
			Results were helpful			
			Results were not helpful			
			Results were not relevant to my search terms or needs	_		
			Search required too many refinements to get to what I wanted	_		
			Search speed was too slow Other, please specify:	A		
D08720	Α.	Other, best describes experience with search engine:	Other, piease specify:	TX TX	Text area, no char limit	
D08720 D08721	X	How can we make the archives gov search tool more useful?	More results		Checkbox, one-up vertical	multi
1000721		How can we make the archives.gov scarch tool more useful:	Fewer results		checkbox, one up vertical	muru
			Ability to narrow search			
			More information on results page about products			
			Don't know			
			Other, please specify:	A		
ED08722	<u> </u>	Other, how can we make search tool more useful:	- acce, produce of condy.	- 11	Text area. no char limit	
		How did you primarily look for information on Archives.gov today?	Search tool/ keywords in text box	A, B	Radio button, one-up vertical	Single
			Navigate (browse by clicking on links or buttons)			
		Which online search tool did you use on Archives.gov today?	Archives.gov			
	Λ			D	Checkbox, one-up vertical	multi
			Online Public Access (OPA)		Checkbox, one-up vertical	muiti
			Don't know/Not sure	В		
			Other, please specify	C, B		
		What other online search tool did you use during your visit today?				
	С	0,			Text area, no char limit	
		Which of the following describes your experience with the search	Results were helpful			Multi
	D	feature? (please select all that apply)			Charkbay and un vartical	
	В	11 07	Deturned to a meany requite		Checkbox, one-up vertical	
			Returned too many results			
			Did not return enough results			
			Did not return any results			

NARA - Archives Site

MID: UV0JVB8IJchMRxtN14gpVw==

Date: Sept. 15, 2009

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Results were not relevant to my search terms or needs			
			Search required too many refinements to get to what I wanted	-		
			oction required too many remiements to get to what I wanted			
			Other, please specify:	D		
	D	Other, best describes experience with search engine:			Text area, no char limit	
		Please describe your experience with navigation (clicking on links and buttons) on Archives.gov today. (Please select all that apply)	I had no difficulty browsing on this site.		Checkbox, one-up vertical	Multi
			Could not navigate back to previous information			
			Would often feel lost, not know where I was			
			Links did not take me where I expected	-		
		32	Links/labels are difficult to understand			
		1	Too many links or navigational choices	-		
			Had technical difficulties (e.g. broken link) Other, please specify:	Δ		
	A	What other navigational experience did you have today?	other, picase specify.	A		
					Text area, no char limit	

Required Y/N	Special Instructions
Y	
Y	

Required Y/N	Special Instructions
Y	
Y	Skip Logic Group
n	Skip Logic Group
¥	OPS Group
1	
n	OPS Group Skip Logic Group
Y	Skip Logic Group
	Randomize

Required Y/N	Special Instructions
	Anchor Answer
	Option
N	Skip Logic Group
Y	Skip Logic Group
n	Skip Logic Group
N	Skip Logic Group
N	Skip Logic Group
	Comparative Matrix Group
y	

Required Y/N	Special Instructions
y	
У	
У	
У	
¥	
ÿ	

Required Y/N	Special Instructions
Ħ	
У	OPS Group
Ħ	
y	
n	
Υ	Skip Logic Group
Y	Skip Logic Group
N	Skip Logic Group
Υ	Skip Logic Group

Required Y/N	Special Instructions
N	Skip Logic Groun
Y	Skip Logic Group
N	Skip Logic Group

Holiday 2010 Custom Question Setup

red & strike-through: DELETE

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

underlined & italicized: RE-ORDER

oink: 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
eneric ipend" tention for enchmarking nd to ompare to 008, 2009 nd 2010		Do you expect to spend more or less online during the 2010 holiday season 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
			- Tou may change your company name in th	ie questior	i which is nighlighte	u III blot	
end ention with is retailer		Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	- Tou may change your company hame in th	e questior	i which is nighlighte	d III BLOC	Y
ntion with		Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	A little more	e question	which is nighlighte	d III BEOE	
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