Client Name:

Measure Name: Export.gov

Version of Code:	Please fill in
Custom Qualifier Page	Please Select
Custom Invitation Text?	Please Select
Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
Please Select a Language				
Please Select a Language				
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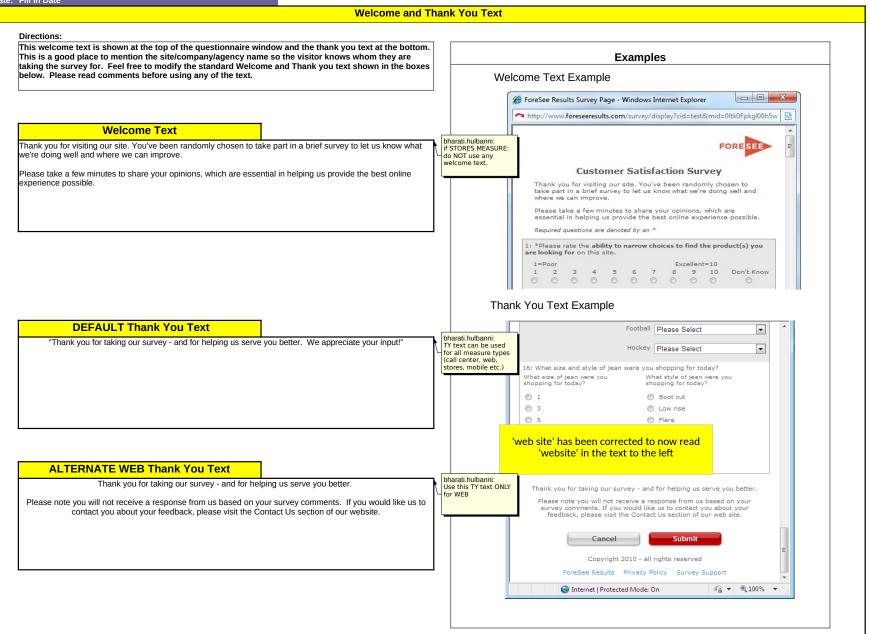
Model Instance Name:

Export.gov

MID: dNZxFtMxtkxUBARRs5Al5g==







Model Instance Name:

Export.gov

MID: dNZxFtMxtkxUBARRs5Al5g==

Rartitioned (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.



		E	cport.gov			
	Model question	ns utilize the ACSI me	ethodology to determine scores and impacts			
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION			FUTURE BEHAVIORS
MQ Label		MQ Label			MQ Label	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)		Satisfaction			Return (1=Very Unlikely, 10=Very Likely)
1 Look and Feel - Appeal	Please rate the visual appeal of this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	2	Return	How likely are you to <b>return to this site</b> in the next 30 days?
2 Look and Feel - Balance	Please rate the balance of graphics and text on this site.	18 Satisfaction -	How well does this site meet your expectations?			Recommend (1=Very Unlikely, 10=Very Likely)
3 Look and Feel - Readability	Please rate the <b>readability of the pages</b> 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)	2	Recommend	How likely are you to recommend this site to someone else?
	Content (1=Poor, 10=Excellent, Don't Know)			2	2	Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Content - Accuracy	Please rate your perception of the accuracy of information on this site.				Primary Resource	How likely are you to use this site as your primary resource for planning international sales strategies?
5 Content - Quality	Please rate the quality of information on this site.					
6 Content - Freshness	Please rate the freshness of content on this site.					Request Information (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)			2	Request Information	How likely are you to utilize the services (i.e. market research, webinars, training, etc.) offered by Export.gov in the next 6 months?
7 Navigation - Organized	Please rate how well the site is organized.					
8 Navigation - Options	Please rate the options available for navigating this site.					
	Please rate how well the site layout helps you find what you are looking for.					
10 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.					
	Functionality (1=Poor, 10=Excellent, Don't Know)					
11 Functionality - Usefulness	Please rate the usefulness of the features provided on this site.					
12 Functionality - Convenient	Please rate the convenient placement of the features on this site.		_			
13 Functionality - Variety	Please rate the variety of features on this site.					
, , ,	Site Performance (1=Poor, 10=Excellent, Don't Know)					
14 Site Performance -	Please rate how quickly pages load on this site.					
	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.					

Export.gov MID: dNZxFtMxtkxUBARRs5Al5g== Date: 10/2/2012

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## **Export.gov CUSTOM QUESTION LIST**

			Exportigor occioni que citat elor					
	Skip					1		
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
NH0919	Labei	How frequently do you visit the Export.gov website?	First time	Skip to	Radio button, one-up vertical	Single	Y	Special instruction
14110313		Trow frequently do you visit the Export.gov website?	Daily	$\dashv$	radio buttori, orie-up vertical	Sirigie	'	
			Once a week	1				
			Once a month	7				
			Every 6 months or less	7				
NH0920		What is your role in visiting Export.gov today?	Small Business Exporter		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Other Exporter (non-small business)					
			Contractor	_				
			Student / Educator	1				
			Government Official	-				
			News Media or Researcher Other, please specify:	A				
NH0921	A Please specify your other primary role in visiting Export.gov	Please specify your other primary role in visiting Export gov	Otiler, please specify.	_ ^	Text area, no char limit		N	Skip Logic Group*
1110321	_ ^	today:			rext area, no char innit		IN.	Skip Logic Group
IH0922		What is your primary reason for visiting the site today?	Export Assistance (i.e market intelligence, trade counseling, business matchmaking, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*
		Trade Data & Analysis	1				,gp	
			Webinars					
			Industry Pages (i.e. market research, trade events, trade leads, etc.)					
			Manage your Account					
			General Information about Export.gov					
			Other, please specify:	В				
H0923	В	Other primary reason for visiting Export.gov today:			Text area, no char limit	-	N	Skip Logic Group*
H0924		Did you find the information you were looking for?	Yes Partially	-	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Partially	С				
			Not looking for anything specific / Just browsing	٠ ا				
H0925	С	Please specify why you were unable to find the information	Not looking for anything specific / sust browsing		Text area, no char limit		N	Skip Logic Group*
		you were seeking on Export.gov:						omp angus aroup
IH0926		What type(s) of information were you looking for ? (Please	About Us and Our Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		select all that apply.)						' ' '
			Export basics					
			Safe Harbor					
			Free Trade Agreements	╛				
			International Finance	_				
			International Logistics	4				
			Regulations and Licensing Trade Problems and Foreign Trade Barriers	4				
			Other, please specify:	d D				
NH0927	D	Please specify what other type(s) of information seeking:	Other, piedse specify.	<del>  0</del>	Text area, no char limit	+	N	Skip Logic Group*
VH0928		What sections of the site did you visit today? (Please select	Opportunities		Checkbox, one-up vertical	Multi	Y	OKIP LOGIC Group
		all that apply.)	- Серопались		Onconson, one up vertical	111010		
			Solutions	┪				
			Locations	1				
			FAQ	7				
			Blog					
			Contact					
			Begin Exporting	_				
			Expand Your Exports	_				
			National Export Initiative (NEI)	4				
NH0929		How did you look for information on the site to 1. 0. (2)	Don't know	Z	Chookbox, one un vertical	Multi	Y	Ckin Logio Crount
100929		How did you <b>look for information</b> on the site today? (Please select all that apply.)	Search feature		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		Soloci dii tridi depriy.)	Advanced search feature / tool	z				
			Tabs	- Ý				
			Links in the center of the page	Ϋ́				
			Site map	Ý				
			Other, please specify:	E				
IH0930	E	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
H0931	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
H0932	Y	What specific ways can we improve your experience navigating			Text Area – no character limit		N	Skip Logic Group*
		on this site?						
NH0933		Irank the top 3 (Rank 1 is most important).	eMessage or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group
		Rank 1 (Required)						
			Video I saw on YouTube	-				
			Internet blogs or discussion forums					Adjust Template/Styl
			Advertising on social networks (Facebook, Twitter)	-				Randomize
			Message directly from Export.gov on a social network	-				
			Online Pinboard (Pinterest)					

Export.gov
MID: dNZxFtMxtkxUBARRs5Al5g==
Date: 10/2/2012

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	M QUESTIC	

			Export.gov 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
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague	-				
			Familiarity with site/company/brand	-				
			Promotional email(s) from Export.gov	-				
			Word of mouth recommendation from someone I know	1				
			TV radio newspaper or magazine advertising					
			Internet advertising	1				
			Don't know					Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0934		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums					Adjust Template/Style Sh
			Advertising on social networks (Facebook, Twitter)					Randomize
			Message directly from Export.gov on a social network Online Pinboard (Pinterest)	+				
			Mobile phone text messages or alerts	1				
			Instant Message from a friend or colleague					
			Familiarity with site/company/brand					
			Promotional email(s) from Export.gov					
			Search engine results					
			Word of mouth recommendation from someone I know	-				
			Internet advertising	-				
			Don't know	1				Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0935	Rank 3 (Optional)	Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums					Adjust Template/Style Sh
			Advertising on social networks (Facebook, Twitter)	-				Randomize
			Message directly from Export.gov on a social network Online Pinboard (Pinterest)	+				
			Mobile phone text messages or alerts	-				
			Instant Message from a friend or colleague	1				
			Familiarity with site/company/brand	1				
			Promotional email(s) from Export.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					
			TV, radio, newspaper, or magazine advertising					
			Internet advertising					
			Don't know Other	1				Anchor Answer Choice Anchor Answer Choice
LNH0936		Which, if any of these Export.gov social media outlets have you			Checkbox, one-up vertical	Multiple	N	Anchor Answer Choice
		visited? (Please select all that apply.)						
			Twitter (@ExportGov)					
			LinkedIn (ExportGov)	-				
LNH0937		Are you registered on Export.gov?	None Yes		Radio button, one-up vertical	Single	N	
LINI 10331		Pare you registered on Exportigov:	No		itadio battori, orie-up vertical	Sirigic	14	
LNH0938		Have you signed up for any of Export.gov's e-mail updates?	Yes	W	Radio button, one-up vertical	Single	N	Skip Logic Group*
			No					
LNH0939	W	How could Export.gov make the email updates more useful to you?			Text area, no char limit		N	Skip Logic Group*
_NH0940		How likely are you to discourage others from interacting with	1 = Very Unlikely		Radio button, scale, no don't know	Single	N	
		Export.gov?						
			2					
			3					
			4	1				
			5					
			6					
			7	1				
			8	Ī				
			9	Ī				
			10 = Very Likely	1		1		
			· · · · · ·		1	1		i .

CQ Label Visit Frequency Role Other\_Role

OE\_Primary Reason
Find Info

Primary Reason

DE\_Why Can't find

Type of Info

OE\_Type of Info
Sections Visited

How look for information

OE\_How look for
OE\_Search improve
OE\_Navigation
improve
SV - Rank 1

CQ Label

SV - Rank 2

et

SV - Rank 3

eet

Social Media ExportGov

Registered

Email Updates

Email Improvement

WordofMouthIndex

Export.gov MID: dNZxFtMxtkxUBARRs5Al5g== Date: 10/2/2012

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	DUESTION	

			Exportagov costom QoEstion Elst					
	Skip							
	Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instruction
NH0919		How frequently do you visit the Export.gov website?	First time	4	Radio button, one-up vertical	Single	Y	
			Daily	-				
			Once a week Once a month	+				
			Every 6 months or less	+				
IH0920		What is your <b>role</b> in visiting Export.gov today?	Small Business Exporter		Radio button, one-up vertical	Single	Y	Skip Logic Group*
110320		What is your fold in visiting Exportigov today:	Other Exporter (non-small business)	1	radio batton, one up vertical	Sirigic	1 1	Skip Logic Group
			Contractor	1				
			Student / Educator	1				
			Government Official					
			News Media or Researcher					
			Other, please specify:	Α				
IH0921	Α	Please specify your other primary role in visiting Export.gov			Text area, no char limit		N	Skip Logic Group*
		today:						
H0922		What is your <b>primary reason for visiting</b> the site today?	Export Assistance (i.e market intelligence, trade counseling, buisness business matchmaking, etc.	(q.)	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Trade Data & Analysis	-			4	
			Webinars Industry Pages (i.e. market research, trade events, trade leads, etc.)	-				
			Manange Manage your Account	+				
			General Information about Export.gov	+				
			Other, please specify:	В				
H0923	В	Other primary reason for visiting Export.gov today:	Other, pieuse speeily.		Text area, no char limit		N	Skip Logic Group*
10924		Did you find the information you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Partially					
			No	С				
			Not looking for anything specific / Just browsing					
H0925	С	Please specify why you were unable to find the information			Text area, no char limit		N	Skip Logic Group*
		you were seeking on Export.gov:						
H0926		What <b>type(s) of information were you looking for</b> ? (Please select all that apply.)	About Us and Our Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			Toward books	4			4	
			Export basics	-			4	
			Safe Harbor	-			4	
			Free Trade Agreements International Finance	+				
			International Logistics	+			4	
			Regulations and Licensing	1			4	
			Trade Problems and Foreign Trade Barriers	1			4	
			Other, please specify:	d D			4	
IH0927	D	Please specify what other type(s) of information seeking:			Text area, no char limit		N	Skip Logic Group*
IH0928		What sections of the site did you visit today? (Please select	Opportunities		Checkbox, one-up vertical	Multi	Y	
		all that apply.)					4	
			Solutions				4	
			Locations				4	
			FAQ	1			4	
			Blog				4	
			Contact	1			4	
			Begin Exporting	1			4	
			Expand Your Exports	-			4	
			National Export Initiative (NEI) Don't know	+			4	
H0929		How did you look for information on the site today? (Please	Search feature	Z	Checkbox, one-up vertical	Multi	V	Skip Logic Group*
110323		select all that apply.)	ocuron routure		one-up vertical	IVIUILI		Only Logic Group
		- PP'y'	Advanced search feature / tool	z				
			Tabs	Ϋ́				
			Links in the center of the page	Ý				
			Site map	Ý				
			Other, please specify:	E				
H0930	E	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
		How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
	Z	How can we make the search leature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
	Z Y	What specific ways can we improve your experience navigating	the state of the s		TEXT ALEX - HO CHARACTER IIIIII		IN .	
		What specific ways can we improve your experience navigating on this site?			Text Area – no character innic			
NH0931 NH0932 NH0933		What specific ways can we improve your experience navigating on this site?  Which of the following sources drove you to visit the site today? Please	Message or recommendation from a friend on a social network		Drop down, select one	Single		Rank Group
IH0932		What specific ways can we improve your experience navigating on this site? Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Message or recommendation from a friend on a social network			Single		
H0932		What specific ways can we improve your experience navigating on this site?  Which of the following sources drove you to visit the site today? Please				Single		
H0932		What specific ways can we improve your experience navigating on this site? Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube			Single		Rank Group
H0932		What specific ways can we improve your experience navigating on this site? Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums			Single		Rank Group  Adjust Template/Sty
H0932		What specific ways can we improve your experience navigating on this site? Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter)			Single		Rank Group
H0932		What specific ways can we improve your experience navigating on this site? Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube Internet blogs or discussion forums			Single		Rank Group  Adjust Template/Styl

Export.gov
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Date: 10/2/2012

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	M QUESTIC	

			Export.gov 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
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague	-				
			Familiarity with site/company/brand	-				
			Promotional email(s) from Export.gov	-				
			Word of mouth recommendation from someone I know	1				
			TV radio newspaper or magazine advertising					
			Internet advertising	1				
			Don't know					Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0934		Rank 2 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums					Adjust Template/Style Sh
			Advertising on social networks (Facebook, Twitter)					Randomize
			Message directly from Export.gov on a social network Online Pinboard (Pinterest)	+				
			Mobile phone text messages or alerts	1				
			Instant Message from a friend or colleague					
			Familiarity with site/company/brand					
			Promotional email(s) from Export.gov					
			Search engine results					
			Word of mouth recommendation from someone I know	-				
			Internet advertising	-				
			Don't know					Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0935	Rank 3 (Optional)	Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums					Adjust Template/Style Sh
			Advertising on social networks (Facebook, Twitter)	-				Randomize
			Message directly from Export.gov on a social network Online Pinboard (Pinterest)	-				
			Mobile phone text messages or alerts	-				
			Instant Message from a friend or colleague	1				
			Familiarity with site/company/brand	1				
			Promotional email(s) from Export.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					
			TV, radio, newspaper, or magazine advertising					
			Internet advertising					
			Don't know Other	1				Anchor Answer Choice Anchor Answer Choice
LNH0936		Which, if any of these Export.gov social media outlets have you			Checkbox, one-up vertical	Multiple	N	Anchor Answer Choice
		visited? (Please select all that apply.)						
			Twitter (@ExportGov)					
			LinkedIn (ExportGov)	-				
LNH0937		Are you registered on Export.gov?	None Yes		Radio button, one-up vertical	Single	N	
LINI 10331		Pare you registered on Exportigov:	No		itadio battori, orie-up vertical	Sirigic	14	
LNH0938		Have you signed up for any of Export.gov's e-mail updates?	Yes	W	Radio button, one-up vertical	Single	N	Skip Logic Group*
			No					
LNH0939	W	How could Export.gov make the email updates more useful to you?			Text area, no char limit		N	Skip Logic Group*
_NH0940		How likely are you to discourage others from interacting with	1 = Very Unlikely		Radio button, scale, no don't know	Single	N	
		Export.gov?						
			2					
			3					
			4	1				
			5					
			6					
			7	1				
			8	Ī				
			9	Ī				
			10 = Very Likely	1		1		
			· · · · · ·		1	1		i .

CQ Label Visit Frequency Role Other\_Role

OE\_Primary Reason
Find Info

Primary Reason

DE\_Why Can't find

Type of Info

OE\_Type of Info
Sections Visited

How look for information

OE\_How look for
OE\_Search improve
OE\_Navigation
improve
SV - Rank 1

CQ Label

SV - Rank 2

et

SV - Rank 3

eet

Social Media ExportGov

Registered

Email Updates

Email Improvement

WordofMouthIndex

Export.gov
MID: dNZxFtMxtkxUBARRs5Al5g==
Date: 10/2/2012

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pink: ADDITION

blue + -->: REWORDING

		JESTION	

			prior the Control					
	Skip					l		
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
H0919	Labei	How frequently do you visit the Export.gov website?	First time	Skip to	Radio button, one-up vertical	Single	Y	Special ilistructio
110313		riow frequently do you visit the Exportagov website?	Daily	-	radio buttori, orie-up vertical	Sirigie		
			Once a week	_				
			Once a month					
			Every 6 months or less					
H0920		What is your role in visiting Export.gov today?	Small Business Exporter		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Other Exporter (non-small business)					
			Contractor					
			Student / Educator	_				
			Government Official News Media or Researcher	-				
			Other, please specify:	Α .				
IH0921	Please specify your other primary role in visiting Exp.	Please specify your other primary role in visiting Export gov	Other, pieuse speeily.	+ ^	Text area, no char limit		N	Skip Logic Group*
	today:							
H0922		What is your primary reason for visiting the site today?	Export Assistance (i.e market intelligence, trade counseling, buisness matchmaking, etc.)		Radio button, one-up vertical	Single	Υ	Skip Logic Group*
			Trade Data & Analysis					
			Webinars					
			Industry Pages (i.e. market research, trade events, trade leads, etc.)					
			Manange your Account General Information about Export.gov	_				
				В				
H0923	В	Other primary reason for visiting Export.gov today:	Other, please specify:	В	Text area, no char limit		N	Skip Logic Group*
H0924	ь	Did you find the information you were looking for?	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*
1002		Did you mild and information you note tooking for:	Partially		radio Sation, one ap vertical	Cingio		Chip Logic Croup
			No	С				
			Not looking for anything specific / Just browsing					
H0925	С	Please specify why you were unable to find the information			Text area, no char limit		N	Skip Logic Group*
		you were seeking on Export.gov:			21 11			
H0926		What <b>type(s) of information were you looking for</b> ? (Please select all that apply.)	About Us and Our Services		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		Select all that apply.)	Export basics	-				
			Safe Harbor	-				
			Free Trade Agreements	-				
			International Finance					
			International Logistics					
			Regulations and Licensing					
			Trade Problems and Foreign Trade Barriers	_				
			Other, please specify:	D				
H0927	D	Please specify what other type(s) of information seeking:	0		Text area, no char limit	3.4.10	N	Skip Logic Group*
H0928		What sections of the site did you visit today? (Please select	Opportunities		Checkbox, one-up vertical	Multi	Y	
		all that apply.)	Solutions	-				
			Locations	-				
			FAQ	-				
			Blog					
			Contact					
			Begin Exporting					
			Expand Your Exports					
			National Export Initiative (NEI)					
			Don't know					
H0929		How did you look for information on the site today? (Please	Search feature	Z	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
		select all that apply.)	Advanced course feeting / tool	<b>⊣</b> .				
			Advanced search feature / tool Tabs	_ z				
			Links in the center of the page	⊢ ;				
			Site map	⊢ ;				
			Other, please specify:	Ė				
H0930	Е	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
H0931	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
H0932	Y	What specific ways can we improve your experience navigating			Text Area – no character limit		N	Skip Logic Group*
110000		on this site?	Manager as recommendation from a friend on a cooled natural.		Dron down colort one	Cinale	V	Deals Cross
IH0933		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).  Rank 1 (Required)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group
			Video I saw on YouTube					
			Internet blogs or discussion forums					Adjust Template/Style
			Advertising on social networks (Facebook, Twitter)					Randomize
			Message directly from Export.gov on a social network					
			Online Pinboard (Pinterest)					

Export.gov
MID: dNZxFtMxtkxUBARRs5Al5g==
Date: 10/2/2012

red & strike through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

## **Export.gov CUSTOM QUESTION LIST**

							,	
	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
<b>Q.</b> -			Mobile phone text messages or alerts		тура (сапсыным)			
			Instant Message from a friend or colleague	1				
			Familiarity with site/company/brand	1				
			Promotional email(s) from Export.gov	1				
			Search engine results	1				
			Word of mouth recommendation from someone I know					
			TV, radio, newspaper, or magazine advertising					
			Internet advertising					
			Don't know					Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0934		Rank 2 (Optional)	Message or recommendation from a friend on a social network	_	Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube	-				l
			Internet blogs or discussion forums	1				Adjust Template/Style S
			Advertising on social networks (Facebook, Twitter)	1				Randomize
			Message directly from Export.gov on a social network	-				
			Online Pinboard (Pinterest)	-				
			Mobile phone text messages or alerts	+				
			Instant Message from a friend or colleague	-				
			Promotional amail(a) from Evport day	+				
			Search entine results	+				
			Word of mouth recommendation from someone I know	1				
			TV_radio_newspaper_or_magazine_advertising	1				
			Internet advertising	+				
			Don't know	+				Anchor Answer Choice
			Other	1				Anchor Answer Choice
LNH0935		Rank 3 (Optional)	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube	1				
			Internet blogs or discussion forums	1				Adjust Template/Style S
			Advertising on social networks (Facebook, Twitter)	1				Randomize
			Message directly from Export.gov on a social network	1				
			Online Pinboard (Pinterest)	1				
			Mobile phone text messages or alerts	1				
			Instant Message from a friend or colleague					
			Familiarity with site/company/brand					
			Promotional email(s) from Export.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					
			TV, radio, newspaper, or magazine advertising					
			Internet advertising	1				
			Don't know	1				Anchor Answer Choice
			Other					Anchor Answer Choice
LNH0936		Which, if any of these Export.gov social media outlets have you visited? (Please select all that apply.)	YouTube		Checkbox, one-up vertical	Multiple	N	
		visited? (Please select all that apply.)		-				
			Twitter (@ExportGov)	1				
			LinkedIn (ExportGov)	-				
L NII 10027		Assume registered on Funest and O	None		Dadia huttan ana un vartica!	Cinala	N.	
LNH0937		Are you registered on Export.gov?	Yes No	-	Radio button, one-up vertical	Single	N	
LNH0938		Have you signed up for any of Export.gov's e-mail updates?		W	Dedie butten ene un vertical	Cinala	N	Chin Lonia Conunt
FIAH0938		nave you signed up for any of Export.gov's e-mail updates?	Yes No	W	Radio button, one-up vertical	Single	N	Skip Logic Group*
LNH0939	W	How could Export.gov make the email updates more useful to	INU INC		Text area, no char limit		N	Skip Logic Group*
LINHU939	vv	you?			Text area, 110 Chai illilli		IN	Skip Logic Group
LNH0940		How likely are you to discourage others from interacting with	1 = Very Unlikely		Radio button, scale, no don't know	Single	N	
LI4110340		Export.gov?	1 - Voly Olimoly		radio battori, 'Scale, no don't know	Sirigic		
		, °						
			2	<del>,</del>				
	1			-				
			3	2				
	1		4	1				
			5	5				
	1		6	5				
			7	7				
			8	3				
	1	I .		4		1	1	1
			l c	al		1		
			10 = Very Likely	9				

CQ Label Visit Frequency Role Other\_Role

OE\_Primary Reason
Find Info

Primary Reason

DE\_Why Can't find

Type of Info

OE\_Type of Info
Sections Visited

How look for information

OE\_How look for
OE\_Search improve
OE\_Navigation
improve
SV - Rank 1

CQ Label

SV - Rank 2

ωt

SV - Rank 3

eet

Social Media ExportGov

Registered

Email Updates

Email Improvement

WordofMouthIndex

## Holiday 2010 Custom Question Setup

red & strike-through: DELETE underlined & italicized: RE-ORDER

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B pink: ADDITION

blue + -->: REWORDING

			CUSTOM QUESTION LIST								
QID (Group ID) Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010  Spend intention with this retailer	Skip Logic Label	Question Text  Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	<ul> <li>DO NOT ADD ANSWER CHOICES OR DELETE</li> <li>DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization</li> <li>DO NOT change the CQ LABELS</li> </ul>	(limited to 50 characters)  A lot more  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							
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise	RSS	Checkbox, one-up vertical	Multi	Y				
				z							



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

\*\*G4 sible through: DELETE undefined A fallows RE-ORDER
YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELLOW. ADDITION
\*\*DUE \*\*>> REMOTERING\*\*

\*\*REMOTERING\*\*

\*\*THE CONTROL OF THE CONTROL OF T

				сизтом QUESTIO	N LIST						
QID	Skip Logic Label	Question Text Do you expect to spend more or less online holiday season compared to 2010?		Answer Choices (winkled to 50 characters)  A lot more  A little more expect to spend about the same amount as listly year  A little iss	Skip to	Type (select from list) Drop down, select one	Single or Multi Single	Required Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes  Benchmarking question for 2008 should be a part of all Holiday questions
	A	Do you expect to spend more or less ordine holiday season with remain agent compared to the spend more ordine with holiday season? (please select all that apply) holiday season? (please select all that apply)		4 dath purchase anything from resolutions last year  A bit more A bit more A filter more toget to spread about the same amount as leaf year A bit more Filter more toget to spread about the same amount as leaf year A bit more Post same	A A B B	Drop down, select one  Checkbox, one-up vertical	Single Multi	Y	Skip Logic Group	H2011-Spend retailer H2011-Spend more	Added in 2009, relates directly to the retailer and should be a part o the holiday battery
				Quilty of menchandrie Menchandrie selection Cool return policy Coline product prices Conference of the Coline Coline product prices Coline product prices Coline product prices Coline product prices Coline prices	С				Randomize  Anchor Answer Choice		
	В	Other reason to spend more online: MMy day one usepect to spend less online with holiday season? (please select all that app	th retailer.com this aly)	Promotions were not appealing (\$ or % off offers)  Quality of mechandise  Description of mechandise  Description of mechandise  The promotion of the mechandise  The promotion of the mechandise  Shipping costs  Poor a valiability of merchandise		Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group Randomize	H2011-Spend more other H2011-Spend less	
	СС	Other reason to spend less online: Please tell us what you did on retailer.com to	oday.	None personal economic construintance this year.  Care [Bases server],  I made a purchase for myself today  - bought a pfil for someone else today  - was browning boday to purchase corine little  - was browning boday to purchase corine little  - was browning boday to purchase corine little  - was browning boday to see withit you have  - was browning boday to see withit you have	cc	Text area, no char limit Radio button, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group Randomize	H2011-Spend less other H2011-lask accomp	Only ask if you do not have a "What did you do?" question. D not replace what you have you w lose trending.
		What else did you do on retailer.com today?  Did you access (insert retailer's name hor mobile shopping app while holiday sh Why did you do so? (please select all the		Other (please specify): Yes No To compare different products	A	Text area, no char limit Radio button, one-up vertical Checkbox, one-up vertical	Single Multi-select	N Y	Anchor Answer Choice Skip Logic Group Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile H2011-why access mobile	Should be used if retailer has a mobile app
				To look up price information about a product To look up product reviews To view product reviews To make a purchase To find a store location Another reason:	В				Randomize  Anchor Answer Choice	H2011-access other H2011-why access other	
	В	Please specify the other reason you acce website or app from a mobile device:	ssed the company's			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
	AA	Have you ever used a mobile device to retailer's website, or mobile website, or mobile website.	- DO NOT MC - DO NOT ADE - DO NOT CHA order changed	DDIFY THE WORDING of the ANSWER CHOICES ) ANSWER CHOICES OR DELETE ANSWER CHOICES INGE ORDER OF ANSWER CHOICES, if you would like an: d, please request randomization	swer ch	Radio button, one-up vertical	Single  Multi	Y	Skip Logic Group	H2011-mobile any H2011-mobile use	Should be asked of all regardless they have a mobile device app or not. It is a global guestion gettin a read on visitors.  Global use of mobile app, can be asked of all
	A	device mis noliday season/ (please s		nge the CQ LABELS nge your company name in the question which is highli,	ghted in	BLUE e-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	asked of an
		How did you use your mobile device whi holiday season? (please select all that ap		accessed a compresor's website  Faccessed a shopping comparison website (Shoppilla com, Shopping com)  Accessed a shopping comparison website (Shoppilla com, Shopping com)  Accessed a shopping comparison website (Shoppilla com, Shopping com)  Accessed a shopping comparison c					Exclusive Answer Choice		
		Please think about your shopping preference, in a greater, which of the following is your prefer the type of product you researched or purcle type of product you researched or purcle.	erred way to shop for hased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a castiog and call to order Research in a castiog and call to order Research in a castiog and buy orline Research collection and buy in store Research collection and buy in store Research as the collection and buy in store Research as the collection and buy in store Research as the collection and buy in store		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.

Festive Season 2011 Custom Question Setup

\*\*G4 side-though: DELETE undefined A falcied RE-ORDER
YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELLOW. ADDITION
\*\*DUE \*\*>> REMOTERING\*\*

\*\*REMOTERING\*\*

\*\*THE CONTROL OF THE CONTROL

QID	Skip Logic Label	season compared to 2010?	Answer Choices (limited to 50 characters) A lot more  A lot more  A lot more  A lot more  respect to spend about the same amount as list year  A little iss	Skip to	Type (select from list) Drop down, select one	Single or Multi Single	Required Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes Benchmarking question fro should be a part of all Holie questions
			A lot less Not sure			O'cuts		0.00		
	A	- DO NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE (	wing guidelines FOR A UK survey: THE WORDING of the ANSWER CHOICES WER CHOICES OR DELETE ANSWER CHOICES PORDER OF ANSWER CHOICES, if you would like answer of see request randomization	hoice	box, one-up vertical	Single Multi	Y	Siep Logic Group Siép Logic Group	H2011-Spend retailer	Added in 2009, relates direct the retailer and should be a p the holiday battery
		- You may change yo	our company name in the question which is highlighted	in BLUI				Randomize		
			Availability of merchandise Better personal economic circumstances this year Other (Place specific):	cc				Anchor Answer Choice		
	CC B	Other reason to spend more online: Why do you expect to spend less online with retailer.co.uk this	Promotions were not appealing (c or % off offers)		Text area, no char limit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
		Tracine sisses(*) (phases select all that apply)	Quality of merchandise Poor merchandise selection Return policy The more policy of the policy of the policy The policy of the po					Randomize		
	C	Other reason to spend less online:	Worse personal economic circumstances this year Other (please specify):	С	Text area no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you <b>did on retailer.co.ui</b> l today.	made a purchase for myself loday  I bought a gift for someone else today was browning boday to purchase orinine taser was browning boday to purchase orinine taser was browning today to see what you have Once (please specify)  There (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 hav "What did you do?" questior not replace what you have yo lose trending.
		What else did you do on retailer.co.uk today?  Did you access (insert retailer's name here) mobile website.	Yes		Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	
		Did you access (insert retailer's name here) mobile website, or mobile shopping app while Christmas shopping this year?		A						Should be used if retailer hambile 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 look up product specifications To look up product reviews To make a purchase To make a purchase		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
	В	Please specify the other reason you accessed the company's	Another reason:	В	Text area, no char limit		N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		website or app from a mobile device:  Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes	AA	Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regard they have a mobile device a not. It is a global question g a read on visitors.
			No, and I don't plan to No, but I might in the future							
	AA	Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	sud safer used my mobile device to access the Internet to research products (compare product deshib, bolk up prices, find store locations, etc.) made purchase sortine from my mobile device used my mobile device to compare products or prices whitst shopping in person an store used retailer-developed mobile shopping apps love of the above.	A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group  Skip Logic Group	H2011-mobile use	Global use of mobile app, ca asked of all
	A	How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	None of the above accessed the store's website accessed a competior's website		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
			accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) A accessed me store's mobile shopping app Accessed a competior'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 your researched or purchased fieldly?	Office are assets  Research and lay ordine, have product delivered  Research and lay ordine, pick up in store  Research and lay ordine, pick up in store  Research catalogue buy ordine  Research catalogue buy ordine  Research and lay ordine		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Hol battery of questions. Gets shopping preference and w left on after January.
			Research and buy in store							