

Model Instance Name:

Export.gov

MID: dNZxFtMxtkxUBARRS5AI5g==

Partitioned (Y/N)? Y

NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 10/2/2012



Export.gov

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 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	17 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site 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?	How well does this site meet your expectations ?	21 Recommend	Recommend (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
3 Look and Feel - Readability	Please rate the readability of the pages 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)	22 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for planning international sales strategies ?
4 Content - Accuracy	Content (1=Poor, 10=Excellent, Don't Know) Please rate your perception of the accuracy of information on this site.			23 Request Information	Request Information (1=Very Unlikely, 10=Very Likely) How likely are you to utilize the services (i.e. market research, webinars, training, etc.) offered by Export.gov in the next 6 months?
5 Content - Quality	Please rate the quality of information on this site.				
6 Content - Freshness	Please rate the freshness of content on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
7 Navigation - Organized	Please rate how well the site is organized .				
8 Navigation - Options	Please rate the options available for navigating this site.				
9 Navigation - Layout	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.				
15 Site Performance -	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.				

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

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
LNH0919		How frequently do you visit the Export.gov website?	First time Daily Once a week Once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
LNH0920		What is your role in visiting Export.gov today?	Small Business Exporter Other Exporter (non-small business) Contractor Student / Educator Government Official News Media or Researcher Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*
LNH0921	A	Please specify your other primary role in visiting Export.gov today:			Text area, no char limit		N	Skip Logic Group*
LNH0922		What is your primary reason for visiting the site today?	Export Assistance (i.e market intelligence, trade counseling, business matchmaking, etc.) Trade Data & Analysis Webinars Industry Pages (i.e. market research, trade events, trade leads, etc.) Manage your Account General Information about Export.gov Other, please specify:	B	Radio button, one-up vertical	Single	Y	Skip Logic Group*
LNH0923	B	Other primary reason for visiting Export.gov today:			Text area, no char limit		N	Skip Logic Group*
LNH0924		Did you find the information you were looking for?	Yes Partially No Not looking for anything specific / Just browsing	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*
LNH0925	C	Please specify why you were unable to find the information you were seeking on Export.gov:			Text area, no char limit		N	Skip Logic Group*
LNH0926		What type(s) of information were you looking for? (Please select all that apply.)	About Us and Our Services Export basics Safe Harbor Free Trade Agreements International Finance International Logistics Regulations and Licensing Trade Problems and Foreign Trade Barriers Other, please specify:	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
LNH0927	D	Please specify what other type(s) of information seeking:			Text area, no char limit		N	Skip Logic Group*
LNH0928		What sections of the site did you visit today? (Please select all that apply.)	Opportunities Solutions Locations FAQ Blog Contact Begin Exporting Expand Your Exports National Export Initiative (NEI) Don't know		Checkbox, one-up vertical	Multi	Y	
LNH0929		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Tabs Links in the center of the page Site map Other, please specify:	Z Y Y Y E	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
LNH0930	E	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
LNH0931	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
LNH0932	Y	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group*
LNH0933		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 Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from Export.gov on a social network Online Pinboard (Pinterest)		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Sheet Randomize

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			Mobile phone text messages or alerts 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 Don't know Other					Anchor Answer Choice Anchor Answer Choice
LNH0934		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 Export.gov 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 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		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sh Randomize Anchor Answer Choice Anchor Answer Choice
LNH0935		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 Export.gov 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 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		Drop down, select one	Single	N	Rank Group Adjust Template/Style Sh Randomize Anchor Answer Choice Anchor Answer Choice
LNH0936		Which, if any of these Export.gov social media outlets have you visited? (Please select all that apply.)	YouTube Twitter (@ExportGov) LinkedIn (ExportGov) None		Checkbox, one-up vertical	Multiple	N	Anchor Answer Choice Anchor Answer Choice
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?	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 you?			Text area, no char limit		N	Skip Logic Group*
LNH0940		How likely are you to discourage others from interacting with Export.gov?	1 = Very Unlikely 2 3 4 5 6 7 8 9 10 = Very Likely		Radio button, scale, no don't know	Single	N	

CQ Label
Visit Frequency
Role
Other_Role
Primary Reason
OE_Primary Reason
Find Info
OE_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
eet

CQ Label
SV - Rank 2 eet
SV - Rank 3 eet
Social Media ExportGov
Registered
Email Updates
Email Improvement
WordofMouthIndex

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LNH0921	A	Please specify your other primary role in visiting Export.gov today:			Text area, no char limit		N	Skip Logic Group*
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LNH0926		What type(s) of information were you looking for? (Please select all that apply.)	About Us and Our Services Export basics Safe Harbor Free Trade Agreements International Finance International Logistics Regulations and Licensing Trade Problems and Foreign Trade Barriers Other, please specify:	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
LNH0927	D	Please specify what other type(s) of information seeking:			Text area, no char limit		N	Skip Logic Group*
LNH0928		What sections of the site did you visit today? (Please select all that apply.)	Opportunities Solutions Locations FAQ Blog Contact Begin Exporting Expand Your Exports National Export Initiative (NEI) Don't know		Checkbox, one-up vertical	Multi	Y	
LNH0929		How did you look for information on the site today? (Please select all that apply.)	Search feature Advanced search feature / tool Tabs Links in the center of the page Site map Other, please specify:	Z Y Y Y E	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
LNH0930	E	Please specify what other way you looked for information:			Text area, no char limit		N	Skip Logic Group*
LNH0931	Z	How can we make the search feature more useful to you?			Text Area – no character limit		N	Skip Logic Group*
LNH0932	Y	What specific ways can we improve your experience navigating on this site?			Text Area – no character limit		N	Skip Logic Group*
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CQ Label
Visit Frequency
Role
Other_Role
Primary Reason
OE_Primary Reason
Find Info
OE_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
eet

CQ Label
SV - Rank 2 eet
SV - Rank 3 eet
Social Media ExportGov
Registered
Email Updates
Email Improvement
WordofMouthIndex

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CQ Label
Visit Frequency
Role
Other_Role
Primary Reason
OE_Primary Reason
Find Info
OE_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
heet

CQ Label
SV - Rank 2 eet
SV - Rank 3 eet
Social Media ExportGov
Registered
Email Updates
Email Improvement
WordofMouthIndex

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
		Not sure							
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



Special Instructions

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup red & strike through: DELETE
underlined & bolded: RE-ORDER
with: ADDITION
blue + ->: REWORDING

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with retailer.com compared to 2010?	Didn't purchase anything from retailer.com last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with retailer.com 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with retailer.com this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on retailer.com today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer.com's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device at retailer.com's website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup
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CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with retailer.co.uk compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> Availability of merchandise Being offered incentives/ circumstances this year Other (please specify) 		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> Products were not appealing (e.g. % off offers) Quality of merchandise Poor merchandise selection Website policy Too many to take time and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify) 		Checkboxes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.co.uk today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on retailer.co.uk today?			Text area, no char limit Radio button, one up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer has a mobile app
		Did you access retailer's name (here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Checkbox, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason 		Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above 		Checkbox, one up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above 		Checkbox, one up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above 		Radio button, one up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		