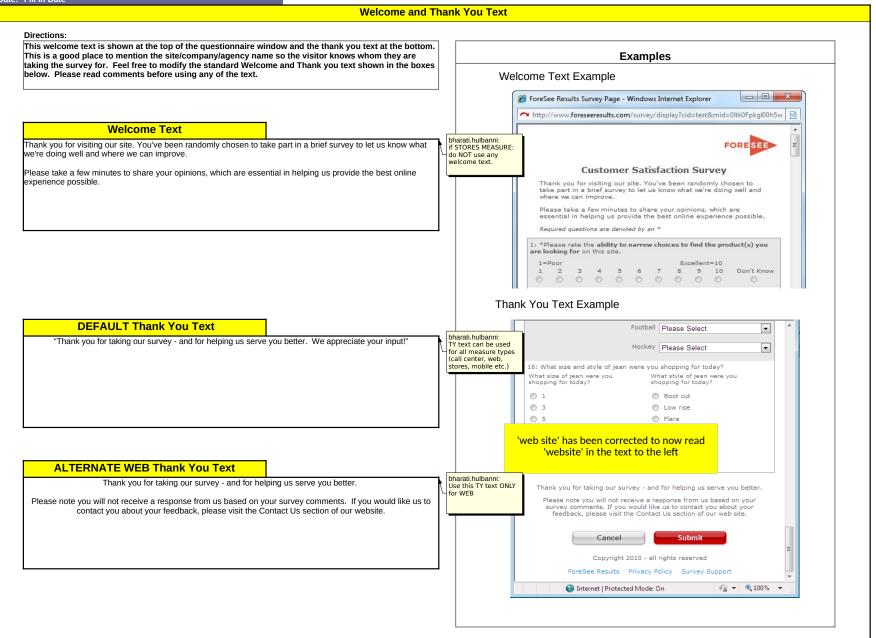
U.S. Department of Education 2012

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



Date: Fill In Date



Model Instance Name: U.S. Department of Education 2012

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

Partitioned (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:	9/4/2012				
			U.S. Department of Education 2012		
		Model questions uti	lize the ACSI methodology to determine sca	ores and impacts	
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)		Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
1 Content - Accuracy	Please rate your perception of the accuracy of information on this site.	19 Satisfaction - Overall	What is your overall satisfaction with this site?	22 Return	How likely are you to return to this site in the next 30 days?
2 Content - Quality	Please rate the quality of information on this site.	20 Satisfaction - Expectations	How well does this site meet your expectations?		Recommend (1=Very Unlikely, 10=Very Likely)
3 Content - Freshness	Please rate the freshness of content on this site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal	23 Recommend	How likely are you to recommend this site to someone else?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				Primary Resource (1=Very Unlikely, 10=Very Likely)
4 Look and Feel - Appeal	Please rate the visual appeal of this site.			24 Primary Resource	
5 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				Trust (1=Strongly Disagree, 10=Strongly Agree)
6 Look and Feel - Readability	Please rate the readability of the pages on this site.			25 Trust - Best	I can count on this department to act in my best interests.
	Navigation (1=Poor, 10=Excellent, Don't Know)				consider this department to be trustworthy.
7 Navigation - Organized	Please rate how well the site is organized.			27 Trust - Do Right	This department can be trusted to do what is right.
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.				
	Online Transparency (1=Poor, 10=Excellent, Don't Know)				
10 Online Transparency - Disclose	is doing.				
11 Online Transparency - Quick	Please rate how quickly company information is made available on this site.				
12 Online Transparency - Access	the public on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
13 Site Performance - Loading	Please rate how quickly pages load on this site.				
14 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
15 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				
	Plain Language (1=Poor, 10=Excellent, Don't Know)				
16 Plain Language - Clear	Please rate the clarity of the wording on this site.				
	Please rate how well you understand the wording on this site.				
18 Plain Language - Concise	Please rate this site on its use of short, clear sentences.				

Model Instance Name:

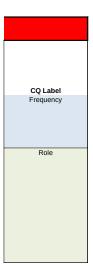
U.S. Department of Education 2012

MID: Date: Hosestre, Please fill in; New Measure - DOT will fill in blanti: Holdenic Dot Not Delete this column before sending to a client.

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## U.S. Department of Education 2012 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
		How frequently do you visit this site?	This is my first visit		Drop down, select one	Single	Y	
			Every few months or less often					
			Monthly					
			Weekly					
			Several times a week					
			Daily/more than once a day					
1			Student		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Parent					
			Teacher/Educator					
			Journalists					
			School-level administrator					
			Local-level administrator					
			State-level administrator					
			Policy maker					
			Researcher					
			Other school employee					
			Grant applicant					
			Former student/Student loan holder					
			Other please specify:	Ι Δ				Anchor Answer Choice



Model Instance Name:

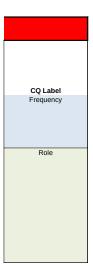
U.S. Department of Education 2012

MID: Existing Measure Please fill in; New Measure - DOT will fill in place this column before sending to a client.

Page 19 Detection Measure Please fill in; New Measure - DOT will fill in blue + -->: REWORDING

## U.S. Department of Education 2012 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
		How frequently do you visit this site?	This is my first visit		Drop down, select one	Single	Y	
			Every few months or less often					
			Monthly					
			Weekly					
			Several times a week					
			Daily/more than once a day					
		What is your role in visiting today?	Student		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Parent					
			Teacher/Educator					
			Journalists					
			School-level administrator					
			Local-level administrator					
			State-level administrator					
			Policy maker					
			Researcher					
			Other school employee					
			Grant applicant					
			Former student/Student loan holder					
			Other please specify:	Ι Δ				Anchor Answer Choice



Model Instance Name:

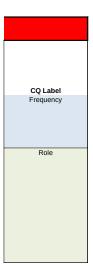
U.S. Department of Education 2012

MID: Existing Measure Please fill in; New Measure - DOT will fill in place this column before sending to a client.

Page 19 Detection Measure Please fill in; New Measure - DOT will fill in blue + -->: REWORDING

## U.S. Department of Education 2012 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
			This is my first visit		Drop down, select one	Single	Y	
			Every few months or less often					
			Monthly					
			Weekly					
			Several times a week					
			Daily/more than once a day					
		What is your role in visiting today?	Student		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			Parent					
			Teacher/Educator					
			Journalists					
			School-level administrator					
			Local-level administrator					
			State-level administrator					
			Policy maker					
			Researcher					
			Other school employee					
			Grant writer					
			Former student/Student loan holder					
			Other please specify:	Ι Δ				Anchor Answer Choice



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 pend" tention for enchmarking od to ompare to 008, 2009 nd 2010	Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  A lot more  A lot more  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 - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in E							
			- Tou may change your company name in th	e questior	i which is nighlighte	u III bloc		
end ention with s retailer		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	- Tou may change your company hame in th	e questior	i which is nighlighte	d III BLOE	Y	
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more	e questior	i which is nighlighte	d III BLOE		
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year	R	i which is nighlighte	d III BLOE		
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less	R S	i which is nighlighte	d III BLOE		
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less	R	i which is nighlighte	WIII BLOE		
ntion with		holiday season with retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S	which is highlighte		Y	
ntion with	R	Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?  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	R S	Checkbox, one-up vertical	Multi		
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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)	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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	R S			Y	
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	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	R S			Y	



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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			сиѕтом QUE	STION LIST							
					$\top$						
	Skip Logic		Answer Choices					Required			
QID	Label	Question Text  Do you expect to spend more or less online during the holiday season compared to 2010?	(limited to 50 characters) 2011 A lot more	Skip to	Drop down,	select from list) select one	Single or Multi Single	Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes  Benchmarking question fro 20
		noiday season compared to 20107									Benchmarking question fro 20 should be a part of all Holida questions
			A little more I expect to spend about the same amount as last year								
			A little less A lot less	_							
			Not sure								
		Do you expect to spend more or less online during the holiday season with retailer.com compared to 2010?	a 2011 II didn't purchase anything from retailer.com last year		Drop down,	select one	Single	, Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly the retailer and should be a par the holiday battery
			A lot more	A							the holiday battery
			A little more expect to spend about the same amount as last year	A							
			A little less A lot less	B B							
	Δ	Why do you expect to spend more online with retaile	Not sure  Framitis Promotions (\$ or % off offers)		Checkhox	one-un vertical	Multi	<del></del>	Skip Logic Group	H2011-Spend more	
		holiday season? (please select all that apply)	Tomound (4 of 70 on oncid)		CIRCURDON, V	inc up venicus			Disp Edgit Group	I IZOZI OPENO MOJE	
			Quality of merchandise	Щ.,					Randomize		
			Merchandise selection						Randonize		
			Good return policy Online product prices								
			Shipping costs Availability of merchandise								
			Better personal economic circumstances this year Other (please specify):	С					Anchor Answer Choice		
	C B		r.com this Promotions were not appealing (\$ or % off offers)		Text area, n Checkbox.	o char limit one-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
		holiday season? (please select all that apply)							, g. 2.11.1		
			Quality of merchandise						Randomize		
			Poor merchandise selection Return policy								
			I'm trying to save more and spend less								
			Shipping costs Poor availability of merchandise								
			Worse personal economic circumstances this year	CC							
	CC	Other reason to spend less online:	Other (please specify):	CC	Text area, r	o 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		Radio buttor	n, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	Only ask if you do not have a "What did you do?" guestion.
											"What did you do?" question. not replace what you have you lose trending.
			I bought a gift for someone else today I was browsing today to purchase online later						Randomize		
			I was browsing today to purchase at one of the store locations I was browsing today to see what you have	=					1		
			Other (please specify):	Α.				N	Anchor Answer Choice		
	Α	What else did you do on retailer.com today?	Yes	Δ.	Radio buttor	no char limit n, one-up vertical	Single	Y	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	
		Did you access (insert retailer's name here) mo or mobile shopping app while holiday shopping	bile website, this year?	A							Should be used if retailer has mobile app
	A	Why did you do so? (please select all that apply)	No To compare different products	=	Checkbox,	one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	-
			To compare different products To look up price information about a product To look up product specifications						Randomize		
			To view product reviews To make a purchase	= .							
			To find a store location Another reason:						Anchor Answer Choice	H2011-access other	
	В	Please specify the other reason you accessed the website or app from a mobile device:	company's		Text area, n	o char limit		N	Skip Logic Group	H2011-access other	
		wedsite or app from a mobile device:	Yes		Radio buth	on, one-up vertical	Single	Y		H2011-mobile any	
				_							Should be asked of all regardles they have a mobile device app
		Have you ever used a mobile device to retailer's website, mobile website, or mo	e use the following guidelines:								they have a mobile device app not. It is a global question gett a read on visitors.
			NOT MODIFY THE WORDING of the ANSWER CHOICES NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES								
			NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES  NOT CHANGE ORDER OF ANSWER CHOICES, if you would lik	e answer c'	hoice	e-up vertical	Multi	<del></del>	Chia Lagia Croup	H2011-mobile use	
	AA		changed, please request randomization	c answer cr	iloicc	e-up vertical	Muss	'	Skip Logic Group	H2011-mobile use	Global use of mobile app, can
		- 00	NOT change the CQ LABELS								asked of all
		- You	may change your company name in the question which is h	ighlighted i	in BLUE						
									Exclusive Answer Choice		
	Α					e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
		How did you use your mobile device whi holiday season? (please select all that apply)									
			l accessed a competitor's website								
			I accessed a shonning comparison website (Shonzille com, Shonning com)								
			I accessed the store's mobile shopping app								
		The second secon	l accessed a competitor's mobile shopping app None of the above		Desire bearing		Circula		Exclusive Answer Choice	10044 -1	
		Please think about your shopping preferences.  In general, which of the following is your preferred was	Research and buy online, have product delivered		Radio buttor	n, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holid battery of questions. Gets a shopping preference and will left on after January.
		In general, which of the following is your preferred way the type of product you researched or purchased to			1						shopping preference and will left on after January.
			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								
		I	Research in a catalog and buy online Research online, buy in store		1		1	1			
			Research online, buy in store								
			Research online, buy in store Research and buy in store None of the above				Exclusive Answer Choice		Anchor Answer Choice		

Festive Season 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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			CUSTOM QUESTION	ON LIST						
QID	Skip Logic Label	Question Text  Do you expect to spend more or less orline during the 2011 festive peason compared to 2010?	Answer Choices (limited to 50 characters) A lot more	Skip to	Type (select from list) Drop down, select one	Single or Multi Single	Required Y/N	Special Instructions	CQ Label H2011-Spend general	Application Notes
		season compared to 2010?	Attitle more expect to spend about the same amount as last year Attitle less Attitle less		org com, section	Single	•		112021-openia general	Benchmarking question fro 2 should be a part of all Holid questions
		- DO NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE	Notsure wing guidelines FOR A UK survey: THE WORDING of the ANSWER CHOICES WER CHOICES OR DELETE ANSWER CHOICES ORDER OF ANSWER CHOICES, if you would like answer or	:hoice	fown, selectione	Single	Υ	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates direct the retailer and should be a p the holiday battery
	A	Why do you expect to spend more restive season? (please select all the	ase request randomization ne CQ LABELS our company name in the question which is highlighted	in BLUE	box, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
	CC	Other reason to spend more online:	Availability of merchandise Better personal economic circumstances this year Other (please specify):	CC	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
	В	Why do you expect to quent less owine with reminerated this content was a first paying the select of that apply in the paying the select of the paying the paying the paying the paying the select of the paying the payin	Pouncions were not appealing (x or % off offers)  Quality of merchandise  Aport merchandise selection  Aport merchandise selection  To missing to save more and series less  Online project prices  Appear consist  Appear consistent of merchandise  Corne plantic process  Over a evaluation of merchandise  Over plantic processing  Over plantic processing	c	Checkbox, one-up vertical	Multi	Ÿ	Skip Logic Group  Randomize  Anchor Answer Choice	H2011-Spend less	
	С	Other research is seed less order. Please tell us what you did on retailer co sull today.	made a purchase for myself today  - bought a gift for someone eise today - least torouring stoday to purchase ordine later - was torouring today to purchase ordine later - was torouring today to purchase at one of the store locations - ordine process or the store today to purchase at one of the store locations - ordine process or the store today to purchase at one of the store locations - ordine process ordine store today to purchase at one of the store locations - ordine process ordine store today to purchase ordine store today today to purchase ordine store today today to purchase	٨	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group  Randomize  Anchor Answer Choice	H2011-Spend less other H2011-task accomp	Only ask if you do not ha "What did you do?" questio not replace what you have yo lose trending.
	A	What else did you do on retailer.co.uk today?  Did you access (insert retailer's name here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes	A	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	Should be used if retailer h
	A	Why did you do so? (please select all that apply)	No To compare different products To book up price information about a product To book up price information about a product To book up to the information about a product To leve product product To make a purchase To find a store location		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 website or app from a mobile device:	Another reason: Yes	В	Text area, no char limit  Radio button, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other H2011-mobile arry	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future	AA						Should be asked of all regard they have a mobile device a not. It is a global question g a read on visitors.
	AA	Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	you store Losel in mobile device to access the Internet to research products (compare product obtain, look up prices. Find stare locations, etc.)  made purchase confire from my mobile device.  Lused my mobile device to compare products or prices whilst shopping in person  as store.  Lused my make developed mobile shopping apps.  None of the above.	A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group  Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, c
	A	How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	Note of the above  accessed in Sources website  accessed a compessor's website  accessed a singping comparison website (e.g. Shopzilla.co.uk, Shopping.com uhc)  accessed a singping comparison website (e.g. Shopzilla.co.uk, Shopping.com uhc)  accessed the store's mobile shopping.gop		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preference. In general, which of the following is your preferred way to along for the type of product you researched or purchased today?	Spee of the abbox  Nesteach and buy ornine, have product delivered  Sesenach and buy ornine, pick up in store  Sesenach and buy ornine, pick up in store  Sesenach ornine, call to order  Sesenach catalogue buy ornine  Sesenach ornine, and to order  Sesenach and ornine, and to order  Sesenach and and ornine  Sesenach ornine, and to order  Sesenach and		Radio button, one-up versical	Single  Exclusive Answer Choice	Y	Excusive Answer Choice  Randomize  Anchor Answer Choice	H2011-shop preference	Should be a part of the Hol battery of questions. Gets shopping preference and w left on after January.

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