Welcome and Thank You Text

Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

Examples

Welcome Text Example

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

Welcome Text

Thank you for visiting our site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Thank You Text Example

DEFAULT Thank You Text

"Thank you for taking our survey - and for helping us serve you better. We appreciate your input!"

bharati.hulbanni:
TY text can be used
for all measure types
(call center, web,
stores, mobile etc.)

'web site' has been corrected to now read 'website' in the text to the left

ALTERNATE WEB Thank You Text

Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

bharati.hulbanni:
Use this TY text ONLY
for WEB

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

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

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: 9/4/2012

U.S. Department of Education 2012
Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)

MQ Label

Content (1=Poor, 10=Excellent, Don't Know)
1. Content - Accuracy — Please rate your perception of the **accuracy of information** on this site.
2. Content - Quality — Please rate the **quality of information** on this site.
3. Content - Freshness — Please rate the **freshness of content** on this site.

Look and Feel (1=Poor, 10=Excellent, Don't Know)
4. Look and Feel - Appeal — Please rate the **visual appeal** of this site.
5. Look and Feel - Balance — Please rate the **balance of graphics and text** on this site.
6. Look and Feel - Readability — Please rate the **readability of the pages** 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.**

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.
17. Plain Language - Understandable — 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.**

CUSTOMER SATISFACTION

MQ Label

Satisfaction
19. Satisfaction - Overall — What is your **overall satisfaction** with this site?
20. Satisfaction - Expectations — How well does this site **meet your expectations**?
21. Satisfaction - Ideal — How does this site **compare to your idea of an ideal**

FUTURE BEHAVIORS

MQ Label

Return (1=Very Unlikely, 10=Very Likely)
22. Return — How likely are you to **return to this site** in the next 30 days?

Recommend (1=Very Unlikely, 10=Very Likely)
23. Recommend — How likely are you to **recommend this site** to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)
24. Primary Resource — How likely are you to use this site as your **primary resource for obtaining information from the Department of Education?**

Trust (1=Strongly Disagree, 10=Strongly Agree)
25. Trust - Best — I can count on this department to **act in my best interests.**
26. Trust - Trustworthy — I consider this department to be **trustworthy.**
27. Trust - Do Right — This department can be trusted to **do what is right.**

Model Instance Name:
U.S. Department of Education 2012
MID: ~~Existing Measure~~ - Please fill in; New Measure - DOT will fill in
Date

bharati.hulbanni:
Hide (DO NOT DELETE) this column before sending to a client.

~~red & strike-through~~: DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
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:	A				Anchor Answer Choice

CQ Label

Frequency

Role

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 writer					
			Former student/Student loan holder					
			Other, please specify:	A				Anchor Answer Choice

CQ Label

Frequency

Role

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

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

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

CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to **spend more or less online** during the 2011 holiday season compared to 2010?	A lot more		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday 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 2011 holiday season **with** *retailer.com* compared to 2010?	I 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 to the retailer and should be a part of the holiday battery
			A lot more	A						
			A little more	A						
			I expect to spend about the same amount as last year							
			A little less	B						
			A lot less	B						
			Not sure							
	A	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	Skip Logic Group	H2011-Spend more	
			Quality of merchandise					Randomize		
			Merchandise selection							
			Good return policy							
			Online product prices							
			Shipping costs							
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
C		Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
	B	**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)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-Spend less	
			Quality of merchandise					Randomize		
			Poor merchandise selection							
			Return policy							
			I'm trying to save more and spend less							
			Online product prices							
			Shipping costs							
			Poor availability of merchandise							
			Worse personal economic circumstances this year							
			Other (please specify):	CC				Anchor Answer Choice		
CC		Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.com* today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	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.
			I bought a gift for someone else today					Randomize		
			I was browsing today to purchase online later							
			I was browsing today to purchase at one of the store locations							
			I was browsing today to see what you have							
			Other (please specify):	A				Anchor Answer Choice		
	A	What else did you do on *retailer.com* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while holiday shopping this year?**	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
			No							
	A	Why did you do so? (please select all that apply)	To compare different products		Checkbox, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
			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:	B				Anchor Answer Choice	H2011-access other	
	B	Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		Have you ever used a mobile device t... retailer's website, mobile website, or m...	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 u... device this holiday season? (please s...**			e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
								Exclusive Answer Choice		
	A	How did you use your mobile device whi... holiday season? (please select all that apply)			e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
			I accessed a competitor's website							
			I accessed a shopping comparison website (Shopzilla.com, Shopping.com)							
			I accessed the store's mobile shopping app							
			I accessed a competitor's mobile shopping app							
			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 you researched or purchased today**?	Research and buy online, have product delivered		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.
			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			Exclusive Answer Choice			Anchor Answer Choice		

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

Festive Season 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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

| | | | | | | CUSTOM QUESTION LIST | | | | | |

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to **spend more or less online** during the 2011 festive season compared to 2010?	A lot more		Drop down, select one	Single	Y		H2011-Spend general	**Benchmarking question fro 2008, should be a part of all Holiday 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 le... season with *retailer.co.uk* compan...			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**
	A	Why do you expect to spend more ... festive season? (please select all t...			box, one-up vertical	Multi	Y	Skip Logic Group / Randomize	H2011-Spend more	
			Availability of merchandise							
			Better personal economic circumstances this year							
			Other (please specify):	CC				Anchor Answer Choice		
	CC	Other reason to spend more online:			Text area, no char limit		N		H2011-Spend more other	
	B	Why do you expect to spend **less online** with *retailer.co.uk* this festive season? (please select all that apply)	Promotions were not appealing (£ or % off offers)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group / Randomize	H2011-Spend less	
			Quality of merchandise							
			Poor merchandise selection							
			Return policy							
			I'm trying to save more and spend less							
			Online product prices							
			Shipping costs							
			Poor availability of merchandise							
			Worse personal economic circumstances this year							
			Other (please specify):	C				Anchor Answer Choice		
	C	Other reason to spend less online:			Text area, no char limit		N		H2011-Spend less other	
		Please tell us what you **did on** *retailer.co.uk* today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	Skip Logic Group	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.**
			I bought a gift for someone else today					Randomize		
			I was browsing today to purchase online later							
			I was browsing today to purchase at one of the store locations							
			I was browsing today to see what you have							
	A		Other (please specify):	A				Anchor Answer Choice		
		What else did you do on *retailer.co.uk* today?			Text area, no char limit		N	Skip Logic Group	H2011-task accomp other	
		Did you access *(insert retailer's name here)* mobile website, or mobile shopping app **while Christmas shopping this year?**	Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	**Should be used if retailer has a mobile app**
			No							
	A	Why did you do so? (please select all that apply)	To compare different products		Checkbox, one-up vertical	Multi	Y	Skip Logic Group / Randomize	H2011-why access mobile	
			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							
	B		Another reason:	B				Anchor Answer Choice	H2011-access other	
		Please specify the other reason you accessed the company's website or app from a mobile device:			Text area, no char limit		N	Skip Logic Group	H2011-why access other	
		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 regardless if they have a mobile device app or not. It is a global question getting a read on visitors.**
			No, and I don't plan to							
			No, but I might in the future							
			Not sure							
	AA	**Which of the following ways did you use your mobile device during the festive season?** (please select all that apply)	I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	**Global use of mobile app, can be asked of all**
			I made purchases online from my mobile device	A						
			I used my mobile device to compare products or prices whilst shopping in person in a store	A						
			I used retailer-developed mobile shopping apps	A						
			None of the above					Exclusive Answer Choice		
	A	How did you use your mobile device **while in retail stores** during the festive season? (please select all that apply)	I accessed the store's website		Checkbox, one-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
			I accessed a competitor's website							
			I accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK)							
			I accessed the store's mobile shopping app							
			I accessed a competitor'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 you researched or purchased today**?	Research and buy online, have product delivered		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.**
			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				Exclusive Answer Choice		Anchor Answer Choice		

Please use the following guidelines **FOR A UK survey:**
- **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**