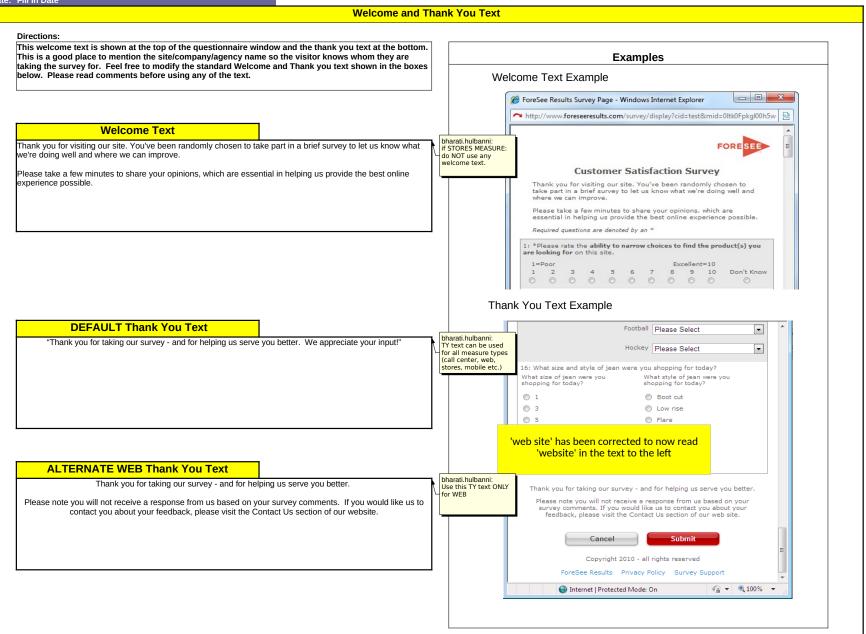
U.S. Department of Education 2012

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







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	ilize the ACSI methodology to determine sco	ores and impacts	
MQ Label	ELEMENTS (drivers of satisfaction) Content (1=Poor, 10=Excellent, Don't Know)	MQ Label	CUSTOMER SATISFACTION Satisfaction	MQ Label	FUTURE BEHAVIORS Return (1=Very Unlikely, 10=Very Likely)
2 Content - Quality	Please rate your perception of the accuracy of information on this site. Please rate the quality of information on this site. Please rate the freshness of content on this site.	19 Satisfaction - Overall 20 Satisfaction - Expectations 21 Satisfaction - Ideal	What is your overall satisfaction with this site? How well does this site meet your expectations ?	22 Return	How likely are you to return to this site in the next 30 days? Recomment (1=Very Unlikely, 10=Very Likely) How likely are you to recommend this site to someone else?
4 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.	21 Satisfaction - Ideal	How does this site compare to your idea of an ideal	23 Recommend 24 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use this site as your primary resource for obtaining information from the Department of Education?
6 Look and Feel - Readability	Please rate the balance of graphics and text on this site. Please rate the readability of the pages on this site. Navigation (1=Poor, 10=Excellent, Don't Know)			25 Trust - Best 26 Trust - Trustworthy	Trust (1=Strongly Disagree, 10=Strongly Agree) I can count on this department to act in my best interests. I/c consider this department to be trustworthy.
8 Navigation - Options	Please rate how well the site is organized. Please rate the options available for navigating this site. Please rate how well the site layout helps you find what you are looking for. Online Transparency (1=Poor, 10=Excellent, Don't Know)			27 Trust - Do Right	This department can be trusted to do what is right.
12 Online Transparency - Access	is doing. Please rate how quickly company information is made available on this site. the public on this site.				
13 Site Performance - Loading 14 Site Performance - Consistency 15 Site Performance - Errors	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site. Please rate the consistency of speed from page to page on this site. Please rate the ability to load pages without getting error messages on this site.				
16 Plain Language - Clear 17 Plain Language - Understandable	Plain Language (1=Poor, 10=Excellent, Don't Know) Please rate the clarity of the wording on this site. Please rate how well you understand the wording on this site. Please rate this site on its use of short, clear sentences.				

Model Instance Name:

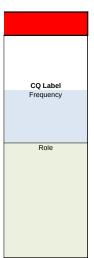
U.S. Department of Education 2012

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

Date this column before sending to a client.

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 applicant					
			Former student/Student loan holder					
			Other, please specify:	Α				Anchor Answer Choice



Model Instance Name:

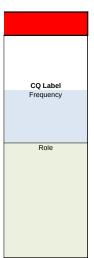
U.S. Department of Education 2012

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

Date this column before sending to a client.

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		•	ľ		
			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



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?	 DO NOT ADD ANSWER CHOICES OR DELETE DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization DO NOT change the CQ LABELS 	(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. ADDRONblue --> REMORDING

				CUSTOM QUESTION	N LIST						
QID	Skip Logic Label	Question Text Do you expect to spend more or less online holday season compared to 2010?		Answer Choices (unified to 50 characters) A lot more A litle more expect to spend about the same amount as last year expect to spend about the same amount as last year A little less.	Skip to	Type (select from list) Drop down, select one	Single or Multi Single	Required YN 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 online holdsy season with smaller some compared to with the smaller some compared to spend more online with holdsy season? (glease select all that apply)		I ddni purchase asything from enterior last year A bit more A liste more Frequent is general about the same amount as last year recept to spend about the same amount as last year A but less Pouncions (5 or % off offers)	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 of the holiday battery
				Quiting of menthandriae Menthandriae selection Good return policy Critice prolicel protes Critice prolicel protes Critical prolice process Critical protes Description of the Critical Proliferial Proliferial Proliferial Better personal economic consumatories this year Other (planes personal economic critical Proliferial Proliferi	С			N	Randomize Anchor Answer Choice		
	В	Unter treaton to spend more conver. Why do you expect to spend less online who holiday season? (please select all that app	ith retailer.com this	Promotions were not appealing (3 or % of offers) Quality of merchandise Pour merchandise selection Return policy I'm trying to seve more and spend less Owine product promotions of the promotion of the policy of the product produc		Text area, no char limit Checkbox, one-up vertical	MulS	Ÿ	Skip Logic Group Randomize	H2011-Spend more other H2011-Spend less	
	СС	Other reason to spand less celine: Please tell us what you did on retailer.com to	oday.	Other (please specially) made a purchase for myself loday bought a gift for someone ethe today was trooding solday to purchase at one later was brooking solday to purchase at one of the store locations was brooking solday to purchase at one of the store locations was brooking solday to see what you have	cc	Text area., no char limit Radio bulton, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less other H2011-task 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 h or mobile shopping app while holiday sh Why did you do so? (please select all the		Yes No To compare different products To look up protect specifications To look up protect specifications	A	Text area, no char limit Radio button, one-up vertical Checkbox, one-up vertical	Single Multi-select	N Y	Skip Logic Group Skip Logic Group Skip Logic Group Randomize	H2011-lask accomp other H2011-access mobile H2011-why access mobile	Should be used if retailer has a mobile app
	В	Please specify the other reason you acce website or app from a mobile device:	essed the company's	To view product reviews To find a store location To find a store location Another reason:	В	Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other H2011-mobile any	
		Have you ever used a mobile device t retailer's website, mobile website, or m	- DO NOT MO	e following guidelines: Profile Wording of the ANSWER CHOICES O ANSWER CHOICES OR DELETE ANSWER CHOICES ANGE ORDER OF ANSWER CHOICES, if you would like ans	wor et		Single			H2011-mobile use	Should be asked of all regardless they have a mobile device app o not. It is a global question gettir a read on visitors.
	AA	Which of the following ways did you u device this holiday season? (please s	order change - DO NOT cha	d, please request randomization nge the CQ LABELS nge your company name in the question which is highliq			Mulb	¥	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 whi holiday season? (please select all that ap		accessed a competitor's website accessed a shopping comparison website (Shoppila.com, Shopping.com) accessed the store's mobile shopping app Accessed a Competity's mobile shopping app		e-up vertical	Mulš	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		Please think about your shopping preference, an general, which the following is your prefer the type of product you researched or purcle the type of the type of type of the type of type of the type of type	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 catalog and cat lo order Research in a catalog and cat lo order Research in a catalog and buy ordine Research chine, buy in store Research chine, buy in store Research and buy online Research and buy on intere Research and buy in store Research and buy in store Research of the sleven		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

od 4 since through: DELETE
underlined & Ballower RE-ORDER
YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELLED & ADDITION
that +-> REWORDING

			сизтом question	ON LIST						
QID	Skip Logic Label	Question Text Do you expect to speed more or less ordine during the 2011 feative between compared to 2010?	Answer Choices (united to 5d characters) A lot more A little more expect to spend about the same amount as last year A little less	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 2006 should be a part of all Holiday questions
	A	- DO NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE order changed, ple: order changed, ple: - DO NOT change the	our company name in the question which is highlighted		town, selectione box, one-up vertical	Single Multi	Y	Skip Logic Group Skip Logic Group Randomize	H2011-Spend retailer H2011-Spend more	Added in 2009, relates directly the retailer and should be a part the holiday battery
			Availability of merchandise Better personal economic circumstances this year Other (please specify):	cc				Anchor Answer Choice		
	B	Other reasons to agend more colore. Why dip you expect to specific so colore with installations all this tracker seasons? (please select all that apply)	Promotions were not appealing (c or % of offers) Quality of merchandise Poor merchandise selection Pooling product of the control of the con		Text area, no charlimit Checkbox, one-up vertical	Multi	N Y	Skip Logic Group Randomize	H2011-Spend more other H2011-Spend less	
		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 did on retailer could today.	made a purchase for myself today Securit a still for conserve site boday was browning baday to purchase and one of the boday was browning baday to purchase at one of the store locations was browning baday to purchase at one of the store locations was browning baday to see what you have	A	Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize Anchor Answer Choice	H2011-task accomp	Only ask if you do not have a "What did you do?" question. D not replace what you have you w lose trending.
	A	What else did you do on retaller.co.uk today? Did you access (insert retailer's name here) mobile website, for mobile shooping and while Christmas shooping this	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 has a
	A	or mouse snopping app write Crinstmas snopping this year? Why did you do so? (please select all that apply)	No To compare different products To look up price information about a product To look up price information about a product To look up product specifications	,	Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	mobile app
			To view product reviews To make a purchase To find a store location						-	
	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:	Yes	AA	Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless they have a mobile device app onot. It is a global question gettin a read on visitors.
		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 Not sure							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)	used my mobile device to access the Internet to research products (compare product details, oble up price; find store locations, etc.) made purchases ordine from my mobile device tused my mobile device to compare products or prices whilst shopping in person in a store tused my mobile device to compare products or prices whilst shopping in person in a store tused retailer-developed mobile shopping apps. None of the above	A A A	Checkbox, one-up vertical	Multi		Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can b asked of all
	A	Now did you use your mobile device while in retail stores during the festive season? (please select all that apply)	accessed the store's website accessed a competion's website accessed a shapping companion website (e.g. Shappilla.co.uk, Shapping.com accessed the store in mobile shapping gap		Checkbox, one-up vertical	Multi	Ÿ	Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the bibouring is your preferred way to shop for the type of predict yes researched or purchased finday?	accessed a compensor's mobile shopping app None of the slowe Research and buy online, have product delivered Research and buy online, pick up in store Research online, buy online, pick up in store Research solve, call to order Research solve, buy in store Research size, buy online Research size, buy online		Radio button, one-up vertical	Single	Y	Exclusive Answer Choice Randomize	H2011-shop preference	Should be a part of the Holida battery of questions. Gets at shopping preference and will left on after January.