## Welcome

Thanks for visiting our site. You have been randomly selected to take part in this Customer Satisfaction survey to let us know what we're doing well and where we need to do better. To ensure accuracy, we've asked ForeSee, an objective independent vendor, to help us gather this feedback. Please take a minute or two to give us your opinion. The feedback you provide will help us serve you better in the future. All results are strictly confidential.

## Thank You

Thank you for your time in completing this survey. Your input is very valuable to us and will be evaluated and used to serve you better in the future. If you click on the links below you will be leaving the Department of Labor's website. The Department of Labor does not endorse, takes no responsibility for, and exercises no control over the organization or its views, or contents, nor does it vouch for the accuracy of the information contained on the destination server.

Model Instance Name: DOL Union Reports V2

MID: 4Jo1VNRAZpccspok4UkkFg==

Partitioned (Y/N)? No

Date: 9/14/201



	9/14/2012					
	Model questions	utilia	DOL Union Reports \	I <b>2</b> letermine scores and impacts		
MQ Label	ELEMENTS (drivers of satisfaction)	uunze	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
MQ Laber	ELEMENTS (university satisfaction)		MQ Laber	CUSTOMER SATISFACTION	INIQ Label	FOTORE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)			Satisfaction		Recommend (1=Very Unlikely, 10=Very Likely)
Content - Accuracy	Please rate your perception of the accuracy of information on this site.		Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Recommend	How likely are you to <b>recommend this site</b> to someone
Content - Quality	Please rate the <b>quality of information</b> on this site.		Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Return (1=Very Unlikely, 10=Very Likely)
Content - Freshness	Please rate the <b>freshness of content</b> on this site.		Satisfaction - Ideal	How does this site compare to your idea of an ideal website?	Return	How likely are you to return to this site?
	Navigation (1=Poor, 10=Excellent, Don't Know)					
Navigation - Organized	Please rate how well the site is organized.					
Navigation - Options	Please rate the options available for navigating this site.					
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.					
Navigation - Clicks	Please rate the number of clicks to get where you want on this site.					
	Look and Feel (1=Poor, 10=Excellent, Don't Know)					
Look and Feel - Appeal	Please rate the visual appeal of this site.					
Look and Feel - Balance	Please rate the balance of graphics and text on this site.					
Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.					
	Site Performance (1=Poor, 10=Excellent, Don't Know)					
Site Performance - Loading	Please rate how quickly pages load on this site.					
Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.					
Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.					

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DOL Union Reports V2

MID: 4Jo1VNRAZpccspok4UkkFg==

Date: 9/14/2012

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

pink: ADDITION

blue + -->: REWORDING

			DOL Union Reports V2 CUSTOM QUESTION LIST						
CQID	Skip To		Answer Choices (limited to 50 characters)	Skip From	ype (select from list	Single or Multi	Required Y/N	Special Instructions	CQ Label
CJI4176		How frequently do you visit this website?	First time		Radio button, one-	Single	N		Visit Frequency
			Every day		up vertical				
			About once a week						
			About once a month	_					
			Every few months or less often						
CJI4177		Which of the following best describes your role in visiting our website today?	Union member		Radio button, one- up vertical	Single	N	Skip Logic Group*	Role
			Union officer						
			General public						
			Academic						
			Member of Media						
			Government Employee						
			Member of Public Interest Group						
			Other	Α					
CJI4178	Α	Please briefly describe your role.			Text area, no char limit		N	Skip Logic Group*	Other Role
CJI4179		Which of the following best describes your primary reason for visiting our website today?	Enforcement and Other Data		Radio button, one- up vertical	Single	N	Skip Logic Group*	Reason
		,	Compliance Assistance/Publication						
			Obtain a Form/Instructions						
			News or press release						
			File a report						
			View a Collective Bargaining Agreement						
			View a financial report						
			Other	В					
CJI4180	В	Please briefly explain your primary reason for visiting our website today.			Text area, no char limit		N	Skip Logic Group*	Other Reason
CJI4181		Were you able to accomplish your goal in visiting our website today?	Yes		Radio button, one- up vertical	Single	N	Skip Logic Group*	Accomplish Goa
			No	С					
			Not yet						
CJI4182	С	What were you unable to accomplish?			Text field, <100 char		N	Skip Logic Group*	Unable
CJI4183		What method did you primarily use to look for information on our website today?	Top navigation bar		Radio button, one- up vertical	Single	N	Skip Logic Group*	Method
			Left navigation bar						
			Links in the center of the page	_					
			Site search feature (box in the upper-right corner of the page)						
			External search engine (such as Google)						
			Other	D					
CJI4184	D	Please briefly explain your primary method to look for information.			Text area, no char limit		N	Skip Logic Group*	Other Method
CJI4185		Do you have any other comments or suggestions to improve			Text area, no char		N		Comments
		this website?			limit		1		

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## DOL Union Reports V2 CUSTOM QUESTION LIST

				Answer Choices	1		Single or	Required	
COID	Skip To	Question Text	AnswerIDs (DOT)	(limited to 50 characters)	Skip From	ype (select from list	Multi	Y/N	Special Instructions
CJI4176		How frequently do you visit this website?	CJI4176A01	First time	T .	Radio button, one-	Single	N	
		,,	CJI4176A02	Every day		up vertical	- 3		
			CJI4176A03	About once a week					
			CJI4176A04	About once a month					
			CJI4176A05	Every few months or less often					
CJI4177		Which of the following best describes your role in visiting our website today?	CJI4177A01	Union member		Radio button, one- up vertical	Single	N	Skip Logic Group*
			CJI4177A02	Union officer					
			CJI4177A03	General public					
			CJI4177A04	Academic					
			CJI4177A05	Member of Media					
			CJI4177A06	Government Employee					
			CJI4177A07	Member of Public Interest Group	_				
			CJI4177A08	Other	_ Δ				
CJI4178	Α	Please briefly describe your role.	00.11777.00			Text area, no char limit		N	Skip Logic Group*
CJI4179		Which of the following best describes your primary reason for visiting our website today?	CJI4179A01	Enforcement and Other Data		Radio button, one- up vertical	Single	N	Skip Logic Group*
			CJI4179A02	Compliance Assistance/Publication					
			CJI4179A03	Obtain a Form/Instructions					
			CJI4179A04	News or press release					
			CJI4179A05	File a report					
			CJI4179A06	View a Collective Bargaining Agreement					
			CJI4179A07	View a financial report					
			CJI4179A08	Other	В				
CJI4180	В	Please briefly explain your primary reason for visiting our website today.				Text area, no char limit		N	Skip Logic Group*
CJI4181		Were you able to accomplish your goal in visiting our website today?	CJI4181A01	Yes		Radio button, one- up vertical	Single	N	Skip Logic Group*
			CJI4181A02	No	С				
			NEW	Not yet					
CJI4182	С	What were you unable to accomplish?				Text field, <100 char		N	Skip Logic Group*
JI4183		What method did you primarily use to look for information on our website today?	CJI4183A01	Top navigation bar		Radio button, one- up vertical	Single	N	Skip Logic Group*
			CJI4183A02	Left navigation bar					
			CJI4183A03	Links in the center of the page					
			CJI4183A04	Site search feature (box in the upper-right corner of the page)					
			CJI4183A05	External search engine (such as Google)					
			CJI4183A06	Other	D				
CJI4184	D	Please briefly explain your primary method to look for information.				Text area, no char limit		N	Skip Logic Group*
JI4185		Do you have any other comments or suggestions to improve				Text area, no char		N	
		this website?				limit			

CQ Label Visit Frequency

Role

Other Role

Reason

Other Reason

Accomplish Goal

Unable

Method

Other Method

Comments

## Holiday 2010 Custom Question Setup

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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?	Answer Choices (limited to 50 characters)  A lot more  Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS' - 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 - You may change your company name in the o	ANSWEI ES, if yo	VER CHOICES ANSWER CHOICES S, if you would like answer choice		
	R	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 S		Multi	Y
	K	holiday season? (please select all that apply)	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	Checkbox, one-up vertical	Walt	



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

\*\*G & title Prough\*\*\* DELETE and intelled A licitors\*\* RE-ORDER
\*\*YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELLEM\*\*\*\*\* ADDITION\*\*\*\*
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				CUSTOM QUESTIO	ON LIST							
	Skin											
OID	Logic Label	Question Text		Answer Choices (limited to 50 characters)	Skip to	Type (ee	lect from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
QID	Laber	Do you expect to spend more or less online holiday season compared to 2010?	e during the 2011	A lot more	3kip to	Drop down, s	elect one	Single	Y	Special instructions	H2011-Spend general	Departmenting exection fro 20
		initially season compared to 2020?										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	7							
		Do you grown to green more or less online	a during the 2011	Not sure		Oron down	alast and	Cinala		Chin Lonio Croup	H2011 Cound rate?or	
		Do you expect to spend more or less onlin- holiday season with retailer.com compared	to 2010?	i dun't purchase anything nom retailer.com last year		Diop down, s	elect offe	Stigle	1	Skip Logic Group	H2011-Speliu letaliei	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 Lexpect to spend about the same amount as last year	Α							
				A little less A lot less	B B							
	A	Why do you expect to spend more online w holiday season? (please select all that apply)	ith retailer.com this	Not sure Promotions (\$ or % off offers)		Checkbox, or	ne-up vertical	Multi	Y	Skip Logic Group	H2011-Spend more	
		holiday season? (please select all that apply)										
				Quality of merchandise	-					Randomize		
				Merchandise selection Good return policy								
				Online product prices								
				Availability of merchandise								
				Better personal economic circumstances this year Other (please specify):	С					Anchor Answer Choice		
	C B	Other reason to spend more online: Why do you expect to spend less online v	vith retailer.com this	Promotions were not appealing (\$ or % off offers)		Text area, no Checkbox, or	char limit ne-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
		Why do you expect to spend less online v holiday season? (please select all that ap	ply)									
				Quality of merchandise						Randomize		
				Poor merchandise selection Return policy								
				I'm trying to save more and spend less Online product prices								
				Shipping costs								
				Worse personal economic circumstances this year	cc					Andrea Anne a Chaire		
	CC	Other reason to spend less online:		Outer (prease specify).	CC	Text area, no	char limit	Cincle	N Y	Alicio Arswel Citolce	H2011-Spend less other H2011-task accomp	
		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.
												not replace what you have you to lose trending.
				l bought a gift for someone else today I was browsing today to purchase online later	7					Randomize		
				I was browsing today to purchase at one of the store locations I was browsing today to see what you have								
				Other (please specify):	А					Anchor Answer Choice		
	A	What else did you do on retaller.com today?		Yes	A	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 or mobile shopping app while holiday s	here) mobile website, hopping this year?		_ ^							Should be used if retailer has mobile app
	A	Why did you do so? (please select all th	rat apply)	No To compare different products		Checkbox, or	ne-up vertical	Multi-select	Y	Skip Logic Group	H2011-why access mobile	
				To look up price information about a product To look up product specifications						Randomize		
				To view product reviews To make a purchase	7							
				To find a store location Another reason:	١.					Anahar Anguar Chaina	LI2011 assess other	
	В	Please specify the other reason you acc	essed the company's	Anomer 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		Radio buttor	, one-up vertical	Single	Y		H2011-mobile any	
												Should be asked of all regardles
		Have you ever used a mobile device t retailer's website, mobile website, or mo	riease use tile	e following guidelines:								they have a mobile device app not. It is a global question getti a read on visitors.
				DDIFY THE WORDING of the ANSWER CHOICES								
				D ANSWER CHOICES OR DELETE ANSWER CHOICES ANGE ORDER OF ANSWER CHOICES, if you would like ar		-!						
	AA	Which of the following ways did you u		d, please request randomization	iswer cn	oice	e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can
		device this holiday season? (please s	- DO NOT cha	nge the CO LABELS								asked of all
			- You may cha	ange your company name in the question which is high	lighted in	BLUE						
										Exclusive Answer Choice		
	А						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 a	pply)									
				I accessed a competitor's website								
				I accessed a shopping comparison website (Shopzilla.com, Shopping.com)								
				I accessed the store's mobile shopping app								
				accessed a competitor's mobile shopping app None of the above						Exclusive Answer Choice		
		Please think about your shopping preference		Research and buy online, have product delivered		Radio button,	one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holid battery of questions. Gets a
		In general, which of the following is your pref the type of product you researched or pure	chased today?									Should be a part of the Holids battery of questions. Gets a 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	1				1			
				Research in a catalog and buy online Research online, buy in store	1				1			
	1			Research in store, buy online Research and buy in store	1	1			1			
				None of the above		1		Exclusive Answer Choice		Anchor Answer Choice		

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.\*\* ADDROND

\*\*Due --> REMORDING\*\*

\*\*REMORDING\*\*

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			CUSTOM QUESTIC	ON LIST						
QID	Skip Logic Label	Question Text  Do you expect to spend more or less ordine during the 2011 feature descent compared to 2010?	Answer Choices (limited to 50 characters) A lot more A little more Expect to spend about the same amount as last year A little ress Natice tests	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 NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE order changed, ple withy do you expect to spend more center season? (please select all - DO NOT change the			down, selectione	Single  Multi	Y	Skip Logic Group 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
		- You may change y	our company name in the question which is highlighted	in BLUI				Randomize		
	CC B	Other reason to spend more online:	Other (please specify):	cc	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
	В	Why do you report in sporal less online with reservice across the lesses season? (please select all that apply)	Poemotions were not appealing (ic or % of offers)  Quality of merchandise Poor merchandise selection Return policy or consist of the consistency o		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more other H2011-Spend less	
	С	Other reason to spend less online: Please tell us what you did on retailer.co.uk today.	Other (prease specify):  I made a purchase for myself today	С	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group	H2011-Spend less other H2011-task accomp	
			bought a gift for someone else today was browing boday to purchase ordine later was browing boday to purchase ordine of the store locations was browing boday to purchase and one of the store locations was browing boday to see what you have Other (please specify).	A		Congress		Randomize  Anchor Answer Choice		Only ask if you do not have a "What did you do?" question. Do not replace what you have you will 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	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	
		or mobile shopping app while Christmas shopping this year?	No.	А						Should be used if retailer has a mobile app
	А	Why did you do so? (please select all that apply)	To compare different products To look up price information abouts product To look up product specifications To look up product specifications To look up product specifications To view product reviews 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:	В	Text area, no char limit		N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Mave 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 Subre  Not sur	AA	Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless 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 during the festive season? (please select all that apply)	load suic  Load by mabile device to access the internet to research products (compare product devide, look up prices, find store locations, etc.)  made purchase sortine from my mobile device  Lued my mobile device to compare products or prices whilst shopping in person  Lued retailer 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, can be asked of all
	A	How 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 competion's website  accessed a shopping comparison website (e.g. Shoppilla.co.uk, Shopping.com  ACCESSED a shopping comparison website (e.g. Shoppilla.co.uk, Shopping.com  ACCESSED a shopping com  ACCESSED a shopping com  ACCESSED a competion's mobile shopping app.		Checkbox, one-up vertical	Multi	Ÿ	Skip Logic Group  Skip Logic Group	H2011-mobile use store	
		Please think about your shopping prehenoces. In general, which of the Minning I your preferred way to shop for the type of predicts you researched or purchased today?	Research and buy ordine, have product delivered  Research and buy ordine, pick up in store  Research ordine, call to order  Research ordine, call to order  Research stories, buy in store  Research stories, buy in store  Research as size, buy ordine  Research and buy in store  Research and buy in store  Research and buy in store		Radio button, one-up vertical	Single  Exclusive Answer Choice	Y	Randomize  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.