MID: c1sk8JFdo0JE1RoJ9A1Vww==

Date: 11/27/2012



### 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.

### **Welcome Text**

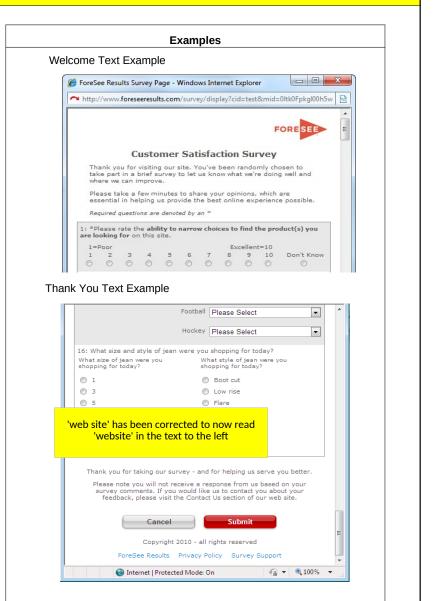
Thank you for visiting the Bureau of Justice Assistance (BJA) site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

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

# **DEFAULT Thank You Text**

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

# **ALTERNATE WEB Thank You Text**



Model Instance Name: BJA (OJP Program) MID: c1s

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Note:

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: 11/27/2012



		BJ	A (OJP Program)		
	Model question	s utilize the ACS	I methodology to determine scores and imp	acts	
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Content (1=Poor, 10=Excellent, Don't Know)	1   1	Satisfaction		Primary Resource (1=Very Unlikely, 10=Very Likely)
1 Content - Accuracy	Please rate your perception of the accuracy of information on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining information from this agency?</b>
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	18 Satisfaction - Expectations	How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to recommend this site to someone else?
	Functionality (1=Poor, 10=Excellent, Don't Know)				Return (1=Very Unlikely, 10=Very Likely)
4 Functionality - Usefulness	Please rate the <b>usefulness of the website tools provided</b> on this site.			22 Return	How likely are you to <b>return to this site</b> ?
5 Functionality - Convenient	Please rate the <b>convenient placement of the website tools</b> on this site.				
6 Functionality - Variety	Please rate the <b>variety of website tools</b> on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
7 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.				
9 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
0Navigation - Organized	Please rate how well the site is organized.				
1 Navigation - Options	Please rate the options available for navigating this site.				
2 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
3 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
4Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
6 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				

Model Instance Name: BJA (OJP Program)

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

pink: ADDITION blue + -->: REWORDING

Date: 11/27/2012

**BJA (OJP Program) CUSTOM QUESTION LIST** Skip AnswerIDs **Answer Choices** Single or Logic Required QID (DOT) Multi **Special Instructions** Label **Question Text** (limited to 50 characters) Skip to CO Label Type (select from list) Y/N LNH2343 How frequently do you visit this site? LNH2343A01 This is my first visit Radio button, one-up vertical Single Visit Frequency NH2343A02 Daily/more than once a day NH2343A03 At least once a week NH2343A04 At least once a month NH2343A05 Every few months Once every six months or less often NH2343A06 LNH2344 What best describes your organizational affiliation? Org.Affiliation NH2344A01 State government Radio button, one-up vertical Single Skip Logic Group\* LNH2344A02 County government NH2344A03 Municipal government NH2344A04 Indian Tribal government NH2344A05 Federal government or agency NH2344A06 University/college/school faculty or staff NH2344A07 Private sector NH2344A08 Non-profit LNH2344A09 Student NH2344A10 Media NH2344A11 General public NH2344A12 Other LNH2345 OE Affiliation Please briefly describe your other affiliation: Text field. <100 char N Skip Logic Group\* LNH2346 LNH2346A01 Law enforcement officer or official Drop down, select one Single Skip Logic Group\* Role Which category best describes your professional field? LNH2346A02 Counter-terrorism/Homeland security LNH2346A03 Corrections officer or official LNH2346A04 Courts/judicial system NH2346A05 Substance abuse treatment LNH2346A06 Mental health professional LNH2346A07 Social worker or counselor LNH2346A08 Academic researcher NH2346A09 Educator or trainer LNH2346A10 Student LNH2346A11 Local or State Government (elected, appointed or staff member) Federal Government or Agency NH2346A12 LNH2346A13 Community or faith-based organization associate LNH2346A14 General Public LNH2346A15 Other LNH2347 B Please briefly describe your other professional role: Text field, <100 char N Skip Logic Group\* Other role LNH2348 What is your **primary reason** for visiting this site today? LNH2348A01 Apply for or learn about grants or funding 0 Radio button, one-up vertical Single Skip Logic Group\* Primary Reason Track, manage, or find information on prior grant awards NH2348A02 Find information or publications on a specific program or topic LNH2348A03 U NH2348A04 Find training or technical assistance Q NH2348A05 Find information on program evaluation S LNH2348A06 Check for conferences, webinars or other events U LNH2348A07 Access Justice Today or check announcements LNH2348A08 Obtain contact information for the Bureau of Justice Assistance LNH2348A09 Subscribe to My BJA or RSS feeds LNH2348A10 I was just browsing, not looking for anything in particular LNH2348A11 Other Text field, <100 char Please briefly describe your primary reason for today's site N Skip Logic Group\* Other reason LNH2349 LNH2350 In general, which of these categories best matches your area Radio button, one-up vertical Skip Logic Group\* Grants of interest for grants or funding? NH2350A01 Law enforcement/policing Single I NH2350A02 Adjudication policy and court programs LNH2350A03 Corrections LNH2350A04 Reentry programs LNH2350A05 Crime prevention LNH2350A06 Information sharing/integration I NH2350A07 Statistical or academic research LNH2350A08 Substance abuse (treatment/monitoring/judicial programs) LNH2350A09 Mental health NH2350A10 Victim services programs LNH2350A11 Tribal justice LNH2350A12 Counter-terrorism/Homeland security I was interested in general grant or funding information only NH2350A13 LNH2350A14

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pink: ADDITION blue + -->: REWORDING

				BJA (OJP Program) CUSTOM QUESTION LIST	•					
OID	Skip Logic	Ougstion Tout	AnswerIDs	Answer Choices	Ckin to	Time (calcat from list)	Single or	Required	Cassial Instructions	COLobel
QID LNH2351	Label	Question Text Please briefly describe your other area of funding interest:	(DOT)	(limited to 50 characters)	Skip to	Type (select from list)  Text field, <100 char	Multi	Y/N N	Special Instructions Skip Logic Group*	CQ Label OE Grants
LNH2351 LNH2352		In general, which of these categories best matches your <b>area</b>	I NH2352401			Radio button, one-up vertical		Y	Skip Logic Group*	Training
LIVITIZOOZ	Ý	of interest for training?	LIVITZSSZAGI	Law enforcement/policing		radio button, one-up vertical	Single		Skip Logic Group	Training
			LNH2352A02	Adjudication policy and court programs			5			
			LNH2352A03	Corrections						
			LNH2352A04	Reentry programs						
			LNH2352A05	Crime prevention						
			LNH2352A06	Information sharing/integration	1					
			LNH2352A07	Statistical or academic research	-					
			LNH2352A08 LNH2352A09	Substance abuse (treatment/monitoring/judicial programs)  Mental health	-					
			LNH2352A09 LNH2352A10	Victim services programs	+					
			LNH2352A11	Tribal justice	1					
			LNH2352A12	Counter-terrorism/Homeland security						
			LNH2352A13	I was interested in general information only, or just browsing	1					
			LNH2352A14	Other	R					
LNH2353	R	Please briefly describe your other area of training interest:				Text field, <100 char		N	Skip Logic Group*	OE_Training
LNH2354	S	In general, which of these categories best matches your area	LNH2354A01			Radio button, one-up vertical	a	Y	Skip Logic Group*	Evaluation
		of interest for program evaluation?	LAULIDOE	Law enforcement/policing			Single			
			LNH2354A02 LNH2354A03	Adjudication policy and court programs	-					
			LNH2354A04	Corrections Reentry programs	-					
			LNH2354A04 LNH2354A05	Crime prevention	-					
			LNH2354A06	Information sharing/integration	1					
			LNH2354A07	Statistical or academic research	1					
			LNH2354A08	Substance abuse (treatment/monitoring/judicial programs)						
			LNH2354A09	Mental health						
			LNH2354A10	Victim services programs						
			LNH2354A11	Tribal justice	4					
			LNH2354A12	Counter-terrorism/Homeland security	4					
			LNH2354A13 LNH2354A14	I was interested in general information only, or just browsing  Other	<b>-</b> -					
		Please briefly describe your other area of evaluation interest:	LINE2334A14	Otter	<del>  '</del>	Text field, <100 char		N	Skip Logic Group*	OE Evaluation
LNH2355	т	rease briefly describe your other area or evaluation interest.				Text field, 100 chai		"	Skip Logic Group	OL_Evaluation
LNH2356	U	In general, which of these subjects best matches your	LNH2356A01			Radio button, one-up vertical		Y	Skip Logic Group*	Topic of Interest
		primary area of interest?		Law enforcement/policing			Single			
			LNH2356A02	Adjudication policy and court programs						
			LNH2356A03	Corrections						
			LNH2356A04	Reentry programs	_					
			LNH2356A05	Crime prevention	4					
			LNH2356A06 LNH2356A07	Information sharing/integration	-					
			LNH2356A07	Statistical or academic research Substance abuse (treatment/monitoring/judicial programs)	+					
			LNH2356A09	Mental health	-					
			LNH2356A10	Victim services programs	1					
			LNH2356A11	Tribal justice						
			LNH2356A12	Counter-terrorism/Homeland security						
			LNH2356A13	Other	V					
LNH2357		Please briefly describe your other topical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
LNH2358		What is the <b>primary method</b> you used to locate information on this site?	LNH2358A01	I used the main navigation tabs/headings near the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
			LNH2358A02	I used one of the center home page links (I Want To, Announcements, etc.)						
			LNH2358A03	I used the Information or Connect links at the bottom of the page	+					
			LNH2358A04	I used the site search feature	-					
			LNH2358A05 LNH2358A06	NH2358A05 I used the site map NH2358A06 Already knew area to land on or used a MyBJA dashboard link						
			LNH2358A07	Other	Ь					
LNH2359		What other method did you use to look for the information you wanted / needed?				Text area, no char limit		N	Skip Logic Group*	Other Method
LNH2360			LNH2360A01	Yes		Radio button, one-up vertical	Single	Υ	Skip Logic Group*	Able to Accomplis
		site today?							,	
			LNH2360A02	No	X, Y					
					1 20 20					
			LNH2360A03 LNH2360A04	Partially I wasn't looking for anything in particular	X, Y					

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blue + -->: REWORDING

				BJA (OJP Program) CUSTOM QUESTION L	-151					
	Skip									
	Logic		AnswerIDs	Answer Choices			Single or	Required		
QID	Label	Question Text	(DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N	Special Instructions	CQ Label
LNH2361	Х	Please tell us specifically what were you unable to find or				Text area, no char limit		N	Skip Logic Group*	nable to Accompl
		accomplish:								·
LNH2362	Υ	What will you do next?	LNH2362A01	Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
		,,	LNH2362A02	Contact BJA by telephone			3 -			
			LNH2362A03	Contact BJA via email						
			LNH2362A04	Contact BJA through regular mail						
			LNH2362A05	Try another website or other resource						
			LNH2362A06	Nothing, although I did not find what I was looking for						
			LNH2362A07	Other	Z					
LNH2363	Z	Please describe what you will do next:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
LNH2364		How would you describe your <b>navigation experience</b> on this site today? (select all that apply)	LNH2364A01	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
			LNH2364A02	Links often did not take me where I expected						
			LNH2364A03	Had difficulty finding relevant information						
			LNH2364A04	Links/labels are difficult to understand	_					
			LNH2364A05	Too many links/navigational options to choose from						
			LNH2364A06	Had technical difficulties (error messages, broken links, etc.)	E					
			LNH2364A07	Could not navigate back to previous information						
			LNH2364A08	I had a navigation difficulty not listed above:	F					
_NH2365	E	Please describe which links were broken or had error messages:		· ·		Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
LNH2366	F	Please briefly describe your additional navigation difficulty:				Text area, no char limit		N	Skip Logic Group*	OE Navigate
LNH2367	•	Did you use any search features on this site today?	LNH2367A01	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
LINI 12301		Did you use any search reatures on this site today!	LNH2367A02	No No	<b>—</b>	Itadio battori, orie-up vertical	Siligie	'	Skip Logic Group	Jearch Osage
	_					B # 1 # # # #	0: 1	.,	01: 1 : 0 :	
LNH2368	12368 <b>G</b>	Please tell us about your <b>experience with the site's search features</b> today. (Please select the best description)	LNH2368A01	Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
			LNH2368A02	Results were not relevant/not what I wanted						
			LNH2368A03	Too many results/I needed to refine my search						
			LNH2368A04	Not enough results						
					- н					
			LNH2368A05	Returned NO results	- 7					
			LNH2368A06	Received error message(s)						
			LNH2368A07	Search speed was too slow						
			LNH2368A08	I experienced a different search issue (please explain):						
LNH2369	Н	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terr
LNH2370	I	Please describe the issues and/or errors you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*	OE_Search Issu
		If you could make one change/improvement to this website,								
LNH2371		what would it be?				Text area, no char limit		N		Improvements
LNH2372		How did you learn about BJA.gov?	LNH2372A01	Search engine (Google, Bing, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
-INI 12372		l low did you learn about box.gov:	LNH2372A01	Prior visit (or had bookmarked/saved as favorite)		readio buttori, orie-up vertical	Sirigie	'	Skip Logic Group	1 TOW T OUTIU
			LNH2372A03	Referred by another Dept. of Justice or OJP site						
			LNH2372A04	Referred by different website, other than DOJ or OJP sites						
			LNH2372A05	Social media (Twitter, Facebook, etc.)						
			LNH2372A06	News source (magazine/newspaper/radio/television)						
				News source (magazine/newspaper/radio/television) Referred by a professional or academic acquaintance						
			LNH2372A06 LNH2372A07	Referred by a professional or academic acquaintance						
			LNH2372A06 LNH2372A07 LNH2372A08	Referred by a professional or academic acquaintance Referred by a friend or family member						
NH2272	1	Diago specify how you learned shout this wobelts.	LNH2372A06 LNH2372A07	Referred by a professional or academic acquaintance	J	Taytarga, no char limit		NI.	Skin Logio Crount	OF Found
	J	Please specify how you learned about this website:	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09	Referred by a professional or academic acquaintance Referred by a friend or family member Other	J	Text area, no char limit	Single	N	Skip Logic Group*	OE-Found
	J	Please specify how you learned about this website: Do you subscribe to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other Yes	J	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group*	OE-Found Subscribe
	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing	J		Single		Skip Logic Group*	
	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other Yes	J		Single		Skip Logic Group*	
_NH2374	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to	J	Radio button, one-up vertical			Skip Logic Group*	
_NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing	J		Single	Y	Skip Logic Group*	Subscribe
LNH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
_NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01 LNH2375A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter		Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2374A01 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01 LNH2375A02 LNH2375A02 LNH2375A03 LNH2375A04	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds Luse only Twitter No, I am not interested at this time	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374 -NH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?  Do you <b>connect with BJA using the RSS feed or Twitter</b> account?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time No, but I intend to use at least one of them in the future	J	Radio button, one-up vertical  Radio button, one-up vertical		Y		Subscribe
LNH2373 LNH2374 LNH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds Luse only Twitter No, I am not interested at this time	J A, B	Radio button, one-up vertical		Y	Skip Logic Group*  Skip Logic Group*	Subscribe  Connect
NH2374 -NH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?  Do you <b>connect with BJA using the RSS feed or Twitter</b> account?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time No, but I intend to use at least one of them in the future	J A, B	Radio button, one-up vertical  Radio button, one-up vertical	Single	Y		Subscribe  Connect  Access Mobile

Model Instance Name:

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MID: c1sk8JFdo0JE1RoJ9A1Vww==

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blue + -->: REWORDING

				BJA (OJP Program) CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	AnswerIDs (DOT) LNH2377A02	Answer Choices (limited to 50 characters) A tablet	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2378	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	LNH2377A03 LNH2378A01	None of these Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Federal Mobile Site Usage
			LNH2378A03	No, but I plan to do so No, but I might in the future No, and I don't plan to do so						_
LNH2379	С	Have you ever accessed the BJA site using a mobile phone or tablet?	LNH2379A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Mobile Site Usage
			LNH2379A03	No, but I plan to do so No, but I might in the future No, and I don't plan to do so						

# 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				
Skip Logic Label	R CHOICES u would like answe		Required Y/N Y			
R		Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise	R S S	Checkbox, one-up vertical	Multi	Y
	Logic Label	Logic Label  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?  R Why do you expect to spend more online with retailer.com this	Skip Logic Label  Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  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 CHOICE order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the order of 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	Skip Logic Label  Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CH DO NOT ADD ANSWER CHOICES OR DELETE ANSWER - DO NOT CHANGE ORDER OF ANSWER CHOICES, if your order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question  A little more   expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?  A little more   expect to spend about the same amount as last year   A little less   S   S	Skip to   Cuestion Text	Skip Logic Question Text (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 - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE  A little more - Pepase use the following guidelines: - DO NOT ADD 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  A little more - Pepase use the following guidelines: - DO NOT ADD 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  A little more - Pepase use the following guidelines: - DO NOT ADD 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  A little more - Pepase to spend more or less online during the 2010 - Do NOT Change your company name in the question which is highlighted in BLUE  A little more - Pepase to spend more or less online during the 2010 - Do NOT change your company name in the question which is highlighted in BLUE  A little more - Pepase to spend more or less online during the 2010 - DO NOT Change your company name in the question which is highlighted in BLUE  A little more - Pepase to spend more or less online during the 2010 - DO NOT Change your company name in the question which is highlighted in BLUE  A little more - Pepase to spend more or less online during the 2010 - DO NOT Change your company name in the question which is highlighted in BLUE  A little more - Pepase to spend more or less online during the 201



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 Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes  Benchmarking question for 2000 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 doint purchase anything from enterior last year  A bit more A list more Frequent is general about the same amount as last year  recept to spend about the same amount as last year  A bit less  For the same amount as last year  Promotions (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 Better personal economic consumatories this year Other (planes personal economic consumatories this year	С				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)  I made a purchase for myself loday  Bought a gift for someone ethe today  was trooding solday to purchase are one later was brooking solday to purchase are one of the store locations  was brooking solday to purchase are 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. I 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 rotect 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 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 make a purchase To find a store location Autofier reason:  Yes	В	Text area, no char limit	Single	N Y	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 mo	- DO NOT MO	e following guidelines: DDIFY THE WORDING of the ANSWER CHOICES D ANSWER CHOICES OR DELETE ANSWER CHOICES NAGE ORDER OF ANSWER CHOICES, if you would like ans	ruol-						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	in John Service Choices, in you would like airst, a please request randomization inge the CQ LABELS inge your company name in the question which is highling.			Multi	¥	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	iply)	accessed a competion's website  accessed a stopping comparison website (Shoppila com, Shopping com) accessed to stopping comparison website (Shoppila com, Shopping com) accessed a competity solide shopping app		e-up vertical	MulS	Y	Skip Logic Group  Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preference in general, which of the following is your prefer the type of product your researched or purch	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 call to order Research mine, and to order Research collection of the collection Research collection Research collection Research collection Research store, buy online Research store, buy online Research and buy in store Research and buy in store Research collection Res		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 perference 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  Soupil a pill for someone dele today was through a pull for someone dele today was through a pull for someone dele today was todaying today to purchase at one of the today was browning today to purchase at one of the today for today was browning today to see what you have Other (please specifies):	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 b left on after January.