



Model Instance Name:

BJA (OJP Program)

MID: c1sk8JFdo0JE1RoJ9A1Vww==

Partitioned = 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.

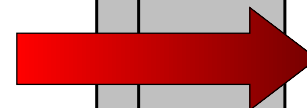
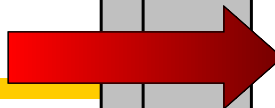
Date: 11/27/2012



**BJA (OJP Program)**

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> 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 <b>meet your expectations?</b> (1=Falls Short, 10=Exceeds)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
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 <b>recommend this site to someone else?</b>
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>				<b>Return (1=Very Unlikely, 10=Very Likely)</b>
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.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
7 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
8 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.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
10 Navigation - Organized	Please rate <b>how well the site is organized.</b>				
11 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
12 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for.</b>				
13 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
15 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
16 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				



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 pink: ADDITION  
 blue + -->: REWORDING

**BJA (OJP Program) CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2343		How frequently do you visit this site?	LNH2343A01 LNH2343A02 LNH2343A03 LNH2343A04 LNH2343A05 LNH2343A06	This is my first visit Daily/more than once a day At least once a week At least once a month Every few months Once every six months or less often		Radio button, one-up vertical	Single	Y		Visit Frequency
LNH2344		What best describes your <b>organizational affiliation</b> ?	LNH2344A01 LNH2344A02 LNH2344A03 LNH2344A04 LNH2344A05 LNH2344A06 LNH2344A07 LNH2344A08 LNH2344A09 LNH2344A10 LNH2344A11 LNH2344A12	State government County government Municipal government Indian Tribal government Federal government or agency University/college/school faculty or staff Private sector Non-profit Student Media General public Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Org. Affiliation
LNH2345	A	Please briefly describe your other affiliation:			A	Text field, <100 char		N	Skip Logic Group*	OE Affiliation
LNH2346		Which category best describes your professional field?	LNH2346A01 LNH2346A02 LNH2346A03 LNH2346A04 LNH2346A05 LNH2346A06 LNH2346A07 LNH2346A08 LNH2346A09 LNH2346A10 LNH2346A11 LNH2346A12 LNH2346A13 LNH2346A14 LNH2346A15	Law enforcement officer or official Counter-terrorism/Homeland security Corrections officer or official Courts/judicial system Substance abuse treatment Mental health professional Social worker or counselor Academic researcher Educator or trainer Student Local or State Government (elected, appointed or staff member) Federal Government or Agency Community or faith-based organization associate General Public Other	B	Drop down, select one	Single	Y	Skip Logic Group*	Role
LNH2347	B	Please briefly describe your other professional role:				Text field, <100 char		N	Skip Logic Group*	Other role
LNH2348		What is your <b>primary reason</b> for visiting this site today?	LNH2348A01 LNH2348A02 LNH2348A03 LNH2348A04 LNH2348A05 LNH2348A06 LNH2348A07 LNH2348A08 LNH2348A09 LNH2348A10 LNH2348A11	Apply for or learn about grants or funding Track, manage, or find information on prior grant awards Find information or publications on a specific program or topic Find training or technical assistance Find information on program evaluation Check for conferences, webinars or other events Access Justice Today or check announcements Obtain contact information for the Bureau of Justice Assistance Subscribe to My BJA or RSS feeds I was just browsing, not looking for anything in particular Other	O U Q S U C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
LNH2349	C	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
LNH2350	O	In general, which of these categories best matches your <b>area of interest for grants or funding</b> ?	LNH2350A01 LNH2350A02 LNH2350A03 LNH2350A04 LNH2350A05 LNH2350A06 LNH2350A07 LNH2350A08 LNH2350A09 LNH2350A10 LNH2350A11 LNH2350A12 LNH2350A13 LNH2350A14	Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general grant or funding information only Other	P	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Grants

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QID	Skip Logic Label	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2351	P	Please briefly describe your other area of funding interest:				Text field, <100 char		N	Skip Logic Group*	OE_Grants
LNH2352	Q	In general, which of these categories best matches your <b>area of interest for training</b> ?	LNH2352A01 LNH2352A02 LNH2352A03 LNH2352A04 LNH2352A05 LNH2352A06 LNH2352A07 LNH2352A08 LNH2352A09 LNH2352A10 LNH2352A11 LNH2352A12 LNH2352A13 LNH2352A14	Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general information only, or just browsing Other	R	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Training
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 <b>area of interest for program evaluation</b> ?	LNH2354A01 LNH2354A02 LNH2354A03 LNH2354A04 LNH2354A05 LNH2354A06 LNH2354A07 LNH2354A08 LNH2354A09 LNH2354A10 LNH2354A11 LNH2354A12 LNH2354A13 LNH2354A14	Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security I was interested in general information only, or just browsing Other	T	Radio button, one-up vertical	Single	Y	Skip Logic Group*	OE_Evaluation
LNH2355	T	Please briefly describe your other area of evaluation interest:				Text field, <100 char		N	Skip Logic Group*	OE_Evaluation
LNH2356	U	In general, which of these subjects best matches your <b>primary area of interest</b> ?	LNH2356A01 LNH2356A02 LNH2356A03 LNH2356A04 LNH2356A05 LNH2356A06 LNH2356A07 LNH2356A08 LNH2356A09 LNH2356A10 LNH2356A11 LNH2356A12 LNH2356A13	Law enforcement/policing Adjudication policy and court programs Corrections Reentry programs Crime prevention Information sharing/integration Statistical or academic research Substance abuse (treatment/monitoring/judicial programs) Mental health Victim services programs Tribal justice Counter-terrorism/Homeland security Other	V	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Topic of Interest
LNH2357	V	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 LNH2358A02 LNH2358A03 LNH2358A04 LNH2358A05 LNH2358A06 LNH2358A07	I used the main navigation tabs/headings near the top of the home page I used one of the center home page links (I Want To, Announcements, etc.) I used the Information or Connect links at the bottom of the page I used the site search feature I used the site map Already knew area to land on or used a MyBJA dashboard link Other	D	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
LNH2359	D	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		Were you <b>able to find</b> what you were looking for on the BJA site today?	LNH2360A01 LNH2360A02 LNH2360A03 LNH2360A04	Yes No Partially I wasn't looking for anything in particular	X, Y X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish

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LNH2361	X	Please tell us specifically what were you unable to find or accomplish:				Text area, no char limit		N	Skip Logic Group*	Inable to Accomplis
LNH2362	Y	What will you <b>do next</b> ?	LNH2362A01 LNH2362A02 LNH2362A03 LNH2362A04 LNH2362A05 LNH2362A06 LNH2362A07	Continue looking on this site or try again later Contact BJA by telephone Contact BJA via email Contact BJA through regular mail Try another website or other resource Nothing, although I did not find what I was looking for Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH2363	Z	Please describe what you will do next:			Z	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 LNH2364A02 LNH2364A03 LNH2364A04 LNH2364A05 LNH2364A06 LNH2364A07 LNH2364A08	I had no difficulty navigating/browsing on this site Links often did not take me where I expected Had difficulty finding relevant information Links/labels are difficult to understand Too many links/navigational options to choose from Had technical difficulties (error messages, broken links, etc.) Could not navigate back to previous information I had a navigation difficulty not listed above:	E F	Checkbox, one-up vertical	Multi	Y	Skip Logic Group* Skip Logic Group*	OE Navigation
LNH2365	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 <b>use any search features</b> on this site today?	LNH2367A01 LNH2367A02	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
LNH2368	G	Please tell us about your <b>experience with the site's search features</b> today. (Please select the best description)	LNH2368A01 LNH2368A02 LNH2368A03 LNH2368A04 LNH2368A05 LNH2368A06 LNH2368A07 LNH2368A08	Search results were helpful Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) Search speed was too slow I experienced a different search issue (please explain):	H I I	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
LNH2369	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terms
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 Issue
LNH2371		If you could make one <b>change/improvement</b> to this website, what would it be?				Text area, no char limit		N		Improvements
LNH2372		How did you <b>learn about BJA.gov</b> ?	LNH2372A01 LNH2372A02 LNH2372A03 LNH2372A04 LNH2372A05 LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09	Search engine (Google, Bing, etc.) Prior visit (or had bookmarked/saved as favorite) Referred by another Dept. of Justice or OJP site Referred by different website, other than DOJ or OJP sites Social media (Twitter, Facebook, etc.) News source (magazine/newspaper/radio/television) Referred by a professional or academic acquaintance Referred by a friend or family member Other	J	Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
LNH2373	J	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*	OE-Found
LNH2374		Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2374A01 LNH2374A02 LNH2374A03	Yes No, I have no interest in subscribing Not yet, but I intend to		Radio button, one-up vertical	Single	Y		Subscribe
LNH2375		Do you <b>connect with BJA using the RSS feed or Twitter</b> account?	LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A04 LNH2375A05	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		Radio button, one-up vertical	Single	Y		Connect
LNH2376		Do you <b>ever access the Internet using a mobile phone or tablet</b> ?	LNH2376A01 LNH2376A02	Yes No	A, B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Access Mobile Internet
LNH2377	A	Which of the following <b>devices</b> do you have?	LNH2377A01	A SmartPhone		Radio button, one-up vertical	Multi	Y	Skip Logic Group*	Phone or Tablet

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LNH2378	B	Have you ever accessed ANY federal website using a mobile phone or tablet?	LNH2377A02	A tablet	C	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Federal Mobile Site Usage
			LNH2377A03	None of these						
			LNH2378A01	Yes						
			LNH2378A02	No, but I plan to do so						
LNH2379	C	Have you ever accessed the BJA site using a mobile phone or tablet?	LNH2378A03	No, but I might in the future		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Mobile Site Usage
			LNH2378A04	No, and I don't plan to do so						
			LNH2379A01	Yes						
			LNH2379A02	No, but I plan to do so						

Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

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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 <b>spend more or less online</b> during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to <b>spend more or less online</b> during the 2010 holiday season with <b>retailer.com</b> compared to 2009?	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 <b>BLUE</b>						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 <b>more online with retailer.com</b> 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 red & strike through: DELETE  
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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 A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		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
		Why do you expect to spend more online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) 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)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	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.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com</b> 's mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products 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		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com</b> 's website, mobile website, or mobile shopping app?	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 use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-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 holiday shopping? (please select all that apply)	Research and buy online, have product delivered 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		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use store	
		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 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		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup  
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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 A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			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
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Availability of merchandise</li> <li>Being offered incentives/ circumstances this year</li> <li>Other (please specify)</li> </ul>		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Products were not appealing (e.g. % off offers)</li> <li>Quality of merchandise</li> <li>Poor merchandise selection</li> <li>Website usability</li> <li>Too many to take time and spend less</li> <li>Online product prices</li> <li>Shipping costs</li> <li>Poor availability of merchandise</li> <li>Worse personal economic circumstances this year</li> <li>Other (please specify)</li> </ul>		Checkboxes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Radio button, one up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> <li>To compare different products</li> <li>To look up price information about a product</li> <li>To look up product specifications</li> <li>To view product reviews</li> <li>To make a purchase</li> <li>To find a store location</li> <li>Another reason</li> </ul>		Checkboxes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have 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 future Not sure		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.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)</li> <li>I made purchases online from my mobile device</li> <li>I used my mobile device to compare products or prices whilst shopping in person in a store</li> <li>I used retailer-developed mobile shopping apps</li> <li>None of the above</li> </ul>		Checkboxes, one up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>accessed the store's website</li> <li>accessed a competitor's website</li> <li>accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK)</li> <li>accessed the store's mobile shopping app</li> <li>accessed a competitor's mobile shopping app</li> <li>None of the above</li> </ul>		Checkboxes, one up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		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?	<ul style="list-style-type: none"> <li>Research and buy online, have product delivered</li> <li>Research and buy online, pick up in store</li> <li>Research online, call to order</li> <li>Research catalogue buy online</li> <li>Research online, buy in store</li> <li>Research in store, buy online</li> <li>Research and buy in store</li> <li>None of the above</li> </ul>		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.
								Exclusive Answer Choice	Anchor Answer Choice	