

Model Instance Name:
NCJRS (OJP Program)

MID: pYJf5U8UUtRN5B9st4B1A==

Date: 11/21/2012



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 National Criminal Justice Reference Service (NCJRS) 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.

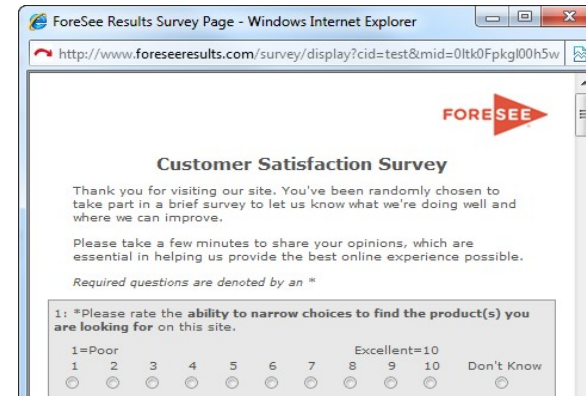
DEFAULT Thank You Text

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

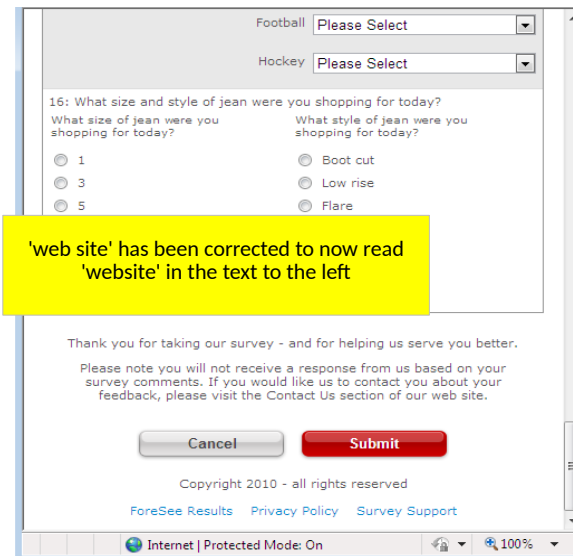
ALTERNATE WEB Thank You Text

Examples

Welcome Text Example



Thank You Text Example



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 MID: pYJl5IU8UUtRN5B9st4B1A==
 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: 11/21/2012



NCJRS (OJP Program)					
Model questions utilize the ACSI methodology to determine scores and impacts					
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
1 Content - Accuracy	Content (1=Poor, 10=Excellent, Don't Know) Please rate your perception of the accuracy of information on this site.	17 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 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 this agency?
2 Content - Quality	Please rate the quality of information 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 freshness of content on this site.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to recommend this site to someone else?
4 Functionality - Usefulness	Functionality (1=Poor, 10=Excellent, Don't Know) Please rate the usefulness of the features provided on this site.			22 Return	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to this site?
5 Functionality - Convenient	Please rate the convenient placement of the features on this site.				
6 Functionality - Variety	Please rate the variety of features on this site.				
7 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of this site.				
8 Look and Feel - Balance	Please rate the balance of graphics and text on this site.				
9 Look and Feel - Readability	Please rate the readability of the pages on this site.				
10 Navigation - Organized	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate how well the site is organized.				
11 Navigation - Options	Please rate the options available for navigating this site.				
12 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
13 Navigation - Clicks	Please rate the number of clicks to get where you want on this site.				
14 Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this site.				
15 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
16 Site Performance - Errors	Please rate the ability to load pages without getting error messages on this site.				

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

NCJRS (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
CJ15304		How frequently do you visit this site?	CJ15304A01 CJ15304A02 CJ15304A03 CJ15304A04 CJ15304A05 CJ15304A06	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	
CJ15305		What best describes your organizational affiliation?	CJ15305A01 CJ15305A02 CJ15305A03 CJ15305A04 CJ15305A05 CJ15305A06 CJ15305A07 CJ15305A08 CJ15305A09 CJ15305A10 CJ15305A11 CJ15305A12 CJ15305A13	Federal government State government County government Indian Tribal government Municipal government Media Private sector Non-profit University/college/school faculty or staff Student General public International (Outside U.S.) Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJ15306	A	Please briefly describe your other affiliation:			A	Text field, <100 char		N	Skip Logic Group*
CJ15307		Which category best describes you?	CJ15307A01 CJ15307A02 CJ15307A03 CJ15307A04 CJ15307A05 CJ15307A06 CJ15307A07 CJ15307A08 CJ15307A09 CJ15307A10 CJ15307A11 CJ15307A12 CJ15307A13 CJ15307A14	Law enforcement officer or official Corrections officer or official Courts/judicial system Academic researcher Victim Service Provider Juvenile Justice Specialist/Provider Educator or trainer Student Social worker/mental health/counselor Elected/appointed official Media Community or faith-based organization member General Public Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJ15308	W	Please briefly describe your other role:			W	Text field, <100 char		N	Skip Logic Group*
CJ15309		Did you do any of the following on the NCJRS site today? (select all that apply)	CJ15309A01 CJ15309A02 CJ15309A03 CJ15309A04 CJ15309A05 CJ15309A06 CJ15309A07 CJ15309A08	Researched information or data on a topic or issue Read or ordered a specific publication Identified grant/funding opportunities Subscribed to a mailing list, listserv, or RSS feed Located conferences, seminars, or other events Updated mailing list, listserv, or other account information I was just browsing, with no specific purpose Other		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
CJ15310	B	Please describe briefly the other activities you came to NCJRS for:			B	Text field, <100 char		N	Skip Logic Group*
CJ15311		Which category best describes your primary topic of interest?	CJ15311A01 CJ15311A02 CJ15311A03 CJ15311A04 CJ15311A05 CJ15311A06 CJ15311A07 CJ15311A08 CJ15311A09 CJ15311A10 CJ15311A11 CJ15311A12 CJ15311A13	Corrections/detention Arrests/convictions/sentencing Courts General justice system information Reentry/release/probation/parole/recidivism General crime statistics or demographic information Juvenile justice/delinquency Law enforcement/policing Specific type or category of crime Information about drugs or substance abuse Crime prevention or partnership programs Victims of crime or victim assistance programs Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
ACQinh0020226	U	Please briefly describe your primary topic of interest:			U	Text field, <100 char		N	Skip Logic Group*
CJ15312	T	Which specific type or category of crime best describes your primary topic of interest:	CJ15312A01 CJ15312A02 CJ15312A03 CJ15312A04 CJ15312A05	Homicide Assault Rape and sexual assault Domestic violence Gun violence		Drop down, select one	Single	Y	

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			CJIS312A06 CJIS312A07 CJIS312A08 CJIS312A09 CJIS312A10 CJIS312A11 CJIS312A12 CJIS312A13 CJIS312A14 CJIS312A15 CJIS312A16 CJIS312A17 CJIS312A18 CJIS312A19 CJIS312A20 CJIS312A21 CJIS312A22 CJIS312A23	Kidnapping Human trafficking Terrorism Hate crimes Organized crime Gangs Other violent crime (carjacking, stalking, etc.) Drug crimes Burglary/larceny/theft Motor vehicle theft Arson Identity theft/cybercrime Financial crimes/investment fraud/money laundering Other property crime Driving under the influence/impaired driving Prostitution Immigration offenses Other					
CJIS313	UU	Please briefly describe your primary topic of interest.			UU	Text field, <100 char		N	Skip Logic Group*
CJIS314		Were you able to find what you were looking for on the NCJRS site?	CJIS314A01 CJIS314A02 CJIS314A03 CJIS314A04 CJIS314A05 CJIS314A06 CJIS314A07	I found the information, and it was VERY HELPFUL I found the information, but it was TOO MUCH INFORMATION to be useful I found the information, but it was HARD TO UNDERSTAND I found related information but it was NOT ENOUGH I was NOT able to find the information I was looking for I was JUST BROWSING Don't know yet	X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS315	X	Please tell us specifically what were you unable to find.				Text area, no char limit		N	Skip Logic Group*
CJIS316	Y	What will you do next ?	CJIS316A01 CJIS316A02 CJIS316A03 CJIS316A04 CJIS316A05 CJIS316A06 CJIS316A07 CJIS316A08	Continue looking on this site or try again later Contact NCJRS by telephone Contact NCJRS via email Use Chat/Online Assistance Contact NCJRS through regular mail Try another website or other resource Nothing, although I did not find what I was looking for Other	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS317	Z	Please describe what you will do next.				Text area, no char limit		N	Skip Logic Group*
CJIS318		What is the primary method you used to look for information on the NCJRS website?	CJIS318A01 CJIS318A02 CJIS318A03 CJIS318A04 CJIS318A05 CJIS318A06 CJIS318A07 CJIS318A08 CJIS318A09 CJIS318A10 CJIS318A11 CJIS318A12	Top Navigation Bar (Publications/Products, Library/Abstracts, Grants, etc.) Used left-side Topics column and chose specific topic or subtopic A-Z Topics List (full alphabetical list of topics) Links within home page text Site Search (search box at top right of page) Advanced Search Q&A Search NCJRS Abstracts Database Search NCJ Thesaurus Search Events Search I already knew the area to go to or had specific page bookmarked Other	D	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS319	D	Please tell us your primary method of looking for information on this site.				Text area, no char limit		N	Skip Logic Group*
CJIS320		How would you describe your navigation experience on this site today? (Please select all that apply)	CJIS320A01 CJIS320A02 CJIS320A03 CJIS320A04 CJIS320A05 CJIS320A06 CJIS320A07 CJIS320A08	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*
CJIS321	E	Please describe which links were broken or had error messages.				Text area, no char limit		N	Skip Logic Group*
CJIS322	F	Please briefly describe your navigation difficulty.				Text area, no char limit		N	Skip Logic Group*
CJIS323		Did you use any search features on this site today?	CJIS323A01 CJIS323A02	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*

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CJ15324	G	Please tell us about your experience with the site's search features today. (Please select the best description)	CJ15324A01	Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*
			CJ15324A02	Results were not relevant/not what I wanted	R				
			CJ15324A03	Too many results/I needed to refine my search	R				
			CJ15324A04	Not enough results					
			CJ15324A05	Returned NO results	H				
			CJ15324A06	Received error message(s)	I				
			CJ15324A07	Search speed was too slow					
			CJ15324A08	I experienced a different search issue (please explain):	J				
CJ15325	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*
CJ15326	I	Please describe what errors or broken links you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*
CJ15327	J	Please describe your issue with the search feature:				Text area, no char limit		N	Skip Logic Group*
CJ15328	R	How would you improve the site's search feature?				Text area, no char limit		N	Skip Logic Group*
CJ15329		What source brought you to this website today?	CJ15329A01	Search engine (Google, Bing, etc.)	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			CJ15329A02	Prior visit (or had bookmarked/saved as favorite)					
			CJ15329A03	Referred by another Dept. of Justice or OJP site					
			CJ15329A04	Referred by different website, other than DOJ or OJP sites					
			CJ15329A05	Social media (Twitter, Facebook, etc.)					
			CJ15329A06	News source (magazine/newspaper/radio/television)					
			CJ15329A07	Referred by a professional or academic acquaintance					
			CJ15329A08	Referred by a friend or family member					
			CJ15329A09	Other					
CJ15330	K	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*
CJ15331		If you could make one change/improvement to this website, what would it be?				Text area, no char limit		N	
CJ15332		Do you subscribe to NCJRS ?	CJ15332A01	I subscribe to JUSTINFO and receive just the biweekly email newsletter		Radio button, one-up vertical	Single	Y	
			CJ15332A02	I am registered with NCJRS and receive JUSTINFO as well as being on the NCJRS mailing list					
			CJ15332A03	In addition to one of the above, I also receive the NCJRS RSS feed					
			CJ15332A04	I receive the NCJRS RSS feed, but not JUSTINFO					
			CJ15332A05	No, but I intend to subscribe or register in the future for at least one of these					
			CJ15332A06	No, I have no interest in subscribing or registering					
CJ15333		Did you use the Library/Abstracts today?	CJ15333A01	Yes	L,M,N,O	Radio button, one-up vertical	Single	Y	Skip Logic Group
			CJ15333A02	No					
CJ15334	L	Please select all the abstract features you used today:	CJ15334A01	Weekly Accessions List		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			CJ15334A02	International Monthly Accessions List					
			CJ15334A03	Find in a Library (WorldCat)					
			CJ15334A04	Order Photocopy					
			CJ15334A05	Interlibrary Loan					
			CJ15334A06	Donate Materials					
CJ15335	M	How did you access the abstracts?	CJ15335A01	Site Search (search box at top right of page)	P	Radio button, one-up vertical	Single	Y	Skip Logic Group
			CJ15335A02	Abstract Database Search					
			CJ15335A03	Search Engine (Google, Bing, etc.)					
			CJ15335A04	Direct link					
			CJ15335A05	Other					
CJ15336	P	Please describe how you accessed the site's abstracts:				Text field, <100 char		N	Skip Logic Group

CQ Label Visit Frequency
Org. Affiliation
OE_Affiliation
Role
Other role
Activities
OE_Activities
Topic of Interest
Other Topic
Crime Topic

CQ Label
Other Crime Topic
Able to Find
OE_Not Found Do Next
OE_Do Next
Primary Method
Other Method
Navigation
OE_Nav Link
OE_Navigate
Search Usage

CQ Label
Search Experience
OE_Search Terms
OE_Search Error
OE_Search Issue
OE_Search Improve
How Found
OE-Found
Improvements
Subscribe
Abstract Library Use
Abstract Features
Abstract Access
OE-Access

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CJ15304		How frequently do you visit this site?	CJ15304A01 CJ15304A02 CJ15304A03 CJ15304A04 CJ15304A05 CJ15304A06	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	
CJ15305		What best describes your organizational affiliation?	CJ15305A01 CJ15305A02 CJ15305A03 CJ15305A04 CJ15305A05 CJ15305A06 CJ15305A07 CJ15305A08 CJ15305A09 CJ15305A10 CJ15305A11 CJ15305A12 CJ15305A13	Federal government State government County government Indian Tribal government Municipal government Media Private sector Non-profit University/college/school faculty or staff Student General public International (Outside U.S.) Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJ15306	A	Please briefly describe your other affiliation:			A	Text field, <100 char		N	Skip Logic Group*
CJ15307		Which category best describes you?	CJ15307A01 CJ15307A02 CJ15307A03 CJ15307A04 CJ15307A05 CJ15307A06 CJ15307A07 CJ15307A08 CJ15307A09 CJ15307A10 CJ15307A11 CJ15307A12 CJ15307A13 CJ15307A14	Law enforcement officer or official Corrections officer or official Courts/judicial system Academic researcher Victim Service Provider Juvenile Justice Specialist/Provider Educator or trainer Student Social worker/mental health/counselor Elected/appointed official Media Community or faith-based organization member General Public Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJ15308	W	Please briefly describe your other role:			W	Text field, <100 char		N	Skip Logic Group*
CJ15309		Did you do any of the following on the NCJRS site today? (select all that apply)	CJ15309A01 CJ15309A02 CJ15309A03 CJ15309A04 CJ15309A05 CJ15309A06 CJ15309A07 CJ15309A08	Researched information or data on a topic or issue Read or ordered a specific publication Identified grant/funding opportunities Subscribed to a mailing list, listserv, or RSS feed Located conferences, seminars, or other events Updated mailing list, listserv, or other account information I was just browsing, with no specific purpose Other		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
CJ15310	B	Please describe briefly the other activities you came to NCJRS for:			B	Text field, <100 char		N	Skip Logic Group*
CJ15311		Which category best describes your primary topic of interest?	CJ15311A01 CJ15311A02 CJ15311A03 CJ15311A04 CJ15311A05 CJ15311A06 CJ15311A07 CJ15311A08 CJ15311A09 CJ15311A10 CJ15311A11 CJ15311A12 CJ15311A13	Corrections/detention Arrests/convictions/sentencing Courts General justice system information Reentry/release/probation/parole/recidivism General crime statistics or demographic information Juvenile justice/delinquency Law enforcement/policing Specific type or category of crime Information about drugs or substance abuse Crime prevention or partnership programs Victims of crime or victim assistance programs Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*
ACQinh0020226	U	Please briefly describe your primary topic of interest:			U	Text field, <100 char		N	Skip Logic Group*
CJ15312	T	Which specific type or category of crime best describes your primary topic of interest:	CJ15312A01 CJ15312A02 CJ15312A03 CJ15312A04 CJ15312A05	Homicide Assault Rape and sexual assault Domestic violence Gun violence		Drop down, select one	Single	Y	

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CJIS313	UU	Please briefly describe your primary topic of interest.			UU	Text field, <100 char		N	Skip Logic Group*
CJIS314		Were you able to find what you were looking for on the NCJRS site?	CJIS314A01 CJIS314A02 CJIS314A03 CJIS314A04 CJIS314A05 CJIS314A06 CJIS314A07	I found the information, and it was VERY HELPFUL I found the information, but it was TOO MUCH INFORMATION to be useful I found the information, but it was HARD TO UNDERSTAND I found related information but it was NOT ENOUGH I was NOT able to find the information I was looking for I was JUST BROWSING Don't know yet	X, Y	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS315	X	Please tell us specifically what were you unable to find.				Text area, no char limit		N	Skip Logic Group*
CJIS316	Y	What will you do next ?	CJIS316A01 CJIS316A02 CJIS316A03 CJIS316A04 CJIS316A05 CJIS316A06 CJIS316A07 CJIS316A08	Continue looking on this site or try again later Contact NCJRS by telephone Contact NCJRS via email Use Chat/Online Assistance Contact NCJRS through regular mail Try another website or other resource Nothing, although I did not find what I was looking for Other	Z	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS317	Z	Please describe what you will do next.				Text area, no char limit		N	Skip Logic Group*
CJIS318		What is the primary method you used to look for information on the NCJRS website?	CJIS318A01 CJIS318A02 CJIS318A03 CJIS318A04 CJIS318A05 CJIS318A06 CJIS318A07 CJIS318A08 CJIS318A09 CJIS318A10 CJIS318A11 CJIS318A12	Top Navigation Bar (Publications/Products, Library/Abstracts, Grants, etc.) Used left-side Topics column and chose specific topic or subtopic A-Z Topics List (full alphabetical list of topics) Links within home page text Site Search (search box at top right of page) Advanced Search Q&A Search NCJRS Abstracts Database Search NCJ Thesaurus Search Events Search I already knew the area to go to or had specific page bookmarked Other	D	Radio button, one-up vertical	Single	Y	Skip Logic Group*
CJIS319	D	Please tell us your primary method of looking for information on this site.				Text area, no char limit		N	Skip Logic Group*
CJIS320		How would you describe your navigation experience on this site today? (Please select all that apply)	CJIS320A01 CJIS320A02 CJIS320A03 CJIS320A04 CJIS320A05 CJIS320A06 CJIS320A07 CJIS320A08	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*
CJIS321	E	Please describe which links were broken or had error messages.				Text area, no char limit		N	Skip Logic Group*
CJIS322	F	Please briefly describe your navigation difficulty.				Text area, no char limit		N	Skip Logic Group*
CJIS323		Did you use any search features on this site today?	CJIS323A01 CJIS323A02	Yes No	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*

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			CJ15324A02	Results were not relevant/not what I wanted	R				
			CJ15324A03	Too many results/I needed to refine my search	R				
			CJ15324A04	Not enough results					
			CJ15324A05	Returned NO results	H				
			CJ15324A06	Received error message(s)	I				
			CJ15324A07	Search speed was too slow					
			CJ15324A08	I experienced a different search issue (please explain):	J				
CJ15325	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*
CJ15326	I	Please describe what errors or broken links you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*
CJ15327	J	Please describe your issue with the search feature:				Text area, no char limit		N	Skip Logic Group*
CJ15328	R	How would you improve the site's search feature?				Text area, no char limit		N	Skip Logic Group*
CJ15329		What source brought you to this website today?	CJ15329A01	Search engine (Google, Bing, etc.)	K	Radio button, one-up vertical	Single	Y	Skip Logic Group*
			CJ15329A02	Prior visit (or had bookmarked/saved as favorite)					
			CJ15329A03	Referred by another Dept. of Justice or OJP site					
			CJ15329A04	Referred by different website, other than DOJ or OJP sites					
			CJ15329A05	Social media (Twitter, Facebook, etc.)					
			CJ15329A06	News source (magazine/newspaper/radio/television)					
			CJ15329A07	Referred by a professional or academic acquaintance					
			CJ15329A08	Referred by a friend or family member					
			CJ15329A09	Other					
CJ15330	K	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*
CJ15331		If you could make one change/improvement to this website, what would it be?				Text area, no char limit		N	
CJ15332		Do you subscribe to NCJRS ?	CJ15332A01	I subscribe to JUSTINFO and receive just the biweekly email newsletter		Radio button, one-up vertical	Single	Y	
			CJ15332A02	I am registered with NCJRS and receive JUSTINFO as well as being on the NCJRS mailing list					
			CJ15332A03	In addition to one of the above, I also receive the NCJRS RSS feed					
			CJ15332A04	I receive the NCJRS RSS feed, but not JUSTINFO					
			CJ15332A05	No, but I intend to subscribe or register in the future for at least one of these					
			CJ15332A06	No, I have no interest in subscribing or registering					
CJ15333		Did you use the Library/Abstracts today?	CJ15333A01	Yes	L,M,N,O	Radio button, one-up vertical	Single	Y	Skip Logic Group
			CJ15333A02	No					
CJ15334	L	Please select all the abstract features you used today:	CJ15334A01	Weekly Accessions List		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			CJ15334A02	International Monthly Accessions List					
			CJ15334A03	Find in a Library (WorldCat)					
			CJ15334A04	Order Photocopy					
			CJ15334A05	Interlibrary Loan					
			CJ15334A06	Donate Materials					
CJ15335	M	How did you access the abstracts?	CJ15335A01	Site Search (search box at top right of page)	P	Radio button, one-up vertical	Single	Y	Skip Logic Group
			CJ15335A02	Abstract Database Search					
			CJ15335A03	Search Engine (Google, Bing, etc.)					
			CJ15335A04	Direct link					
			CJ15335A05	Other					
CJ15336	P	Please describe how you accessed the site's abstracts:				Text field, <100 char		N	Skip Logic Group

CQ Label Visit Frequency
Org. Affiliation
OE_Affiliation
Role
Other role
Activities
OE_Activities
Topic of Interest
Other Topic
Crime Topic

CQ Label
Other Crime Topic
Able to Find
OE_Not Found Do Next
OE_Do Next
Primary Method
Other Method
Navigation
OE_Nav Link
OE_Navigate
Search Usage

CQ Label
Search Experience
OE_Search Terms
OE_Search Error
OE_Search Issue
OE_Search Improve
How Found
OE-Found
Improvements
Subscribe
Abstract Library Use
Abstract Features
Abstract Access
OE-Access

Holiday 2010 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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

CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> 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 BLUE						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
Not sure									
	R	Why do you expect to spend more online with <i>retailer.com</i> 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
underlined & bolded: RE-ORDER
with: ADDITION
blue + ->: REWORDING

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more 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 retailer.com compared to 2010?	Didn't purchase anything from retailer.com 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 retailer.com 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 retailer.com 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 retailer.com 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 retailer.com today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer.com'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 at retailer.com'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		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
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED. BE

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

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more 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 retailer.co.uk 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"> Availability of merchandise Being offered incentives/ circumstances this year Other (please specify) 		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Multi	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"> Prices were not appealing (e.g. % off offers) Quality of merchandise Poor merchandise selection Delivery policy Too many to take time 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 H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Multi	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.co.uk 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 retailer.co.uk today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access retailer's name (here) 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"> 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 		Checkbox, 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	Multi	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"> I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.) I made purchases online from my mobile device I used my mobile device to compare products or prices whilst shopping in person in a store I used retailer-developed mobile shopping apps None of the above 		Checkbox, 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"> accessed the store's website accessed a competitor's website accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above 		Checkbox, 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"> Research and buy online, have product delivered Research and buy online, pick up in store Research online, call to order Research catalogue buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above 		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		