OJP Main

MID: UAwx1IRc8o9F1oJdZIwoJA==

Date: 11/5/2012



### 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**

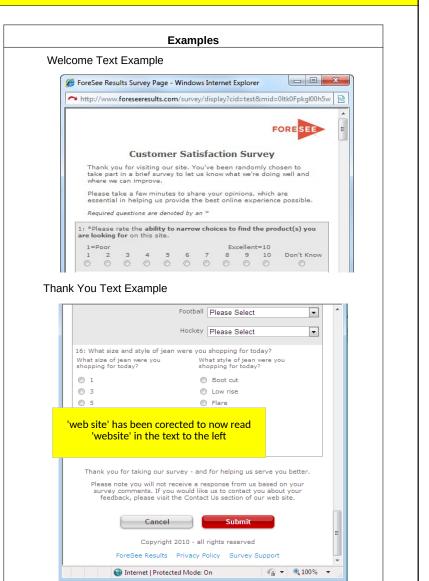
Thank you for visiting the Department of Justice's Office of Justice Programs site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

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**



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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: 11/5/2012



	Model questions	utilizo	the ACSI	OJP Main methodology to determine scores and imp	acts	
		utilize	ine ACSI		acis	EUTURE RELIANGER
MQ Label	ELEMENTS (drivers of satisfaction)		MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
IVIQ Label	Content (1=Poor, 10=Excellent, Don't Know)	1	INIQ Label	Satisfaction	INIQ Label	Primary Resource (1=Very Unlikely, 10=Very Likely)
Content -	Please rate your perception of the <b>accuracy of information</b> on this site.	2015	atisfaction -	What is your <b>overall satisfaction</b> with this site?	23 Primary Resource	How likely are you to use this site as your <b>primary resource for</b>
Accuracy	r todos rato your porospilon or the <b>accuracy or information</b> on this often		verall	(1=Very Dissatisfied, 10=Very Satisfied)	201 milary resource	obtaining information about Office of Justice Programs?
Content - Quality	Please rate the <b>quality of information</b> on this site.			How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
		[-	Apeciations	(1-1 dils Short, 10-Exceeds)		
3 Content -	Please rate the <b>freshness of content</b> on this site.	22/52	atisfaction -	How does this site compare to your idea of an ideal	24 Recommend	How likely are you to recommend this site to someone el
Freshness	rease rate the meshiess of content on this site.	Ide	eal	website?	24 tecommend	li low likely are you to recommend this site to someone en
				(1=Not Very Close, 10=Very Close)		
	Functionality (1=Poor, 10=Excellent, Don't Know)					Return (1=Very Unlikely, 10=Very Likely)
	Please rate the <b>usefulness of the features provided</b> on this site.				25 Return	How likely are you to return to this site?
Usefulness						
	Please rate the convenient placement of the features on this site.					
Convenient						Trust (1=Strongly Disagree, 10=Strongly Agree)
	Please rate the variety of features on this site.				26 Trust - Best	I can count on this agency to act in my best interests.
Variety					Interests	
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				27 Trust - Trustwortny	I consider this agency to be <b>trustworthy</b> .
Look and Feel -	Please rate the <b>visual appeal</b> of this site.				28 Trust - Do Right	This agans, can be trusted to de what is sight
Appeal	riedse rate the <b>visual appeal</b> of this site.				Zolitusi - Do Rigili	This agency can be trusted to do what is right.
	Please rate the <b>balance of graphics and text</b> on this site.					
Balance						
Look and Feel -	Please rate the <b>readability of the pages</b> on this site.					
Readability	,					
	Navigation (1=Poor, 10=Excellent, Don't Know)					
	Please rate how well the site is organized.					
Organized						
	Please rate the options available for navigating this site.					
Options	Discount has a second below of the later of					
Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.					
-	Please rate the number of clicks to get where you want on this site.					
Sivavigation - Clicks	rease rate the number of cheks to get where you want on this site.					
	Online Transparency (1=Poor, 10=Excellent, Don't Know)					
4 Online						
Transparency -	Please rate how thoroughly this site discloses information about what this agency					
Disclose	is doing.					
Online						
Transparency - Quick						
,	Please rate how quickly agency information is made available on this site.					
Online Transparency -						
A 0 0 0 0 0	Please rate how well information about this agency's actions can be accessed by the					
	public on this site. Site Performance (1=Poor, 10=Excellent, Don't Know)					
	Please rate how quickly pages load on this site.					
Loading	is today rate non quietty puges roud on this site.					
Site Performance -	Please rate the <b>consistency of speed from page to page</b> on this site.					
Consistency						
Consistency				<b> </b>		
	Please rate the <b>ability to load pages without getting error messages</b> on this site.					

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ide (DO N nis columi ending to	n before	bharati.hulbanni: there should be NO MORE THAN ONE LETTER IN HERE (Skip Logic Label)							Can Gro with 'Spe
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
IH2305		How frequently do you visit this site?	This is my first visit	Citip to	Radio button, one-up vertical	Single	Y	monuonono	Visit Frequency
			Daily/more than once a day At least once a week At least once a month			3 3			
			Every few months	-					
			Once every six months or less often	1					
IH2306		What best describes your organizational affiliation?	State government		Radio button, one-up vertical	Single	Υ	Skip Logic Group*	Org.Affiliation
			County government						
			Municipal government						
			Indian Tribal government						
			Federal government or agency						
			University/college/school faculty or staff						
			Private sector						
			Non-profit	_					
			Student	_					
			Media or reporter	_					
			General public						
			Other	Α					
H2307	Α	Please briefly describe your other affiliation:			Text field, <100 char		N	Skip Logic Group*	OE_Affiliatio
H2308		Which category best describes you?	Law enforcement officer or official	_	Radio button, one-up vertical	Single	Υ	Skip Logic Group*	Role
			Corrections officer or official	_					
			Courts/judicial system	_					
			Academic researcher	_					
			Forensic or investigative technology specialist	_					
			Educator or trainer	_					
			Student	_					
			Community or Faith-Based organization associate	_					
			Local or State Government (elected, appointed or staff member)	_					
			Federal Government or agency	_					
			Victim of crime/victim advocacy	4					
			Counselor or social worker	4					
			Media or reporter	4					
			General Public						
H2309	-	Please briefly describe your other role category:	Other	R	Text field, <100 char		N.	Ckin Logia Crau	Other rela
H2310	R	What is your <b>primary reason</b> for visiting this site today?	Apply for or learn about grants or funding	1	Radio button, one-up vertical	Single	N Y	Skip Logic Group*	Other role Primary Reason
IHZ310		what is your primary reason for visiting this site today?	Apply for or learn about grants or funding  Track, manage, or find information on prior grant awards	J	Radio buttori, one-up vertical	Sirigie	Y	Skip Logic Group*	Pilillary Reaso
			Find training or technical assistance	×					
			Find training of recrifical assistance Find reports, fact sheets, publications or resources on a specific topic						
			Access news releases, weekly briefs, featured content, or speeches						
			Learn about Office of Justice Programs, or its Bureaus and Offices	+					
			Obtain contact information for OJP, or its Bureaus and Offices						
			I was looking for career or internship opportunities	-					
			I was just browsing, not looking for anything in particular	+					
			Other	С					
IH2311	С	Please briefly describe your primary reason for today's site visit:	Cuto.		Text field, <100 char		N	Skip Logic Group*	Other reason
					Dadio button con un vigation		\ \ <u>\</u>	Ckin Logia Crayest	Cronta
H2312	J	In general, which of these subjects best matches your area of	Lourenforcement		Radio button, one-up vertical	Cinale	Y	Skip Logic Group*	Grants
		interest for grants or funding?	Law enforcement	-		Single			
			Juvenile justice Corrections	-					

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	Skip Logic		Answer Choices			Single or	Required	Special	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Instructions	CQ Label
			Academic research Substance abuse and crime	-					
			Forensics or investigative technology	+					
			Victims of crime	+					
			Tribal Justice/American Indian or Alaska Native affairs	+					
			Faith-based or neighborhood partnerships	+					
			I was interested in general grant or funding information only	+					
			Other	М					
IH2313	M	Please briefly describe your other area of funding interest:	Culci		Text field, <100 char		N	Skip Logic Group*	OE Grants
H2314		In general, which of these subjects best matches your <b>area of</b>			Radio button, one-up vertical		Y	Skip Logic Group*	Training
		interest for training?	Law enforcement		land solder, one up reliable	Single	i i	p Logic Croup	
		<b>3</b>	Juvenile justice	1		g			
			Corrections	†					
			Courts and judicial programs (adult)	1					
			Substance abuse and crime	1					
			Forensics or investigative technology	1					
			Victims of crime	1					
			Tribal Justice/American Indian or Alaska Native affairs	1					
			I was interested in general information, not a specific topic	1					
			Other	N					
IH2315	N	Please briefly describe your other area of training interest:			Text field, <100 char		N	Skip Logic Group*	OE_Training
NH2316	L	In general, which of these subjects best matches your area			Radio button, one-up vertical		Y	Skip Logic Group*	Topic of Interest
		of interest?	Law enforcement			Single			
			Juvenile justice						
			Corrections						
			Courts and judicial programs (adult)						
			Civil rights						
			Substance abuse and crime						
			Forensics or investigative technology						
			Victims of crime	1					
			Tribal Justice/American Indian or Alaska Native affairs	_					
			Faith-based or neighborhood partnerships	1					
			Academic research and statistics	1 _					
			Other	0					
		Please briefly describe your other topical area of interest:			Text field, <100 char		N	Skip Logic Group*	OE_Topic
H2317	О								
H2318		What is the <b>primary method</b> you used to locate information	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
		on this site?							
			I used the OJP TOPICS links on the left side of the page						
			I used the SEARCH OJP search box at the top right of the page	1					
			I went to the central page news and features links						
			I used one of the Bureaus and Offices or OJP links at the bottom of the page						
			I already knew the area to go to or had specific page bookmarked						
			Other	V					
IH2319		What other method did you use to look for the information you			Text area, no char limit		N	Skip Logic Group*	Other Method
		wanted / needed?							
H2320		Were you <b>able to find</b> what you were looking for on the OJP	Yes		Radio button, one-up vertical	Single	Υ	Skip Logic Group*	Able to Accomplis
		website?							
			No	X, Y					
			Partially I wasn't looking for anything in particular	X, Y					

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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	CO Label
LNH2321	X	Please tell us specifically what were you unable to find or accomplish?	(minica to 50 characters)	Skip to	Text area, no char limit	Widiti	N	Skip Logic Group*	Unable to Accomplish
LNH2322	Y	What will you <b>do next</b> ?	Continue looking on this site or try again later Contact OJP by telephone Contact OJP via email Use one of the more specific contact links or numbers (grants, civil rights) Use one of the links or numbers for a specific OJP Bureau or Office Try another website Contact OJP by regular mail Nothing, although I did not find what I was looking for Other	z	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
LNH2323	Z	Please describe what you will do next:	Citici		Text area, no char limit		N	Skip Logic Group*	OE Do Next
LNH2324		How would you describe your <b>navigation experience</b> on this site today? (select all that apply)	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	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
LNH2325	Е	Please describe which links were broken or had error messages:	That a navigation dimetry not inted above.		Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
LNH2326	F	Please briefly describe your additional navigation difficulty:			Text area, no char limit		N	Skip Logic Group*	OE_Navigate
NH2327		Did you use any search features on this site today?	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
NH2328		Please tell us about your <b>experience with the site's search features</b> today. (Please select the best description)	No Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experienc
			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					
LNH2329	Н	What search term(s) did you use?	гехрепенее а интегент зештен известренае ехрианту.	•	Text area, no char limit		N	Skip Logic Group*	OE_Search Term
NH2330	1	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
LNH2331		If you could make one <b>change/improvement</b> to this website, what would it be?			Text area, no char limit		N		Improvements
.NH2332		How did you <b>learn about</b> this website?	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		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
			Other	D					
NH2333	D	Please specify how you learned about this website:			Text area, no char limit		N	Skip Logic Group*	OE-Found

 Model Instance Name:
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LNH2334	334 Do you subscri	Do you <b>subscribe to or connect with OJP</b> in any of these ways? (please select all that apply)	I subscribe to OJP email updates I subscribe to an OJP RSS feed I connect with OJP through Facebook		Checkbox, one-up vertical	Multi	Y		Subscribe
			I follow OJP on Twitter  No, but I intend to subscribe/connect with OJP in the future for at least one of these  No, I have no interest in subscribing or connecting in these ways						
LNH2335		Do you ever access the Internet using a mobile phone or tablet?	Yes No	A, B	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Access Mobile Internet
LNH2336	A	Which of the following <b>devices</b> do you have?	A SmartPhone A tablet None of these	W X	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Phone or Tablet
LNH2337	W		iPhone Android Blackberry		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Phone Type

# Holiday 2010 Custom Question Setup

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			CUSTOM QUESTION LIST				
QID (Group ID) Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010  Spend intention with this retailer	Skip Logic Label	Question Text  Do you expect to spend more or less online during the 2010 holiday season compared to 2009?  Do you expect to spend more or less online during the 2010 holiday season with retailer.com compared to 2009?	Answer Choices (limited to 50 characters)  A lot more  Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANS' - DO NOT ADD ANSWER CHOICES OR DELETE - DO NOT CHANGE ORDER OF ANSWER CHOIC order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the	ANSWE ES, if yo	R CHOICES u would like answe		Required Y/N Y
	R	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise	R S S	Checkbox, one-up vertical	Multi	Y
				Z			



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

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				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  Frequent is general about the same amount as last year.	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 protes Description Good Protes protes Description D	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)  made a purchase for myself loday  bought a gift for someone ethe today  was trooding solday to purchase at one later was brooking solday to purchase at one of the store locations  was brooking solday to purchase at one of the store locations  was brooking solday to see what you have	cc	Text area., no char limit Radio bulton, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group Randomize Anchor Answer Choice	H2011-Spend less other H2011-task accomp	Only ask if you do not have a "What did you do?" question. 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 Autoflier reson:  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 competitive stoble 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 in a catalog and call to order Research online, buy in store Research online, buy in store Research online, buy in store Research store, buy online Research online, buy in store Research and buy in store Research only to store		Radio button, one-up vertical	Single  Exclusive Answer Choice	Y	Randomize  Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping perference and will be left on after January.

Festive Season 2011 Custom Question Setup

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			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 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 competior'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.