

## Welcome

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

## Thank You

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

Model Instance Name:  
DOL Union Reports V2

MID: 4Jo1VNRAZpccspok4UkkFg==

Partitioned (Y/N)? No

Date: 9/14/2012



**DOL Union Reports V2**

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
		<b>Content (1=Poor, 10=Excellent, Don't Know)</b>			<b>Satisfaction</b>	
Content - Accuracy		Please rate your perception of the <b>accuracy of information</b> on this site.	Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	Recommend	How likely are you to <b>recommend this site</b> to someone else?
Content - Quality		Please rate the <b>quality of information</b> on this site.	Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)		<b>Return (1=Very Unlikely, 10=Very Likely)</b>
Content - Freshness		Please rate the <b>freshness of content</b> on this site.	Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	Return	How likely are you to <b>return to this site</b> ?
		<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
Navigation - Organized		Please rate <b>how well the site is organized</b> .				
Navigation - Options		Please rate the <b>options available for navigating</b> this site.				
Navigation - Layout		Please rate <b>how well the site layout helps you find what you are looking for</b> .				
Navigation - Clicks		Please rate the <b>number of clicks to get where you want</b> on this site.				
		<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
Look and Feel - Appeal		Please rate the <b>visual appeal</b> of this site.				
Look and Feel - Balance		Please rate the <b>balance of graphics and text</b> on this site.				
Look and Feel - Readability		Please rate the <b>readability of the pages</b> on this site.				
		<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
Site Performance - Loading		Please rate how <b>quickly pages load</b> on this site.				
Site Performance - Consistency		Please rate the <b>consistency of speed from page to page</b> on this site.				
Site Performance - Errors		Please rate the <b>ability to load pages without getting error messages</b> on this site.				

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

DOL Union Reports V2 CUSTOM QUESTION LIST

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

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DOL Union Reports V2 CUSTOM QUESTION LIST

CQID	Skip To	Question Text	AnswerIDs (DOT)	Answer Choices (limited to 50 characters)	Skip From	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CJ4176		How frequently do you visit this website?	CJ4176A01 CJ4176A02 CJ4176A03 CJ4176A04 CJ4176A05	First time Every day About once a week About once a month Every few months or less often		Radio button, one-up vertical	Single	N	
CJ4177		Which of the following best describes your role in visiting our website today?	CJ4177A01 CJ4177A02 CJ4177A03 CJ4177A04 CJ4177A05 CJ4177A06 CJ4177A07 CJ4177A08	Union member Union officer General public Academic Member of Media Government Employee Member of Public Interest Group Other	A	Radio button, one-up vertical	Single	N	Skip Logic Group*
CJ4178	A	Please briefly describe your role.				Text area, no char limit		N	Skip Logic Group*
CJ4179		Which of the following best describes your primary reason for visiting our website today?	CJ4179A01 CJ4179A02 CJ4179A03 CJ4179A04 CJ4179A05 CJ4179A06 CJ4179A07 CJ4179A08	Enforcement and Other Data Compliance Assistance/Publication Obtain a Form/Instructions News or press release File a report View a Collective Bargaining Agreement View a financial report Other	B	Radio button, one-up vertical	Single	N	Skip Logic Group*
CJ4180	B	Please briefly explain your primary reason for visiting our website today.				Text area, no char limit		N	Skip Logic Group*
CJ4181		Were you able to accomplish your goal in visiting our website today?	CJ4181A01 CJ4181A02	Yes No	C	Radio button, one-up vertical	Single	N	Skip Logic Group*
CJ4182	C	What were you unable to accomplish?	NEW	Not yet		Text field, <100 char		N	Skip Logic Group*
CJ4183		What method did you primarily use to look for information on our website today?	CJ4183A01 CJ4183A02 CJ4183A03 CJ4183A04 CJ4183A05 CJ4183A06	Top navigation bar Left navigation bar Links in the center of the page Site search feature (box in the upper-right corner of the page) External search engine (such as Google) Other	D	Radio button, one-up vertical	Single	N	Skip Logic Group*
CJ4184	D	Please briefly explain your primary method to look for information.				Text area, no char limit		N	Skip Logic Group*
CJ4185		Do you have any other comments or suggestions to improve this website?				Text area, no char limit		N	

<b>CQ Label</b>
Visit Frequency
Role
Other Role
Reason
Other Reason
Accomplish Goal
Unable
Method
Other Method
Comments

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 <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: - <b>DO NOT MODIFY THE WORDING of the ANSWER CHOICES</b> - <b>DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES</b> - <b>DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization</b> - <b>DO NOT change the CQ LABELS</b> - <b>You may change your company name in the question which is highlighted in 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  
underlined & bolded: 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 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  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

red & strike through: DELETE  
 underlined & blue: 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 <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	