

### 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 our 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.

bharati.hulbanni:  
if STORES MEASURE:  
do NOT use any  
welcome text.

#### DEFAULT Thank You Text

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

bharati.hulbanni:  
TY text can be used  
for all measure types  
(call center, web,  
stores, mobile etc.)

#### ALTERNATE WEB Thank You Text

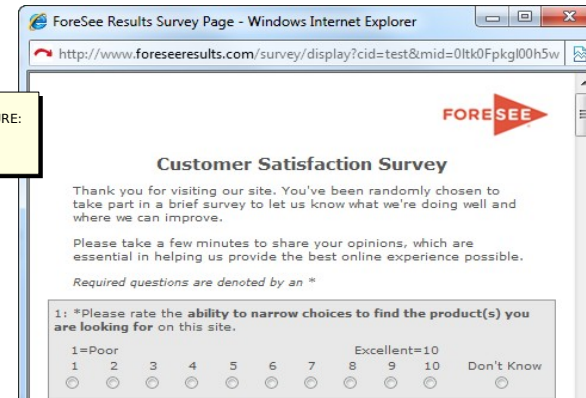
Thank you for taking our survey - and for helping us serve you better.

Please note you will not receive a response from us based on your survey comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.

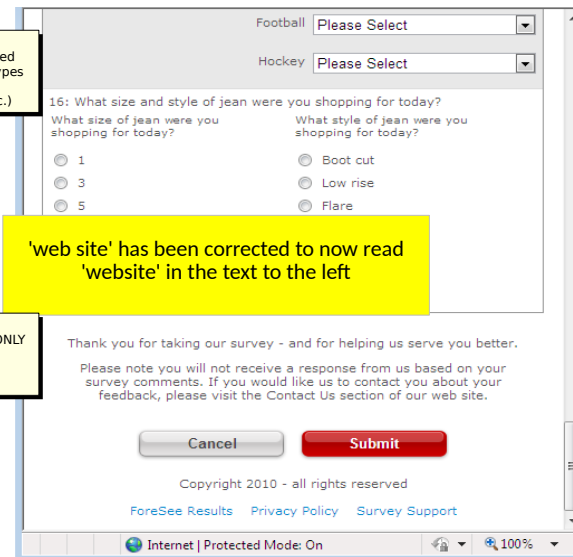
bharati.hulbanni:  
Use this TY text ONLY  
for WEB

#### Examples

##### Welcome Text Example



##### Thank You Text Example



Model Instance Name:  
U.S. Department of Education 2012

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Partitioned (Y/N)? 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: 9/4/2012



U.S. Department of Education 2012

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>Return (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	19 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site?	22 Return	How likely are you to <b>return to this site</b> in the next 30 days?
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	20 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ?	23 Recommend	<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	21 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal</b>		How likely are you to <b>recommend this site</b> to someone else?
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
4 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.			24 Primary Resource	How likely are you to use this site as your <b>primary resource</b> for obtaining information from the Department of Education?
5 Look and Feel - Balance	Please rate the <b>balance of graphics and text</b> on this site.			25 Trust - Best	<b>Trust (1=Strongly Disagree, 10=Strongly Agree)</b>
6 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.			26 Trust - Trustworthy	I can count on this department to <b>act in my best interests</b> .
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>			27 Trust - Do Right	I consider this department to be <b>trustworthy</b> .
7 Navigation - Organized	Please rate <b>how well the site is organized</b> .				This department can be trusted to <b>do what is right</b> .
8 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
9 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for</b> .				
	<b>Online Transparency (1=Poor, 10=Excellent, Don't Know)</b>				
10 Online Transparency - Disclose	<b>Online Transparency</b> is doing.				
11 Online Transparency - Quick	Please rate how <b>quickly company information is made available</b> on this site.				
12 Online Transparency - Access	Please rate how <b>quickly pages load</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
13 Site Performance - Loading	Please rate the <b>consistency of speed from page to page</b> on this site.				
14 Site Performance - Consistency	Please rate the <b>ability to load pages without getting error messages</b> on this site.				
15 Site Performance - Errors	<b>Plain Language (1=Poor, 10=Excellent, Don't Know)</b>				
16 Plain Language - Clear	Please rate the <b>clarity of the wording</b> on this site.				
17 Plain Language - Understandable	Please rate <b>how well you understand the wording</b> on this site.				
18 Plain Language - Concise	Please rate this site on its <b>use of short, clear sentences</b> .				



Model Instance Name:

U.S. Department of Education 2012

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: bhārati.hulbanni:  
Hide (DO NOT DELETE)  
this column before  
sending to a client.

~~red & strike-through~~: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

U.S. Department of Education 2012 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
		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Drop down, select one	Single	Y	
		What is your role in visiting today?	Student Parent Teacher/Educator Journalists School-level administrator Local-level administrator State-level administrator Policy maker Researcher Other school employee Grant applicant Former student/Student loan holder Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*
								Anchor Answer Choice

<b>CQ Label</b>
Frequency
<b>Role</b>

Model Instance Name:

U.S. Department of Education 2012

MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Date: bharati.hulbanni: Hide (DO NOT DELETE) this column before sending to a client.

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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
		How frequently do you visit this site?	This is my first visit Every few months or less often Monthly Weekly Several times a week Daily/more than once a day		Drop down, select one	Single	Y	
		What is your role in visiting today?	Student Parent Teacher/Educator Journalists School-level administrator Local-level administrator State-level administrator Policy maker Researcher Other school employee Grant writer Former student/Student loan holder Other, please specify:	A	Radio button, one-up vertical	Single	Y	Skip Logic Group*              Anchor Answer Choice

<b>CQ Label</b>
Frequency
<b>Role</b>

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: - 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  
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 <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> 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 <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.

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

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 <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>Delivery policy</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.	<ul style="list-style-type: none"> <li>I made a purchase for myself today</li> <li>I bought a gift for someone else today</li> <li>was browsing today to purchase online later</li> <li>was browsing today to purchase at one of the store locations</li> <li>was browsing today to see what you have</li> <li>Other (please specify)</li> </ul>		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?	<ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <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>		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)			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?	<ul style="list-style-type: none"> <li>Yes</li> <li>No, and I don't plan to</li> <li>No, but I might in the future</li> <li>Not sure</li> </ul>		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		