Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Questionnaire Resources:

- 1 Questionnaire Design and Approval Process
- 2 Question Grouping Rules
- 3 OPS vs. Skip Logic Decision for "Other, Please Specify"
- 4 Foreign Language Survey Instructions

Client Name:	
Measure Name:	USPTO Mobile 2013

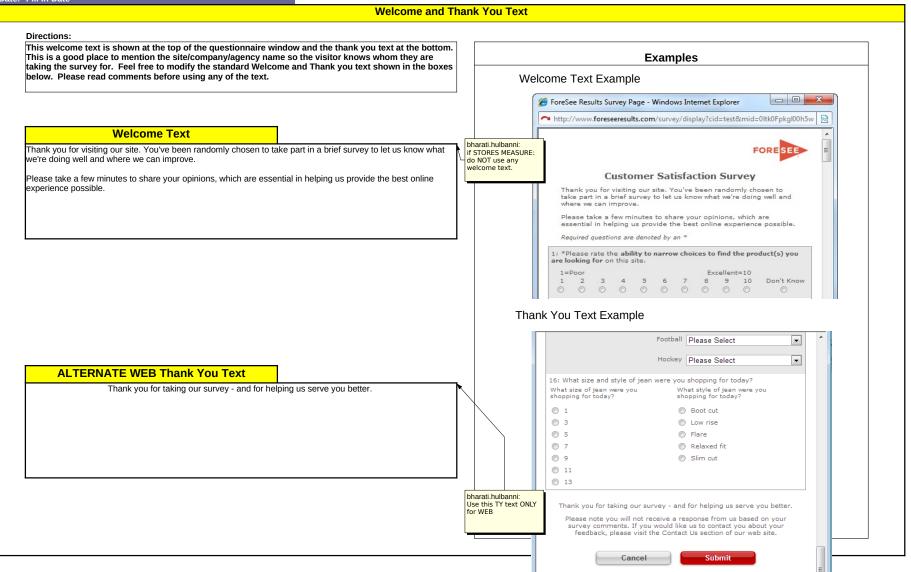
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Custom Tracker Text?	Please Select
Custom Welcome/ Thank You Text?	Please Select

Language(s)	If other language not listed, please specify.	Website URL	MID(s) (DOT FILL THIS IN)	Measure Name(s) (DOT WIII FILL THIS IN)
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Date: Fill In Date



Model Instance Name:

USPTO Mobile v2

MID: JMVY1QBRYwhUkZAdVNIstQ4C

Partitioned (Y/N)? N

NOTECIMIEN(አህ)ል thioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by

Base arch. 5/1/2014



	Model expertion	an utiliza tha Far	USPTO Mobile v2	and impacts	
	Model question	is utilize the Fore	eSee CXA Methodology to determine scores	anu impacis	
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
Site Performance - Loading	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate how quickly pages load on this mobile site.	Satisfaction - Overall	Satisfaction What is your overall satisfaction with this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	Return to Mobile Site	Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to the uspto.gov mobile site?
Site Performance - Content	Please rate how completely the page content loads on this mobile site.	Satisfaction - Expectations	How well does this mobile site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction - Ideal	How does this mobile site compare to your idea of an ideal mobile website? (1=Not Very Close, 10=Very Close)	Recommend Mobile Site	How likely are you to recommend the uspto.gov mobile site to someone else?
Navigation - Organized	Please rate how well this mobile site is organized.			Primary Resource Mobile Site	Primary Resource (1=Very Unlikely, 10=Very Likely)
Navigation - Options	Please rate the options available for navigating this mobile site.				How likely are you to use the uspto.gov mobile site as your primar resource for patent and trademark information and services?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of this mobile site.				
Look and Feel - Readability	Please rate the readability of the pages on this mobile site.				
Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this mobile site.				
Site Information - Answers	Please rate how well the mobile site's information provides answers to your questions.				

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Partitioned (Y/N)? N

FPI Included(Y/N)? N

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: 7.3.2013



	Model questions utili		PTO Mobile 2013 CXA Methodology to determine scores and imp	pacts	
MQ Label	ELEMENTS (drivers of satisfaction)	MQ Label	CUSTOMER SATISFACTION	MQ Label	FUTURE BEHAVIORS
	Site Performance (1=Poor, 10=Excellent, Don't Know)	2	Satisfaction		Return (1=Very Unlikely, 10=Very Likely)
Site Performance - Loading	Please rate how quickly pages load on the uspto-gov using your this mobile site.	Satisfaction - Overall	What is your overall satisfaction with the uspto.gov site this mobile site? (1=Very Dissatisfied, 10=Very Satisfied)	Return to Mobile Site	How likely are you to return to the uspto.gov site using a mobile device mobile site?
Site Performance - Content	Please rate how completely the page content loads on this mobile site.	Satisfaction - Expectations	How well does this mobile the uspto.gov site meet your expectations? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
	Navigation (1=Poor, 10=Excellent, Don't Know)	Satisfaction - Ideal	How does this mobile the uspto-gov site compare to your idea of an ideal mobile website? (1=Not Very Close, 10=Very Close)	Recommend Mobile Site	How likely are you to recommend-that others access the uspto.q site via mobile the uspto.gov mobile site to someone else?
Navigation - Organized	Please rate how well the uspto.gov-site this mobile site is organized.			Primary Resource Mobile Site	Primary Resource (1=Very Unlikely, 10=Very Likely)
Navigation - Options	Please rate the options available for navigating t he uspto gov_site on your mobile device -this mobile site.				How likely are you to use the uspto.gov mobile site as your primary resource for patent and trademark information and services watering information using a mobile device?
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the visual appeal of the uspto-gov site on your mobile device this mobile site.				
Look and Feel - Readability	Please rate the readability of the pages on the uspto-gov site on your mobile device this mobile site.				
Content - Accuracy	Gontent (1=Poor, 10=Excellent, Don't Know) Please rate the accuracy of information on the uspto.gov-site.				
Content - Quality	Please rate the quality of information on the uspto.gov_site.				
Site Information - Thoroughness	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the thoroughness of information provided on this mobile site.				
Site Information - Answers	Please rate how well the mobile site's information provides answers to your questions.				
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QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skin to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
VMS5184Q001		From what location were you accessing the uspto.gov site	(miniou to be sinaractors)	Citip to	Radio button, one-up	Single	N	Skip Logic	Location
		from your mobile device?	Home		vertical			Group*	
			Office	1					
			Traveling (e.g., car, train, bus, airplane)	1					
			Other location (please specify)	A					
NMS5184Q002	Α	What other location were you accessing the uspto.gov site	Other location (please specify)	<u> </u>	Text field, <100 char	Single	N	Skip Logic	OE:Location
		from while on your mobile device?						Group*	
VMS5184Q003		Which of the following best describes you?	IP Professional: attorney/ agent	_	Radio button, one-up	Single	Y		Role
			IP Professional: paralegal	4					
			Inventor	4					
			Entrepreneur/Business Professional	4					
			Research Professional						
			Librarian/Information Professional						
			Journalist						
			Teacher / Educator						
			Student						
			Vendor						
			Job Seeker						
			Other	LL					
NMS5184Q004	LL	What best describes your role?			Text area, no char limit	Single	N	Skip Logic	OE: Accomplish
NMS5184Q005		How frequently do you visit the uspto.gov site from your			Radio button, one-up	Single	Y		Frequency
		mobile device?	Daily or almost daily		vertical				
			About once a week	1					
			Two to three times per week	1					
			About once a month	1					
			Every few months	1					
			Every 6 months or less often	1					
			This is my first time accessing uspto.gov through my mobile device	1					
NMS5184Q006		Were you able to accomplish your primary task on the	This is my mot time accessing asptoligev amough my mosne device		Radio button, one-up	Single	N	Skip Logic	Ability to Accomplis
-		uspto.gov site using your mobile device?	Yes		vertical			Group*	,
			No No	UU					
			In progress	к					
			Still looking	ĸ					
NMS5184Q007	UU	What prevented you from accomplishing your task(s)?	Still looking	<u> </u>	Text area, no char limit	Single	N	Skip Logic	OE:PreventAccomp
NMS5184Q008	К	Please tell us what you were trying to accomplish:			Text area, no char limit	Single	N	Skip Logic	OE: Accomplish
NMS5184Q009	- 1	What category best describes your primary reason(s) for	Patents	QQ	Checkbox, one-up	Mutli	Y	Skip Logic	Primary Reason
		visiting the site today from your mobile device? (Select all that		ww	vertical	- Madi		OKIP LOGIC	i iiiiai y i toasoii
		apply)	IP Law & Policy information	- ****					
			USPTO Careers	-					
				4					
			Vendor information (business with USPTO)	EE					
			News & Events						
			Other (please specify)	RR				Choice	
	RR	Please specify your reason for visiting today.			Text area, no char limit	Open	N	Skip Logic	Reason Other
	QQ	What Patent activities were you trying to accomplish today from your mobile device? (Select all that apply)	Search for published patent applications & grants	SS	Checkbox, one-up vertical	Mutli	N	Skip Logic	Patent Activity
	44		ICIA a natent application online		vertical				
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	QQ	irom your mobile device? (Select all that apply)	Check application status, view or download application documents	_					
	QQ	ironi your mobile device? (Select all that apply)	Check application status, view or download application documents Conduct a Classification search						
	44	пош уош тооне чемсе? (Зејест ан тат дрру)	Check application status, view or download application documents	-					
	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	noni your moule device? (Select all that apply)	Check application status, view or download application documents Conduct a Classification search						
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NMS5184Q010 NMS5184Q011	11		Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures (MPEP) Download Patent Forms Pay fees Find a USPTO telephone number, email, or address Obtain patent bulk data	π	Text area, no char limit	Single	N	Anchor Answer Skip Logic	Patent Activity Oth

Model Instance Name: USPTO Mobile v2 MID: JMVY1QBRYwhUkZAdVNIstQ4C Date: 5/1/2014

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QID	Laber	Question Text	USPTO Patent Application Full-Text and Image Database (AppFT)	Skip to	Type (Select Holli list)	WILLI	1 /10	IIISHUCHOIIS	CQ Laber
			Global Patent Search Network (GPSN)	1					
			Patent Application Information Retrieval (PAIR)	1					
			Public Search Facility	+					
			Patent and Trademark Resource Centers (PTRCs)	1					
			Patent Official Gazette	1					
			Common Citation Document (CCD)	1					
			Search International Patent Offices	1					
			Search Published Sequences	1					
			Patent Assignment Database (Assignments on the Web)	1	DOT: Mutually Exclusive	e			
			I don't remember		L				
			None of these	▼	DOT: Mututally Exclusiv	e			
			Other	1					
S5184Q014	ww	What Trademark activities were you trying to accomplish today from your mobile device? (Select all that apply)	Obtain general trademark information/view instructional videos		Checkbox, one-up vertical	Mutli	N	Skip Logic Group	Trademark Activi
			Search for trademark applications & registrations	GG	vertical			randomize	
			File a trademark application or other submission for domestic filings	- 66				Taridornize	
			Check status of application or registration	1					
			View or download documents and/or order certified copies	+					
			File TTAB proceedings	+				Randomize	
			File assignment recordations	1				rtandoniizo	
			Access trademark manuals/guides/Official Gazette	1					
			Access trademark rules and/or notices	1					
			View/research statistical information	1					
			Find a USPTO telephone number, email, or address	1					
			Obtain trademark bulk data	1					
			News & Events	1					
			Other (please specify)	YY				Anchor Answer	
S5184Q015	YY	Other type of Trademark activity.	, , , , , , , , , , , , , , , , , , ,		Text area, no char limit	Single	N	Skip Logic	Trademark Activi
S5184Q016	GG	Which resource(s) did you use to search for registered	Basic Word Mark Search (New User)			Multi	N	Skip Logic	Trademark Searc
		Trademarks or pending applications? (Select all that apply)	, , ,		Checkbox, one-up vertical			Group*	
			Word and/or Design Mark Search (Structured)						
			Word and/or Design Mark Search (Free Form)	1					
			Browse Dictionary (Browse Dictionary)	1 —	DOT: Mutually Exclusive	,			
			Search OG Publication Date or Registration Date (Search OG)						
			I don't remember	1					
			None of these	┫—	DOT: Mututally Exclusiv	e			
			Other	1	4	_			
S5184Q017	EE	What type of News & Event information were you looking for	Public events at the USPTO or other location		Checkbox, one-up	Multi	N	Skip Logic	News & Event
		today from your mobile device? (Select all that apply)	Changes to law and policy	1	vertical				
			Availability of Electronic Business Systems on the USPTO Web site	1					
			International activities	1					
			Testimony & speeches	1					
			Other (please specify)	1 11				Anchor Answer	
					Total control of the control of	0			
S5184Q018	l II	Other type of News & Event information.			Text area, no char limit	Open	N		News & Event Ot

		USPTO Mobile 2013 CUSTOM (UESTION	LIST				
Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list) Radio button, one-up vertical	Single or Multi Single	Required Y/N	Special Instructions	CQ Label Location
	From what location were you accessing the uspto.gov site from your mobile device?	I'm at home I'm at work I'm at a different location (please specify)		readio buttori, orie-up vertical	Single	IN .		Location
	What other location were you accessing the uspto.gov site from your mobile device?	, , , , , , , , , , , , , , , , , , , ,		Text field, <100 char	Single	N		OE:Location
	Which of the following best describes you?	IP Professional: attorney IP Professional: paralegal Inventor Entrepreneur/Business Professional Research Professional Librarian/Information Professional Journalist Teacher / Educator Student Vendor Job Seeker USPTO Employee Other		Radio button, one-up vertical	Single	Y		Role
	How frequently do you visit the uspto.gov site from your mobile device?	Daily or almost daily About once a week Two to three times per week About once a month Every few months Every 6 months or less often This is my first time accessing uspto.gov through my mobile device		Radio button, one-up vertical	Single	Y		Frequency
	Were you able to accomplish your primary task on the uspto.gov site using your mobile device?	Yes No	к	Radio button, one-up vertical	Single	N	Skip Logic Group*	Ability to Accomplish
K	Please tell us what you were trying to accomplish:	INO		Text area, no char limit	Single	N	Skip Logic Group*	OE: Accomplish
K	What information would you like to access via mobile device? (Select all that apply)	Patents Trademarks IP Law & Policy information USPTO Careers Vendor information (business with USPTO) News, General Information & Events Education and outreach Other (please specify)	C E G J B	Checkbox, one-up vertical	Multi		Skip Logic Group*	Mobile Info Available
	What other type of information would you like to access?			Text area, no char limit	Single		Skip Logic Group*	OE: Info Available
С	What patent activities would you like to accomplish via a mobile device? (Select all that apply)	Search for published patent applications & grants A tool to calculate patent term adjustment Check application status Push notifications to indicate application status change Conduct a classification search Making public/private pair mobile friendly/optimal A tool that allows for searching of petition decisions A tool that allows for searching of trial decisions Data Visualization Center mobile application (e.g., patents dashboard, external affairs dashboard) Access Patent Guides/Manual of Examination Procedures (MPEP) Access Official Gazette for Patents Download patent forms Pay fees Other (please specify)	D	Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Mobile Info Available
	Other type of patent activity:			Text area, no char limit	Single		Skip Logic Group*	OE: Pantent Activity
E	What trademark activities would you like to accomplish via a mobile device? (Select all that apply)	Search for trademark applications & registrations Making TSDR mobile friendly/optimal Making TTABVue mobile friendly Check status of application or registration		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Mobile Info Available

		USPTO Mobile 2013 CUSTOM Q	UESTION	LIST				
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
		Push notifications to indicate application status change View documents and/or order certified copies Official Gazette Access trademark manuals/guides/Official Gazette Pay fees Access trademark rules and/or notices A function that allows the users to take photos of their marks and compare them for similarities and therefore assess the potential for rejection Data Visual Center mobile application (e.g., Trademarks Dashboard, External Affairs Dashboard) Other (please specify)	F					
	Other type of trademark activity:			Text area, no char limit	Single	N	Skip Logic Group*	OE: Trademark Activity
	What news, general information and events activities would you like to accomplish via a mobile device? (Select all that apply)	News/information feed regarding initiatives/events (e.g., Track One, Patents for Humanity) A USPTO calendar of events Find a USPTO telephone number, email, or address USPTO social media feed (e.g., YouTube, Facebook, Twitter, Director's Blog) A contact the USPTO function (e.g., ombudsman, employee locator, etc.) A search tool to find a local patent/trademark attorney and agent A Patent and Trademark Depository Library locator based on current location Inventor's eye Other		Checkbox, one-up vertical	Multi		Skip Logic Group*	News/General Info Activity
	What education related activities would you like to accomplish via a mobile device? (Select all that apply)	An app containing resources for first-time trademark filers An app containing resources for first-time patent filers A tool to estimate patent/trademark filing fees A function to access the Global Intellectual Property Academy's YouTube videos Obtain general information about patents Obtain general trademark information/view instructional videos A kid's centric education site Other (Please explain)	н	Checkbox, one-up vertical	Multi		Skip Logic Group*	Education Activity
	Other type of education activity:			Text area, no char limit	Single		Skip Logic Group*	OE: Education Activity
	What additional APIs would you like the USPTO to provide? (Select all that apply)	Direct access to bulk patent data Direct access to bulk trademark data N/A Other (Please explain)	ı	Checkbox, one-up vertical	Multi	N	Skip Logic Group*	API Activity
I	Other APIs:			Text area, no char limit	Single	N	Skip Logic Group*	OE: API Activity

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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
MAC1173		·			Radio button, one-up vertical	Single	N	
		From what location were you accessing the uspto.gov site from your	I'm at home	-				
		mobile device?	I'm at work					
			I'm at a different location (please specify)	-				
MAC1174			W 1 2/		Text field, <100 char	Single	N	
		What other location were you accessing the uspto.gov site from your mobile device?						
MAC1175		Which of the following best describes you?	Attorney/Agent/Support Staff		Radio button, one-up vertical	Single	Y	
		, , , , , , , , , , , , , , , , , , , ,	IP Professional: attorney	1	radio battori, orio ap vortoar	Cingio		
			IP Professional: paralegal					
			Inventor					
			Entrepreneur/Business Professional	4				
			Research Professional	-				
			Librarian/Information Professional	-				
			Journalist Teacher / Educator	-				
			Student	-				
			Vendor	-				
			Job Seeker	1				
			USPTO Employee					
			Other					
MAC1176		How frequently do you visit the uspto.gov site from your mobile			Radio button, one-up vertical	Single	Y	
		device?	Daily or almost daily					
			About once a week	1				
			Two to three times per week	1				
			About once a month					
			Every few months					
			Every 6 months or less often					
			L					
14004477			This is my first time accessing uspto.gov through my mobile device		Dadia buttan ana ununtial	Circula.		Older Leede Occupt
MAC1177		Were you able to accomplish your primary task on the uspto.gov site using your mobile device?			Radio button, one-up vertical	Single	N	Skip Logic Group*
			Yes					
11101170	.,	Please tell us what you were trying to accomplish:	No .	K				
MAC1178 MAC1179	К	What information would you like to access via mobile device? (Select	Detente	С	Text area, no char limit Checkbox, one-up vertical	Single Multi	N Y	Skip Logic Group* Skip Logic Group*
WAC1179		all that apply)	Palents	'	Checkbox, one-up vertical	Mulu	l t	Skip Logic Group.
		,	Trademarks	E				
			IP Law & Policy information					
			USPTO Careers					
			Vendor information (business with USPTO)					
			News, General Information & Events	G				
			Education and outreach	J				
MAC1180	В	What other type of information would you like to access?	Other (please specify)	В	Text area, no char limit	Single	N	Skip Logic Group*
MAC1181		What patent activities would you like to accomplish via a mobile device? (Select all that apply)	Search for published patent applications & grants		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			A tool to calculate patent term adjustment					
			Check application status	-				
			Push notifications to indicate application status change Conduct a classification search	-				
			Making public/private pair mobile friendly/optimal	-				
			A tool that allows for searching of petition decisions	-				
			A tool that allows for searching of trial decisions					
			Data Visualization Center mobile application (e.g., patents dashboard, external affairs dashboard)					
			Access Patent Guides/Manual of Examination Procedures (MPEP)					
			Access Official Gazette for Patents					
			Download patent forms					
			Pay fees	_				
MAC1182	D	Other type of natent activity:	Other (please specify)	D	Text area no char limit	Single	NI NI	Skin Logic Crount
MAC1182 MAC1183	E	Other type of patent activity: What trademark activities would you like to accomplish via a mobile	Search for trademark applications & registrations		Text area, no char limit Checkbox, one-up vertical	Single Multi	N Y	Skip Logic Group* Skip Logic Group*
WAC1183		device? (Select all that apply)					l	
MAC1183			Making TSDR mobile friendly/optimal Making TTABVue mobile friendly					

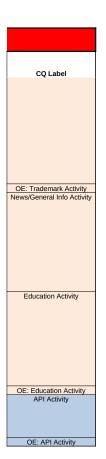
Model Instance Name: USPTO Mobile 2013 MID: wsRZAgQE8tAhUIQUYwJkgQ4C Date: 7.3.2013

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	Skip Logic		Answer Choices			Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
			Check status of application or registration					
			Push notifications to indicate application status change					
			View documents and/or order certified copies					
			Official Gazette					
			Access trademark manuals/guides/Official Gazette					
			Pay fees					
			Access trademark rules and/or notices					
			A function that allows the users to take photos of their marks and compare them					
			for similarities and therefore assess the potential for rejection					
			Data Visual Center mobile application (e.g., Trademarks Dashboard, External Affairs Dashboard)					
			Other (please specify)	F				
MAC1184	F	Other type of trademark activity:			Text area, no char limit	Single		Skip Logic Group*
MAC1185	G	What news, general information and events activities would you like to accomplish via a mobile device? (Select all that apply)	News/information feed regarding initiatives/events (e.g., Track One, Patents for Humanity)		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			A USPTO calendar of events					
			Find a USPTO telephone number, email, or address					
			USPTO social media feed (e.g., YouTube, Facebook, Twitter, Director's Blog)	1				
			A contact the USPTO function (e.g., ombudsman, employee locator, etc.)	1				
			A search tool to find a local patent/trademark attorney and agent	1				
			A Patent and Trademark Depository Library locator based on current location	1				
			Inventor's eye					
			Other					
MAC1186	J	What education related activities would you like to accomplish via a mobile device? (Select all that apply)	An app containing resources for first-time trademark filers		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*
			An app containing resources for first-time patent filers					
			A tool to estimate patent/trademark filing fees	1				
			A function to access the Global Intellectual Property Academy's YouTube videos					
			Obtain general information about patents					
			Obtain general trademark information/view instructional videos					
			A kid's centric education site	1				
			Other (Please explain)	н				
MAC1187	н	Other type of education activity:			Text area, no char limit	Single	N	Skip Logic Group*
MAC1188			Direct access to bulk patent data		Checkbox, one-up vertical	Multi		Skip Logic Group*
		all that apply)	· ·					
			Direct access to bulk trademark data					
			N/A					
			Other (Please explain)	ı				
MAC1189	I	Other APIs:			Text area, no char limit	Single	N	Skip Logic Group*





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QID	FPI Y?	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
MAC1173			•	MAC1173A01	, ,		Radio button, one-up vertical	Single		Skip Logic Group*
			From what location were you accessing the uspto.gov site from your	MAC1172A02	I'm at home -Home					
			mobile device?	IWIACI173AU2	I'm at work Office					
					Traveling (e.g., car, train, bus, airplane)					
				MAC1173A03	Other location (please specify)	Α				
MAC1174		Α	What other location were you accessing the uspto.gov site from while on your mobile device?				Text field, <100 char	Single	N	Skip Logic Group*
MAC1175			Which of the following best describes you?		IP Professional: attorney/ agent		Radio button, one-up vertical	Single	Y	
					IP Professional: paralegal					
				MAC1175A02	Inventor					
				MAC1175A03 MAC1175A04	Entrepreneur/Business Professional Research Professional					
				MAC1175A04 MAC1175A05	Librarian/Information Professional					
				MAC1175A06	Journalist					
				MAC1175A07	Teacher / Educator					
				MAC1175A08	Student					
				MAC1175A09	Vendor					
				MAC1175A10	Job Seeker					
				MAC1175A11 USPTO Employee						
			We at a to 7	MAC1175A12	Other	LL		0: 1		011 1 1 0 1
MAC1178 MAC1176		LL	What best describes your role?	MAC1176A01			Text area, no char limit	Single	N	Skip Logic Group*
MAC1176				MAC1176AU1			Radio button, one-up vertical	Single	Y	
			How frequently do you visit the uspto.gov site from your mobile							
			device?		Daily or almost daily					
				MAC1176A02	About once a week					
				MAC1176A03	Two to three times per week					
				MAC1176A04	About once a month					
				MAC1176A05	Every few months					
				MAC1176A06	Every 6 months or less often					
				MAC1176A07	This is my first time accessing uspto.gov through my mobile device					
MAC1177				MAC1177A01	Inobile device		Radio button, one-up vertical	Single	N	Skip Logic Group*
							radio battori, one ap vortica.	og.c		Onip Logic Group
			Were you able to accomplish your primary task on the uspto.gov site using your mobile device?							
					Yes					
				MAC1177A02	No	K, UU				
					In progress	K				
	-	UU	What prevented you from accomplishing your task(s)?		Still looking	K	Text area no char limit			Chin Logio Crount
MAC1178			what prevented you from accomplishing your task(s)?					Circula.		
INIVOTTIO	1	l V	Please tell us what you were trying to accomplish:				reactured, the orient infine	Single	N N	Skip Logic Group*
		K	Please tell us what you were trying to accomplish: What category best describes your primary reason(s) for	ED007373A001	Patents	00	Text area, no char limit	Single Single Mutli	N N Y	Skip Logic Group* Skip Logic Group*
		К	Please tell us what you were trying to accomplish: What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that	EDO07373A001 EDO07373A002	Patents Trademarks	QQ ww	reactured, the orient infine	Single Single Mutli		Skip Logic Group* Skip Logic Group
		K	What category best describes your primary reason(s) for	EDO07373A002	Patents Trademarks IP Law & Policy information	QQ ww	Text area, no char limit			
		K	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that		Patents Trademarks IP Law & Policy information USPTO Careers		Text area, no char limit			
		К	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that	EDO07373A002 EDO07373A003 EDO07373A004 EDO07373A005	Patents Trademarks IP Law & Policy information USPTO Careers Vendor information (business with USPTO)	ww	Text area, no char limit			
		K	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that	EDO07373A002 EDO07373A003 EDO07373A004 EDO07373A005 EDO07373A006	USPTO Careers	WW EE	Text area, no char limit			Skip Logic Group
			What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply)	EDO07373A002 EDO07373A003 EDO07373A004 EDO07373A005	USPTO Careers Vendor information (business with USPTO)	ww	Text area, no char limit Checkbox, one-up vertical	Mutli	N Y	Skip Logic Group Anchor Answer Choice
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today.	EDO07373A002 EDO07373A003 EDO07373A004 EDO07373A005 EDO07373A006 EDO07373A007	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify)	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group
			What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007373A007	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants	WW EE	Text area, no char limit Checkbox, one-up vertical	Mutli	N Y	Skip Logic Group Anchor Answer Choice
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today.	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007373A007 ED007375A001 ED007375A001	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007373A007	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application value	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED07373A006 ED007373A007 ED007375A001 ED007375A002 ED007375A002	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A007 ED007375A001 ED007375A001 ED007375A003 ED007375A003	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application value	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED07373A006 ED007373A007 ED007375A001 ED007375A002 ED007375A002	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007375A001 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A004	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A007 ED007375A001 ED007375A002 ED007375A004 ED007375A004 ED007375A005 ED007375A005 ED007375A005	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A007 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A006 ED007375A006 ED007375A006 ED007375A006 ED007375A006	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A007 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A005 ED007375A006 ED007375A006 ED007375A008 ED007375A009	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A005 ED007375A006 ED007375A006 ED007375A008 ED007375A008 ED007375A009 ED007375A009 ED007375A009	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures (MPEP) Download Patent Forms Pay fees	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choic Skip Logic Group Skip Logic Group
		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A007 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A005 ED007375A006 ED007375A006 ED007375A008 ED007375A009	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures (MPEP) Download Patent Forms Pay fees Find a USPTO telephone number, email, or address	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group
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		RR	What category best describes your primary reason(s) for visiting the site today from your mobile device? (Select all that apply) Please specify your reason for visiting today. What Patent activities were you trying to accomplish today	ED007373A002 ED007373A003 ED007373A004 ED007373A005 ED007373A006 ED007375A001 ED007375A002 ED007375A003 ED007375A004 ED007375A005 ED007375A006 ED007375A006 ED007375A008 ED007375A008 ED007375A009 ED007375A009 ED007375A009	USPTO Careers Vendor information (business with USPTO) News & Events Other (please specify) Search for published patent applications & grants File a patent application online Check application status, view or download application documents Conduct a Classification search File assignment recordations Obtain general information about patents View patent statistics Access Patent Guides/Manual of Examination Procedures (MPEP) Download Patent Forms Pay fees Find a USPTO telephone number, email, or address	EE RR	Text area, no char limit Checkbox, one-up vertical Text area, no char limit	Mutli	N Y	Skip Logic Group Anchor Answer Choice Skip Logic Group Skip Logic Group

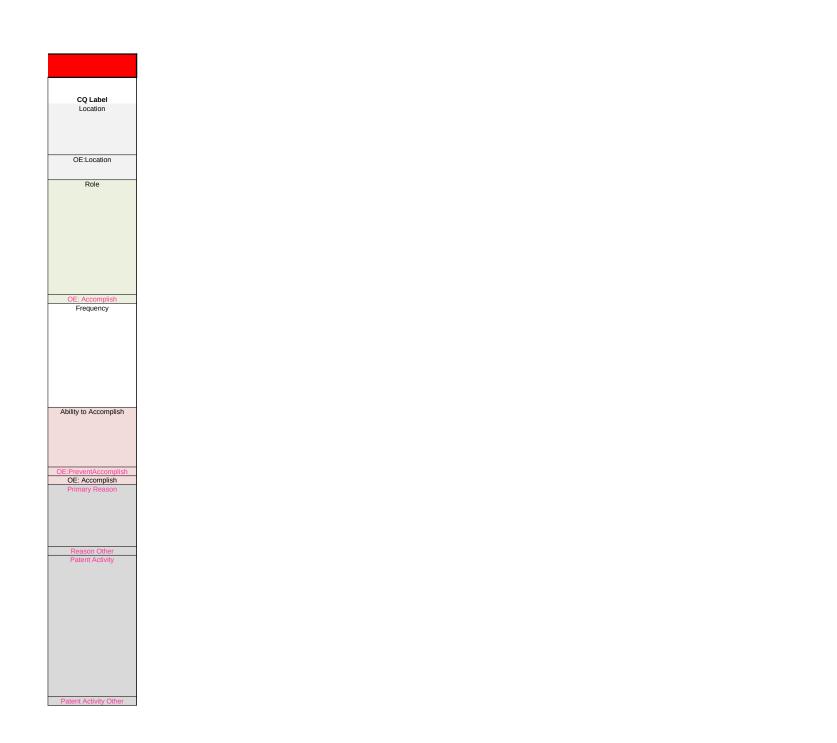
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pink: ADDITION
blue + -->: REWORDING

	FPI	Skip Logic			Answer Choices			Single or	Required	
QID	Y?	Label	Question Text	AnswerIDs (DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
		SS	Which resource(s) did you use to search for Patents? (Select		USPTO Patent Full-Text and Image Database (PatFT)			Multi	N	Skip Logic Group*
		-	all that apply)		LICATO Detent Application Full Test and Image Detehans	-	Checkbox, one-up vertical			
					USPTO Patent Application Full-Text and Image Database (AppFT)					
		-			Global Patent Search Network (GPSN)					
					Patent Application Information Retrieval (PAIR)					
					Public Search Facility					
					Patent and Trademark Resource Centers (PTRCs)					
		-			Patent Official Gazette	-				
					Common Citation Document DOT: Mutually Search International Patent (Exclusive					
					Search Published Sequence DOT: Mututally	1				
					Patent Assignment Database Exclusive Web)					
					Laboration	1				
		-			I don't remember None of these	4				
					Other					
		ww	What Trademark activities were you trying to accomplish	EDO07377A001	Obtain general trademark information/view instructional			Mutli	N	Skip Logic Group
			today from your mobile device? (Select all that apply)		videos		Checkbox, one-up vertical			
				ED007377A002	Search for trademark applications & registrations	GG				randomize
				EDO07377A003	File a trademark application or other submission for domestic filings and under Madrid Protocol					
		1		EDO07377A004	Check status of application or registration	1				
				EDO07377A005	View or download documents and/or order certified copies	1				
				ED007377A006	File TTAB proceedings					Randomize
		-		EDO07377A007 EDO07377A008	File assignment recordations Access trademark manuals/quides/Official Gazette	1				
				ED007377A009	Access trademark rules and/or notices	1				
				EDO07377A010	View/research statistical information					
				EDO07377A011	Find a USPTO telephone number, email, or address					
		-		EDO07377A013	Obtain trademark bulk data	-				
				ED007377A013 ED007377A014	News & Events Other (please specify)	YY				Anchor Answer Choice
		YY	Other type of Trademark activity.	LB COTOTI NOT	outor (produce opensy)		Text area, no char limit	Single	N	Skip Logic Group
		GG	Which resource(s) did you use to search for registered		Basic Word Mark Search (New User)			Multi	N	Skip Logic Group*
			Trademarks or pending applications? (Select all that apply)				Charlebox and un vertical			
		-			Word and/or Design Mark Search Mutuallyed)	-	Checkbox, one-up vertical			
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					Other	1				
		EE	What type of News & Event information were you looking for		Public events at the USPTO or other location		Checkbox, one-up vertical	Multi	N	Skip Logic Group
			today from your mobile device? (Select all that apply)	ED007379A002	Changes to law and policy					
				EDO07379A003	Availability of Electronic Business Systems on the USPTO Web site					
				EDO07379A004	International activities					
				EDO07379A005	Testimony & speeches					
				EDO07379A006	Other (please specify)	- II				Anchor Answer Choice
MAC1179		II	Other type of News & Event information. What information would you like to access via mobile device? (Select	MAC1170A01	Patents Patents	e	Text area, no char limit	Open Multi	N ¥	Ckin Logio Croupt
WIACI173			all that apply)	MAC1179A01	r atomo	6	Checkbox, one up vertical	with	+	Skip Logic Group*
				MAC1179A02	Trademarks	E				
				MAC1179A03	IP Law & Policy information	-				
				MAC1179A04 MAC1179A05	USPTO Careers- Vendor information (business with USPTO)					
				MAC1179A06	News, General Information & Events	G				
				MAC1179A07	Education and outreach	a				
				MAC1179A08	Other (please specify)	В				
MAC1180 MAC1181		В	What other type of information would you like to access? What patent activities would you like to accomplish via a mobile	MAC1181A01	Search for published patent applications 9 grants		Text area, no char limit	Single Multi	N ¥	Skip Logic Group*
WINCITED		e	device? (Select all that apply)		Search for published patent applications & grants		Checkbox, one-up-vertical	- IVICITEI	+	Skip Logic Group*
				MAC1181A02	A tool to calculate patent term adjustment					
				MAC1181A03	Check application status					
				MAC1181A04 MAC1181A05	Push notifications to indicate application status change Conduct a classification search	+				

Model Instance Name: USPTO Mobile 2013 MID: wsRZAgQE8tAhUIQUYwJkgQ4C Date: 7.3.2013

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		Skip								
	FPI	Logic			Answer Choices	.		Single or	Required	
QID	Y?	Label	Question Text	AnswerIDs (DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Y/N	Special Instructions
				MAC1181A06	Making public/private pair mobile friendly/optimal					
				MAC1181A07	A tool that allows for searching of petition decisions					
				MAC1181A08	A tool that allows for searching of trial decisions					
				MAC1181A09	Data Visualization Center mobile application (e.g., patents					
					dashboard, external affairs dashboard)					
				MAC1181A10	Access Patent Guides/Manual of Examination Procedures					
					(MPEP)					
				MAC1181A11	Access Official Gazette for Patents					
				MAC1181A12	Download patent forms					
				MAC1181A13	Pay fees					
				MAC1181A14	Other (please specify)	₽				
MAC1182		Đ	Other type of patent activity:				Text area, no char limit	Single	N	Skip Logic Group*
MAC1183		E	What trademark activities would you like to accomplish via a mobile	MAC1183A01	Search for trademark applications & registrations		Checkbox, one-up-vertical	Multi	¥	Skip Logic Group*
			device? (Select all that apply)							
				MAC1183A02	Making TSDR mobile friendly/optimal					
				MAC1183A03	Making TTABVue mobile friendly					
				MAC1183A04	Check status of application or registration					
				MAC1183A05	Push notifications to indicate application status change					
				MAC1183A06	View documents and/or order certified copies					
				MAC1183A07	Official Gazette					
				MAC1183A08	Access trademark manuals/guides/Official Gazette					
				MAC1183A09	Pay fees					
				MAC1183A10	Access trademark rules and/or notices					
				MAC1183A11	A function that allows the users to take photos of their	i				
				111/101100/111	marks and compare them for similarities and therefore					
					assess the potential for rejection					
				MAC1183A12	Data Vigual Center mobile application (e.g. Trademarks	1				
				WACIIOSAIZ	Data Visual Center mobile application (e.g., Trademarks Dashboard, External Affairs Dashboard)					
				MAC1183A13	Other (please specify)	F				
MAC1184		F	Other type of trademark activity:	WIACIIBOAIO	Other (piease specify)	-	Text area, no char limit	Cinala	4 4	Chin Logia Crount
MAC1184 MAC1185		-	What news, general information and events activities would you	MAC1185A01	News/information feed regarding initiatives/events (e.g.,			Single Multi	¥	Skip Logic Group*
WIACTISS		G	like to accomplish via a mobile device? (Select all that apply)	MACII8SAUI	Track One, Patents for Humanity)		Checkbox, one-up vertical	Withit	+	Skip Logic Group*
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				MAC1185A02	Find USPTO calendar of events					
				MAC1185A03	Find a USPTO telephone number, email, or address					
				MAC1185A04	USPTO social media feed (e.g., YouTube, Facebook,					
					Twitter, Director's Blog)					
				MAC1185A05	Contact the USPTO (e.g., ombudsman, employee locator,					
					etc.)					
				MAC1185A06	Search for a local patent/trademark attorney and agent-	ĺ				
				MAC1185A07	Find Patent and Trademark Research Centers based on					
					current location					
				MAC1185A08	Inventor's eye					
				MAC1185A09	Other					
MAC1186		J	What education related activities would you like to accomplish via a	MAC1186A01	An app containing resources for first-time trademark filers		Checkbox, one-up vertical	Multi	¥	Skip Logic Group*
			mobile device? (Select all that apply)							
				MAC1186A02	An app containing resources for first-time patent filers					
				MAC1186A03	A tool to estimate patent/trademark filing fees					
				MAC1186A04	A function to access the Global Intellectual Property					
					Academy's YouTube videos					
				MAC1186A05	Obtain general information about patents/ view					
				WINCITOONOO	instructional videos					
				MAC1186A06	Obtain general trademark information/view instructional					
				WINCTTONNOO	videos					
				MAC1186A07						
				MAC1186A07 MAC1186A08	A kid's centric education site	н				
				WIACTTOOAAS	Other (Please explain)	-				
MAC1187		H	Other type of education activity:				Text area, no char limit	Single	N	Skip Logic Group*
MAC1188			What additional APIs would you like the USPTO to provide? (Select	MAC1188A01	Direct access to bulk patent data		Checkbox, one-up vertical	Multi	N	Skip Logic Group*
			all that apply)							
				MAC1188A02	Direct access to bulk trademark data					
				MAC1188A03	N/A					
				MAC1188A04	Other (Please explain)	4				
MAC1189			Please tell us about your experience with the site-wide search		I did not use the site-wide search box		Checkbox, one-up vertical	Multi	N	Skip Logic Group
			box feature today. (Select all that apply)							



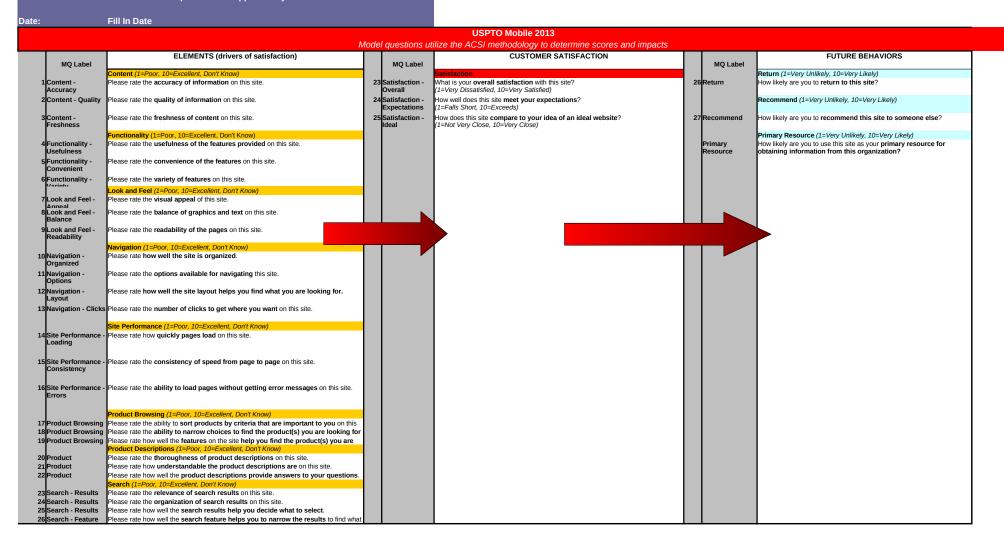




MID: Existing Measure - Please fill in; New Measure - DOT will fill in

Partitioned (Y/N)? FPI Included(Y/N)?

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.



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

Date: 3/1/2008

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pink: ADDITION

blue + -->: REWORDING

QID	FPI Y?	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
CQ0004444	•	Lubei	How frequently do you visit this site?	Daily	JAIP to	Dropdown (Select-one)
2Q000 4444			now nequently do you visit this site:	Two to three times per week	-	Diopuowii (Select-one)
				About once a month	_	
				Every few months	_	
				Every 6 months or less often	-	
				This is my first time visiting this site		
CQ0004445			Are you a registered user on this site?	I am registered		
50001110			,	Tam registered		Radio button, one-up vertical
				I am not registered, and do not intend to	Α	land something one op terminal
				l am not registered, but intend to register during my visit today		
CQ0004446		Α	Please explain why you do not intend to register.	the state of the s		Text area, no char limit
CQ0004447			What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design	В	
					_	Radio button, one-up vertical
				Gathering information on a product or manufacturer specified in a design	С	
				Other (please specify)	Α	
CQ0004448		Α	Other primary reason			Text area, no char limit
CQ0004449		В	What type of information were you looking for when researching products for the possible inclusion in a design?	Spec		Checkbox, one-up vertical
				3D models		
				Product application		
				<u>Green information</u>		
				Manufacturer's contacts		
				Cost		
				Other		
CQ0004450		С	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD		Checkbox, one-up vertical
				Spec		
				3D models		
				Green information		
				Product application		
				Manufacturer's contacts		
				Cost		

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

Date: 3/1/2008

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	EDI	Skip		Anguar Chaicea		
QID	FPI Y?	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
QID	1	Labei	Question Text	Other	Skip to	Type (select from list)
CQ0004451			How were you primarily seeking information on sweets.com?	Search by keyword feature		
CQ0004431			Trow were you primarily seeking information on sweets.com.	Scarcii by Reyword Teataire		Radio button, one-up vertical
				Browse by master format feature		tadio sation, one ap vertical
				Other (please specify)	Α	
CQ0004452		Α	Other reason seeking information	(Frederick)		Text field, <100 char
CQ0004453			Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical
C				No	A,B	
				Not sure	C,D	
CQ0004454		Α	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical
				I could not find the product I was looking for		
				I haven't completed my search on sweets.com yet		
				The search results did not appear relevant		
				Other		
CQ0004455		В	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one
				Call Sweets.com customer service		
				E-mail Sweets.com customer service		
				Return to this site later and try again		
				Conduct a new internet search		
				Visit other building product sites		
				Other	E	
CQ0004458		Е	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004456		С	Why were you not sure ?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical
				I am not sure how to find the product I am looking for		
				Could not find the product I was looking for under the division it should be listed in		
				The search results did not appear relevant		
				Other		
CQ0004457		D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one
				Call Sweets.com customer service		
				E-mail Sweets.com customer service		
				Return to this site later and try again		
				Conduct a new internet search		
				Visit other building product sites		
				Other	F	
CQ0004459		F	What other site(s) do you plan to visit?			Text area, no char limit
CQ0004460			What other sources do you use to search for construction product information?	Google		Checkbox, one-up vertical
				Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)		
				Reed First Source		
				4specs		
				Arcat		
	I	1	Í	Manufacturers websites		I

Single or Multi Single	Required Y/N Y	Special Instructions
Single	Y	Randomize OPS Group
Single Single	N Y	OPS Group Skip Logic Group
Single Multi	N Y	Skip Logic Group Skip Logic Group
Multi	Y	Skip Logic Group Randomize
		Anchor Answer Choice

Single or Multi	Required Y/N	Special Instructions
Single	Υ	Anchor Answer Choice OPS Group
	-	
Single	N	OPS Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Single	N Y	Skip Logic Group
Single	Y	Skip Logic Group
Single	N	Skip Logic Group
Multi	Y	

Model Instance Name: USPTO Mobile 2013 MID: wsRZAgQE8tAhUIQUYwJkgQ4C Date: 3/1/2008

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			USPTO Mobile 2013 CUSTOM QUESTION LIS	ST					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	CQ Label
			Afghanistan Albania Albania Algeria Andorra Angola Antigua and Barbuda Argentina Armenia Australia Australia Australia Barbadas Bahamas Bahrain Bangladesh Barbados Belarus Belgium		Drop down, select one	Single	Y		COUNTRY

Date:

MID: wsRZAgQE8tAhUIQUYwJkgQ4C

3/1/2008

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pink: ADDITION

			USPTO Mobile 2013 CUSTOM QUESTION LIS	т		
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
		What region do you live in?	Asia		Single	

Required	
	Connected Impatrocerticans
Y/N	Special Instructions
l Y	

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL pink: ADDITION

blue + -->: REWORDING

CUSTOM QUESTION LIST

			00010III Q010110I1 1I01					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single oi Multi	Required Y/N	Special Instructions
		Do you expect to spend more or less online during the 2012 holiday season compared to 2011?	A lot more		Drop down, select one	Single	Y	
			A little more					
			I expect to spend about the same amount as last year					
			A little less					
			A lot less					
			Not sure					
		Do you expect to spend more or less online during the 2012 holiday season with <i>retailer.com</i> compared to 2011?	I didn't purchase anything from retailer.com last year		Drop down, select one	Single	Y	Skip Logic Group
			A lot more	Α				
			A little more	Α				
			I expect to spend about the same amount as last year	_				
			A little less	В				
			A lot less	В				
	^	Why do you appeal to appeal more puling with vetailor and	Not sure		Chaalihay ana	N.A. Jai	V	Chin Logio Croup
	A	Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one- up vertical	Multi	Y	Skip Logic Group
			Quality of merchandise	_				Randomize
			Merchandise selection					
			Good return policy					
			Online product prices					
			Shipping costs					
			Availability of merchandise					
			Better personal economic circumstances this year					
			Other (please specify):	С				Anchor Answer Choice
	С	Other reason to spend more online:			Text area, no char limit		Y	
	В	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)		Checkbox, one- up vertical	Multi	Y	Skip Logic Group
			Quality of merchandise					Randomize
			Poor merchandise selection					
			Return policy					
			I'm trying to save more and spend less					
			Online product prices					
			Shipping costs					
			Poor availability of merchandise					
			Worse personal economic circumstances this year					
			Other (please specify):	С				Anchor Answer Choice
	С	Other reason to spend less online:			Text area, no char limit			
		Please tell us what you did on retailer.com today.	I made a purchase for myself today		Radio button, one-up vertical	Single	Y	OPS Group
			I bought a gift for someone else today	+				
			I was browsing today to purchase online later	+				
			i was browsing today to purchase utiline later					

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL pink: ADDITION

blue + -->: REWORDING

CUSTOM QUESTION LIST

			00010III Q020110II 2I01					
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
			I was browsing today to purchase at one of the store locations					
			I was browsing today to see what you have Other (please specify):	Α				Anchor Answer Choice
	Α	What else did you do on <i>retailer.com</i> today?	Cities (piecase speedily).		Text area, no	Open	N	OPS Group
		, i			char limit	·		·
			Yes	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
		Did vou access (insert retailer's name here) mobile website.		^	one-up vertical			
		Please use the following guidelines:						
		- DO NOT MODIFY THE WORDING of the A	ANSWER CHOICES					
		- DO NOT ADD ANSWER CHOICES OR DELE			Checkbox, one- up vertical	Multi	Y	Skip Logic Group
		- DO NOT CHANGE ORDER OF ANSWER CH						Randomize
		choice order changed, please request rand						
		- DO NOT change the CQ LABELS	_					
		- You may change your company name in t	he question which is highlighted in	+				
		BLUE		В				Anchor Answer Choice
	В				Text area, no char limit	Open	Y	Skip Logic Group
					Radio button,	Single	Y	
					one-up vertical			
		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					
			I used my mobile device to access the Internet to research		Checkbox, one-	Multi	Y	Skip Logic Group
		Which of the following ways did you use your mobile device this holiday season? (Please select all that apply.)	products (compare product details, look up prices, find store locations, etc.)	Α	up vertical			
		device this notical season? (Please select all that apply.)	I made purchases online from my mobile device	Α				
			I used my mobile device to compare products or prices while	A				
			I'm shopping in person in a store	A				
			I used retailer-developed mobile shopping apps None of these	А				Exclusive Answer Choice
	Α		I accessed the store's website		Checkbox, one-	Multi	Y	Skip Logic Group
		How did you use your mobile device while in retail stores			up vertical			
		this holiday season? (Please select all that apply.)	Lacacacad a compositorio unoberita-					
			I accessed a competitor's website					
			I accessed a shopping comparison website (Shopzilla.com,					
			Shopping.com)					
			I accessed the store's mobile shopping app					
			l accessed a competitor's mobile shopping app I didn't use my mobile device while in retail stores					
			i didirt dae my mobile device wille in retail atoles					

Holiday 2012 Custom Question Setup

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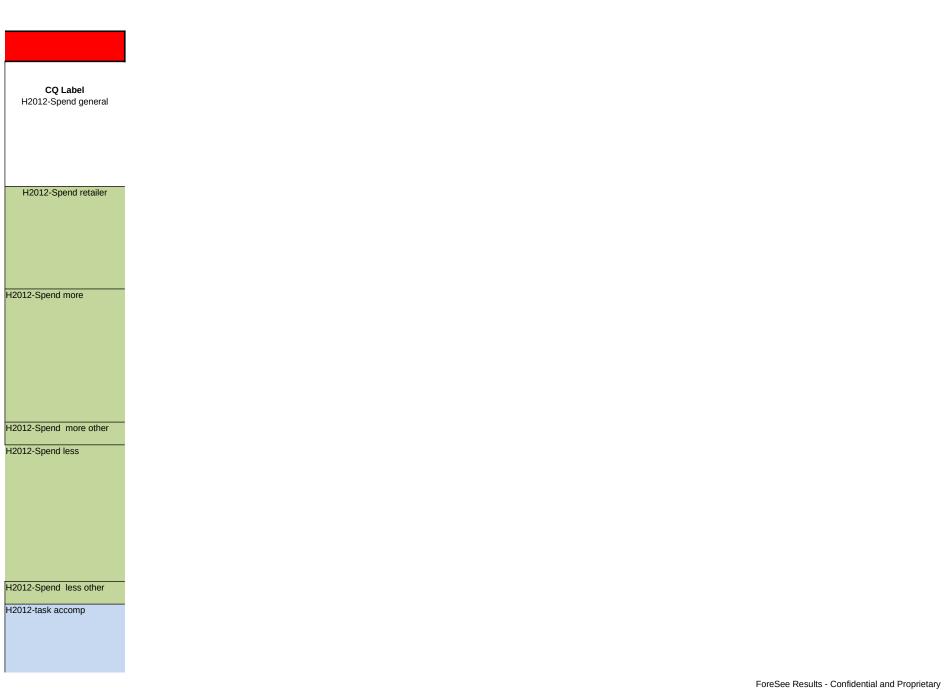
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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL pink: ADDITION

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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		Single or Multi	Required Y/N	Special Instructions	
		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	Research and buy online , have product delivered		Radio button, one-up vertical	Single	Y	Randomize	
		today?	Research and buy online, pick up in store						l
			Research in a catalog and call to order						i
			Research online, call to order						i
			Research in a catalog and buy online						i
			Research online, buy in store						i
			Research in store, buy online						i
			Research and buy in store						i
	1		None of these			Exclusive	Answer Cho	Anchor Answer Choice	ı





H2012-mobile use

H2012-mobile use store



CQ Label

H2012-shop preference

Festive Season 2012 Custom Question Setup

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

pink: ADDITION

			CUSTOM QUESTION LIST					
QID	Skip Logic Label	Question Text Do you expect to spend more or less online during the 2012 festive season compared to 2011?	Answer Choices (limited to 50 characters) A lot more	Skip to	Type (select from list) Drop down, select one	Single or Multi Single		

Required	
Y/N	Special Instructions
Y	

(Grc	- DO N - DO N - DO N choice - DO N DOT p - DO N **20D **20D **20D To hell on eit with a	NOT MONOT MOD NOT CHA e order cl NOT ADD Derson NOT chan MORE INF Ocument flaterials/ Ip clients her inclu	following guidelines: DIANTHE WORDING of the ANSWER CHOICES IN ANSWER CHOICES OR DELETE ANSWER CHOICES OR DELETE ANSWER CHOICES IN GREEN, if nanged, please request randomization /DELETE more than 2 ANSWER CHOICES IN PIP ge the CQ LABELS O ON RULES: https://myfsr.foreseeresults.com/s/SIR%20Templates%20(Internal%20Use%20Q. Social%20Value%20Questions_TIP%20SHEET. distinguish which Social Media sites responde de the follow-up open-ended question or the ockground). Please feel free to eliminate/add a diguestion to meet your clients request.	IES IN GREEN You would like answer K without speaking with a n/clients/SIR nly)/Social%20Value locx nts are hearing about them close ended question (below	ok, Twitter)	Skip to PPDATES (4 New answ 'MySpace'	er choice added: Onli	Single or Multi Single	Required YIN Y	Special Instructions Rank Group st) orks (Facebook, Twitter)	CQ Label SV - Rank 1
					amaona I know	1					
				TV, radio, newspaper, or magazine a	dvertising						
				Don't know						Anchor Answer Choice	
			Rank 2 (Optional)	Other Message or recommendation from a Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Face Message directly from the company Online Priboard (Printerest) Mobile phone text messages or alert Instant Message from a friend or coll Familiarity with self-company/bar Forum or company Forum	book,Twitter) on a social network		Drop down, select one	Single	N	Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 2
				Internet advertising Don't know		7				Anchor Answer Choice	
			Rank 3 (Optional)	Other Message or recommendation from a Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facei Message directly from the company of Online Pinboard (Pinterest) Mobile phone text messages or alors Instant Message from a friend or coll Familiarity with stel/company/brand Formotional remails() from the compa- search engine results Word of mouth recommendation from TV, radio, messpager, or majazine a Internet advertising Don't know	book,Twitter) on a social network		Drop down, select one	Single	N	Anchor Answer Choice Rank Group Adjust Template/Style Sheet Randomize Anchor Answer Choice	SV - Rank 3
			Questions Below Are Op	tional They Are	Not Used In	The	Social Media	Valu	- Cald	Anchor Answer Choice	
			If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)	aonai, mey Ale	, 140t O3Cu III	1110	Text area. no char limit	vaid	N	Jaiauori.	SV - Other Social Network
			It you heard about this website from a social network, please select which social network it was.	delicious digg Facebook Google+ Groupon Luknedin LukngSocial MySpace reddit StumbleUpon Twitter			Radio button, one-up vertical		N	OPS Group	SV-Social Network
				YouTube Other, please specify						Anchor Answer Choice	
		A	If you heard about this website from a social network, please specify the site.	The product opening			Text field, <100 char		N	OPS Group	SV - Other Social Network

Model Instance Name: Fill-in Measure Name MID: Date: 11/1/2011

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pink: ADDITION



 ID:
 pink: ADDITION

 ate:
 11/1/2011

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Fill-in Measure Name 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	
RECOMMEND QUESTION										
	How likely are you to recommend <abc company=""> to 1=Very Unlikely Radio button, scale, no don't know Single Y WordofMouthIndex-Recommend Single Y WordofMouthIndex-Recommend Single Y Please use the following guidelines: - Do NOT MODIFY THE WORDING of the QUESTION OR ANSWER CHOICES EXCEPT FOR COMPANY NAME - DO NOT change the CQ LABELS</abc>									
		How likely are you to discourage others from doing business with <abc company≻?<="" th=""><th>1=Very Unlikely 10=Very Likely</th><th>2 3 4 5 6 7</th><th>needed: Client Name Measure Name MID Question Live Date</th><th></th><th></th><th></th><th></th></abc>	1=Very Unlikely 10=Very Likely	2 3 4 5 6 7	needed: Client Name Measure Name MID Question Live Date					