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Date: 11/27/2012



## Welcome and Thank You Text

### Directions:

This welcome text is shown at the top of the questionnaire window and the thank you text at the bottom. This is a good place to mention the site/company/agency name so the visitor knows whom they are taking the survey for. Feel free to modify the standard Welcome and Thank you text shown in the boxes below. Please read comments before using any of the text.

## **Welcome Text**

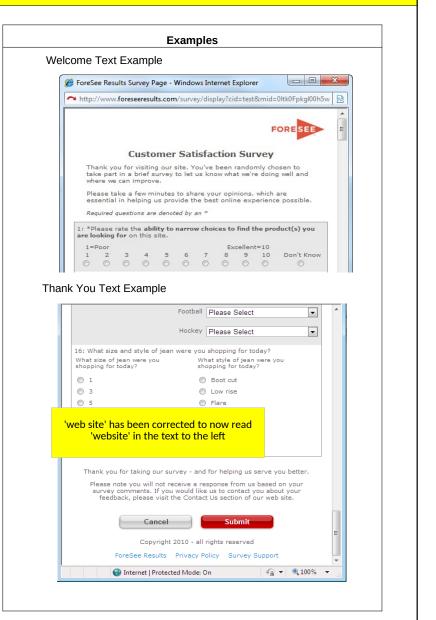
Thank you for visiting the Bureau of Justice Assistance (BJA) site. You've been randomly chosen to take part in a brief survey to let us know what we're doing well and where we can improve.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

# **DEFAULT Thank You Text**

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

# **ALTERNATE WEB Thank You Text**



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NoTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.

Date: 11/27/2012



		BJ	A (OJP Program)		
	Model question	s utilize the ACS	I methodology to determine scores and imp	acts	
	ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS
MQ Label	Content (1=Poor, 10=Excellent, Don't Know)	MQ Label	Satisfaction	MQ Label	Primary Resource (1=Very Unlikely, 10=Very Likely)
1 Content - Accuracy	Please rate your perception of the accuracy of information on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)		How likely are you to use this site as your primary resource for obtaining information from this agency?
2 Content - Quality	Please rate the <b>quality of information</b> on this site.	18 Satisfaction - Expectations	How well does this site <b>meet your expectations</b> ? (1=Falls Short, 10=Exceeds)		Recommend (1=Very Unlikely, 10=Very Likely)
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to <b>recommend this site to someone else</b>
	Functionality (1=Poor, 10=Excellent, Don't Know)				Return (1=Very Unlikely, 10=Very Likely)
4 Functionality - Usefulness	Please rate the <b>usefulness of the website tools provided</b> on this site.			22 Return	How likely are you to <b>return to this site</b> ?
5 Functionality - Convenient	Please rate the <b>convenient placement of the website tools</b> on this site.				
6 Functionality - Variety	Please rate the <b>variety of website tools</b> on this site.				
	Look and Feel (1=Poor, 10=Excellent, Don't Know)				
Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
	Please rate the <b>balance of graphics and text</b> on this site.				
9 Look and Feel - Readability	Please rate the <b>readability of the pages</b> on this site.				
	Navigation (1=Poor, 10=Excellent, Don't Know)				
0 Navigation - Organized	Please rate how well the site is organized.				
1 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
2 Navigation - Layout	Please rate how well the site layout helps you find what you are looking for.				
Clicks	Please rate the number of clicks to get where you want on this site.				
	Site Performance (1=Poor, 10=Excellent, Don't Know)				
- Loading	Please rate how <b>quickly pages load</b> on this site.				
5 Site Performance - Consistency	Please rate the consistency of speed from page to page on this site.				
6 Site Performance - Errors	Please rate the <b>ability to load pages without getting error messages</b> on this site.				

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underlined & italicized: RE-ORDER

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Date: 11/27/2012

**BJA (OJP Program) CUSTOM QUESTION LIST** Skip AnswerIDs **Answer Choices** Single or Logic Required QID (DOT) Multi **Special Instructions** Label **Question Text** (limited to 50 characters) Skip to CO Label Type (select from list) Y/N LNH2343 How frequently do you visit this site? LNH2343A01 This is my first visit Radio button, one-up vertical Single Visit Frequency NH2343A02 Daily/more than once a day NH2343A03 At least once a week NH2343A04 At least once a month NH2343A05 Every few months Once every six months or less often NH2343A06 LNH2344 What best describes your organizational affiliation? Org.Affiliation NH2344A01 State government Radio button, one-up vertical Single Skip Logic Group\* LNH2344A02 County government NH2344A03 Municipal government NH2344A04 Indian Tribal government NH2344A05 Federal government or agency NH2344A06 University/college/school faculty or staff NH2344A07 Private sector NH2344A08 Non-profit LNH2344A09 Student NH2344A10 Media NH2344A11 General public NH2344A12 Other LNH2345 OE Affiliation Please briefly describe your other affiliation: Text field. <100 char N Skip Logic Group\* LNH2346 LNH2346A01 Law enforcement officer or official Drop down, select one Single Skip Logic Group\* Role Which category best describes your professional field? LNH2346A02 Counter-terrorism/Homeland security LNH2346A03 Corrections officer or official LNH2346A04 Courts/judicial system NH2346A05 Substance abuse treatment LNH2346A06 Mental health professional LNH2346A07 Social worker or counselor LNH2346A08 Academic researcher NH2346A09 Educator or trainer LNH2346A10 Student LNH2346A11 Local or State Government (elected, appointed or staff member) Federal Government or Agency NH2346A12 LNH2346A13 Community or faith-based organization associate LNH2346A14 General Public LNH2346A15 Other LNH2347 B Please briefly describe your other professional role: Text field, <100 char N Skip Logic Group\* Other role LNH2348 What is your **primary reason** for visiting this site today? LNH2348A01 Apply for or learn about grants or funding 0 Radio button, one-up vertical Single Skip Logic Group\* Primary Reason Track, manage, or find information on prior grant awards NH2348A02 Find information or publications on a specific program or topic LNH2348A03 U NH2348A04 Find training or technical assistance Q NH2348A05 Find information on program evaluation S LNH2348A06 Check for conferences, webinars or other events U LNH2348A07 Access Justice Today or check announcements LNH2348A08 Obtain contact information for the Bureau of Justice Assistance LNH2348A09 Subscribe to My BJA or RSS feeds LNH2348A10 I was just browsing, not looking for anything in particular LNH2348A11 Other Text field, <100 char Please briefly describe your primary reason for today's site N Skip Logic Group\* Other reason LNH2349 LNH2350 In general, which of these categories best matches your area Radio button, one-up vertical Skip Logic Group\* Grants of interest for grants or funding? NH2350A01 Law enforcement/policing Single I NH2350A02 Adjudication policy and court programs LNH2350A03 Corrections LNH2350A04 Reentry programs LNH2350A05 Crime prevention LNH2350A06 Information sharing/integration I NH2350A07 Statistical or academic research LNH2350A08 Substance abuse (treatment/monitoring/judicial programs) LNH2350A09 Mental health NH2350A10 Victim services programs LNH2350A11 Tribal justice LNH2350A12 Counter-terrorism/Homeland security I was interested in general grant or funding information only NH2350A13 LNH2350A14

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underlined & italicized: RE-ORDER

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				BJA (OJP Program) CUSTOM QUESTION LIST	•					
OID	Skip Logic	Ougstion Tout	AnswerIDs	Answer Choices	Ckin to	Time (calcat from list)	Single or	Required	Cassial Instructions	COLobel
QID LNH2351	Label	Question Text Please briefly describe your other area of funding interest:	(DOT)	(limited to 50 characters)	Skip to	Type (select from list)  Text field, <100 char	Multi	Y/N N	Special Instructions Skip Logic Group*	CQ Label OE Grants
LNH2351 LNH2352		In general, which of these categories best matches your <b>area</b>	I NH2352401			Radio button, one-up vertical		Y	Skip Logic Group*	Training
LIVITIZOOZ	Ý	of interest for training?	LIVITZSSZAGI	Law enforcement/policing		radio button, one-up vertical	Single		Skip Logic Group	Training
			LNH2352A02	Adjudication policy and court programs			5			
			LNH2352A03	Corrections						
			LNH2352A04	Reentry programs						
			LNH2352A05	Crime prevention						
			LNH2352A06	Information sharing/integration	1					
			LNH2352A07	Statistical or academic research	-					
			LNH2352A08 LNH2352A09	Substance abuse (treatment/monitoring/judicial programs)  Mental health	-					
			LNH2352A09 LNH2352A10	Victim services programs	+					
			LNH2352A11	Tribal justice	1					
			LNH2352A12	Counter-terrorism/Homeland security						
			LNH2352A13	I was interested in general information only, or just browsing	1					
			LNH2352A14	Other	R					
LNH2353	R	Please briefly describe your other area of training interest:				Text field, <100 char		N	Skip Logic Group*	OE_Training
LNH2354	In general, which of these categories best matches you	In general, which of these categories best matches your area	LNH2354A01			Radio button, one-up vertical	a	Y	Skip Logic Group*	Evaluation
		of interest for program evaluation?	LAULIDOE	Law enforcement/policing			Single			
			LNH2354A02 LNH2354A03	Adjudication policy and court programs	-					
			LNH2354A04	Corrections Reentry programs	-					
			LNH2354A04 LNH2354A05	Crime prevention	-					
			LNH2354A06	Information sharing/integration	1					
			LNH2354A07	Statistical or academic research	1					
			LNH2354A08	Substance abuse (treatment/monitoring/judicial programs)						
			LNH2354A09	Mental health						
			LNH2354A10	Victim services programs						
			LNH2354A11	Tribal justice	4					
			LNH2354A12	Counter-terrorism/Homeland security	4					
			LNH2354A13 LNH2354A14	I was interested in general information only, or just browsing  Other	<b>-</b> -					
		Please briefly describe your other area of evaluation interest:	LINE2334A14	Otter	<del>  '</del>	Text field, <100 char		N	Skip Logic Group*	OE Evaluation
LNH2355	т	rease bliefly describe your other area or evaluation interest.				Text field, 100 chai		"	Skip Logic Group	OL_Evaluation
LNH2356	U	In general, which of these subjects best matches your	LNH2356A01			Radio button, one-up vertical		Y	Skip Logic Group*	Topic of Interest
		primary area of interest?		Law enforcement/policing			Single			
			LNH2356A02	Adjudication policy and court programs						
			LNH2356A03	Corrections						
			LNH2356A04	Reentry programs	4					
			LNH2356A05	Crime prevention	4					
			LNH2356A06 LNH2356A07	Information sharing/integration	-					
			LNH2356A07	Statistical or academic research Substance abuse (treatment/monitoring/judicial programs)	+					
			LNH2356A09	Mental health	-					
			LNH2356A10	Victim services programs	1					
			LNH2356A11	Tribal justice						
			LNH2356A12	Counter-terrorism/Homeland security						
			LNH2356A13	Other	V					
LNH2357		Please briefly describe your other topical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
LNH2358		What is the <b>primary method</b> you used to locate information on this site?	LNH2358A01	I used the main navigation tabs/headings near the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
			LNH2358A02	I used one of the center home page links (I Want To, Announcements, etc.)						
			LNH2358A03	I used the Information or Connect links at the bottom of the page	+					
			LNH2358A04 LNH2358A05	I used the site search feature	-					
			LNH2358A05 LNH2358A06							
			LNH2358A07	Other	Ь					
LNH2359		What other method did you use to look for the information you wanted / needed?				Text area, no char limit		N	Skip Logic Group*	Other Method
LNH2360			LNH2360A01	Yes		Radio button, one-up vertical	Single	Υ	Skip Logic Group*	Able to Accomplis
		site today?							,	
			LNH2360A02	No	X, Y					
					1 20 20					
			LNH2360A03 LNH2360A04	Partially I wasn't looking for anything in particular	X, Y					

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				BJA (OJP Program) CUSTOM QUESTION L	-151					
	Skip									
	Logic		AnswerIDs	Answer Choices			Single or	Required		
QID	Label	Question Text	(DOT)	(limited to 50 characters)	Skip to	Type (select from list)	Multi	Ý/N	Special Instructions	CQ Label
LNH2361	Х	Please tell us specifically what were you unable to find or				Text area, no char limit		N	Skip Logic Group*	nable to Accompl
		accomplish:								·
LNH2362	Υ	What will you do next?	LNH2362A01	Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
	, , , , , , , , , , , , , , , , , , , ,	,,	LNH2362A02	Contact BJA by telephone			3 -			
			LNH2362A03	Contact BJA via email						
			LNH2362A04	Contact BJA through regular mail						
			LNH2362A05	Try another website or other resource						
			LNH2362A06	Nothing, although I did not find what I was looking for						
			LNH2362A07	Other	Z					
LNH2363	Z	Please describe what you will do next:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
LNH2364		How would you describe your <b>navigation experience</b> on this site today? (select all that apply)	LNH2364A01	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
			LNH2364A02	Links often did not take me where I expected						
			LNH2364A03	Had difficulty finding relevant information						
			LNH2364A04	Links/labels are difficult to understand	_					
			LNH2364A05	Too many links/navigational options to choose from						
			LNH2364A06	Had technical difficulties (error messages, broken links, etc.)	E					
			LNH2364A07	Could not navigate back to previous information						
			LNH2364A08	I had a navigation difficulty not listed above:	F					
_NH2365	E	Please describe which links were broken or had error messages:		· ·		Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
LNH2366	F	Please briefly describe your additional navigation difficulty:				Text area, no char limit		N	Skip Logic Group*	OE Navigate
LNH2367	•	Did you use any search features on this site today?	LNH2367A01	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
LINI 12301		Did you use any search reatures on this site today!	LNH2367A02	No No	<b>—</b>	Itadio battori, orie-up vertical	Siligie	'	Skip Logic Group	Jearch Osage
	_					B # 1 # # # #	0: 1	.,,	01: 1 : 0 :	
LNH2368	G	Please tell us about your <b>experience with the site's search features</b> today. (Please select the best description)	LNH2368A01	Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
			LNH2368A02	Results were not relevant/not what I wanted						
			LNH2368A03	Too many results/I needed to refine my search						
			LNH2368A04	Not enough results						
					- н					
			LNH2368A05	Returned NO results	- 7					
			LNH2368A06	Received error message(s)						
			LNH2368A07	Search speed was too slow						
			LNH2368A08	I experienced a different search issue (please explain):						
LNH2369	Н	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terr
LNH2370	I	Please describe the issues and/or errors you experienced with the search feature:				Text area, no char limit		N	Skip Logic Group*	OE_Search Issu
		If you could make one change/improvement to this website,								
LNH2371		what would it be?				Text area, no char limit		N		Improvements
LNH2372		How did you learn about BJA.gov?	LNH2372A01	Search engine (Google, Bing, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
-INI 12372		l low did you learn about box.gov:	LNH2372A01	Prior visit (or had bookmarked/saved as favorite)		readio buttori, orie-up vertical	Sirigie	'	Skip Logic Group	1 TOW T OUTIU
			LNH2372A03	Referred by another Dept. of Justice or OJP site						
			LNH2372A04	Referred by different website, other than DOJ or OJP sites						
			LNH2372A05	Social media (Twitter, Facebook, etc.)						
			LNH2372A06	News source (magazine/newspaper/radio/television)						
				News source (magazine/newspaper/radio/television) Referred by a professional or academic acquaintance						
			LNH2372A06 LNH2372A07	Referred by a professional or academic acquaintance						
			LNH2372A06 LNH2372A07 LNH2372A08	Referred by a professional or academic acquaintance Referred by a friend or family member						
NH2272	1	Diago specify how you learned shout this wobelts.	LNH2372A06 LNH2372A07	Referred by a professional or academic acquaintance	J	Taytarga, no char limit		NI.	Skin Logio Crount	OF Found
	J	Please specify how you learned about this website:	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09	Referred by a professional or academic acquaintance Referred by a friend or family member Other	J	Text area, no char limit	Single	N	Skip Logic Group*	OE-Found
	J	Please specify how you learned about this website: Do you subscribe to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other Yes	J	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group*	OE-Found Subscribe
	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing	J		Single		Skip Logic Group*	
	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other Yes	J		Single		Skip Logic Group*	
_NH2374	J		LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to	J	Radio button, one-up vertical			Skip Logic Group*	
_NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing	J		Single	Y	Skip Logic Group*	Subscribe
LNH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
_NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01 LNH2375A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A02	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2374A01 LNH2374A01 LNH2374A02 LNH2374A03 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A04	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time	J	Radio button, one-up vertical		Y	Skip Logic Group*	Subscribe
NH2374 -NH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?  Do you <b>connect with BJA using the RSS feed or Twitter</b> account?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time No, but I intend to use at least one of them in the future	J	Radio button, one-up vertical  Radio button, one-up vertical		Y		Subscribe
LNH2373 LNH2374 LNH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time	J A, B	Radio button, one-up vertical		Y	Skip Logic Group*  Skip Logic Group*	Subscribe  Connect
NH2374 -NH2375	J	Do you <b>subscribe</b> to the monthly Justice Today newsletter?  Do you <b>connect with BJA using the RSS feed or Twitter</b> account?	LNH2372A06 LNH2372A07 LNH2372A08 LNH2372A09 LNH2374A01 LNH2374A02 LNH2375A01 LNH2375A01 LNH2375A02 LNH2375A03 LNH2375A03 LNH2375A05	Referred by a professional or academic acquaintance Referred by a friend or family member Other  Yes  No, I have no interest in subscribing Not yet, but I intend to I connect with BJA using both RSS and Twitter I subscribe only to RSS feeds I use only Twitter No, I am not interested at this time No, but I intend to use at least one of them in the future	J A, B	Radio button, one-up vertical  Radio button, one-up vertical	Single	Y		Subscribe  Connect  Access Mobile

Model Instance Name:

BJA (OJP Program)
MID: c1sk8JFdo0JE1RoJ9A1Vww==

Date: 11/27/2012

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blue + -->: REWORDING

				BJA (OJP Program) CUSTOM QUESTION LIST						
QID	Skip Logic Label	Question Text	AnswerIDs (DOT) LNH2377A02	Answer Choices (limited to 50 characters) A tablet	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
LNH2378	В	Have you ever accessed ANY federal website using a mobile phone or tablet?	LNH2377A03 LNH2378A01	None of these Yes	С	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Federal Mobile Site Usage
			LNH2378A03	No, but I plan to do so No, but I might in the future No, and I don't plan to do so						_
LNH2379	С	Have you ever accessed the BJA site using a mobile phone or tablet?	LNH2379A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Mobile Site Usage
			LNH2379A03	No, but I plan to do so No, but I might in the future No, and I don't plan to do so						

Holiday 2010 Custom Question Setup

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YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B

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oink: 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				
eneric pend" tention for enchmarking od to ompare to 008, 2009 nd 2010		Do you expect to <b>spend more or less online</b> during the 2010 holiday season compared to 2009?	Please use the following guidelines: - DO NOT MODIFY THE WORDING of the ANSWER CHOICES - DO NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES - DO NOT CHANGE ORDER OF ANSWER CHOICES, if you would like answer choice order changed, please request randomization - DO NOT change the CQ LABELS - You may change your company name in the question which is highlighted in BLUE								
			- Tou may change your company name in th	e questior	i which is nighlighte	u III bloc					
end ention with s retailer		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	- Tou may change your company hame in th	e questior	i which is nighlighte	d III BLOE	Y				
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more	e questior	i which is nighlighte	d III BLOE					
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year	R	i which is nighlighte	d III BLOE					
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less	R S	i which is nighlighte	d III BLOE					
ntion with		Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> <i>retailer.com</i> compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less	R	i which is nighlighte	WIII BLOE					
ntion with		holiday season with retailer.com compared to 2009?	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S	which is highlighte		Y				
ntion with	R	Do you expect to <b>spend more or less online</b> during the 2010 holiday season <b>with </b> retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this holiday season? (please select all that apply)	A little more I expect to spend about the same amount as last year A little less A lot less	R S	Checkbox, one-up vertical	Multi					
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise	R S			Y				
ntion with	R	holiday season with retailer.com compared to 2009?  Why do you expect to spend more online with retailer.com this	A little more I expect to spend about the same amount as last year A little less A lot less Not sure Promotions (\$ or % off offers)  Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs	R S			Y				



Special Instructions
Skip Logic Group
Skip Logic Group

Holiday 2011 Custom Question Setup

YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BEL

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			сиѕтом QUE	STION LIST							
					$\top$						
	Skip Logic		Answer Choices					Required			
QID	Label	Question Text  Do you expect to spend more or less online during the holiday season compared to 2010?	(limited to 50 characters) 2 2011 A lot more	Skip to	Drop down,	select from list) select one	Single or Multi Single	Y/N Y	Special Instructions	CQ Label H2011-Spend general	Application Notes  Benchmarking question fro 20
		noiday season compared to 20107									Benchmarking question fro 20 should be a part of all Holida questions
			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 holiday season with retailer.com compared to 2010?	a 2011 II didn't purchase anything from retailer.com last year		Drop down,	select one	Single	, Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly the retailer and should be a par the holiday battery
			A lot more	A							the holiday battery
			A little more expect to spend about the same amount as last year	A							
			A little less A lot less	B B							
	Δ	Why do you expect to spend more online with retaile	Not sure  Framitis Promotions (\$ or % off offers)		Checkhox	one-un vertical	Multi	<del></del>	Skip Logic Group	H2011-Spend more	
		holiday season? (please select all that apply)	Tomound (4 of 70 on oncid)		CIRCURDON, V	inc up venicus			Disp Edgit Croup	I IZOZI OPENO MOJE	
			Quality of merchandise	Щ.,					Randomize		
			Merchandise selection						Randonize		
			Good return policy Online product prices								
			Shipping costs Availability of merchandise								
			Better personal economic circumstances this year Other (please specify):	С					Anchor Answer Choice		
	C B		r.com this Promotions were not appealing (\$ or % off offers)		Text area, n Checkbox.	o char limit one-up vertical	Multi	N Y	Skip Logic Group	H2011-Spend more other H2011-Spend less	
		holiday season? (please select all that apply)							, g. 2.11.1		
			Quality of merchandise						Randomize		
			Poor merchandise selection Return policy								
			I'm trying to save more and spend less								
			Shipping costs Poor availability of merchandise								
			Worse personal economic circumstances this year	CC							
	CC	Other reason to spend less online:	Other (please specify):	CC	Text area, r	o char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on retailer.com today.	I made a purchase for myself today		Radio buttor	n, one-up vertical	Single	Y	Skip Logic Group	H2011-task accomp	Only ask if you do not have a "What did you do?" guestion.
											"What did you do?" question. not replace what you have you lose trending.
			I bought a gift for someone else today I was browsing today to purchase online later						Randomize		
			I was browsing today to purchase at one of the store locations I was browsing today to see what you have	=					1		
			Other (please specify):	Α				N	Anchor Answer Choice		
	Α	What else did you do on retailer.com today?	Yes	Δ.	Radio buttor	no char limit n, one-up vertical	Single	Y	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	
		Did you access (insert retailer's name here) mo or mobile shopping app while holiday shopping	bile website, this year?	A							Should be used if retailer has mobile app
	A	Why did you do so? (please select all that apply)	No To compare different products	=	Checkbox,	one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
			To compare different products To look up price information about a product To look up product specifications						Randomize		
			To view product reviews To make a purchase	= .							
			To find a store location Another reason:						Anchor Answer Choice	H2011-access other	
	В	Please specify the other reason you accessed the website or app from a mobile device:	company's		Text area, n	o char limit		N	Skip Logic Group	H2011-access other	
		wedsite or app from a mobile device:	Yes		Radio buth	on, one-up vertical	Single	Y		H2011-mobile any	
				_							Should be asked of all regardles they have a mobile device app
		Have you ever used a mobile device to retailer's website, mobile website, or mo	e use the following guidelines:								they have a mobile device app not. It is a global question gett a read on visitors.
			NOT MODIFY THE WORDING of the ANSWER CHOICES NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES								
			NOT ADD ANSWER CHOICES OR DELETE ANSWER CHOICES  NOT CHANGE ORDER OF ANSWER CHOICES, if you would lik	e answer c'	hoice	e-up vertical	Multi	<del></del>	Chia Lagia Croup	H2011-mobile use	
	AA		changed, please request randomization	c answer cr	iloicc	e-up vertical	Muss	'	Skip Logic Group	H2011-mobile use	Global use of mobile app, can
		- 00	NOT change the CQ LABELS								asked of all
		- You	may change your company name in the question which is h	ighlighted i	in BLUE						
									Exclusive Answer Choice		
	Α					e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
		How did you use your mobile device whi holiday season? (please select all that apply)									
			l accessed a competitor's website								
			I accessed a shonning comparison website (Shonzilla com, Shonning com)								
			I accessed the store's mobile shopping app								
		The second secon	l accessed a competitor's mobile shopping app None of the above		Desire bearing		Circula		Exclusive Answer Choice	10044 -1	
		Please think about your shopping preferences.  In general, which of the following is your preferred was	Research and buy online, have product delivered		Radio buttor	n, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holid battery of questions. Gets a shopping preference and will left on after January.
		In general, which of the following is your preferred way the type of product you researched or purchased to			1						shopping preference and will left on after January.
			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								
		I	Research in a catalog and buy online Research online, buy in store		1		1	1			
			Research online, buy in store								
			Research online, buy in store Research and buy in store None of the above				Exclusive Answer Choice		Anchor Answer Choice		

Festive Season 2011 Custom Question Setup

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			CUSTOM QUESTION	ON LIST						
QID	Skip Logic Label	Question Text  Do you expect to spend more or less orline during the 2011 festive peason compared to 2010?	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	CQ Label H2011-Spend general	Application Notes
		season compared to 2010?	Attitle more expect to spend about the same amount as last year Attitle less Attitle less		org com, section	Single	•		112021-openia general	Benchmarking question fro 2 should be a part of all Holid questions
		- DO NOT MODIFY - DO NOT ADD ANS - DO NOT CHANGE	Notsure wing guidelines FOR A UK survey: THE WORDING of the ANSWER CHOICES WER CHOICES OR DELETE ANSWER CHOICES ORDER OF ANSWER CHOICES, if you would like answer or	:hoice	fown, selectione	Single	Υ	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates direct the retailer and should be a p the holiday battery
	A	Why do you expect to spend more restive season? (please select all the	ase request randomization ne CQ LABELS our company name in the question which is highlighted	in BLUE	box, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
	CC	Other reason to spend more online:	Availability of merchandise Better personal economic circumstances this year Other (please specify):	CC	Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
	В	Why do you expect to quent less owine with reminerated this content was a first paying the select of that apply in the paying the select of the paying the paying the select of the paying the pa	Pouncions were not appealing (x or % off offers)  Quality of merchandise  Aport merchandise selection  Aport merchandise selection  The Integra saw merchandise selection  Online project prices  Online prices prices prices  One existing the prices of the prices  One prices prices prices prices  One prices prices  One p	c	Checkbox, one-up vertical	Multi	Ÿ	Skip Logic Group  Randomize  Anchor Answer Choice	H2011-Spend less	
	С	Other research is seed less order. Please tell us what you did on retailer co sull today.	made a purchase for myself today  bought a gift for someone eite today  least torowing today to purchase ordine later was torowing today to purchase a tone of the store locations over (place purchase) which is provided to the store to the	٨	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group  Randomize  Anchor Answer Choice	H2011-Spend less other H2011-task accomp	Only ask if you do not ha "What did you do?" questio not replace what you have yo lose trending.
	A	What else did you do on retailer.co.uk today?  Did you access (insert retailer's name here) mobile website, or mobile shopping app while Christmas shopping this year?	Yes	A	Text area, no char limit Radio button, one-up vertical	Single	N Y	Skip Logic Group Skip Logic Group	H2011-task accomp other H2011-access mobile	Should be used if retailer h
	A	Why did you do so? (please select all that apply)	No To compare different products To book up price information about a product To book up price information about a product To book up to the information about a product To leve product product To make a purchase To find a store location		Checkbox, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
	В	Please specify the other reason you accessed the company's website or app from a mobile device:	Another reason: Yes	В	Text area, no char limit  Radio button, one-up vertical	Single	N Y	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other H2011-mobile arry	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	No, and I don't plan to No, but I might in the future	AA						Should be asked of all regard they have a mobile device a not. It is a global question g a read on visitors.
	AA	Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	you store Losel in mobile device to access the Internet to research products (compare product obtain, look up prices. Find stare locations, etc.)  made purchase coint feet many mobile device.  Lused my mobile device to compare products or prices whilst shopping in person  as store.  Lused my make developed mobile shopping apps.  None of the above.	A A A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group  Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, c
	A	How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	Note of the above  accessed in Sources website  accessed a compessor's website  accessed a singping comparison website (e.g. Shopzilla.co.uk, Shopping.com uh)  accessed a singping comparison website (e.g. Shopzilla.co.uk, Shopping.com uh)  accessed the store's mobile shopping.app		Checkbox, one-up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preference. In general, which of the following is your preferred way to along for the type of product you researched or purchased today?	Spee of the abbox  Nesteach and buy ornine, have product delivered  Sesenach and buy ornine, pick up in store  Sesenach and buy ornine, pick up in store  Sesenach ornine, call to order  Sesenach catalogue buy ornine  Sesenach ornine, and to order  Sesenach and ornine, and to order  Sesenach and and ornine  Sesenach ornine, and to order  Sesenach and		Radio button, one-up versical	Single  Exclusive Answer Choice	Y	Excusive Answer Choice  Randomize  Anchor Answer Choice	H2011-shop preference	Should be a part of the Hol battery of questions. Gets shopping preference and w left on after January.

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