

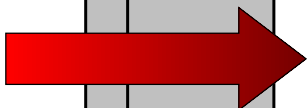
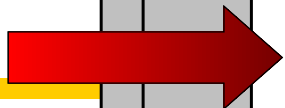


Model Instance Name:  
 OJJDP (OJP Program)  
 MID: p0Q8dIlloYEtc9QZUVItY8g==  
 Partitioned = Y  
 NOTE: All non-partitioned surveys will NOT be imputed and the elements will be rotated as a default unless otherwise specified and approved by Research.  
 Date: 11/6/2012



**OJJDP (OJP Program)**  
 Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)		CUSTOMER SATISFACTION		FUTURE BEHAVIORS	
MQ Label		MQ Label		MQ Label	
	<b>Content (1=Poor, 10=Excellent, Don't Know)</b>		<b>Satisfaction</b>		<b>Primary Resource (1=Very Unlikely, 10=Very Likely)</b>
1 Content - Accuracy	Please rate your perception of the <b>accuracy of information</b> on this site.	17 Satisfaction - Overall	What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	20 Primary Resource	How likely are you to use this site as your <b>primary resource for obtaining information about juvenile justice?</b>
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)		<b>Recommend (1=Very Unlikely, 10=Very Likely)</b>
3 Content - Freshness	Please rate the <b>freshness of content</b> on this site.	19 Satisfaction - Ideal	How does this site <b>compare to your idea of an ideal website?</b> (1=Not Very Close, 10=Very Close)	21 Recommend	How likely are you to <b>recommend this site to someone else?</b>
	<b>Functionality (1=Poor, 10=Excellent, Don't Know)</b>			22 Return	<b>Return (1=Very Unlikely, 10=Very Likely)</b>
4 Functionality - Usefulness	Please rate the <b>usefulness of the website tools provided</b> on this site.				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.				
	<b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>				
7 Look and Feel - Appeal	Please rate the <b>visual appeal</b> of this site.				
8 Look and Feel - Balance	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.				
	<b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>				
10 Navigation - Organized	Please rate <b>how well the site is organized.</b>				
11 Navigation - Options	Please rate the <b>options available for navigating</b> this site.				
12 Navigation - Layout	Please rate <b>how well the site layout helps you find what you are looking for.</b>				
13 Navigation - Clicks	Please rate the <b>number of clicks to get where you want</b> on this site.				
	<b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>				
14 Site Performance - Loading	Please rate how <b>quickly pages load</b> on this site.				
15 Site Performance - Consistency	Please rate the <b>consistency of speed from page to page</b> on this site.				
16 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  
 pink: ADDITION  
 blue + --> REWORDING

OJJDP (OJP Program) CUSTOM QUESTION LIST

QID	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	CQ Label
CJ15347		How frequently do you visit this site?	CJ15347A01 CJ15347A02 CJ15347A03 CJ15347A04 CJ15347A05 CJ15347A06	This is my first visit Daily/more than once a day At least once a week At least once a month Every few months Once every six months or less often		Radio button, one-up vertical	Single	Y		Visit Frequency
CJ15348		What best describes your organizational affiliation?	CJ15348A01 CJ15348A02 CJ15348A03 CJ15348A04 CJ15348A05 CJ15348A06 CJ15348A07 CJ15348A08 CJ15348A09 CJ15348A10 CJ15348A11	State government County government Municipal government Indian Tribal government Federal government or agency University/college/school faculty or staff Private sector Non-profit Student Media Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Org.Affiliation
CJ15349	A	Please briefly describe your other affiliation:				Text field, <100 char		N	Skip Logic Group*	OE Affiliation
CJ15350		Which category best describes your professional field?	CJ15350A01 CJ15350A02 CJ15350A03 CJ15350A04 CJ15350A05 CJ15350A06 CJ15350A07 CJ15350A08 CJ15350A09 CJ15350A10 CJ15350A11 CJ15350A12 CJ15350A13 CJ15350A14 CJ15350A15	Law Enforcement Corrections or Detention Courts/judicial system Child Protection Delinquency Prevention Trainer Academic Researcher Education Student Elected Official Federal Government or Agency Community or faith-based organization associate Media General public/non-professional Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
CJ15351	R	Please briefly describe your other professional category:				Text field, <100 char		N	Skip Logic Group*	Other role
CJ15352		What is your primary reason for visiting this site today?	CJ15352A01 CJ15352A02 CJ15352A03 CJ15352A04 CJ15352A05 CJ15352A06 CJ15352A07 CJ15352A08 CJ15352A09 CJ15352A10 CJ15352A11 CJ15352A12	Apply for or find information about grants or funding Find training or technical assistance Learn about program information Find conferences or other events Research a topic Obtain specific facts or statistics Access or order publications Access JUVJUST, OJJDP News @ a Glance, or other recent press releases Get the latest information on juvenile justice Obtain contact information I was just browsing, not looking for anything in particular Other	T T T S T	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
CJ15353	C	Please briefly describe your primary reason for today's site visit:				Text field, <100 char		N	Skip Logic Group*	Other reason
CJ15354	S	In general, which of these categories best matches your primary statistical area of interest?	CJ15354A01 CJ15354A02 CJ15354A03 CJ15354A04 CJ15354A05 CJ15354A06 CJ15354A07 CJ15354A08 CJ15354A09	Juvenile population characteristics Juveniles as victims Juveniles as offenders Law enforcement and juvenile crime Juveniles in court Juveniles in corrections Juveniles on probation Juvenile reentry and aftercare Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Statistics
CJ15355	U	Please briefly describe your other statistical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Statistics
CJ15356	T	In general, which of these topics best match your main topic(s) of interest? (Please select all that apply)	CJ15356A01 CJ15356A02 CJ15356A03 CJ15356A04	Child Protection Juvenile Corrections and Detention Courts Delinquency Prevention		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Topic of Interest

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QID	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	CQ Label
			CJ15356A05	Risk and Protective Factors						
			CJ15356A06	Gender/gender specific programs						
			CJ15356A07	Health and Underage Drinking						
			CJ15356A08	Law Enforcement						
			CJ15356A09	Offenses/Offenders						
			CJ15356A10	School Safety						
			CJ15356A11	Statistics						
			CJ15356A12	Victims						
			CJ15356A13	Internet Safety						
			CJ15356A14	Gangs						
			CJ15356A15	Ethnic or race-specific programs and information						
			CJ15356A16	Bullying						
			CJ15356A17	Mentoring						
			CJ15356A18	Tribal Youth						
			CJ15356A19	I was just browsing or was interested in very general information						
			CJ15356A20	Other	V					
CJ15357	V	Please briefly describe your other area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
CJ15358		What is the <b>primary method</b> you first used to locate information on this site?	CJ15358A01	I clicked on Search at the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
			CJ15358A02	I accessed links in the center of the home page (Spotlight, In Focus, JUVJUST, etc.)						
			CJ15358A03	I used the left side Topics link to drill down to my area of interest						
			CJ15358A04	I used one of the other left side links (Funding, Programs, Statistics, etc.)						
			CJ15358A05	I used the FAQs or Contact Us links at the top of the home page						
			CJ15358A06	Already knew area to land on or had specific page bookmarked						
			CJ15358A07	Not sure						
			CJ15358A08	Other	C					
CJ15359	C	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
CJ15360		Were you <b>able to find</b> what you were looking for on this site today?	CJ15360A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish
			CJ15360A02	No	X, Y					
			CJ15360A03	Partially	X, Y					
			CJ15360A04	I wasn't looking for anything in particular						
CJ15361	X	Please tell us specifically what were you unable to find or accomplish?				Text area, no char limit		N	Skip Logic Group*	Inable to Accomplish
CJ15362	Y	What will you <b>do next</b> ?	CJ15362A01	Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
			CJ15362A02	Contact OJJDP by telephone						
			CJ15362A03	Use the Contact OJJDP online request tool						
			CJ15362A04	Use the OJJDP staff directory contact list						
			CJ15362A05	Contact OJJDP through regular mail						
			CJ15362A06	Try another website or other resource						
			CJ15362A07	Nothing, although I did not find what I was looking for						
			CJ15362A08	Other	Z					
CJ15363	Z	Please describe what you will do next:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
CJ15364		How would you describe your <b>navigation experience</b> on this site today? (Please select all that apply)	CJ15364A01	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
			CJ15364A02	Links often did not take me where I expected						
			CJ15364A03	Had difficulty finding relevant information						
			CJ15364A04	Links/labels are difficult to understand						
			CJ15364A05	Too many links/navigational options to choose from						
			CJ15364A06	Had technical difficulties (error messages, broken links, etc.)						
			CJ15364A07	Could not navigate back to previous information	E					
			CJ15364A08	I had a navigation difficulty not listed above:	F					
CJ15365	E	Please describe which links were broken or had error messages:				Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
CJ15366	F	Please briefly describe your additional navigation				Text area, no char limit		N	Skip Logic Group*	OE_Navigate
CJ15367		Did you <b>use any search features</b> on this site today?	CJ15367A01	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
			CJ15367A02	No						
CJ15368	G	Please tell us about your <b>experience with the site's search features</b> today. (Please select the best description)	CJ15368A01	Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
			CJ15368A02	Results were not relevant/not what I wanted						
			CJ15368A03	Too many results/I needed to refine my search						
			CJ15368A04	Not enough results						



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OJJDP (OJP Program) CUSTOM QUESTION LIST

QID	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	CQ Label
CJ15347		How frequently do you visit this site?	CJ15347A01 CJ15347A02 CJ15347A03 CJ15347A04 CJ15347A05 CJ15347A06	This is my first visit Daily/more than once a day At least once a week At least once a month Every few months Once every six months or less often		Radio button, one-up vertical	Single	Y		Visit Frequency
CJ15348		What best describes your organizational affiliation?	CJ15348A01 CJ15348A02 CJ15348A03 CJ15348A04 CJ15348A05 CJ15348A06 CJ15348A07 CJ15348A08 CJ15348A09 CJ15348A10 CJ15348A11	State government County government Municipal government Indian Tribal government Federal government or agency University/college/school faculty or staff Private sector Non-profit Student Media Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Org. Affiliation
CJ15349	A	Please briefly describe your other affiliation:			A	Text field, <100 char		N	Skip Logic Group*	OE Affiliation
CJ15350		Which category best describes your professional field?	CJ15350A01 CJ15350A02 CJ15350A03 CJ15350A04 CJ15350A05 CJ15350A06 CJ15350A07 CJ15350A08 CJ15350A09 CJ15350A10 CJ15350A11 CJ15350A12 CJ15350A13 CJ15350A14 CJ15350A15	Law-enforcement Law Enforcement <del>Corrections/detention</del> Corrections or Detention Courts/judicial system <del>Substance-abuse-treatment/prevention</del> Child Protection <del>Mental-health-professional</del> Delinquency Prevention <del>Social-worker-or-counselor</del> Trainer <del>Academic-researcher</del> Academic Researcher Educator-or-trainer Education Student <del>Local-or-State-Government (elected, appointed or staff member)</del> Elected Official Federal Government or Agency Community or faith-based organization associate Media General public/non-professional Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Role
CJ15351	R	Please briefly describe your other professional category:			R	Text field, <100 char		N	Skip Logic Group*	Other role
CJ15352		What is your primary reason for visiting this site today?	CJ15352A01 CJ15352A02 CJ15352A03 CJ15352A04 CJ15352A05 CJ15352A06 CJ15352A07 CJ15352A08 CJ15352A09 CJ15352A10 CJ15352A11 CJ15352A12	Apply for or find information about grants or funding Find training or technical assistance Learn about program information Find conferences or other events Research a topic Obtain specific facts or statistics Access or order publications Access JUVJUST, OJJDP News @ a Glance, or other recent press releases Get the latest information on juvenile justice Obtain contact information I was just browsing, not looking for anything in particular Other	T T S T	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Primary Reason
CJ15353	C	Please briefly describe your primary reason for today's site visit:			C	Text field, <100 char		N	Skip Logic Group*	Other reason
CJ15354	S	In general, which of these categories best matches your primary statistical area of interest?	CJ15354A01 CJ15354A02 CJ15354A03 CJ15354A04 CJ15354A05 CJ15354A06 CJ15354A07 CJ15354A08 CJ15354A09	Juvenile population characteristics Juveniles as victims Juveniles as offenders Law enforcement and juvenile crime Juveniles in court Juveniles in corrections Juveniles on probation Juvenile reentry and aftercare Other		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Statistics
CJ15355	U	Please briefly describe your other statistical area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Statistics
CJ15356	T	In general, which of these topics best match your main topic(s) of interest? (Please select all that apply)	CJ15356A01 CJ15356A02 CJ15356A03 CJ15356A04 CJ15356A05 CJ15356A06 CJ15356A07	<del>Law-enforcement/policing/arrests</del> <del>Adjudication-policy-and-court-programs</del> <del>Specific-crime-type-or-crime-category</del> <del>Corrections/detention</del> <del>Probation-or-reentry-programs</del> <del>Delinquency-prevention-or-risk-assessment</del> <del>Partnership-development/community-collaboration</del>		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Topic of Interest

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QID	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	CQ Label
			CJ15356A08	<del>Substance abuse and underage drinking</del>						
			CJ15356A09	<del>Mental health</del>						
			CJ15356A10	<del>Internet safety</del>						
			CJ15356A11	<del>Gender specific programs</del>						
			CJ15356A12	<del>Gangs</del>						
			CJ15356A13	<del>Ethnic or race specific programs and information</del>						
			CJ15356A14	<del>School safety or bullying</del>						
			CJ15356A15	<del>Child abuse and neglect</del>						
			CJ15356A16	<del>Victims of crime and related services/programs</del>						
			CJ15356A17	<del>I was just browsing or was interested in very general information</del>						
			CJ15356A18	<del>Other</del>	V					
CJ15356	T	In general, which of these topics best match your main topic(s) of interest? (Please select all that apply)		Child Protection		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Topic of Interest
				Juvenile Corrections and Detention						
				Courts						
				Delinquency Prevention						
				Risk and Protective Factors						
				Gender/gender specific programs						
				Health and Underage Drinking						
				Law Enforcement						
				Offenses/Offenders						
				School Safety						
				Statistics						
				victims						
				Internet Safety						
				Gangs						
				Ethnic or race specific programs and information						
				Bullying						
				Mentoring						
				Tribal Youth						
				I was just browsing or was interested in very general information						
				Other	V					
CJ15357	V	Please briefly describe your other area of interest:				Text field, <100 char		N	Skip Logic Group*	OE_Topic
CJ15358		What is the primary method you first used to locate information on this site?	CJ15358A01	I clicked on Search at the top of the home page		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Method of Looking
			CJ15358A02	I accessed links in the center of the home page (Spotlight, In Focus, JUVJUST, etc.)						
			CJ15358A03	I used the left side Topics link to drill down to my area of interest						
			CJ15358A04	I used one of the other left side links (Funding, Programs, Statistics, etc.)						
			CJ15358A05	I used the FAQs or Contact Us links at the top of the home page						
			CJ15358A06	Already knew area to land on or had specific page bookmarked						
			CJ15358A07	Not sure						
			CJ15358A08	Other	C					
CJ15359	C	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
CJ15360		Were you able to find what you were looking for on this site today?	CJ15360A01	Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Able to Accomplish
			CJ15360A02	No	X, Y					
			CJ15360A03	Partially	X, Y					
			CJ15360A04	I wasn't looking for anything in particular						
CJ15361	X	Please tell us specifically what were you unable to find or accomplish?				Text area, no char limit		N	Skip Logic Group*	Inable to Accomplis
CJ15362	Y	What will you do next?	CJ15362A01	Continue looking on this site or try again later		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Do Next
			CJ15362A02	Contact OJJDP by telephone						
			CJ15362A03	Use the Contact OJJDP online request tool						
			CJ15362A04	Use the OJJDP staff directory contact list						
			CJ15362A05	Contact OJJDP through regular mail						
			CJ15362A06	Try another website or other resource						
			CJ15362A07	Nothing, although I did not find what I was looking for						
			CJ15362A08	Other	Z					
CJ15363	Z	Please describe what you will do next:				Text area, no char limit		N	Skip Logic Group*	OE_Do Next
CJ15364		How would you describe your navigation experience on this site today? (Please select all that apply)	CJ15364A01	I had no difficulty navigating/browsing on this site		Checkbox, one-up vertical	Multi	Y	Skip Logic Group*	Navigation
			CJ15364A02	Links often did not take me where I expected						
			CJ15364A03	Had difficulty finding relevant information						
			CJ15364A04	Links/labels are difficult to understand						
			CJ15364A05	Too many links/navigational options to choose from						
			CJ15364A06	Had technical difficulties (error messages, broken links, etc.)	E					
			CJ15364A07	Could not navigate back to previous information						

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CJ15365	E	Please describe which links were broken or had error messages:	CJ15364A08	I had a navigation difficulty not listed above:	F	Text area, no char limit		N	Skip Logic Group*	OE_Nav Link
CJ15366	F	Please briefly describe your additional navigation				Text area, no char limit		N	Skip Logic Group*	OE_Navigate
CJ15367		Did you use any search features on this site today?	CJ15367A01	Yes	G	Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Usage
			CJ15367A02	No						
CJ15368	G	Please tell us about your experience with the site's search features today. (Please select the best description)	CJ15368A01	Search results were helpful		Radio button, one-up vertical	Single	Y	Skip Logic Group*	Search Experience
			CJ15368A02	Results were not relevant/not what I wanted						
			CJ15368A03	Too many results/I needed to refine my search						
			CJ15368A04	Not enough results						
			CJ15368A05	Returned NO results	H					
			CJ15368A06	Received error message(s)	I					
			CJ15368A07	Search speed was too slow						
			CJ15368A08	I experienced a different search issue (please explain):	I					
CJ15369	H	What search term(s) did you use?				Text area, no char limit		N	Skip Logic Group*	OE_Search Terms
CJ15370	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 Issue
CJ15371		If you could make one change/improvement to this website, what would it be?				Text area, no char limit		N		Improvements
CJ15372		How did you learn about the OJJDP website?	CJ15372A01	Search engine (Google, Bing, etc.)		Radio button, one-up vertical	Single	Y	Skip Logic Group*	How Found
			CJ15372A02	Prior visit (or had bookmarked/saved as favorite)						
			CJ15372A03	Referred by another Dept. of Justice or OJP site						
			CJ15372A04	Referred by different website, other than DOJ or OJP sites						
			CJ15372A05	Social media (Twitter, Facebook, etc.)						
			CJ15372A06	News source (magazine/newspaper/radio/television) (Obtained link from an OJJDP publication)						
			CJ15372A07	Referred by a professional or academic acquaintance						
			CJ15372A08	Referred by a friend or family member (learned about the site at a conference)						
			CJ15372A09	Other	D					
CJ15373	D	Please specify how you learned about this website:				Text area, no char limit		N	Skip Logic Group*	OE-Found
CJ15374		Do you subscribe to JUVJUST or to OJJDP NEWS @ a Glance?	CJ15374A01	I subscribe to both JUVJUST and OJJDP News @ a Glance		Radio button, one-up vertical		Y		Subscribe
			CJ15374A02	I subscribe only to JUVJUST						
			CJ15374A03	I subscribe only to OJJDP News @ a Glance						
			CJ15374A04	No, but I plan to subscribe to at least one of these options in the future						
			CJ15374A05	No, I am not interested in subscribing						



Holiday 2010 Custom Question Setup

**YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED B**

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**CUSTOM QUESTION LIST**

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N		
Generic "spend" intention for benchmarking and to compare to 2008, 2009 and 2010		Do you expect to spend more or less online during the 2010 holiday season compared to 2009?	A lot more			Single	Y		
Spend intention with this retailer		Do you expect to spend more or less online during the 2010 holiday season with <i>retailer.com</i> 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						Y
			A little more	R					
			I expect to spend about the same amount as last year						
			A little less	S					
			A lot less	S					
			Not sure						
	R	Why do you expect to spend more online with <i>retailer.com</i> this holiday season? (please select all that apply)	Promotions (\$ or % off offers)		Checkbox, one-up vertical	Multi	Y		
			Quality of merchandise						
			Merchandise selection						
			Good return policy						
			Online product prices						
			Shipping costs						
			Availability of merchandise						
			Better personal economic circumstances this year						
			Other (please specify):	Z					



**Special Instructions**

Skip Logic Group

Skip Logic Group

Holiday 2011 Custom Question Setup red & strike through: DELETE  
underlined & bolded: RE-ORDER  
blue: ADDITION  
blue + ->: REWORDING

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 holiday season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question (No 2008, should be a part of all holiday questions)
		Do you expect to spend more or less online during the 2011 holiday season with <b>retailer.com</b> compared to 2010?	Didn't purchase anything from <b>retailer.com</b> last year A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions (\$ or % off offers) Quality of merchandise Merchandise selection Good return policy Online product prices Shipping costs Availability of merchandise Better personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less online with <b>retailer.com</b> this holiday season? (please select all that apply)	Promotions were not appealing (\$ or % off offers) Quality of merchandise Poor merchandise selection Return policy Too many to track items and spend less Online product prices Shipping costs Poor availability of merchandise Worse personal economic circumstances this year Other (please specify)		Checkboxes, one-up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less	
		Other reason to spend less online			Text area, no char limit		N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <b>retailer.com</b> today.	I made a purchase for myself today bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one-up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not replace what you have you will lose trending.
		What else did you do on <b>retailer.com</b> today?			Text area, no char limit		N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <b>retailer.com's</b> mobile website or mobile shopping app while holiday shopping this year?	Yes No		Radio button, one-up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	To compare different products To look up price information about a product To look up product specifications To view product reviews To make a purchase To find a store location Another reason		Checkboxes, one-up vertical	Multi-select	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit		N	Anchor Answer Choice	H2011-access other	
		Have you ever used a mobile device to access <b>retailer.com's</b> website, mobile website, or mobile shopping app?	Yes		Radio button, one-up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
	AA	Which of the following ways did you use your mobile device this holiday season? (please select all that apply)	accessed a competitor's website accessed a shopping comparison website (Shopzilla.com, Shopping.com) accessed the store's mobile shopping app accessed a competitor's mobile shopping app None of the above		e-up vertical	Multi	Y	Skip Logic Group Exclusive Answer Choice	H2011-mobile use	Global use of mobile app, can be asked of all
	A	How did you use your mobile device while holiday shopping? (please select all that apply)	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		e-up vertical	Multi	Y	Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	Research and buy online, have product delivered Research and buy online, pick up in store Research in a catalog and call to order Research online, call to order Research in a catalog and buy online Research online, buy in store Research in store, buy online Research and buy in store None of the above		Radio button, one-up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets of shopping preference and will be left on after January.

Festive Season 2011 Custom Question Setup  
 YOU MUST KEEP THE CQ LABELS AS THEY ARE LABELED BELOW

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

CUSTOM QUESTION LIST										
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	Application Notes
		Do you expect to spend more or less online during the 2011 festive season compared to 2010?	A lot more A little more expect to spend about the same amount as last year A little less A lot less Not sure		Drop down, select one	Single	Y		H2011-Spend general	Benchmarking question fro 2008, should be a part of all Holiday questions
		Do you expect to spend more or less online with <a href="#">retailer.co.uk</a> compared to 2010?			Drop down, select one	Single	Y	Skip Logic Group	H2011-Spend retailer	Added in 2009, relates directly to the retailer and should be a part of the holiday battery
		Why do you expect to spend more festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Availability of merchandise</li> <li>Being aware of more opportunities this year</li> <li>Other (please specify)</li> </ul>		Yes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend more	
		Other reason to spend more online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend more other	
		Why do you expect to spend less festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>Products were not appealing (e.g. % off offers)</li> <li>Quality of merchandise</li> <li>Poor merchandise selection</li> <li>Delivery policy</li> <li>Too many to take time and spend less</li> <li>Online product prices</li> <li>Shipping costs</li> <li>Poor availability of merchandise</li> <li>Worse personal economic circumstances this year</li> <li>Other (please specify)</li> </ul>		Checkboxes, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-Spend less H2011-Spend less other	
		Other reason to spend less online			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-Spend less other	
		Please tell us what you did on <a href="#">retailer.co.uk</a> today.	I made a purchase for myself today I bought a gift for someone else today was browsing today to purchase online later was browsing today to purchase at one of the store locations was browsing today to see what you have Other (please specify)		Radio button, one up vertical	Single	Y	Skip Logic Group Randomize	H2011-task accomp	Only ask if you do not have a "What did you do?" question. Do not reduce what you have you will lose trending.
		What else did you do on <a href="#">retailer.co.uk</a> today?			Text area, no char limit	Single	N	Anchor Answer Choice	H2011-task accomp other	
		Did you access <a href="#">retailer's name (here)</a> mobile website, or mobile shopping app while Christmas shopping this year?	Yes No		Radio button, one up vertical	Single	Y	Skip Logic Group	H2011-access mobile	Should be used if retailer has a mobile app
		Why did you do so? (please select all that apply)	<ul style="list-style-type: none"> <li>To compare different products</li> <li>To look up price information about a product</li> <li>To look up product specifications</li> <li>To view product reviews</li> <li>To make a purchase</li> <li>To find a store location</li> <li>Another reason</li> </ul>		Checkbox, one up vertical	Multi	Y	Skip Logic Group Randomize	H2011-why access mobile	
		Please specify the other reason you accessed the company's website or app from a mobile device.			Text area, no char limit	Single	N	Anchor Answer Choice Skip Logic Group	H2011-access other H2011-why access other	
		Have you ever used a mobile device to access any retailer's website, mobile website, or mobile shopping app?	Yes No, and I don't plan to No, but I might in the future Not sure		Radio button, one up vertical	Single	Y		H2011-mobile any	Should be asked of all regardless if they have a mobile device app or not. It is a global question getting a read on visitors.
		Which of the following ways did you use your mobile device during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>I used my mobile device to access the Internet to research products (compare product details, look up prices, find store locations, etc.)</li> <li>I made purchases online from my mobile device</li> <li>I used my mobile device to compare products or prices whilst shopping in person in a store</li> <li>I used retailer-developed mobile shopping apps</li> <li>None of the above</li> </ul>		Checkbox, one up vertical	Multi	Y	Skip Logic Group	H2011-mobile use	Global use of mobile app, can be asked of all
		How did you use your mobile device while in retail stores during the festive season? (please select all that apply)	<ul style="list-style-type: none"> <li>accessed the store's website</li> <li>accessed a competitor's website</li> <li>accessed a shopping comparison website (e.g. Shopzilla.co.uk, Shopping.com UK)</li> <li>accessed the store's mobile shopping app</li> <li>accessed a competitor's mobile shopping app</li> <li>None of the above</li> </ul>		Checkbox, one up vertical	Multi	Y	Exclusive Answer Choice Skip Logic Group	H2011-mobile use store	
		Please think about your shopping preferences. In general, which of the following is your preferred way to shop for the type of product you researched or purchased today?	<ul style="list-style-type: none"> <li>Research and buy online, have product delivered</li> <li>Research and buy online, pick up in store</li> <li>Research online, call to order</li> <li>Research catalogue buy online</li> <li>Research online, buy in store</li> <li>Research in store, buy online</li> <li>Research and buy in store</li> <li>None of the above</li> </ul>		Radio button, one up vertical	Single	Y	Randomize	H2011-shop preference	Should be a part of the Holiday battery of questions. Gets at shopping preference and will be left on after January.
						Exclusive Answer Choice		Anchor Answer Choice		