

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)

Basic rules:

- 1 This questionnaire **has to match the live survey**
- 2 All changes to the live measure need to be tracked and archived in **one document**
- 3 **All CQ change requests** has to be submitted using this documents
 - SRA: 1) marks up changes and submits the entire document to DOT
 - DOT: 1) archives change request on separate tab
2) implement changes
3) updates the document to reflect all implemented changes in the "clean" questionnaire - SRA can send to the client and use for future CQ changes
- 4 DOT will safeguard correct formats - your next CQ changes have to be submitted using one survey document with appropriate color-coding

Date: 7/22/2010

#REF! ~~red & strike-through~~: DELETE
 #REF! underlined & italicized: RE-ORDER
 #REF! *pink*: ADDITION
 blue + -->: REWORDING
 violet (**bold**): SKIP-LOGIC

#REF!

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
EDO04500		What best describes your role when visiting this site?	Sailor Sailor's family Navy Civilian Navy Veteran News/Media Other DoD Civilian Judicial and Executive Branch Sister service Partner Nation (navies) Potential Recruit Influencer for Potential Recruit American Public International Audience Other, please specify:	A	Checkbox One Up Vertical
EDO04501	A	Other role			Text field, <100 char
EDO04502		Which area of the site are you primarily visiting today?	US Navy Today About the Navy Navy Leadership Media Resources Links of Interest Information Index Careers About Us Contact Us Top Stories Chart Room All Hands Magazine Other, please specify:	A	Checkbox One Up Vertical
EDO04503	A	Other area			Text field, <100 char
EDO04504		What is your primary reason for visiting this site today?	Read the news articles Read the latest top stories View photo gallery View video gallery Watch All Hands Television Read Navy messages Listen to All Hands Radio Read All Hands Magazine View graphics gallery Search for jobs/careers Submit photo or story Look up specific information Learn about Navy Search FAQs Find other Navy websites Sign up for email news feeds	B	Checkbox One Up Vertical

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			Get podcast/RSS news feeds Contact Us Just browsing Other, please specify:	A	
EDO04505	A	Other reason			Text field, <100 char
EDO04506	B	If you are looking for " specific information ", please specify what you are looking for			Text area, no char limit
EDO04507		What method are you using to find the information on this	Site's search feature Advanced search Links in the page Top navigation bar Just navigating thru the web pages Other	A,E A,E C C C	Dropdown (Select-one)
EDO04508	A	What type of difficulty , if any, did you encounter while using	No difficulty encountered Returned too many results Returned not enough results Returned no results Returned results that were too similar/redundant Results were not relevant to my search terms or needs I was not sure what words to use in my search Search required too many refinements to get to what I wanted Search speed was too slow Other, please specify:	B	Radio button, one-up vertical
EDO04509	B	Other search difficulty			Text area, no char limit
EDO04510	C	What type of difficulty , if any, did you encounter with the	No difficulty encountered Could not find the appropriate navigational links on most of your web pages Too many links or navigational choices Links did not take me where I expected Had difficulty finding detailed information on your web pages Had difficulty finding related information on your web pages Navigation did not support what I was trying to accomplish Would often feel lost, and did not know where I was on your site Had various technical difficulties (links didn't work, received error messages, etc.) Could not get started or did not know where to begin Could not navigate back to previous information Other, please specify:	D	Radio button, one-up vertical
EDO04511	D	Other navigational difficulty			Text area, no char limit
EDO04512	E	What specific search term(s) did you use in your search today to find the information you were looking for			Text area, no char limit
EDO04513		Did you find what you were looking for?	Yes Partially Still looking No, please specify:	A	Checkbox One Up Vertical
EDO04514	A	Info not found			Text area, no char limit
EDO04515		What best describes the Navy information you find of greatest	Pay and Benefits		Checkbox One Up Vertical

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Personnel Policy Leadership Messages Uniform Matters Promotion/Advancement Education Ceremonies Community Relations Observances History and Heritage Maritime strategy Wounded warrior Navy Ethos IA Safety Fitness Family readiness Environmental/energy-saving initiatives Future Readiness/Fleet of the Future Current Readiness 21st Century Sailors Diversity Don't know		
EDO04516		What best describes the Navy information you find of least	Pay and Benefits Personnel Policy Leadership Messages Uniform Matters Promotion/Advancement Education Ceremonies Community Relations Observances History and Heritage Maritime strategy Wounded warrior Navy Ethos IA Safety Fitness Family readiness Environmental/energy-saving initiatives Future Readiness/Fleet of the Future Current Readiness 21st Century Sailors Diversity Don't know		Checkbox One Up Vertical

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EDO04517		What other features or information would you like to see on this site?			Text area, no char limit
EDO04518		If you could make one improvement to this site, what would it be?			Text area, no char limit
EDO04519		Please rank the top 3 factors that brought you to the website	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Navy.mil on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Navy.mil Promotional email(s) from the Navy.mil Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one
EDO04520		Rank 2	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Navy.mil on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Navy.mil Promotional email(s) from the Navy.mil Search engine results Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		Drop down, select one
EDO04521		Rank 3	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, Twitter) Message directly from the Navy.mil on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with Navy.mil Promotional email(s) from the Navy.mil Search engine results Word of mouth recommendation from someone I know		Drop down, select one

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			TV, radio, newspaper, or magazine advertising Internet advertising Don't know Other		
EDO04522		Do you subscribe to RSS news feeds ?	Yes No Not sure		Radio Button One Up Vertical
EDO04523		What social media site do you use most often?	Digg MySpace Facebook Yahoo Buzz Del.icio.us Linkedin Twitter Other I don't use any		Checkbox One Up Vertical
EDO04524		How would you rate your familiarity with the following?	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		Drop down, select one
EDO04525		Twitter	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		Drop down, select one
EDO04526		Flickr	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		Drop down, select one
EDO04527		MySpace	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		Drop down, select one
EDO04528		YouTube	View and contribute often		Drop down, select one

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		
EDO04529		Del.icio.us	View and contribute often View often and contribute occasionally View often but don't contribute View and contribute occasionally View occasionally but don't contribute Familiar but never use No familiarity		Drop down, select one
EDO04530		How would you most like to interact with this site? (Please	Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog None Other (please specify)	A	Checkbox, one-up vertical
EDO04531	A	Other interaction			Text field, <100 char
EDO04532		What is your current internet connection ?	Ship Dialup DSL Cable Modem Wireless Satellite T1 T3 Other, please specify: Don't know	A	Radio button, one-up vertical
EDO04533	A	Other internet connection			Text field, <100 char
EDO04534		Do you share content from Navy.mil using the social media	Yes No		Radio Button One Up Vertical
EDO04535		What media format do you prefer using on Navy.mil?	Navy News Service Daily News Update (DNU)		Checkbox One Up Vertical

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			All Hands Radio All Hands Television All Hands Magazine Navy Photo Gallery Podcasts Multi-Media Productions Don't know		
EDO04536		What is your rank/grade ?	Military Government Service Not applicable	A B	Dropdown (Select-one)
EDO04537	A	If military , please specify:	E-1 E-2 E-3 E-4 E-5 E-6 E-7 E-8 E-9 O-1 O-2 O-3 O-4 O-5 O-6 O-7 O-8 O-9 O-10		Dropdown (Select-one)
EDO04538	B	If government service , please specify:	YA-1 YA-2 YA-3 YC-1 YC-2 YC-3 GS-3 GS-4 GS-5 GS-6 GS-7 GS-8 GS-9 GS-10 GS-11 GS-12		Dropdown (Select-one)

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			GS-13 GS-14 GS-15 SES-2 SES-3 SES-4 Elected/appointed Official		
EDO04539		Please select the category that includes your age .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond		Dropdown (Select-one)
EDO04540		What is your country of origin ?	Afghanistan Albania Algeria Andorra Angola Anguilla Antigua and Barbuda Argentina Armenia Australia Austria Azerbaijan Bahamas Bahrain Bangladesh Barbados Belarus Belgium Belize Benin Bermuda Bhutan Bolivia Bosnia/Herzegovina Botswana Brazil British Virgin Islands British West Indies Brunei Bulgaria		Dropdown (Select-one)

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Burkina Faso		
			Burma		
			Burundi		
			Cambodia		
			Cameroon		
			Canada		
			Cape Verde		
			Cayman Islands		
			Central African Republic		
			Chad		
			Chile		
			China		
			Colombia		
			Congo		
			Cook Islands		
			Costa Rica		
			Côte d'Ivoire		
			Croatia		
			Cuba		
			Cyprus		
			Czech Republic		
			Democratic Republic of Congo		
			Denmark		
			Djibouti		
			Dominica		
			Dominican Republic		
			East Timor		
			Ecuador		
			Egypt		
			El Salvador		
			Equatorial Guinea		
			Eritrea		
			Estonia		
			Ethiopia		
			Falkland Islands		
			Fiji		
			Finland		
			France		
			French Guiana		
			French West Indies		
			Gabon		
			Gambia		
			Gaza		
			Georgia		
			Germany		

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Ghana		
			Greece		
			Grenada		
			Guadeloupe		
			Guatemala		
			Guinea		
			Guinea-Bissau		
			Guyana		
			Haiti		
			Holy See		
			Honduras		
			Hong Kong		
			Hungary		
			Iceland		
			India		
			Indonesia		
			Iran		
			Iraq		
			Ireland		
			Israel		
			Italy		
			Jamaica		
			Japan		
			Jordan		
			Kazakhstan		
			Kenya		
			Kiribati		
			Kosovo		
			Kuwait		
			Kyrgyz Republic		
			Laos		
			Latvia		
			Lebanon		
			Lesotho		
			Liberia		
			Liechtenstein		
			Lithuania		
			Luxembourg		
			Macao		
			Macedonia (FYROM)		
			Madagascar		
			Malawi		
			Malaysia		
			Maldives		
			Mali		

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Malta		
			Marshall Islands		
			Martinique		
			Mauritania		
			Mauritius		
			Mexico		
			Micronesia		
			Moldova		
			Monaco		
			Mongolia		
			Montserrat		
			Morocco		
			Mozambique		
			Namibia		
			Nauru		
			Nepal		
			Netherlands		
			Netherlands Antilles		
			New Zealand		
			Newfoundland		
			Nicaragua		
			Niger		
			Nigeria		
			North Korea		
			Norway		
			Oman		
			Pakistan		
			Palau		
			Panama		
			Papua New Guinea		
			Paraguay		
			Peru		
			Philippines		
			Poland		
			Portugal		
			Qatar		
			Romania		
			Russia		
			Rwanda		
			Samoa		
			San Marino		
			Sao Tome/Principe		
			Saudi Arabia		
			Scotland		
			Senegal		

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Serbia and Montenegro		
			Seychelles		
			Sierra Leone		
			Singapore		
			Slovak Republic		
			Slovenia		
			Solomon Islands		
			Somalia		
			South Africa		
			South Korea		
			Spain		
			Sri Lanka		
			St. Kitts and Nevis		
			St. Lucia		
			St. Vincent and the Grenadines		
			Sudan		
			Suriname		
			Swaziland		
			Sweden		
			Switzerland		
			Syria		
			Taiwan		
			Tajikistan		
			Tanzania		
			Thailand		
			Tibet		
			Togo		
			Tonga		
			Trinidad and Tobago		
			Tunisia		
			Turkey		
			Turkmenistan		
			Tuvalu		
			Uganda		
			Ukraine		
			United Arab Emirates		
			United Kingdom		
			United States		
			Uruguay		
			Uzbekistan		
			Vanuatu		
			Venezuela		
			Vietnam		
			Wales		
			West Bank		

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QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)
			Yemen		
			Zambia		
			Zimbabwe		
EDO04541		Where are you located ?	Alabama		Dropdown (Select-one)
			Alaska		
			Arizona		
			Arkansas		
			California		
			Colorado		
			Connecticut		
			Delaware		
			Florida		
			Georgia		
			Hawaii		
			Idaho		
			Illinois		
			Indiana		
			Iowa		
			Kansas		
			Kentucky		
			Louisiana		
			Maine		
			Maryland		
			Massachusetts		
			Michigan		
			Minnesota		
			Mississippi		
			Missouri		
			Montana		
			Nebraska		
			Nevada		
			New Hampshire		
			New Jersey		
			New Mexico		
			New York		
			North Carolina		
			North Dakota		
			Ohio		
			Oklahoma		
			Oregon		
			Pennsylvania		
			Rhode Island		
			South Carolina		
			South Dakota		
			Tennessee		

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			Texas Utah Vermont Virginia Washington Washington D.C. West Virginia Wisconsin Wyoming Deployed location Stateside military base Overseas military base Outside of U.S.		
EDO04542		How frequently do you visit this site?	First time Daily Weekly Monthly Every 2 months or less often		Dropdown (Select-one)

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y		
	N		
Single	Y		
	N		
Single	Y		

Single or Multi	Required Y/N	Special Instructions	CQ Label
	N		
	N		
Single	Y		
Single	N	Skip Logic Group	
	N		
Single	N	Skip Logic Group	
	N		
	N		
Single	Y		
	N		
Multi	Y		

Single or Multi	Required Y/N	Special Instructions	CQ Label
Multi	Y		

Single or Multi	Required Y/N	Special Instructions	CQ Label
	N		
	N		
Single	Y	Rank Group Adjust Template/Style Sheet Randomize Anchor Anchor	SV - Rank 1
Single	N	Rank Group Adjust Template/Style Sheet Randomize Anchor Anchor	SV - Rank 2
Single	N	Rank Group Adjust Template/Style Sheet Randomize	SV - Rank 3

Single or Multi	Required Y/N	Special Instructions	CQ Label
		Anchor Anchor	
Single	Y		
Multi	Y		
Single	Y	Multiple Lists Group	Facebook
Single	Y	Multiple Lists Group	Twitter
Single	Y	Multiple Lists Group	Flickr
Single	Y	Multiple Lists Group	MySpace
Single	Y	Multiple Lists	YouTube

Single or Multi	Required Y/N	Special Instructions	CQ Label
		Group	
Single	Y	Multiple Lists Group	Del.icio.us
Multi	Y	Skip Logic Group	Interact with DoD
	N		Other interaction
Single	N	OPS Group	Internet connection
	N		Other internet connection
Single	Y		
Multi	Y		

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	N		
Single	N		
Single	N		

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	N		
Single	N		

Single or Multi	Required Y/N	Special Instructions	CQ Label

Single or Multi	Required Y/N	Special Instructions	CQ Label

Single or Multi	Required Y/N	Special Instructions	CQ Label

Single or Multi	Required Y/N	Special Instructions	CQ Label

Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	N		

[Redacted]			
Single or Multi	Required Y/N	Special Instructions	CQ Label
Single	Y		

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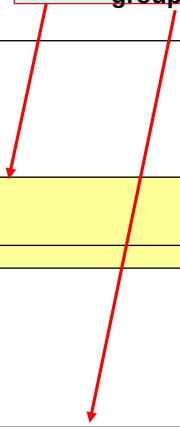
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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How frequently do you visit this site?	Daily 2-3 times a week --> Two to three times per week About once a month Every few months Every 6 months or less often <i>This is my first time visiting this site</i>	Dropdown (Select-one)
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to (go to A) <i>I am not registered, but intend to register during my visit today</i>	Radio Button One Up Vertical
	A	Please explain why you do not intend to register?		Open-ended
CQ0004444		Which best describes your primary role?	Registered project architect Project designer Unregistered architect Contractor Sub-contractor General consumer Other (please specify)	Radio Button One Up Vertical
CQ0004444		What best describes your primary reason for visiting the site today?	Researching products for possible inclusion in a design (go to A) Gathering information on a product or manufacturer specified in a design (go to B) Other (please specify)	Radio Button One Up Vertical
	A	What type of information were you looking for when researching products for the possible inclusion in a design?	GAD Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)	Checkbox One Up Vertical
	B	What type of information were you looking for when researching products for the possible inclusion in a design?	CAD Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)	Checkbox One Up Vertical

Use cell shading to highlight question groups.



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CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Type (select from list)
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature Browse by master format feature Other (please specify)	Radio Button One Up Vertical
CQ0004444		Were you able to find what you were looking for today?	Yes No (go to A then B) Not sure (go to C then D)	Radio Button One Up Vertical
A		Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for 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 (please specify)	Radio Button One Up Vertical
B		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 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 (go to E) Other (please specify)	Dropdown (Select-one)
C		Why were you not sure?	I haven't completed my search on sweets.com yet 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 (please specify)	Radio Button One Up Vertical
D		Since you were not sure, what do you plan to do next?	Continue looking for the information at this site 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 (go to F) Other (please specify)	Dropdown (Select-one)
E		What other site(s) do you plan to visit?		Open-ended
F		What other site(s) do you plan to visit?		Open-ended
CQ0004444		What other sources do you use to search for construction product information?	Google Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.) Reed First Source 4specc Arcat Manufacturers websites Sweets catalog Other (please specify)	Checkbox One Up Vertical

Use cell shading to highlight question groups.

Single or Multi	Required Y/N
Single	Y
Single	Y
	N
Single	Y
Single	Y
Multi	Y
Multi	Y

Single or Multi	Required Y/N
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
Single	Y
	N
	N
Multi	Y