#### **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

MID:

Date: 8/12/2009

|   | D. D. D. C MODEL CHESTION LIST   |   |
|---|--|---|
| A for all all   | DoD Defense.gov MODEL QUESTION LIST  |   |
|   | questions utilize the ACSI methodology to determine scores and i   |   |
| ELEMENTS (drivers of satisfaction)  NOTE: All questions under each element are required.  Element questions are partitioned among surveys.      | CUSTOMER SATISFACTION Satisfaction questions are required. Satisfaction questions appear on all surveys. | FUTURE BEHAVIORS  Future behaviors may be modified based on your site's objectives.  Future behavior questions appear on all surveys.   |
| REQUIRED ELEMENTS (common to all websites)  |  |   |
| Content (1=Poor, 10=Excellent, Don't Know)  | Satisfaction   | Likelihood to Return (1=Not Very Likely, 10=Very Likely)  |
| 1 Please rate the accuracy of information on this site.   | 24 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)            | 27 How likely are you to return to this site?   |
| 2 Please rate the quality of information on this site.  | 25 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)                           | Recommend (1=Not Very Likely, 10=Very Likely)   |
| 3 Please rate the <b>freshness of content</b> on this site.   | How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)           | 28 How likely are you to recommend this site to someone else?   |
| Functionality (1=Poor, 10=Excellent, Don't Know)  |  | Primary Resource (1=Not Very Likely, 10=Very Likely)  |
| 4 Please rate the usefulness of the features provided on this site.   |  | 29 How likely are you to use this site as your <b>primary resource</b> for gathering information about the Department of Defense and its policies, organizations, functions and operations? |
| 5 Please rate the convenience of the features on this site.   |  | Trust (1=Strongly Disagree, 10=Strongly Agree)  |
| 6 Please rate the variety of features on this site.  Look and Feel (1=Poor, 10=Excellent, Don't Know)   |  | <ul> <li>30 I can count on this department to act in my best interests.</li> <li>31 I consider this department to be trustworthy.</li> </ul>  |
| 7 Please rate the <b>visual appeal</b> of this site.  |  | 32 This department can be trusted to do what is right.  |
| 8 Please rate the balance of graphics and text on this site.  |  | Future Participation (1=Very Unlikely, 10=Very Likely)  |
| 9 Please rate the <b>readability of the pages</b> on this site.   |  | How likely are you to express your thoughts or ideas to this department in the next 90 days?  |
| Navigation (1=Poor, 10=Excellent, Don't Know)   |  | Future Online Participation (1=Very Unlikely, 10=Very Likely)   |
| 10 Please rate how well the site is organized.  |  | 34 How likely are you to participate in a discussion with this department online using chat, wikis, discussion boards, or blogs in the next 90 days?  |
| 11 Please rate the options available for navigating this site. 12 Please rate how well the site layout helps you find what you are looking for. |  |   |
| 13 Please rate the number of clicks to get where you want on this site.   |  |   |
| Search (1=Poor, 10=Excellent, Don't Know)   |  |   |
| 14 Please rate the relevance of search results on this site.  |  |   |
| 15 Please rate the organization of search results on this site.   |  |   |
| 16 Please rate how well the search results help you decide what to select.  |  |   |
| 17 Please rate how well the search feature helps you to narrow the results to find what you want.   |  |   |
| Site Performance (1=Poor, 10=Excellent, Don't Know)   |  |   |
| 18 Please rate how quickly pages load on this site.   |  |   |
| 19 Please rate the consistency of speed from page to page on this site.   |  |   |
| 20 Please rate the ability to load pages without getting error messages on this site.   |  |   |
| Online Transparency (1=Poor, 10=Excellent)  |  |   |
| 21 Please rate how thoroughly this website discloses information about what<br>this department is doing.  |  |   |
| 22 Please rate how quickly department information is made available on this website.  |  |   |
| 23 Please rate how well information about this department's actions can be accessed by the public on this website.                              |  |   |

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blue + -->: REWORDING violet (bold): SKIP-LOGIC

| DoD Defense.gov CUSTOM QUESTION LI |
|------------------------------------|
|------------------------------------|

| QID<br>Group ID) | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to    | Type (select from list)      | Single<br>or<br>Multi | Required<br>Y/N  | Special<br>Instructions | CQ Labe |
|------------------|------------------------|--|--|------------|------------------------------|-----------------------|------------------|-------------------------|---------|
|                  |                        | How <b>frequently</b> do you visit this site?                        | First time                                   |            | Dropdown (Select-one)        | S                     | Υ                |                         |         |
|                  |                        | Then medianing are you then also exer                                | Daily  |            | 2.0000 (20.000 0)            |                       |                  |                         |         |
|                  |                        |  | Weekly                                       |            |                              |                       |                  |                         |         |
|                  |                        |  | Monthly                                      |            |                              |                       |                  |                         |         |
|                  |                        |  | Every 2 months or less often                 |            |                              |                       |                  |                         |         |
|                  |                        | What best describes your <b>role</b> when visiting this site?        | Military Member                              | Α          | Checkbox One Up Vertical     | S                     | Y                |                         |         |
|                  |                        | The sect december year 1 etc then the tang the etc.                  | Retired Military/Military Veteran            |            | Checkber one op vertical     |                       |                  |                         |         |
|                  |                        |  | Military Family Member                       |            |                              |                       |                  |                         |         |
|                  |                        |  | DoD Civilian                                 |            |                              |                       |                  |                         |         |
|                  |                        |  | DoD contractor                               |            |                              |                       |                  |                         |         |
|                  |                        |  | Congress                                     |            |                              |                       |                  |                         |         |
|                  |                        |  | News/Media                                   |            |                              |                       |                  |                         |         |
|                  |                        |  | Student                                      | В          |                              |                       |                  |                         |         |
|                  |                        |  | General Public                               | <b>⊣</b>   |                              |                       |                  |                         |         |
|                  |                        |  | Non U.S. Government Affiliated Civilian      | _          |                              |                       |                  |                         |         |
|                  |                        |  | International Audience                       | _          |                              |                       |                  |                         |         |
|                  |                        |  | Other, please specify:                       | С          |                              |                       |                  |                         |         |
|                  | Α                      | If military member, please clarify <b>military service</b> .         | Army   | + -        | Radio Button One Up Vertical | S                     | Y                |                         |         |
|                  | ^                      | in military member, please claimy <b>military service</b> .          | Air Force                                    | _          | Radio Button One Op Vertical | 3                     | '                |                         |         |
|                  |                        |  | Navy   | _          |                              |                       |                  |                         |         |
|                  |                        |  | Marines                                      | -          |                              |                       |                  |                         |         |
|                  |                        |  | Other, please specify:                       | D          |                              |                       |                  |                         |         |
|                  | D                      | Other service.   | Other, piease specify.                       | ۳-         | Open-ended                   |                       | N                |                         |         |
|                  | В                      |  | High school                                  |            | Radio Button One Up Vertical | S                     | Y                |                         |         |
|                  | B                      | If student, please clarify <b>level</b> .                            | Undergrad                                    | -          | Radio Bullon One Op Vertical | 5                     | Y                |                         |         |
|                  |                        |  | Graduate                                     | -          |                              |                       |                  |                         |         |
|                  | С                      | Other role.  | Graduale                                     | +          | Open-ended                   |                       | N                |                         |         |
|                  |                        | Which <b>area</b> of the site are you primarily visiting today?      | We Want to Hear from You                     |            | Checkbox One Up Vertical     | S                     | Y                |                         |         |
|                  |                        | which area of the site are you primarily visiting today?             | Social Networking/Multimedia & Photos        | -          | Checkbox One Op Vertical     | 5                     | Y                |                         |         |
|                  |                        |  | Leaders                                      | -          |                              |                       |                  |                         |         |
|                  |                        |  |  | -          |                              |                       |                  |                         |         |
|                  |                        |  | DoD Sites/News                               | _          |                              |                       |                  |                         |         |
|                  |                        |  | FAQ/Contact US                               | <b>⊣</b> . |                              |                       |                  |                         |         |
|                  |                        | Other area   | Other, please specify:                       | Α          | 0                            |                       | N.               |                         |         |
|                  | Α                      | Other area.  | To norticinate interactively                 | +          | Open-ended                   |                       | N<br>Y           |                         |         |
|                  |                        | What is your <b>primary reason</b> for visiting this site today?     | To participate interactively                 | $\dashv$   | Checkbox One Up Vertical     | S                     | Y                |                         |         |
|                  |                        |  | To get information                           | $\dashv$   |                              |                       |                  |                         |         |
|                  |                        |  | To read news                                 | $\dashv$   |                              |                       |                  |                         |         |
|                  |                        |  | To watch videos/browse photos                | ┥.         |                              |                       |                  |                         |         |
|                  | <b>-</b>               | Others   | Other, please specify:                       | Α          | 0                            |                       | <del>  .</del> . |                         |         |
|                  | Α                      | Other reason.  | Citate and factors                           | +          | Open-ended                   | <del>  _</del>        | N N              |                         |         |
|                  |                        | What <b>method</b> are you using to find the information on this     | Site's search feature                        | Α          | Dropdown (Select-one)        | S                     | Y                |                         |         |
|                  |                        | site?  | Links in the page                            | -          |                              |                       |                  |                         |         |
|                  |                        |  | Top navigation bar                           | _          |                              |                       |                  |                         |         |
|                  |                        |  | Left navigation bar                          | _          |                              |                       |                  |                         |         |
|                  |                        |  | Bottom navigation bar                        | _          |                              |                       |                  |                         |         |
|                  |                        |  | Just navigating thru the web pages           | _          |                              |                       |                  |                         |         |
|                  |                        |  | Other  |            |                              |                       |                  |                         |         |
|                  | Α                      | If you used the <b>search feature</b> of the site today to find your | I did not encounter any difficulties         | _          | Radio Button One Up Vertical | S                     | Y                |                         |         |
|                  | 1                      | information, what type of difficulty, if any, did you encounter      | Search results were helpful                  |            |                              |                       |                  |                         | 1       |

Date: 8/12/2009

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No familiarity

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|                   |                        | <u></u>  | violet (bold): SKIP-LOGIC                             |         |                               |                       |                 |                         |          |
|-------------------|------------------------|--|---|---------|-------------------------------|-----------------------|-----------------|-------------------------|----------|
|                   |                        |  | DoD Defense.gov CUSTOM QUESTION LIST                  |         |                               |                       |                 |                         |          |
| QID<br>(Group ID) | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters)          | Skip to | Type (select from list)       | Single<br>or<br>Multi | Required<br>Y/N | Special<br>Instructions | CQ Label |
|                   |                        | with the search functionality?   | Search results were not helpful                       |         | 1                             |                       |                 |                         |          |
|                   |                        |  | 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 |         |                               |                       |                 |                         |          |
|                   |                        |  | Search speed was too slow                             |         |                               |                       |                 |                         |          |
|                   |                        |  | Other, please specify:                                | Α .     |                               |                       |                 |                         |          |
|                   | Α                      | Other, search difficulty encountered.                                    | Other, picase specify.                                |         | Open-ended                    |                       | N               |                         |          |
|                   | 1                      | Did you <b>find</b> what you were looking for?                           | Yes   |         | Checkbox One Up Vertical      | S                     | Y               |                         |          |
|                   |                        | . ,  | Partially   |         | Chochbox Cho op vertical      | ~                     |                 |                         |          |
|                   |                        |  | No, please specify:                                   | Α .     |                               |                       |                 |                         |          |
|                   | Α                      | Information not found  | ivo, picase speeny.                                   |         | Open-ended                    |                       | N               |                         |          |
|                   |                        | Do you use an RSS news reader?   | Yes   |         | Radio Button One Up Vertical  | S                     | Y               |                         |          |
|                   |                        | bo you use an NSS news reader:   | No  | _       | Tradio Button One Op Vertical | "                     | '               |                         |          |
|                   |                        |  | Not sure  |         |                               |                       |                 |                         |          |
|                   |                        | Do you <b>use social networking sites</b> such as MySpace,               | Yes   |         | Radio Button One Up Vertical  | S                     | Y               |                         |          |
|                   |                        | acebook, LinkedIn, etc.?   | No No   | _       | Radio Bullon One Op Vertical  | 3                     | 1               |                         |          |
|                   |                        |  | Not sure  | _       |                               |                       |                 |                         |          |
|                   |                        |  |   | +       | Dura davia calcatana          |                       | Y               | Mandaine I into         |          |
|                   |                        | ow would you rate <b>your familiarity</b> with the following?<br>aceBook | View and contribute often                             | -       | Drop down, select one         | S                     | Y               | Multiple Lists<br>Group |          |
|                   |                        |  | View often and contribute occasionally                |         |                               |                       |                 | Group                   |          |
|                   |                        |  | View often but don't contribute                       | _       |                               |                       |                 |                         |          |
|                   |                        |  | View and contribute occasionally                      | _       |                               |                       |                 |                         |          |
|                   |                        |  | View occasionally but don't contribute                | _       |                               |                       |                 |                         |          |
|                   |                        | T 10   | No familiarity  |         | Burnella and all and a second |                       | .,              | NA DOLLAR DATE          |          |
|                   |                        | Twitter  | View and contribute often                             | _       | Drop down, select one         | S                     | Y               | Multiple Lists<br>Group |          |
|                   |                        |  | View often and contribute occasionally                | _       |                               |                       |                 | Group                   |          |
|                   |                        |  | View often but don't contribute                       | _       |                               |                       |                 |                         |          |
|                   |                        |  | View and contribute occasionally                      | _       |                               |                       |                 |                         |          |
|                   |                        |  | View occasionally but don't contribute                | _       |                               |                       |                 |                         |          |
|                   |                        |  | No familiarity  |         |                               |                       |                 |                         |          |
|                   |                        | Flickr   | View and contribute often                             | _       | Drop down, select one         | S                     | Y               | Multiple Lists          |          |
|                   |                        |  | View often and contribute occasionally                | _       |                               |                       |                 | Group                   |          |
|                   |                        |  | View often but don't contribute                       | _       |                               |                       |                 |                         |          |
|                   |                        |  | View and contribute occasionally                      | _       |                               |                       |                 |                         |          |
|                   |                        |  | View occasionally but don't contribute                | _       |                               |                       |                 |                         |          |
|                   | -                      |  | No familiarity  |         |                               |                       | <b></b>         |                         |          |
|                   |                        | MySpace  | View and contribute often                             |         | Drop down, select one         | S                     | Y               | Multiple Lists          |          |
|                   |                        |  | View often and contribute occasionally                |         |                               |                       |                 | Group                   |          |
|                   |                        |  | View often but don't contribute                       | _       |                               |                       |                 |                         |          |
|                   |                        |  | View and contribute occasionally                      | _       |                               |                       |                 |                         |          |
|                   |                        |  | View occasionally but don't contribute                | _       |                               |                       |                 |                         |          |
|                   | 1                      |  | No familiarity  |         |                               |                       |                 |                         |          |
|                   |                        | YouTube  | View and contribute often                             | _       | Drop down, select one         | S                     | Υ               | Multiple Lists          |          |
|                   |                        |  | View often and contribute occasionally                | _       |                               |                       |                 | Group                   |          |
|                   |                        |  | View often but don't contribute                       |         |                               |                       |                 |                         |          |
|                   |                        |  | View and contribute occasionally                      |         |                               |                       |                 |                         |          |
| i                 |                        |  | View occasionally but don't contribute                |         |                               |                       |                 |                         |          |
| 1                 | 1                      |  | No familiarity  |         |                               | 1                     | 1               | I                       | 1        |

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| DoD Defense  | MOTELLY VOI   | QUESTION LIST |
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| DOD DEIGHSEN | JUV COSTOIN ( | QUESTION LIST |

| QID<br>(Group ID) | Skip<br>Logic<br>Label  | Question Text   | Answer Choices<br>(limited to 50 characters)      | Skip to                  | Type (select from list)   | Single<br>or<br>Multi | Required<br>Y/N | Special<br>Instructions | CQ Label |
|-------------------|---|---|---|--------------------------|---------------------------|-----------------------|-----------------|-------------------------|----------|
|                   |   | Del.icio.us   | View and contribute often                         |                          | Drop down, select one     | S                     | Y               | Multiple Lists          |          |
|                   |   |   | View often and contribute occasionally            | 7                        | • /                       |                       |                 | Group                   |          |
|                   |   |   | View often but don't contribute                   | 7                        |                           |                       |                 |                         |          |
|                   |   |   | View and contribute occasionally                  |                          |                           |                       |                 |                         |          |
|                   |   |   | View occasionally but don't contribute            |                          |                           |                       |                 |                         |          |
|                   |   |   | No familiarity                                    |                          |                           |                       |                 |                         |          |
|                   |   | How would you most like to interact with the DoD? (Please               | Bookmark or tag pages                             |                          | Checkbox, one-up vertical | М                     | Υ               |                         |          |
|                   |   | select all that apply)  | In social networks                                |                          | ,                         |                       |                 |                         |          |
|                   |   | ,   | In virtual worlds                                 |                          |                           |                       |                 |                         |          |
|                   |   |   | By adding comments, ratings, or reviews           | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Reading blogs                                     | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Contributing to wikis                             | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Receiving newsletters/email updates               | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Subscribing to RSS feeds                          | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Listening to Podcasts or audio                    | 1 1                      |                           |                       |                 |                         |          |
|                   |   |   | Watching Vodcasts or video                        | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Adding a widget or gadget to my personalized page | 1 1                      |                           |                       |                 |                         |          |
|                   |   |   | Following a microblog                             | + 1                      |                           |                       |                 |                         |          |
|                   |   |   |   | -                        |                           |                       |                 |                         |          |
|                   |   |   | None  | -                        |                           |                       |                 |                         |          |
|                   |   | Other interesting   | Other (please specify)                            |                          | Tank and a sharificit     |                       | N.              |                         |          |
|                   |   | Other interaction   |   |                          | Text area, no char limit  |                       | N               |                         |          |
|                   | What other <b>features or information</b> would you like to see on this site? |   |   | Text area, no char limit |                           | N                     |                 |                         |          |
|                   |   | If you could make <b>one improvement</b> to this site, what would i be? |   |                          | Open-ended                |                       | N               |                         |          |
|                   |   | Where are you located?  | Stateside military base                           |                          | Dropdown (Select-one)     | Single                | N               |                         |          |
|                   |   |   | Overseas military base                            |                          |                           |                       |                 |                         |          |
|                   |   |   | Deployed location                                 |                          |                           |                       |                 |                         |          |
|                   |   |   | Alabama   |                          |                           |                       |                 |                         |          |
|                   |   |   | Alaska  |                          |                           |                       |                 |                         |          |
|                   |   |   | Arizona   | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Arkansas  | 7                        |                           |                       |                 |                         |          |
|                   |   |   | California  | 7                        |                           |                       |                 |                         |          |
|                   |   |   | Colorado  |                          |                           |                       |                 |                         |          |
|                   |   |   | Connecticut                                       |                          |                           |                       |                 |                         |          |
|                   |   |   | Delaware  | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Florida   | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Georgia   | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Hawaii  | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Idaho   | 1                        |                           |                       |                 |                         |          |
|                   |   |   | Illinois  | <b>⊣</b> ∣               |                           |                       |                 |                         |          |
|                   |   |   | Indiana   | <b>⊣</b> ∣               |                           |                       |                 |                         |          |
|                   |   |   | lowa  | <b>⊣</b>                 |                           |                       |                 |                         |          |
|                   |   |   | Kansas  | <del> </del>             |                           |                       |                 |                         |          |
|                   |   |   |   | <b>⊣</b>                 |                           |                       |                 |                         |          |
|                   |   |   | Kentucky  | <b>⊣</b> ∣               |                           |                       |                 |                         |          |
|                   |   |   | Louisiana   | -  I                     |                           |                       |                 |                         |          |
|                   |   |   | Maine   | -                        |                           |                       |                 |                         |          |
|                   |   |   | Maryland  | -                        |                           |                       |                 |                         |          |
|                   |   |   | Massachusetts                                     |                          |                           | 1                     | 1               |                         |          |

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### **DoD Defense.gov CUSTOM QUESTION LIST**

|            |       |  | DOD Detense.gov COSTOM QUESTION LIST |         |                                |        |          |              |          |
|------------|-------|--|--------------------------------------|---------|--------------------------------|--------|----------|--------------|----------|
|            | Skip  |  |                                      |         |                                | Single |          |              |          |
| QID        | Logic |  | Answer Choices                       |         |                                | or     | Required | Special      |          |
| (Group ID) | Label | Question Text  | (limited to 50 characters)           | Skip to | Type (select from list)        | Multi  | Ý/N      | Instructions | CQ Label |
|            |       |  | Michigan                             |         |                                |        |          |              |          |
|            |       |  | Minnesota                            |         |                                |        |          |              |          |
|            |       |  | Mississippi                          |         |                                |        |          |              |          |
|            |       |  | Missouri                             |         |                                |        |          |              |          |
|            |       |  | Montana                              |         |                                |        |          |              |          |
|            |       |  | Nebraska                             |         |                                |        |          |              |          |
|            |       |  | Nevada                               |         |                                |        |          |              |          |
|            |       |  | New Hampshire                        |         |                                |        |          |              |          |
|            |       |  | New Jersey                           | -       |                                |        |          |              |          |
|            |       |  | New Mexico                           |         |                                |        |          |              |          |
|            |       |  | New York                             | -       |                                |        |          |              |          |
|            |       |  | North Carolina                       | -       |                                |        |          |              |          |
|            |       |  | North Dakota                         |         |                                |        |          |              |          |
|            |       |  | Ohio                                 |         |                                |        |          |              |          |
|            |       |  | Oklahoma                             | -       |                                |        |          |              |          |
|            |       |  | Oregon                               | -       |                                |        |          |              |          |
|            |       |  | Pennsylvania  Phada Island           | -       |                                |        |          |              |          |
|            |       |  | Rhode Island                         | -       |                                |        |          |              |          |
|            |       |  | South Carolina                       | -       |                                |        |          |              |          |
|            |       |  | South Dakota                         | -       |                                |        |          |              |          |
|            |       |  | Tennessee                            | -       |                                |        |          |              |          |
|            |       |  | Texas<br>Utah                        | -       |                                |        |          |              |          |
|            |       |  | Vermont                              |         |                                |        |          |              |          |
|            |       |  | Virginia                             |         |                                |        |          |              |          |
|            |       |  | Washington                           |         |                                |        |          |              |          |
|            |       |  | Washington D.C.                      | -       |                                |        |          |              |          |
|            |       |  | West Virginia                        | +       |                                |        |          |              |          |
|            |       |  | Wisconsin                            | -       |                                |        |          |              |          |
|            |       |  | Wyoming                              | -       |                                |        |          |              |          |
|            |       |  | Outside of U.S.                      | -       |                                |        |          |              |          |
|            |       | Please select the category that includes your <b>age</b> . | 17 and under                         |         | Dropdown (Select-one)          | Single | N        |              |          |
| i          |       | in rease select the category that includes your age.       | 18 - 24                              |         | Diopuowii (Seiect-olie)        | Jingle | '\       |              |          |
|            |       |  | 25 - 34                              |         |                                |        |          |              |          |
|            |       |  | 35 - 44                              |         |                                |        |          |              |          |
|            |       |  | 45 - 54                              |         |                                |        |          |              |          |
|            |       |  | 55 - 64                              |         |                                |        |          |              |          |
|            |       |  | 65 and over                          |         |                                |        |          |              |          |
|            |       |  | I prefer not to respond              |         |                                |        |          |              |          |
|            |       | Please rate your impression of how well this department    | 1=Poor                               |         | Radio button, scale, has don't | Single | Υ        |              |          |
|            |       | encourages citizen participation in government.            | 2                                    | 2       | know                           |        | '        |              |          |
|            |       |  |                                      | →       |                                |        |          |              |          |
|            |       |  |                                      | -1      |                                |        |          |              |          |
|            |       |  | Ę                                    | 5       |                                |        |          |              |          |
|            |       |  | 6                                    | →       |                                |        |          |              |          |
|            |       |  | 7                                    | →       |                                |        |          |              |          |
|            |       |  | 3                                    | 3       |                                |        |          |              |          |
| i          |       |  | g                                    | 9       |                                |        |          |              |          |
| i          |       |  | 10=Excellent                         |         |                                |        |          |              |          |
|            |       | •  |                                      | _       | •                              | •      |          |              |          |

Date: 8/12/2009

red & strike-through: DELETE underlined & italicized: RE-ORDER

pink: ADDITION blue + -->: REWORDING

Don't know

violet (bold): SKIP-LOGIC

|                   |                        |  | violet (bold): SKIP-LOGIC                    |                  |                                     |                       |                 |                         |          |
|-------------------|------------------------|--|--|------------------|-------------------------------------|-----------------------|-----------------|-------------------------|----------|
|                   |                        |  | DoD Defense.gov CUSTOM QUESTION LIST         |                  |                                     |                       |                 |                         |          |
| QID<br>(Group ID) | Skip<br>Logic<br>Label | Question Text  | Answer Choices<br>(limited to 50 characters) | Skip to          | Type (select from list)             | Single<br>or<br>Multi | Required<br>Y/N | Special<br>Instructions | CQ Label |
|                   |                        | Photos and the second state of the second stat | Don't know                                   | _                | Dedie by the control by a death     | 011.                  | <b>.</b>        |                         |          |
|                   |                        | Please rate how well this website <b>provides opportunities for you to participate</b> in policymaking.  | 1=Poor                                       | 3<br>4<br>5      | Radio button, scale, has don't know | Single                | Y               |                         |          |
|                   |                        |  | 10=Excellent Don't know                      | -                |                                     |                       |                 |                         |          |
|                   |                        | Please rate how well this website <b>solicits public input on important issues</b> this department addresses.  | 1=Poor                                       | 3                | Radio button, scale, has don't know | Single                | Y               |                         |          |
|                   |                        |  | (6)  | 5<br>7           |                                     |                       |                 |                         |          |
|                   |                        |  | 10=Excellent Don't know                      | 4                | Dadia huttan anala han danit        | Cinala                | V               |                         |          |
|                   |                        | Based on information you have seen on this website, please rate how well this department collaborates with other parts of the government.  | 1=Poor                                       | 3<br>4<br>5      | Radio button, scale, has don't know | Single                | Y               |                         |          |
|                   |                        |  | 10=Excellent                                 | -                |                                     |                       |                 |                         |          |
|                   |                        | Please rate how well this website provides tools that facilitate interactive discussions with the public.  | Don't know 1=Poor                            | =4               | Radio button, scale, has don't know | Single                | Y               |                         |          |
|                   |                        |  |  | 5<br>5<br>7<br>3 |                                     |                       |                 |                         |          |
| 1                 |                        |  | 10=Excellent                                 |                  |                                     |                       |                 |                         |          |

Date: 6/25/2008 red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING violet (bold): SKIP-LOGIC

# **DoD Defense.gov CUSTOM QUESTION LIST**

| QID                  | Skip<br>Logic<br>Label | highl   | ell shad<br>ight que<br>groups. | estion  | 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  This is my first time visiting this site            | Dropdown (Select-one)        |
| CQ0004444            |                        | Are you a <b>registered user</b> on this site?  |                                 | I am registered I am not registered, and do not intend to (go to A) I am not registered, but intend to register during my visit today   | Radio Button One Up Vertical |
|                      | Α                      | Please explain why you do not intend to register?   | 1                               |   | Open-ended                   |
| <del>CQ0004444</del> |                        | 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 <b>primary reason</b> 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 pro<br>possible inclusion in a design? | ducts for the                   | Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)  | Checkbox One Up Vertical     |
|                      | В                      | What type of information were you looking for when researching pro<br>possible inclusion in a design? | ducts for the                   | Spec 3D models Green information Product application Manufacturer's contacts Cost Other (please specify)  | Checkbox One Up Vertical     |

Date: 6/25/2008 red & strike-through: DELETE

underlined & italicized: RE-ORDER pink: ADDITION

blue + -->: REWORDING violet (bold): SKIP-LOGIC

# **DoD Defense.gov CUSTOM QUESTION LIST**

|               | Skip<br>Logic | Use cell shad<br>highlight que<br>groups   | estion   |                                     |
|---------------|---------------|--|--|-------------------------------------|
| QID           | Label         | Question Text  | (limited to 50 characters)   | Type (select from list)             |
| CQ0004444     |               | How were you primarily seeking information on sweets.com?                            | Search by keyword feature  | Radio Button One Up Vertical        |
| CQUUUTTT      |               | lines note you primately cooling intermation on oncomment                            | Browse by master format feature  | Tradio Batton One op Vertical       |
|               |               |  | Other (please specify)   |                                     |
| CQ0004444     |               | Were you able to find what you were looking for today?                               | Yes  | Radio Button One Up Vertical        |
| <b>OQ</b> 000 |               | 3  | No (go to A then B)  | Tradio Batton one op Vertioa.       |
|               |               |  | Not sure (go to C then D)  |                                     |
|               | Α             | Why were you <b>not able to find</b> what you were looking for?                      | I could not find the manufacturer I was looking for                                    | Radio Button One Up Vertical        |
|               |               |  | I could not find the product I was looking for   |                                     |
|               |               |  | I haven't completed my search on sweets.com yet  |                                     |
|               |               |  | The search results did not appear relevant   |                                     |
|               |               |  | Other (please specify)   |                                     |
|               | В             | Since you could not find what you were looking for, what do you plan to do next?     | Continue looking for the information at this site                                      | Dropdown (Select-one)               |
|               |               |  | Call Sweets.com customer service   |                                     |
|               |               |  | E-mail Sweets.com customer service   |                                     |
|               |               |  | Return to this site later and try again  |                                     |
|               |               |  | Conduct a new internet search  |                                     |
|               |               |  | Visit other building product sites (go to E)   |                                     |
|               |               |  | Other (please specify)   |                                     |
|               | С             | Why were you <b>not sure</b> ?   | I haven't completed my search on sweets.com yet  | Radio Button One Up Vertical        |
|               |               |  | I am not sure how to find the product I am looking for                                 |                                     |
|               |               |  | Could not find the product I was looking for under the division it should be listed in |                                     |
|               |               |  | The search results did not appear relevant   |                                     |
|               |               |  | Other (please specify)   |                                     |
|               | D             | Since you were not sure, what do you plan to do next?                                | Continue looking for the information at this site                                      | Dropdown (Select-one)               |
|               |               |  | Call Sweets.com customer service   |                                     |
|               |               |  | E-mail Sweets.com customer service   |                                     |
|               |               |  | Return to this site later and try again  |                                     |
|               |               |  | Conduct a new internet search  |                                     |
|               |               |  | Visit other building product sites (go to F)   | <u> </u>                            |
|               | -             | What other cita(a) do you plan to visit?   | Other (please specify)   | On an and ad                        |
|               | E             | What other site(s) do you plan to visit?   |  | Open-ended                          |
| CO0004444     | F             | What other site(s) do you plan to visit?   | Coordo   | Open-ended Charles Open In Vertical |
| CQ0004444     |               | What <b>other sources</b> do you use to search for construction product information? | Google   | Checkbox One Up Vertical            |
|               |               |  | Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)                               | _                                   |
|               |               |  | Reed First Source  | _                                   |
|               |               |  | 4specs   |                                     |
|               |               |  | Arcat  | _                                   |
|               |               |  | Manufacturers websites   | _                                   |
|               |               |  | Sweets catalog   | _                                   |
|               |               |  | Other (please specify)   |                                     |

| Single or<br>Multi | Required<br>Y/N |
|--------------------|-----------------|
| Single             | Y               |
| Single             | Y               |
|                    | N<br>¥          |
| Single             | ¥               |
| Single             | Y               |
| Multi              | Y               |
| Multi              | Y               |

| Single or<br>Multi | Required<br>Y/N |
|--------------------|-----------------|
| Single             | Y               |
|                    | N               |
|                    | N               |
| Multi              | Y               |