Model Instance Name:

DOD Enterprise Measure

MID: cNE5JdllYUM1FgohZg04Fw==

Date: 6/15/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

Navy
TPC
AF

					violet (bold): SKIP-LOGIC	
				DOD Enterprise	e Measure CUSTOM QUESTION LIST	
QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label		Website USMC, Navy, TPC, AF	Answer Choices (limited to 50 characters)	Skip to
AED14507	ALL		How frequently do you visit this site?		First time	
					Daily	
					Weekly	
					Monthly	
					Every 2 months or less often	
AED14508	ALL		What best describes your role when visiting this		Serving Military Member	
			site?		Retired Military/Military Veteran	
					Military Family Member	_
					DOD Civilian	
	1				DOD Contractor	
					General Public Student	
					Educator	
					Researcher	
					News/Media	
					International Audience	
ED14509	ALL		What is your primary reason for visiting this site	TPC	Browse all videos	1
			today?	TPC	Browse audio or video podcasts	2
				TPC	Check the program guide to see what's on	3
				Navy	Contact Us	4
				TPC	Download broadcast-quality programming	5
				TPC	Download show resources (e.g. recipes)	6
				AF	Find a specific photo	7
				AF	Find Air Force magazines/journals	8
				AF	Find Air Force publication of interest	9
				AF	Find biographies	10
				USMC	Find community events or outreach programs	11
				TPC	Find Links to The Pentagon Channel social	12
				USMC	Find Marine Corps Orders, publications	13

Navy	Find other Navy websites
AF	Get answers to questions
TPC	Get e-mail updates on The Pentagon Channel
ALL	Get RSS news feeds
TPC	Get the latest news or updates on hot topics
USMC	Join the Corps
ALL	Just browsing
Navy	Learn about Navy
USMC	Learn about training and education information
TPC	Learn more about The Pentagon Channel
Navy	Listen to All Hands Radio
AF	Look at arts/images
AF	Look up aircraft information
Navy	Read All Hands Magazine
AF	Read heritage highlights/news
USMC	Read MARADMINS or ALMARS
USMC	Read Marines magazine
Navy	Read Navy messages
USMC, AF	Read the latest press releases
Navy	Read the latest top stories
USMC, AF, Navy	Read the news articles
AF, Navy	Research for specific information
Navy	Search FAQs
USMC, AF, Navy	Search for jobs/careers
TPC	Search for specific video(s)
Navy, AF	Sign up for email news feeds
TPC	Subscribe to RSS feed
ALL	To perform research
Navy	View graphics gallery
USMC, AF, Navy	View photos
USMC, AF	View top story clips or videos
Navy	View video gallery
TPC	Watch a specific show(s)
Navy	Watch All Hands Television

AED14510 ALL A Other primary reason AED14511 ALL Did you find what you were looking for? AED14512 ALL A What were you looking for? AED14513 ALL What method are you using to find the information on this site? AED14513 ALL What method are you using to find the information on this site? AED14514 ALL A What were you looking for? AED14515 ALL A What were you looking for? AED14516 ALL A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason A What were you looking for? AED14516 ALL A Other primary reason AED14516 ALL A Other primary reason AED14516 ALL D What were you looking for? AED14516 ALL D What were you					Navy	Watch All Hands Update	48
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AED14510 ALL A Other primary reason Did you find what you were looking for? AED14511 ALL A What were you looking for? AED14512 ALL A What were you using to find the information on this site? AED14513 ALL A What method are you using to find the information on this site? AED14513 ALL A What method are you using to find the information on this site? AED14514 ALL A What method are you using to find the information on this site? AED14515 ALL A What were you looking for? AED14516 ALL A Did you have difficulty using the search facture? AED14516 ALL D What type of difficulty did you encounter while using the site's search feature? AED14516 ALL RED14516 RALL A What were you using to find the information on this site? AED14516 ALL A What were you using to find the information on this information on this site? AED14516 ALL A What were you using to find the information on this information on this site? AED14516 ALL A What were you using to find the information on this information on this site? AED14516 ALL A What were you using to find the information on this information on this site? AED14516 ALL C Other search method AED14516 ALL C What type of difficulty using the search feature? AED14516 ALL C What type of difficulty did you encounter while using the site's search feature? AED14516 ALL RED14516 ALL RED14516 ALL RED14516 ALL RED14516 ALL RED14516 ALL RED14516 Returned no enarry results Returned not enough results Returned not					AF	Watch TV broadcasts	50
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USMC Left navigation bar Links in footer (e.g. Contact Us, About, etc.) TPC Links in main menu (e.g. Shows, Podcasts, etc.) USMC, Navy, AF TPC Links in the page					USMC	Bottom navigation bar	В
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Results were not relevant to my search terms or needs							
needs						Returned results that were too similar/redundant	
I was not sure what words to use in my search							
						I was not sure what words to use in my search	

				Search required too many refinements to what I wanted Search speed was too slow Other, please specify:	to get to
AED14517	ALL	E	Other search difficulty		
AED14518	ALL	В	Did you have difficulty using the navigation on	Yes	F
			this site?	No	
AED14519	ALL	F	What type of difficulty , if any, did you encounter with the navigation on this site?	Could not find the appropriate navigatio on most of your web pages	nal links
				Too many links or navigational choices	
				Links did not take me where I expected	
				Had difficulty finding detailed informatio web pages	n on your
				Had difficulty finding related information web pages	on your
				Navigation did not support what I was tr accomplish	ying to
				Would often feel lost, and did not know was on your site	where I
				Had various technical difficulties (links o	didn't
				Could not get started or did not know who begin	here to
				Could not navigate back to previous info	ormation
				Other, please specify:	G
AED14520	ALL	G	Other navigational difficulty		
AED14521	ALL		Do you find the content on this website appealing	Yes	
			to you?	No	Α
AED14522	ALL	Α	What could we do to make our content more appealing to you?		
AED14523	ALL		How would you most like to interact with this	Bookmark or tag pages	
			site?	In social networks	
				In virtual worlds	
				By adding comments, ratings, or review	'S
				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 persor	nalized
				page	
				Following a microblog	

I	1 1	I I	Interacting in person
			Interacting in person
AED14504	++		None of the above
AED14524	ALL	How likely are you to share your opinions with this	1=Not very likely
		agency by using web-based social media tools such as Facebook, Twitter, etc.?	2
			3
			4
			5
			0
			1
			8
			9
			10=Very likely
	++		Don't know
AED14525	ALL	What other features or information would you like to see on this site?	
AED14526	ALL	If you could make one improvement to this site, what would it be?	
AED14527	ALL	Where are you located?	Alabama
			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

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			New Hampshire	
			New Jersey	
			New Mexico	
			New York	
			North Carolina	
			North Dakota	
			Ohio	
			Oklahoma	
			Oregon	
			Pennsylvania	
			Rhode Island	
			South Carolina	
			South Dakota	
			Tennessee	
			Texas	
			Utah	
			Vermont	
			Virginia	
			Washington	
			Washington D.C.	
			West Virginia	
			Wisconsin	
			Wyoming	
			Stateside military base	
			Overseas military base	
			Deployed location	
			Outside of U.S.	
AED14528	ALL	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	
AED14529	ALL	Which features of this site do you like or value the	Social Media bookmarking	
		most?	RSS feeds	
			Facebook	
			Twitter	
			YouTube	
			Flickr	
			Blogs	
			Widgets	
			Podcasts	
			Spotlights	
I	1 1	1	Oponignio	

				Video browser None of the above	
AED14530	ALL		Please rate the extent to which the	1=Poor	
712014330	ALL		<pre>videos/podcasts</pre> /strong> on this site	2	
			<pre>appeal to you</pre> /strong>.	2	
				3	
				4	
				5	
				6	
				7	
				8	
				9	
				Excellent=10	
				Don't know	
A E D 1 4 E D 1					
AED14531	ALL		Please rate the variety of videos/podcasts	1=Poor	
			offered on this site.	2	
				3	
				4	
				5	
				6	
				7	
				0	
				0	
				9	
				10=Excellent	
				Don't know	
AED14532	ALL		Please rate the availability of specific video	1=Poor	
			topics you were looking for on this site.	2	
				3	
				4	
				5	
				6	
				7	
				8	
				9	
				10=Excellent	
				Don't know	
AED14533	ALL		Have you ever viewed this website on your cell	Yes	A, B, D, F
			phone or mobile device?	No	Α
AED14534	ALL	Α	•		
ALD14334	^	this website from your cell phone or mobile device	2		
			if it w	if it was available?	2
	I		- The available i	3	
	I			4	
	I			5	
	I			6	
	I			7	

				8 9 10=Very likely Don't know	
AED14535	ALL	В	Which mobile devices have you used to access this site?	Blackberry iPhone GPhone/Android Windows Mobile (Palm, HP, Motorola) iPad Android Tablet Other, please specify:	С
AED14536	ALL	С	Other mobile devices		
AED14537	ALL	D	What content/information do you want to access via your cell phone/mobile device from this website?	News Photos Videos Press releases Messages Publications Orders & Directives Career information Training and Education Other, please specify:	E
AED14538	ALL	E	Other content/info would access via cell phone/mobile device		
AED14539	ALL	F	What format do you prefer to view mobile content in?	Mobile site (example – m.defense.gov) Full Site Downloadable application (example – iPhone application, GPhone application, Blackberry application)	

Marine Corps	1E	
Navy	2E	
The Pentagon Channel	3E	
Air Force	4E	

Type (select from lis	t)	Multi	Required Y/N	Special Instructions	CQ Label
Dropdown (Select-one	e)	Single	Y		Frequency
Radio button, one-up ve		Single	Y	Skip Logic Group	Role
Radio button, one-up ve	rtical	Single	Y	Skip Logic Group	Primary Reason

Text area, no char limit		N		OE Primary
Radio button, one-up vertical	Single	Υ	Skip Logic Group	Did You Find
Open-ended		N		Unable to Find
Checkbox One Up Vertical	Multi	Y	Skip Logic Group	Search Method
Text area, no char limit		N		OE Search Method
Radio button, one-up vertical	Single	Y	Skip Logic Group	Search problem
Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Search difficulty

Text area, no char limit		N		OE search difficulty
		Y		Nav problem
Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Nav difficulty
Text area, no char limit		N		OE navigation difficulty
Radio Button One Up Vertical	Single	N	Skip Logic Group	Appealing
Open-ended		N		OE Appealing
Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Interact with DOD

Radio button, scale, has don't know	Single	Y	Web-based	
	-		social media tools	
Text area, no char limit		N	OE Features	
Text area, no char limit		N	OE Improvement	
Dropdown (Select-one)	Single	N	Location	

Dropdown (Select-one)	Single	N	Age
Checkbox One Up Vertical	Multi	N	Site Features

Radio button, scale, has don't know	Single	N		Video/podcast appeal
Radio button, scale, has don't know	Single	N		Variety of videos/ podcasts
Radio button, scale, has don't know	Single	N		Availability of videos/ podcasts
Radio button, one-up vertical	Single	N	Skip Logic Group	Mobile Viewing
Radio button, scale, has don't know	Single	N		Mobile Access

Checkbox, one-up vertical	Multi	Y	Skip Logic Group	Preferred device
Text field, <100 char		N		OE preferred device
Checkbox, one-up vertical	Multi	N	Skip Logic Group	Content/info via mobile
Text area, no char limit		Ν		OE content/ info via mobile
Radio button, one-up vertical	Single	N	Skip Logic Group	Preferred Format