

Model Instance Name:

DOD Enterprise Measure

MID: cNE5JdIIYUM1FgohZg04Fw==

Date: 6/15/2011

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

USMC
Navy
TPC
AF

DOD Enterprise Measure CUSTOM QUESTION LIST

QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	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 site?		Serving Military Member Retired Military/Military Veteran Military Family Member DOD Civilian DOD Contractor General Public Student Educator Researcher News/Media International Audience	
AED14509	ALL		What is your primary reason for visiting this site today?	TPC TPC TPC Navy TPC TPC AF AF AF AF USMC TPC USMC	Browse all videos Browse audio or video podcasts Check the program guide to see what's on Contact Us Download broadcast-quality programming Download show resources (e.g. recipes) Find a specific photo Find Air Force magazines/journals Find Air Force publication of interest Find biographies Find community events or outreach programs Find Links to The Pentagon Channel social media Find Marine Corps Orders, publications	1 2 3 4 5 6 7 8 9 10 11 12 13

Navy	Find other Navy websites	14
AF	Get answers to questions	15
TPC	Get e-mail updates on The Pentagon Channel videos	16
ALL	Get RSS news feeds	17
TPC	Get the latest news or updates on hot topics	18
USMC	Join the Corps	19
ALL	Just browsing	20
Navy	Learn about Navy	21
USMC	Learn about training and education information	22
TPC	Learn more about The Pentagon Channel	23
Navy	Listen to All Hands Radio	24
AF	Look at arts/images	25
AF	Look up aircraft information	26
Navy	Read All Hands Magazine	27
AF	Read heritage highlights/news	28
USMC	Read MARADMINS or ALMARS	29
USMC	Read Marines magazine	30
Navy	Read Navy messages	31
USMC, AF	Read the latest press releases	32
Navy	Read the latest top stories	33
USMC, AF, Navy	Read the news articles	34
AF, Navy	Research for specific information	35
Navy	Search FAQs	36
USMC, AF, Navy	Search for jobs/careers	37
TPC	Search for specific video(s)	38
Navy, AF	Sign up for email news feeds	39
TPC	Subscribe to RSS feed	40
ALL	To perform research	41
Navy	View graphics gallery	42
USMC, AF, Navy	View photos	43
USMC, AF	View top story clips or videos	44
Navy	View video gallery	45
TPC	Watch a specific show(s)	46
Navy	Watch All Hands Television	47

				Navy	Watch All Hands Update	48
				TPC	Watch live feeds	49
				AF	Watch TV broadcasts	50
				ALL	Other, please specify:	A
AED14510	ALL	A	Other primary reason			
AED14511	ALL		Did you <b>find</b> what you were looking for?		Yes	
					Partially	
					No, please specify:	A
AED14512	ALL	A	What were you looking for?			
AED14513	ALL		What <b>method</b> are you using to find the information on this site?	USMC, Navy, AF	Site's search feature	A
				USMC, Navy, AF	Advanced search	A
				TPC	Video search	A
				USMC	Bottom navigation bar	B
				USMC, Navy, AF	Just navigating thru the web pages	B
				USMC	Left navigation bar	B
				TPC	Links in footer (e.g. Contact Us, About, etc.)	B
				TPC	Links in main menu (e.g. Shows, Podcasts, etc.)	B
				USMC, Navy, AF	Links in the page	B
				TPC	Links on individual pages	B
				AF	Right navigation bar	B
				USMC, Navy, AF	Top navigation bar	B
				TPC	Used On Air/Guide/Podcast widget on home page	B
				TPC	Using channels in the video player	B
				ALL	Came from link in e-mail	
				ALL	Came from link on blog	
				ALL	Came from link on Facebook	
				ALL	Came from link on Twitter	
				ALL	Came from link on YouTube	
				ALL	Other, please specify:	C
AED14514	ALL	C	Other search method			
AED14515	ALL	A	Did you have <b>difficulty using the search features</b> on this site?		Yes	D
					No	
AED14516	ALL	D	What <b>type of difficulty</b> did you encounter while <b>using the site's search feature</b> ?		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	<b>E</b>
					Search speed was too slow	
					Other, please specify:	
AED14517	<b>ALL</b>	<b>E</b>	Other search difficulty			
AED14518	<b>ALL</b>	<b>B</b>	Did you have <b>difficulty using the navigation</b> on this site?		Yes	<b>F</b>
					No	
AED14519	<b>ALL</b>	<b>F</b>	What <b>type of difficulty</b> , if any, did you encounter with the <b>navigation</b> on this site?		Could not find the appropriate navigational links on most of your web pages	<b>G</b>
					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	
					Could not get started or did not know where to begin	
					Could not navigate back to previous information	
					Other, please specify:	
AED14520	<b>ALL</b>	<b>G</b>	Other navigational difficulty			
AED14521	<b>ALL</b>		Do you find the content on this website <b>appealing</b> to you?		Yes	<b>A</b>
					No	
AED14522	<b>ALL</b>	<b>A</b>	What could we do to make our content <b>more appealing</b> to you?			
AED14523	<b>ALL</b>		How would you <b>most like to interact</b> with this site?		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	

				Interacting in person	
				None of the above	
AED14524	ALL		How likely are you to share your opinions with this agency by using <b>web-based social media tools</b> such as Facebook, Twitter, etc.?	1=Not very likely	
				2	
				3	
				4	
				5	
				6	
				7	
				8	
				9	
				10=Very likely	
				Don't know	
AED14525	ALL		What <b>other features or information</b> would you like to see on this site?		
AED14526	ALL		If you could make <b>one improvement</b> to this site, what would it be?		
AED14527	ALL		Where are you <b>located</b> ?	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	

				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 <b>age</b> .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over I prefer not to respond
AED14529	ALL		Which <b>features</b> of this site do you like or value the most?	Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Blogs Widgets Podcasts Spotlights

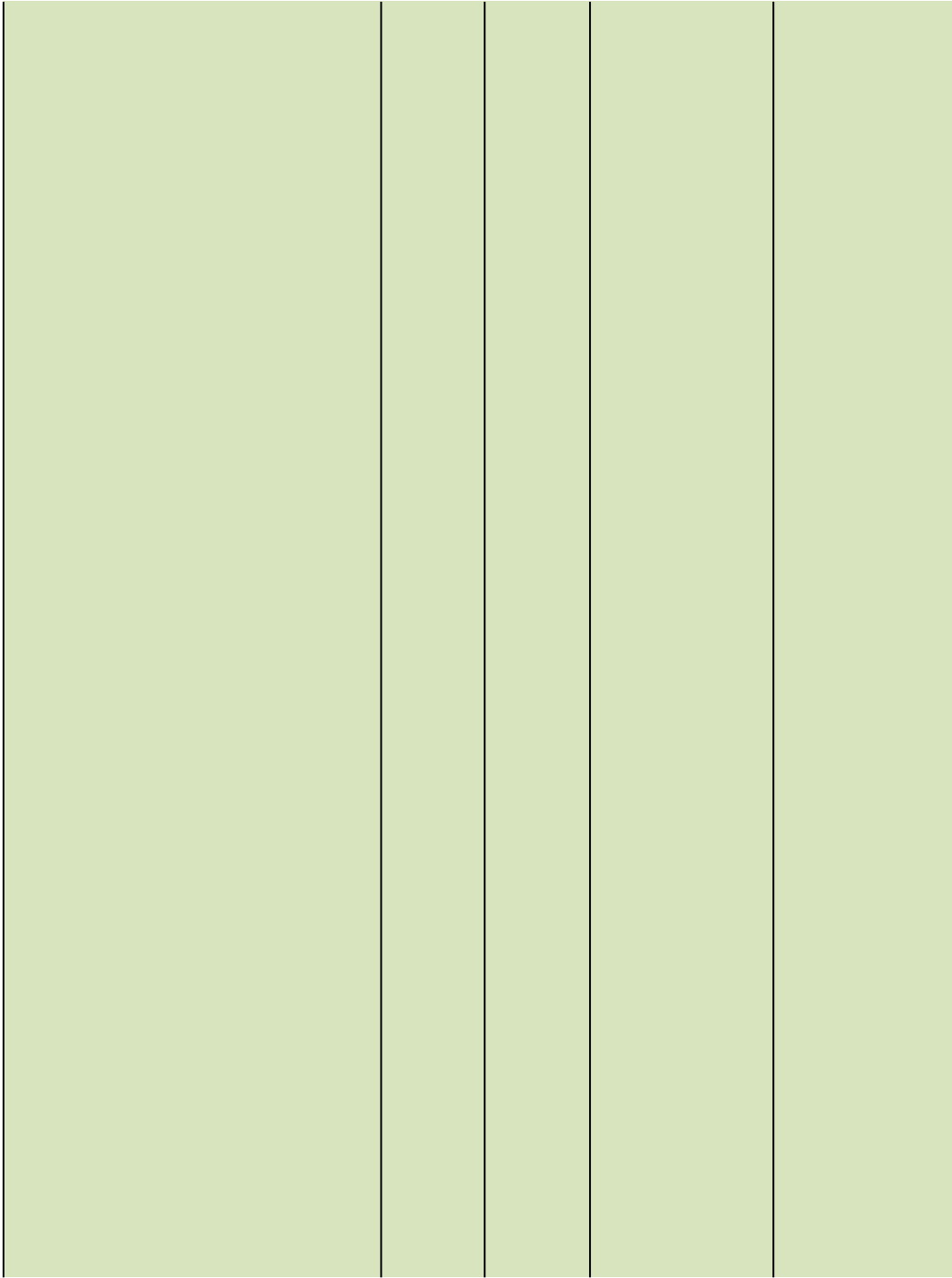
				Video browser	
				None of the above	
AED14530	ALL		Please rate the extent to which the <Strong>videos/podcasts</strong> on this site <strong>appeal to you</strong>.	1=Poor 2 3 4 5 6 7 8 9 Excellent=10 Don't know	
AED14531	ALL		Please rate the <b>variety of videos/podcasts</b> offered on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know	
AED14532	ALL		Please rate the <b>availability of specific video topics</b> you were looking for on this site.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know	
AED14533	ALL		Have you <b>ever viewed</b> this website on your <b>cell phone or mobile device</b> ?	Yes No	A, B, D, F A
AED14534	ALL	A	<b>How likely are you to access</b> a mobile version of this website from your cell phone or mobile device if it was available?	1=Not very likely 2 3 4 5 6 7	

					8	
					9	
					10=Very likely	
					Don't know	
AED14535	ALL	B	Which <b>mobile devices</b> have you used to access this site?		Blackberry	C
					iPhone	
					GPhone/Android	
					Windows Mobile (Palm, HP, Motorola)	
					iPad	
					Android Tablet	
					Other, please specify:	
AED14536	ALL	C	Other mobile devices			
AED14537	ALL	D	What <b>content/information</b> do you want to <b>access</b> via your cell phone/mobile device from this website?		News	E
					Photos	
					Videos	
					Press releases	
					Messages	
					Publications	
					Orders & Directives	
					Career information	
					Training and Education	
					Other, please specify:	
AED14538	ALL	E	Other content/info would access via cell phone/mobile device			
AED14539	ALL	F	What <b>format</b> 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 list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Dropdown (Select-one)	Single	Y		Frequency
Radio button, one-up vertical	Single	Y	Skip Logic Group	Role
Radio button, one-up vertical	Single	Y	Skip Logic Group	Primary Reason



Text area, no char limit		N		OE Primary
Radio button, one-up vertical	Single	Y	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		N		OE content/info via mobile
Radio button, one-up vertical	Single	N	Skip Logic Group	Preferred Format