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
- ${\bf 2}\,\mbox{All}$ changes to the live measure need to be tracked and archived in ${\bf one}\ {\bf document}$

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

Model Instance Name: DoD Defense.gov MID: 8QZYgB50YdsY4IV4NZgFoQ== Date: 8/26/2009

	DoD Defense.gov MODEL QUESTION LIST					
Model questions utilize the ACSI methodology to determine scores and impacts						
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION					
NOTE: <u>All</u> guestions under each element are <u>required.</u>	Satisfaction guestions are required.					
Element questions are partitioned among surveys.	Satisfaction questions appear on all surveys.					
REQUIRED ELEMENTS (common to all websites)						
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction					
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 Return				
2 Please rate the quality of information on this site.	25 How well does this site meet your expectations? (1=Falls Short, 10=Exceeds)					
3 Please rate the freshness of content on this site.	26 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)	28 Recommend Agency				
Functionality (1=Poor, 10=Excellent, Don't Know)						
4 Please rate the usefulness of the features provided on this site.		29 Primary Resource				
5 Please rate the convenience of the features on this site.						
6 Please rate the variety of features on this site.		30 Trust - Best Interests				
Look and Feel (1=Poor, 10=Excellent, Don't Know)		31 Trust - Trustworthy				
7 Please rate the visual appeal of this site.		32 Trust - Do Right				
8 Please rate the balance of graphics and text on this site.		of the formation				
9 Please rate the readability of the pages on this site.		33 Future Participation				
		· · · · · · · · · · · · · · · · · · ·				
Navigation (1=Poor, 10=Excellent, Don't Know)						
10 Please rate how well the site is organized.		34 Future Online Participation				
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 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.						

FUTURE BEHAVIORS

Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.

Return (1=Very Unlikely, 10=Very Likely)

How likely are you to return to this site?

Recommend Agency (1=Very Unlikely, 10=Very Likely)

How likely are you to recommend this agency to someone else?

Primary Resource (1=Very Unlikely, 10=Very Likely)

How likely are you to use this site as your **primary resource** for gathering information about the Department of Defense and its policies, organizations, functions and operations?

Trust (1=Strongly Disagree, 10=Strongly Agree)

I can count on this department to **act in my best interests**.

I consider this department to be **trustworthy**.

This department can be trusted to **do what is right**.

Future Participation (1=Very Unlikely, 10=Very Likely)

How likely are you to **express your thoughts or ideas to this department** in the next 90 days?

Future Online Participation (1=Very Unlikely, 10=Very Likely)

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?

Model Instance Name:	red & strike through: DELETE
DoD Defense.gov	underlined & italicized: RE-ORDER
MID: 8QZYgB50YdsY4IV4NZgFoQ==	pink: ADDITION
Date: 3/29/2013	blue +>: REWORDING
	violet (bold): SKIP-LOGIC

DoD Defense.gov CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	
KFB05252		How frequently do you visit this site?	First time	0.00 10	Dropdown (Select-one)	S	
NI DOOLOL		now nequency do you visit this site.	Daily	-	Diopuowii (Ocicet olic)		· ·
			Weekly	-			
			Monthly	-			
				_			
			Every 2 months or less often			-	-
KFB05253		What best describes your role when visiting this		_	Radio Button One Up Vertical	S	
		site?	Retired Military/Military Veteran	_			
			Military Family Member	_			
			DOD Civilian				
			DOD Contractor				
			General Public				
			Student				
			Educator				
			Researcher				
			Lawyer				
			Business Representative				
			Other Government Employee	-			
			News/Media	-			
			International Audience	-			
KFB05260		What is your primary reason for visiting this site			Radio Button One Up Vertical	S	
KFB03200		today?		-	Raulo Bullon One Op Vertical	3	
		loudy?	Learn about the DOD	_			
			Find biographies	_			
			DOD Mission Statement	_			
			See Photos & Images				
			Get Podcasts				
			Watch Videos				
			Read Blogs				
			Military News				
			Today in DOD				
			Casualty Reports				
			Contract Awards				
			Contract Opportunities				
			Regulations & Publications	-			
			Looking for other DOD Web sites	-			
			Pay and Benefits	-			
			Education Resources	-			
				-			
			Search for jobs/careers	_			
			Find DOD Social Media Sites	_			
			To perform research	_			
			Search for specific information	_			
			Policies and Forms				
			The Pentagon Channel				
			Other, please specify:	А			
KFB05261	Α	Other primary reason.			Text area, no char limit		
KFB05265		Did you find what you were looking for?	Yes		Radio Button One Up Vertical	S	
			Partially				
			No, please specify:	A			
KFB05266	A	What were you looking for?			Text area, no char limit		
KFB05262		What method are you using to find the	Site's search feature	A	Checkbox, one-up vertical	S	
KFD0J202		information on this site?	Advanced Search	Â	checkbox, one-up vertical	3	
				- A			
			External search engine (i.e. Yahoo, Goggle, MSN, etc.)				
			Links in the page	В			
			Top navigation bar	В			
			Bottom navigation bar	В			
			Just navigating thru the web pages	В			
			Came from link in e-mail				
			Came from link on blog				
			Came from link on blog Came from link on Facebook	-			

Model Instance Name:	
DoD Defense.gov	
MID: 8QZYgB50YdsY4IV4NZgFoQ==	
Date: 3/29/2013	

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

DoD Defense.gov CUSTOM QUESTION LIST

	Skip						
QID	Logic		Answer Choices			Single	Requ
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	or Multi	Y/
(croup ib)	Laber	Question Text	Came from link on YouTube	Onip to	Type (Select Holl list)	orman	
				-			
			Other, please specify:	С			
ACQCol0006245	С	Other search method			Text area, no char limit		1
ACQCol0006246	A	Did you have difficulty using the search	Yes	D	Radio Button One Up Vertical	S	1
		features on this site?	No				
KFB05263	D	What type of difficulty did you encounter while	Returned too many results		Checkbox, one-up vertical	M	I
		using the site's search feature?	Returned not enough results	-			
			Returned no results	1			
			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 what I wanted	_			
			Search speed was too slow	_			
			Other, please specify:	E			
KFB05264	E	Other search difficulty encountered.			Text area, no char limit		N
ACQCol0006247	В	Did you have difficulty using the navigation	Yes	F	Radio Button One Up Vertical	S	N
		on this site?	No				
ACQCol0006248	F	What type of difficulty did you encounter with	Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	М	٦
/ 10 Q 00,00002 10		the navigation on this site?	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:	G			
ACOC010006236	6	Other navigational difficulty	Other, please specify:	G	Text area no char limit		N
ACQCol0006236	G	Other navigational difficulty		G	Text area, no char limit Radio Button One Un Vertical	S	
ACQCol0006236 ACQCol0006237	G	Do you find the content on this website	Yes		Text area, no char limit Radio Button One Up Vertical	S	N
ACQCol0006237		Do you find the content on this website appealing to you?		G A	Radio Button One Up Vertical	S	N
ACQCol0006237 ACQCol0006258	G	Do you find the content on this website appealing to you? What could we do to make our content more appealing to you?	Yes No		Radio Button One Up Vertical Text area, no char limit		N
ACQCol0006237		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes		Radio Button One Up Vertical	S	N
ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you?	Yes No		Radio Button One Up Vertical Text area, no char limit		N
ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks		Radio Button One Up Vertical Text area, no char limit		N
ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks In virtual worlds		Radio Button One Up Vertical Text area, no char limit		л Л
ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews		Radio Button One Up Vertical Text area, no char limit		יז יו
ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs		Radio Button One Up Vertical Text area, no char limit		л Л
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ACQCol0006237 ACQCol0006258		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this	Yes No 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		Radio Button One Up Vertical Text area, no char limit		л Л
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ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site?	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks In social networks 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 Via FAQs Via website feedback form Interacting in person		Radio Button One Up Vertical Text area, no char limit		1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How likely are you to share your opinions with this agency by using web-based social media	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How would you most like to interact with this	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How likely are you to share your opinions with this agency by using web-based social media	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	יז יו
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ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How likely are you to share your opinions with this agency by using web-based social media	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How likely are you to share your opinions with this agency by using web-based social media	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1
ACQCol0006237 ACQCol0006258 KFB05275		Do you find the content on this website appealing to you? What could we do to make our content more appealing to you? How would you most like to interact with this site? How likely are you to share your opinions with this agency by using web-based social media	Yes No Bookmark or tag pages In social networks In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Reaceiving 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 Via FAQs Via website feedback form Interacting in person None of the above		Radio Button One Up Vertical Text area, no char limit Checkbox, one-up vertical	M	1

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	1		DoD Defense.gov CUSTOM QUESTION LIST				T
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Don't know	Skip to	Type (select from list)	Single or Multi	Requir Y/N
		How likely are you to discourage others from interacting with this agency?	1 = Very Unlikely		Radio button, scale, no don't know	S	Y
		interacting with this agency?	3				
			<u>4</u>				
			6				
			7				
			9				
KFB05279		Where are you located ?	10 = Very Likely Stateside military base		Dropdown (Select-one)	S	N
1003213		Where are you located:	Overseas military base		Dioputowin (Select-one)		
			Deployed location Alabama				
			Alaska				
			Arizona Arkansas				
			California				
			Colorado Connecticut				
			Delaware				
			Florida				
			Georgia Hawaii				
			Idaho Illinois				
			Indiana				
			lowa				
			Kansas Kentucky				
			Louisiana				
			Maine Maryland				
			Massachusetts				
			Michigan Minnesota				
			Mississippi				
			Missouri Montana				
			Nebraska				
			Nevada New Hampshire				
			New Jersey New Mexico				
			New Mexico New York				
			North Carolina				
			North Dakota Ohio				
			Oklahoma				
			Oregon Pennsylvania				
			Rhode Island				
			South Carolina South Dakota				
			Tennessee				
	1		Texas		1		1

Model Instance Nar DoD Defense.gov MID: 8QZYgB50Yds Date: 3/29/2013		gFoQ==	red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC DoD Defense.gov CUSTOM QUESTION LIST				
QID (Group ID)	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			Virginia Washington Washington D.C. West Virginia Wisconsin Wyoming Outside of U.S.				
KFB05280		Please select the category that includes your age .	17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over 1 prefer not to respond		Dropdown (Select-one)	S	N
ACQCol0006249		What is your gender ?	Female Male I prefer not to respond		Dropdown (Select-one)	S	N

Special Instructions	CQ Label
Special instructions	Visit Frequency
	Visit requerity
	Dala
	Role
OPS	Primary Reason
OPS	OE_Primary Reason
Skip Logic Group	Did You Find
Skip Logic Group	Unable to Find
Skip Logic Group	Method to Find Info

Special Instructions	CQ Label
	OE_Search Method
Skip Logic Group	Search Problem
Skip Logic Group	Search Difficulty
	OE_Search Difficulty
Skip Logic Group	Nav Problem
Skip Logic Group	Nav Difficulty
	OE_Nav Difficulty
Skip Logic Group	Appealing
	OE_Appealing
Skip Logic Group	Interact with DOD
	Web-based social med
	tools
	1

Special Instructions	CQ Label
	Discourage
	Location

	001.464
Special Instructions	CQ Label
	Age
	Gender
	ļ

Model Instance Name:	red &
DoD Defense.gov	under
MID: 8QZYgB50YdsY4IV4NZgFoQ==	pink: .
Date: 7/7/2011	blue +
	violet

r ed & strike through : DELETE
underlined & italicized: RE-ORDER
pink: ADDITION
blue +>: REWORDING
violet (bold): SKIP-LOGIC

DoD Defense.c	NOV CUSTOM	UESTION LIST

	Skip						
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
KFB05252	Laber	How frequently do you visit this site?	First time	Зкір іо	Dropdown (Select-one)	S	Y
1005252		now nequently do you visit this site :	Daily	-	Biopdown (Select-one)		
			Weekly	1			
			Monthly	1			
			Every 2 months or less often	1			
KFB05253		What best describes your role when visiting this site?	Serving Military Member	A	Radio Button One Up Vertical	S	Y
			Retired Military/Military Veteran	1			
			Military Family Member				
			DOD Civilian	1			
			DOD Contractor	1			
			General Public				
			Student	B			
			Educator				
			Researcher				
			Lawyer				
			Business Representative				
			Other Government Employee				
			<u>News/Media</u>				
			International Audience				
			Other, please specify:	e			
KFB05254	A	If military member, please clarify military service.	Army		Radio Button One Up Vertical	S	N
			Air Force				
			Navy				
			Marines				
			Other, please specify:	Ð			
KFB05255	Ð	Other service.			Open-ended		N
KFB05256-	B	If student, please clarify level.	Elementary School	_	Radio Button One Up Vertical	S	N
			Middle School	-			
			High school	-			
			Undergraduate College Student	-			
KEDOFOF7	-	Other rela	Graduate College Student		On on on do d		
KFB05257 KFB05260	e	Other role. What is your primary reason for visiting this site today?	Contact the DOD		Open-ended Radio Button One Up Vertical	S	N Y
KFB05200		what is your primary reason for visiting this site today?	Learn about the DOD	-	Radio Bullon One Op Vertical	5	Ŷ
				-			
			Find biographies DOD Leaders	-			
			DOD Mission Statement	-			
			Publications	-			
			See Photos & Images	-			
			Get Podcasts	-			
			Watch Videos	-			
			Read Blogs	-			
			Top News	1			
			Military News	1			
				1			
			Today in DOD				
			Today in DOD Casualty Reports	-			
			Today in DOD Casualty Reports News About Afghanistan	-			
			Today in DOD Casualty Reports News-About Afghanistan News About Iraq	-			
			Today in DOD Casualty Reports News About Afghanistan News About Irsq Contract Awards				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Awards Contract Opportunities				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Awards Contract Opportunities Regulations & Publications				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Opportunities Contract Opportunities Regulations & Publications Looking for other DOD Web sites				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Awards Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits				
			Today in DOD Casualty Reports News About Alghanistan News About Iraq Contract Awards Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits Education Resources				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Awards Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits Education Resources Search for jobs/careers				
			Today in DOD Casualty Reports News-About Afghanistan News-About Araq Contract Awards Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits Education Resources Search for jobs/careers Find DOD Social Media Sites				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Awards Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits Education Resources Search for jobs/careers				
			Today in DOD Casualty Reports News About Afghanistan News About Iraq Contract Opportunities Contract Opportunities Regulations & Publications Looking for other DOD Web sites Pay and Benefits Education Resources Search for jobs/careers Find DOD Social Media Sites To perform research				

Model Instance Name:	red & strike-through: DELETE
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			DOD Delense.gov COSTOM QUESTION EIST				
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			The Pentagon Channel				
KFB05261	A	Other primary reason.	Other, please specify:	A	Text area, no char limit		N
KFB05261	A	Did you find what you were looking for?	Yes		Radio Button One Up Vertical	<u>S</u>	Y Y
<u>KFB03203</u>		Did you mid what you were looking lor?	Partially	-	Radio Bullon One Op Vertical	2	<u> </u>
			<u>No, please specify:</u>				
KFB05266	A	What were you looking for?		<u> </u>	Text area, no char limit		N
KFB05262	<u> </u>	What method are you using to find the information on this	Site's search feature	A	Checkbox, one-up vertical	S	Y
14 200202		site?	Advanced Search	Â			
			External search engine (i.e. Yahoo, Goggle, MSN, etc.)	1			
			Links in the page	в			
			Top navigation bar	в			
			Bottom navigation bar	В			
			Just navigating thru the web pages	В			
			Came from link in e-mail				
			Came from link on blog				
			Came from link on Facebook				
			Came from link on Twitter				
			Came from link on YouTube	_			
			Other, please specify:	С			
	С	Other search method			Text area, no char limit		N
	A	Did you have difficulty using the search features on this	Yes	D	Radio Button One Up Vertical	S	N
		site?	No				
KFB05263	D	What type of difficulty did you encounter while using the site's search feature?		-	Checkbox, one-up vertical	м	N
		search leature?	Search results were helpful				
			Search results were not helpful Returned too many results	e			
			Returned too many results	e e			
			Returned no results	e			
			Returned results that were too similar/redundant	e			
			Results were not relevant to my search terms or needs	Ĕ			
			I was not sure what words to use in my search	+ ĭ			
			Search required too many refinements to get what I wanted	e			
			Search speed was too slow	1			
			Other, please specify:	E			
KFB05264	E	Other search difficulty encountered.			Text area, no char limit		N
CWS03169	e	What specific search term(s) did you use in your search today to find the information you were looking for?			Open-ended		N
	В	Did you have difficulty using the navigation on this site?	Yes	F	Radio Button One Up Vertical	S	N
			No				
	F	What type of difficulty did you encounter with the navigation	Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	М	N
		on this site?	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 get started of did not know where to begin	-			
			Other, please specify:	G			
	G	Other navigational difficulty		5	Text area, no char limit		N
		Do you find the content on this website appealing to you?	Yes		Radio Button One Up Vertical	S	N
			No	A		Ĭ	
		What could we do to make our content more appealing to			Text area, no char limit		N
		you?					
ED005297		Which of the following sources drove you to visit the site	Message or recommendation from a friend on a social network		Drop down, select one	S	¥
		today? Please rank the top 3 (Rank 1 is most important).	Video I saw on YouTube]	•		
		Rank 1	Internet blogs or discussion forums]			
				_ '			

DoD Defense.gov CUSTOM QUESTION LIST

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			DoD Defense.gov CUSTOM QUESTION LIST								
	Skip										
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N				
(Group ID)	Laper	Question Text	Message directly from Defense.gov on a social network	экір іо	Type (select from list)	or mulu	1/N	I			
			Instant Message from a friend or colleague					1			
			Familiarity with Defense.gov					1			
			Search engine results					1			
			Word of mouth recommendation from someone I know					1			
			Don't know					1			
			Other					1			
ED005298		Rank 2	Message or recommendation from a friend on a social network		Drop down, select one	S	N	1			
			Video I saw on YouTube Internet blogs or discussion forums	-				1			
			Message directly from Defense.gov on a social network					1			
			Instant Message from a friend or colleague					1			
			Familiarity with Defense.gov					1			
			Search engine results					1			
			Word of mouth recommendation from someone I know	1				1			
			Don't know					1			
			Other					1			
ED005299		Rank 3	Message or recommendation from a friend on a social network		Drop down, select one	S	N	1			
			Video I saw on YouTube Internet blogs or discussion forums					1			
			Message directly from Defense.gov on a social network					1			
			Instant Message from a friend or colleague					1			
			Familiarity with Defense.gov					1			
			Search engine results					1			
			Word of mouth recommendation from someone I know					1			
			Don't know					1			
			Other					1			
KFB05268		Do you use social networking sites such as Facebook, Twitter, Flickr, etc.?	Yes		Radio Button One Up Vertical	S	¥	1			
		Twitter, Flicki, etc.:	No Not sure					1			
ED005300		Have you used any of the "Stay connected" social media	Yes	A	Dropdown (Select-one)	S	¥	1			
22000000		features of the site in the past 30 days?	No					1			
ED005301	A1	How likely are you to use the following social media features in	Very likely		Dropdown (Select one)	S	N	1			
		greater detail to connect with the Defense.gov site in the	Somewhat likely					1			
		Tuture? DODLive Blog	Not very likely					1			
			Not at all likely					1			
ED005302	A2	Armed with Science	Very likely		Dropdown (Select-one)	S	N	1			
			Somewhat likely Not very likely					1			
			Not at all likely					1			
ED005303	A3	Family Matters	Very likely		Dropdown (Select-one)	S	N	1			
		· ······	Somewhat likely			_		1			
			Not very likely					1			
			Not at all likely					I			
ED005304	A4	Twitter	Very likely		Dropdown (Select-one)	S	N	I			
			Somewhat likely					I			
			Not very likely Not at all likely					I			
ED005305	A5	RSS Feeds	Very likely		Dropdown (Select-one)	S	N	I			
			Somewhat likely		Diopuomi (Delect olic)		14	I			
			Not very likely	1				I			
			Not at all likely					I			
ED005306	A6	Podcasts	Very likely		Dropdown (Select-one)	S	N	I			
			Somewhat likely					I			
	1		Not yopy likely	1 1		1					

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Not very likely Not at all likely Very likely Somewhat likely

Not very likely

Model Instance Name:

EDO05307

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Dropdown (Select-one)

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DoD Defence	DOV CLISTOM	I OUESTION LIST

010	Skip		Answer Chaises			Cinala	Domini
QID (Group ID)	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Require Y/N
Group ib)	Laber	Question Text	Not at all likely	Skip to	Type (select from list)	or wuru	1711
EDO05308	A8	Widgets	Very likely		Dropdown (Select-one)	S	N
20003300	HO	widgets	Somewhat likely	-	Diopuowii (Select-one)		14
			Not very likely	-			
			Not at all likely	-			
EDO05309	A9	Facebook	Very likely	-	Dropdown (Select-one)		N
ED003303	~	r accook	Somewhat likely	-	Bropdown (Select-one)	9	
			Not very likely	-			
			Not at all likely	-			
ED005310	A10	YouTube	Very likely		Dropdown (Select-one)	S	N
20003310	~~~		Somewhat likely	-	Dropdown (Sciect-one)	5	
			Not very likely	-			
			Not at all likely	-			
ED005311	A11	Flickr	Very likely		Dropdown (Select-one)	S	N
LDOUSSII	~~~	THORE	Somewhat likely	-	Dropdown (Select-one)	5	
			Not very likely	-			
			Not at all likely	-			
KFB05275	+	How would you most like to interact with this site?	Bookmark or tag pages		Checkbox, one-up vertical	м	Y
KFB03275		How would you most like to interact with this site?	In social networks	-	Checkbox, one-up vertical	IVI	T
			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 Via FAOs	-			
			Via website feedback form	-			
			Interacting in person	-			
			None of the above	-			
			Other (please specify)	A			
KFB05276	A	Other interaction	Other (picase specify)	-	Text area, no char limit		N
RF 005270	— —	How likely are you to share your opinions with this agency by	1=Not very likely		Radio button, scale, has don't know	S	Y
		using web-based social media tools such as Facebook,		-	Radio button, scale, has don't know	5	
		Twitter, etc.?	2	-			
			<u>л</u>	-			
				-			
			5	-			
			0	-			
				-			
			8	-			
			9 10=Very likely	-			
				-			
			Don't know Stateside military base		Decedence (Oslasticus)	S	N
KED05030				-	Dropdown (Select-one)	5	N
KFB05279	+	Where are you located?					
KFB05279	+	Where are you located?	Overseas military base	-			
KFB05279	+	Where are you located?	Overseas military base Deployed location	-			
KFB05279		Where are you located?	Overseas military base Deployed location Alabama	-			
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska	_			
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona	-			
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas				
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas California				
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado				
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado Connecticut				
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware				
KFB05279		Where are you located ?	Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado Connecticut				

Model Instance Name: DoD Defense.gov MID: 8QZYgB50YdsY4IV4NZgFoQ== Date: 7/7/2011			red & strike through: DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC					
			DoD Defense.gov CUSTOM QUESTION LIST					
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	
			Hawaii Idaho	_				
			Illinois	-				
			Indiana					
			lowa Kansas	-				
			Kentucky					
			Louisiana					
			Maine Maryland	-				
			Massachusetts]				
			Michigan Minnecota	-				
			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					
			Outside of U.S.	1				
KFB05280		Please select the category that includes your age .	17 and under 18 - 24	-	Dropdown (Select-one)	S	N	
			25 - 34	1				
			35 - 44]				
			45 - 54 55 - 64	-				
			65 and over	1				
			I prefer not to respond					4
		What is your gender ?	⊢emaie Male	-	Dropdown (Select-one)	S	N	
			I prefer not to respond					
KFB05281		Please rate your impression of how well this department encourages citizen participation in government.	1=Poor		Radio button, scale, has don't know	S	N	
		cnoourages onzen parnoipallon in governinent.	≠	-				
			<u> </u>					
			5]				
I	I	1	θ	I				1

DoD Defense.gov MID: 8QZYgB50YdsY4IV4NZgFoQ== Date: 7/7/2011		llV4NZgFoQ==	red & strike through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC				
			DoD Defense.gov CUSTOM QUESTION LIST				
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N
			7 8 9 10=Excellent Dent know	-			
KFB05282		Please rate how well this website provides opportunities for you to participate in policymaking.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know	-	Radio button, scale, has don't know	S	N
KF805283		Please rate how well this website soficits public input on important issues this department addresses.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Pont know		Radio button, scale, has don't know	S	N
KFB05284		Based on information you have seen on this website, please rate how well this department collaborates with other parts of the government.	1=Poor 2 3 4 5 6 7 8 9 9 10=Excellent Don't know		Radio button, scale, has don't know	S	N
KFB05285		Please rate how well this website provides tools that facilitate interactive discussions with the public.		-	Radio button, scale, has don't know	S	N

Special Instructions	CQ Label
	Visit Frequency
OPS	Role
OPS	Military Service
Urs	winitary Scrvice
	OE_Military Service
	Student Level
	OE_Role Primary Reason
OPS	Primary Reason

Special Instructions	CQ Label
	OE_Primary Reason
<u>Skip Logic Group</u>	<u>Did You Find</u>
	Unable to Find
Skip Logic Group	Method to Find Info
	OE_Search Method
Skip Logic Group	Search Problem
Skip Logic Group	Search Difficulty
	OE_Search Difficulty
	Search Terms
Skip Logic Group	Nav Problem
Skip Logic Group	Nav Difficulty
	OE_Nav Difficulty
Skip Logic Group	Appealing
	OE_Appealing
Rank Group A djust Template/Style Sheet Randomize	SV - Rank 1

Special Instructions	CQ Label
Anchor	
Anchor Rank Group	SV - Rank 2
Adjust Template/Style Sheet	ov Rankz
Randomize	
Anchor	
Anchor	
Rank Group	SV - Rank 3
Adjust Template/Style Sheet	
Randomize	
Anchor	
Anchor	Social Networking
	Social Networking
	Used Connect With Us
Multiple List Group	DODLive Blog
Multiple List Group	Armed with Science
Multiple List Group	Family Matters
Multiple List Group	Twitter
Multiple List Group	RSS Feeds
Multiple List Group	Podcasts
Multiple List Group	Email
I	

Special Instructions	CQ Label
Multiple List Group	Widgets
Multiple List Group	Facebook
Multiple List Group	YouTube
Multiple List Group	Flickr
	Interact with DOD
Skip Logic Group	Interact with DOD
	OE_Interact with DOD Web-based social media
	tools
	Location
	I

Special Instructions	CQ Label
	A
	Age
	Gender
	Encourage Participation

Special Instructions	CQ Label
	Participation Opportunities
	Solicits Public Input
	Collaborates with Govt
	Facilitate Discussions

Model Instance Name:	red & strike through: DELETE
DoD Defense.gov	underlined & italicized: RE-ORDER
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QID	Logic	Out of the Tout	Answer Choices	Older to	Trues (a start from Kot)	Single	Required	O
Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	or Multi	Ý/N Y	Special Instructions
KFB05252		How frequently do you visit this site?	First time		Dropdown (Select-one)	S	Ŷ	
			Daily					
			Weekly Monthly					
			Every 2 months or less often					
KFB05253	_	What best describes your role when visiting this site?	Military Member	A	Checkbox One Up Vertical	S	Y	OPS
KFB05255		what best describes your tole when visiting this site?	Retired Military/Military Veteran	^	Checkbox One op venical	3	· ·	0F3
			Military Family Member					
			DoD Civilian					
			DoD contractor					
			News/Media					
			Student	в				
			General Public	P				
			International Audience					
			Other, please specify:	c				
KFB05254	A	If military member, please clarify military service .		- C	Radio Button One Up Vertical	S	N	OPS
K-D03234		in minitary member, piease ciailly minitary service.	Army Air Force		Radio Bullon One Op verildal	3	N.	0-3
			Navy					
			Marines					
			Other, please specify:	D				
KFB05255	D	Other service.	Other, please specify.		Open-ended		N	
KFB05256	B	If student, please clarify level.	Elementary School		Radio Button One Up Vertical	S	N	
11 005250		in student, piedse eldiny level.	Middle School		Tradio Bullon One Op Venical			
			High school					
			Undergraduate College Student					
			Graduate College Student					
KFB05257	с	Other role.			Open-ended	-	N	
KFB05260		What is your primary reason for visiting this site today?	Contact DoD		Checkbox One Up Vertical	S	Y	OPS
			About DoD					
			DoD Leaders					
			DoD Mission					
			Publications					
			Photos & Images					
			Podcasts					
			Videos					
			Blogs					
			Top News					
			Military News					
			Today in DoD					
			Casualty reports					
			News About Afghanistan					
			News About Iraq					
			Contract Awards					
			Contract Opportunities					
			Contract Opportunities Contract Regulations					
			Contract Regulations					
			Contract Regulations Looking for other DoD Web sites					
			Contract Regulations Looking for other DoD Web sites Pay and Benefits					
			Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD					
			Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites					
			Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms					
			Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms The Pentagon Channel					
KEB05261		Other reason	Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms	A	Open-ended		N	
KFB05261	A	Other reason.	Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms The Pentagon Channel Other, please specify:		Open-ended	9	N	Skin Lonic Group
KFB05261 KFB05262	A	What method are you using to find the information on this	Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms The Pentagon Channel Other, please specify: Site's search feature	A	Open-ended Dropdown (Select-one)	S	N Y	Skip Logic Group
	A		Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms The Pentagon Channel Other, please specify: Site's search feature Links in the page			S		Skip Logic Group
	A	What method are you using to find the information on this	Contract Regulations Looking for other DoD Web sites Pay and Benefits Education Resources Careers with the DoD DoD Social Media Sites Policies and Forms The Pentagon Channel Other, please specify: Site's search feature			S		Skip Logic Group

Model Instar	nce Name:	r ed & strike through : DELETE
DoD Defense	e.gov	underlined & italicized: RE-ORDER
MID: 8QZYgl	- B50YdsY4IV4NZgFoQ==	pink: ADDITION
Date:	2/28/2011	blue +>: REWORDING
		violet (bold): SKIP-LOGIC

	Skip							
QID	Logic		Answer Choices			Single	Required	
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	or Multi	Ý/N	Special Instructions
			Other					
KFB05263	A	If you used the search feature of the site today to find your	I did not encounter any difficulties		Radio Button One Up Vertical	S	N	Skip Logic Group
			Search results were helpful					
			Search results were not helpful	с				
			Returned too many results	С				
			Returned not enough results	С				
			Returned no results	C				
			Returned results that were too similar/redundant	C C				
			Results were not relevant to my search terms or needs					
			I was not sure what words to use in my search	с				
			Search required too many refinements to get what I wanted Search speed was too slow					
			Other, please specify:	в				
KFB05264	В	Other, search difficulty encountered.	Other, please specify.	Б	Open-ended		N	
CWS03169	C	What specific search term(s) did you use in your search today			Open-ended		N	
011000100		to find the information you were looking for?			openiended			
KFB05265		Did you find what you were looking for?	Yes		Checkbox One Up Vertical	S	Y	Skip Logic Group
200200			Partially		encenser encop venteur			Entra Toglo Croab
			No, please specify:	A				
KFB05266	Α	Information not found	····, -································		Open-ended		N	
EDO05297		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).	Message or recommendation from a friend on a social network		Drop down, select one	S		Rank Group
		Rank 1	Video I saw on YouTube					Adjust Template/Style She
			Internet blogs or discussion forums					Randomize
			Message directly from Defense.gov on a social network					
			Instant Message from a friend or colleague					
			Familiarity with Defense.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					
			Don't know					Anchor
			Other					Anchor
EDO05298		Rank 2	Message or recommendation from a friend on a social network		Drop down, select one	S		Rank Group
			Video I saw on YouTube					Adjust Template/Style Shee
			Internet blogs or discussion forums					Randomize
			Message directly from Defense.gov on a social network					
			Instant Message from a friend or colleague					
			Familiarity with Defense.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					Anchor
			Don't know Other					Anchor Anchor
EDO05299		Rank 3	Message or recommendation from a friend on a social network		Drop down, select one	S	N	Rank Group
			Video I saw on YouTube					Adjust Template/Style She
			Internet blogs or discussion forums					Randomize
			Message directly from Defense.gov on a social network					
			Instant Message from a friend or colleague					
			Familiarity with Defense.gov					
			Search engine results					
			Word of mouth recommendation from someone I know					
			Don't know					Anchor
			Other					Anchor
KFB05268		Do you use social networking sites such as Facebook,	Yes		Radio Button One Up Vertical	S	Y	
		Twitter, Flickr, etc.?	No					
			Not sure					
EDO05300		Have you used any of the "Stay connected" social media	Yes	A	Dropdown (Select-one)	S	Y	
		features of the site in the past 30 days?	No					

Model Instance Name:	red & strike-through: DELETE
DoD Defense.gov	underlined & italicized: RE-ORDER
MID: 8QZYgB50YdsY4IV4NZgFoQ==	pink: ADDITION
Date: 2/28/2011	blue +>: REWORDING
	violet (bold): SKIP-LOGIC

KFB05276 A Other interaction

QID (Group ID)	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
<u>, , , , , , , , , , , , , , , , , , , </u>		in greater detail to connect with the Defense.gov site in the	Somewhat likely		,			
		future?	Not very likely					
		DoDLive Blog	Not at all likely					
EDO05302	A2	Armed with Science	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05303	A3	Family Matters	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05304	A4	Twitter	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05305	A5	RSS Feeds	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05306	A6	Podcasts	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05307	A7	Email	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05308	A8	Widgets	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely			_		
EDO05309	A9	Facebook	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
EDO05310	A10	YouTube	Very likely		Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely			-		
EDO05311	A11	Flickr	Very likely	_	Dropdown (Select-one)	S	N	Multiple List Group
			Somewhat likely					
			Not very likely					
			Not at all likely					
KFB05275		How would you most like to interact with the DoD? (Please	Bookmark or tag pages		Checkbox, one-up vertical	М	Y	Skip Logic Group
		select all that apply)	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					
				A				

Text area, no char limit

Ν

Model Instance Name:
DoD Defense.gov
MID: 8QZYgB50YdsY4IV4NZgFoQ==
Date: 2/28/2011

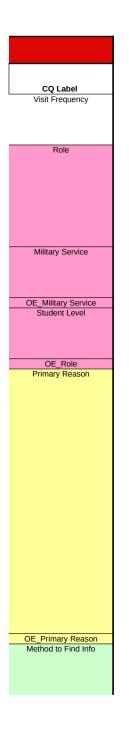
red & strike through: DELETE <u>underlined & italicized</u>: RE-ORDER pink: ADDITION blue + -->: REWORDING violet (bold): SKIP-LOGIC

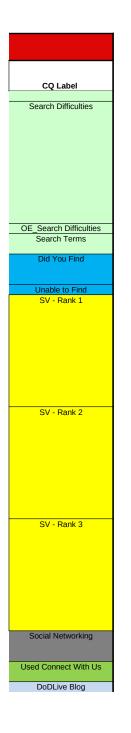
	DoD Defense.gov CUSTOM QUESTION LIST							
QID (Group ID) KFB05277	Skip Logic Label	Question Text What other features or information would you like to see on	Answer Choices (limited to 50 characters)	Skip to	Type (select from list) Text area, no char limit	Single or Multi	Required Y/N N	Special Instructions
KFB05278		this site? If you could make one improvement to this site, what would it be?			Open-ended		N	
KFB05279			Stateside military base		Dropdown (Select-one)	S	N	
Ki 603273			Overseas military base		Diopuowii (Select-oile)			
			Deployed location Alabama					
			Alaska					
			Arizona					
			Arkansas					
			California					
			Colorado Connecticut					
			Delaware					
			Florida					
			Georgia					
			Hawaii					
			Idaho					
			Illinois Indiana					
			lowa					
			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.					
			Washington D.C. West Virginia					
			Wisconsin					
			Wyoming					
			Outside of U.S.					

Model Instance Name:	red & strike through: DELETE
DoD Defense.gov	underlined & italicized: RE-ORDER
MID: 8QZYgB50YdsY4IV4NZgFoQ==	pink: ADDITION
Date: 2/28/2011	blue +>: REWORDING
	violet (bold): SKIP-LOGIC

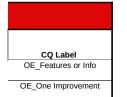
QID Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
FB05280	Laber		17 and under	SKIP LO	Dropdown (Select-one)	S	Y/N N	Special Instruction
FBU5260			17 and under 18 - 24		Diopuowii (Select-oile)	3	IN	
			26 - 24					
			25 - 34 35 - 44					
			45 - 54					
			45 - 54 55 - 64					
			65 and over					
			I prefer not to respond					
<fb05281< td=""><td></td><td>Please rate your impression of how well this department</td><td>1=Poor</td><td></td><td>Radio button, scale, has don't know</td><td>S</td><td>N</td><td></td></fb05281<>		Please rate your impression of how well this department	1=Poor		Radio button, scale, has don't know	S	N	
000201		encourages citizen participation in government.	2					
		· · · · · · · · · · · · · · · · · · ·	3					
			4					
			5					
			6					
			7					
			8					
			9					
			10=Excellent					
			Don't know					
KFB05282			1=Poor		Radio button, scale, has don't know	S	N	
		you to participate in policymaking.	2					
			3					
			4					
			5					
			6					
			7					
			8					
			9					
			10=Excellent					
			Don't know					
KFB05283		Please rate how well this website solicits public input on	1=Poor		Radio button, scale, has don't know	S	N	
		important issues this department addresses.	2					
			3					
			4					
			5					
			6					
			1					
			8					
			9					
			10=Excellent					
KFB05284			Don't know 1=Poor		Radio button, scale, has don't know	S	N	
KFB05284		rate how well this department collaborates with other parts	1=P00		Radio bullon, scale, has don't know	5	IN	
		of the government.	2					
			3					
			4 E					
			6					
			7					
			8					
			9					
			9 10=Excellent					
			Don't know					
<fb05285< td=""><td></td><td>Please rate how well this website provides tools that facilitate</td><td></td><td></td><td>Radio button, scale, has don't know</td><td>S</td><td>N</td><td></td></fb05285<>		Please rate how well this website provides tools that facilitate			Radio button, scale, has don't know	S	N	
000200		interactive discussions with the public.	2		Radio Button, Soure, has uon t KHOW		14	
			2					
			4					
			т Б					
			6					
			0					

Model Instance Name: DoD Defense.gov MID: 8QZYgB50YdsY4IV4NZgFoQ== Date: 2/28/2011			red & strike through: DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC	<u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING						
			DoD Defense.gov CUSTOM QUESTIO	ON LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) 8 9 10=Excellent Don't know	Skip to	Type (select from list)	Single or Multi		Special Instructions		

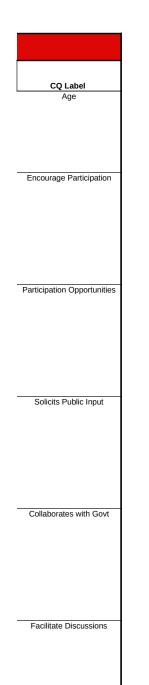


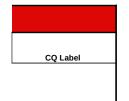






Location





Model Instar	nce Name:	red & strike through: DELETE
DoD Defense	e.gov	underlined & italicized: RE-ORDER
MID: 8QZYgl		pink: Addition
Date:	8/26/2010	blue +>: REWORDING
		violet (bold): SKIP-LOGIC

			DoD Defense.gov CUSTOM QUESTION	LIST					
QID	Skip Logic		Answer Choices			Single	Required		
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	or Multi	Y/N	Special Instructions	CQ Label
KFB05252		How frequently do you visit this site?	First time		Dropdown (Select-one)	S	Y	•	Visit Frequency
			Daily						
			Weekly						
			Monthly						
			Every 2 months or less often						
KFB05253		What best describes your role when visiting this site?	Military Member	Α	Checkbox One Up Vertical	S	Y	OPS	Role
			Retired Military/Military Veteran	_					
			Military Family Member	_					
			DoD Civilian	_					
			DoD contractor	_					
			News/Media	_					
			Student	в					
			General Public	-					
			International Audience	-					
			Other, please specify:	с					
KFB05254	A	If military member, please clarify military service .	Army		Radio Button One Up Vertical	S	N	OPS	Military Service
			Air Force						
			Navy						1
			Marines		1		1 1		
			Other, please specify:	D					
KFB05255	D	Other service.			Open-ended		N		OE_Military Service
KFB05256	В	If student, please clarify level.	Elementary School		Radio Button One Up Vertical	S	N		Student Level
			Middle School						
			High school	_					
			Undergraduate College Student	_					
			Graduate College Student			_			
KFB05257	C	Other role.	For Conversi Dublic		Open-ended		N		OE_Role
		Which area did you primarily visit today?	For General Public For DefenseCommunity	_	Dropdown (Select-one)	S	Y		Area Visited
KFB05260		What is your primary reason for visiting this site today?	General information	B	Checkbox One Up Vertical	S	Y	OPS	Primary Reason
(KFB05260G5)		what is your primary reason for visiting this site today?	Multimedia & Photos	e	Checkbox One Op Venical			UP3	Fillinary Reason
(11 00520003)			News	Ð			1 1		
			Contracts	Ē					
			Contact DoD						
			About DoD						
			DoD Leaders		(
			DoD Mission						
			Publications						
			Photos & Images						
			Podcasts						
			Videos						
			Blogs						
			Top News						
			Military News						
			Today in DoD	_					
			Casualty reports						
			News About Afghanistan News About Irag	-					
			Contract Awards						
			Contract Opportunities						
			Contract Regulations						
			Looking for other DoD Web sites						
			Employee Resources						
			Pay and Benefits						
			Education Resources						
			Education Resources Careers with the DoD	_					
			Education Resources Careers with the DoD DoD Social Media Sites						
			Careers with the DoD						

Nodel Instan DoD Defense MID: 8QZYg Date:	e.gov	lsY4IV4NZgFoQ==	red & strike-through: DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC						
			DoD Defense.gov CUSTOM QUESTI	ON LIST					
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			The Pentagon Channel Other, please specify:	A					
KFB05261	Α	Other reason.			Open-ended		N		OE_Primary Reason
CWS03165	B	What specific General Information are you looking for?	Contact-DoD DoD-History DoD-Leadership DoD-Mission Publications Other		Dropdown (Select-one)	S	¥	Skip Logic Group	Specific General Informatic
CWS03166	e	What specific Multimedia & Photos are you looking for?	Photos & Images Podeasts Video		Dropdown (Select-one)	S	¥	Skip Logic Group	Specific Multimedia & Photos
CWS03167	Đ	What specific News are you looking for?	Biegs DoD News Service Specific News DoD Events Casualties About Afghanistan About Iraq		Dropdown (Select-one)	S	¥	Skip Logic Group	Specific News
CWS03168	E	What specific Contracts are you looking for?	Awards Opportunities Regulations		Dropdown (Select-one)	S	¥	Skip Logic Group	Specific Contracts
KFB05262		What method are you using to find the information on this site?	Site's search feature Links in the page Top navigation bar Left navigation bar Bottom navigation bar Just navigating thru the web pages Other	A	Dropdown (Select-one)	S	Y	Skip Logic Group	Method to Find Info
KFB05263	A	If you used the search feature of the site today to find your	I did not encounter any difficulties		Radio Button One Up Vertical	S	N	Skip Logic Group	Search Difficulties

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С

в

Α

Open-ended

Open-ended

Checkbox One Up Vertical

Open-ended

Radio Button One Up Vertical

Drop down, select one

Search results were helpful

Returned too many results Returned not enough results

Search speed was too slow Other, please specify:

/ideo I saw on YouTube

ch engine results

Returned no results

Yes

Yes

No Not sure

Partially No, please specify:

Search results were not helpful

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 what I wanted

Message or recommendation from a friend on a social network

Merce 1 Jun of reaction of the second second

information, what type of difficulty, if any, did you encounter with the search functionality?

What specific search term(s) did you use in your search today to find the information you were looking for?

Which of the following **sources** drove you to visit the site today? Please rank the **top 3** (Rank 1 is most important).

B Other, search difficulty encountered.

A Information not found

Rank 1

Did you find what you were looking for?

Do you use an RSS news reader?

KFB05264

CWS03169

KFB05265

KFB05266

KFB05267

С

OE_Search Difficulties

Search Terms

Did You Find

Unable to Find

RSS Reader

SV - Rank 1

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Skip Logic Group

Adjust Template/Style Sheet

Rank Group

Randomize

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lodel Instar IoD Defense IID: 8QZYg Iate:	e.gov	sY4IV4NZgFoQ==	r ed & strike through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC						
			DoD Defense.gov CUSTOM QUESTION L	ST					
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Word of mouth recommendation from someone I know Don't know					Anchor	
		Rank 2	Other Message or recommendation from a friend on a social network		Drop down, select one	S	N	Anchor Rank Group	SV - Rank 2
			incodige of recommendation from a mention of a boola network		Drop down, Select one	Ŭ			
			Video I saw on YouTube					Adjust Template/Style Sheet	
			Internet blogs or discussion forums Message directly from Defense.gov on a social network	-				Randomize	
			Instant Message from a friend or colleague						
			Familiarity with Defense.gov						
			Search engine results						
			Word of mouth recommendation from someone I know Don't know	-				Anchor	
			Other					Anchor	
		Rank 3	Message or recommendation from a friend on a social network		Drop down, select one	S	N	Rank Group	SV - Rank 3
			Video i saw on YouTube	-				Adjust Template/Style Sheet	
			Internet blogs or discussion forums	-				Randomize	
			Message directly from Defense.gov on a social network						
			Instant Message from a friend or colleague						
			Familiarity with Defense.gov Search engine results	-					
			Word of mouth recommendation from someone I know						
			Don't know					Anchor	
KFB05268		Do you use social networking sites such as Facebook,	Other Yes		Radio Button One Up Vertical	S	Y	Anchor	Social Networkin
(FDU3200		Twitter, Flickr, etc.?	No	-	Radio Button One Op Ventical	3	T		SUCIAI NELWOIKII
			Not sure						
		Have you used any of the "Stay connected" social media	Yes	A	Dropdown (Select-one)	S	Y		Used Connect With
	A1	leatures of the site in the past 30 days? How likely are you to use the following social media features	No Very likely		Dropdown (Select-one)	S	N	Multiple List Group	DoDLive Blog
	1	in greater detail to connect with the Defense.gov site in the	Somewhat likely	1	Diopadum (Delect one)				DODLIVE Diog
		future? DoDLive Blog	Not very likely]					
			Not at all likely		Drandaure (Calastana)			Multiple List Organ	Armod with Coion
	A2	Armed with Science	Somewhat likely	-	Dropdown (Select-one)	S	N	Multiple List Group	Armed with Scier
			Not very likely						
			Not at all likely						
	A3	Family Matters	Very likely Somewhat likely	-	Dropdown (Select-one)	S	N	Multiple List Group	Family Matters
			Not very likely	1					
			Not at all likely						
	A4	Twitter	Very likely	-	Dropdown (Select-one)	S	N	Multiple List Group	Twitter
			Somewhat likely Not very likely	-					
			Not at all likely	1					
	A5	RSS Feeds	Very likely		Dropdown (Select-one)	S	N	Multiple List Group	RSS Feeds
			Somewhat likely	-					
			Not very likely Not at all likely	-					
	A6	Podcasts	Very likely		Dropdown (Select-one)	S	N	Multiple List Group	Podcasts
			Somewhat likely						
			Not very likely	-					
	A7	Email	Not at all likely Very likely		Dropdown (Select-one)	S	N	Multiple List Group	Email
			Somewhat likely	Dropdown (Select-one)		Ŭ		and the store of oup	
			Not very likely						
			Not at all likely						

le List G

	DoD Defense.gov CUSTOM QUESTION LIST	
	violet (bold): SKIP-LOGIC	
Date: 8/26/2010	blue +>: REWORDING	
MID: 8QZYgB50YdsY4IV4NZgFoQ==	pink: ADDITION	
DoD Defense.gov	underlined & italicized: RE-ORDER	
Model Instance Name:	red & strike through: DELETE	

QID Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Somewhat likely Not very likely						
			Not at all likely						
	A9	Facebook	Very likely	_	Dropdown (Select-one)	S	N	Multiple List Group	Facebook
			Somewhat likely	_					
			Not very likely	-					
	410	MeuTube	Not at all likely		Drandoum (Calast ano)		N	Multiple List Croup	VouTubo
	A10	YouTube	Very likely Somewhat likely	-	Dropdown (Select-one)	S	N	Multiple List Group	YouTube
			Not yopy likoly	-					
			Not at all likely	-					
	A11	Flickr	Very likely		Dropdown (Select-one)	S	N	Multiple List Group	Flickr
			Somewhat likely	-					- Hora
			Not very likely	- 1					
			Not at all likely	-					
B05269		How would you rate your familiarity with the following?	View and contribute often		Drop down, select one	-	¥	Multiple Lists Group	Facebook
		FaceBook	View often and contribute occasionally		•				
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						
FB05270		Twitter	View and contribute often		Drop down, select one	S	¥	Multiple Lists Group	Twitter
			View often and contribute occasionally	_					
			View often but don't contribute	_					
			View and contribute occasionally	_					
			View occasionally but don't contribute	_					
			No familiarity			_			
-B05271		Flickr	View and contribute often	-	Drop down, select one	S	¥	Multiple Lists Group	Flickr
			View often and contribute occasionally	-					
			View often but don't contribute View and contribute occasionally	-					
				-					
			View occasionally but don't contribute	-					
FB05272		MySpace	View and contribute often	_	Drop down, select one	S	¥	Multiple Lists Group	MySpace
-003212		myopace	View often and contribute occasionally	-	Drop down, Sciect one		T	Multiple Lists Oroup	wyopace
			View often but don't contribute	-					
			View and contribute occasionally	-					
			View occasionally but don't contribute	-					
			No familiarity	_					
FB05273		YouTube	View and contribute often		Drop down, select one	S	¥	Multiple Lists Group	YouTube
			View often and contribute occasionally						
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						
NS03170		USTREAM	View and contribute often		Drop down, select one	S	¥	Multiple Lists Group	USTREAM
			View often and contribute occasionally						
			View often but don't contribute	_					
			View and contribute occasionally	_					
			View occasionally but don't contribute	_					
VS03171		Plage	No familiarity		Drop down - coloct onc	6	¥	Multiple Liste Crown	Diese
v3031/1		Blogs	View and contribute often View often and contribute occasionally	_	Drop down, select one	S	¥	Multiple Lists Group	Blogs
			View often but don't contribute	-					
			View and contribute occasionally						
			View and contribute occasionally View occasionally but don't contribute	- 1					
			No familiarity						
VS03172		What other social media site(s) do you use?			Text field, 100		N		OE Other Social I
JUJITZ	1	If you use other social media site(s) how would you rate your			TEAL HEIR, 100		14		Other social medi

Model Instar	nce Name:	red & strike through: DELETE
DoD Defense	.gov	underlined & italicized: RE-ORDER
MID: 8QZYgl	- B50YdsY4IV4NZgFoQ==	pink: Addition
Date:	8/26/2010	blue +>: REWORDING
		violet (bold): SKIP-LOGIC

			DoD Defense.gov CUSTOM QUESTION LI	ST					
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi		Special Instructions	CQ Label
(Group ID)	Laper	familiarity with that other site?	View often and contribute occasionally	экір іо	Type (select from list)	or Mulu	t/IN	Special instructions	CQ Label
			View often but don't contribute	-					
			View and contribute occasionally	1					
			View occasionally but don't contribute	1					
			No familiarity						
KFB05275		How would you most like to interact with the DoD? (Please	Bookmark or tag pages		Checkbox, one-up vertical	M	Y	Skip Logic Group	Interact with DoD
		select all that apply)	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	1					
			Adding a widget or gadget to my personalized page	1					
			Following a microblog						
			None						
			Other (please specify)	A		_			
KFB05276	A	Other interaction			Text area, no char limit		N		OE_Interact with DoD
KFB05277		What other features or information would you like to see on this site?			Text area, no char limit		N		OE_Features or Info
CWS03174		What sections are you most interested in and why?			Open-ended	_	N		OE_SectionsInterestedIn
CWS03175		What sections could be improved and how?			Open ended		N		OE_ImproveSections
KFB05278		If you could make one improvement to this site, what would it be?			Open-ended		N		OE_One Improvement
KFB05279		Where are you located?	Stateside military base		Dropdown (Select-one)	S	N		Location
			Overseas military base	4					
			Deployed location						
		A	Alabama	-					
			Alaska						
			Arizona						
			Arkansas California						
			Colorado						
			Connecticut	- 1					
			Delaware						
			Florida	1					
			Georgia	1					
			Hawaii	1					
			Idaho						
			Illinois	1					
			Indiana	4					
			Iowa	4					
			Kansas	4					
			Kentucky	4					
			Louisiana	4					
			Maine	4					
			Maryland Massachusetts	-					
			Michigan	+					
			Minnesota	1					
			Mississippi	1					
			Missouri	1					
			Montana	1					
			Nebraska	1					
			Nevada	_					
1			New Hampshire						
1			New Jersey]					

Model Instai DoD Defense MID: 8QZYg Date:	e.gov	IsY4IV4NZgFoQ== 2010	red & strike through : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC						
			DoD Defense.gov CUSTOM QUESTI	ON LIST					
QID (Group ID)	Skip Logic Labe	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington D.C. West Virginia						
KFB05280		Please select the category that includes your age .	Wyoming Outside of U.S. 17 and under 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over		Dropdown (Select-one)	S	N		Age
KFB05281			l prefer not to respond 1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	N		Encourage Participation
KFB05282		Please rate how well this website provides opportunities for you to participate in policymaking.			Radio button, scale, has don't know	S	N		Participation Opportunitie
KFB05283			Don't kitow 1=Poor 2 3 4 5 6 7		Radio button, scale, has don't know	S	N		Solicits Public Input

Model Instal DoD Defense MID: 8QZYg Date:	e.gov	sY4IV4NZgFoQ== 2010	red & strike-through: DELETE underlined & Italicized: RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC							
			DoD Defense.gov CUSTOM QUESTION	LIST						
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label	
			8 9 10=Excellent Don't know							
KFB05284		rate how well this department collaborates with other parts of the government.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	N		Collaborates with Govt	
KFB05285		Please rate how well this website provides tools that facilitate interactive discussions with the public.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	N		Facilitate Discussions	

			DoD Defense.gov CUSTOM QUESTION	LIST					
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
KFB05252		How frequently do you visit this site?	First time		Dropdown (Select-one)	S	Y		Visit Frequency
			Daily Weekly						
			Monthly						
			Every 2 months or less often						
KFB05253		What best describes your role when visiting this site?	Military Member	A	Checkbox One Up Vertical	S	Y	Skip Logic Group	Role
			Retired Military/Military Veteran Military Family Member						
			DoD Civilian						
			DoD contractor						
			Congress						
			News/Media						
			Student General Public	В					
			Non U.S. Government Affiliated Civilian						
			International Audience						
			Other, please specify:	С					
KFB05254	A	If military member, please clarify military service .	Army		Radio Button One Up Vertical	S	Y	Skip Logic Group	Military Service
			Air Force						
			Navy Marines						
			Other, please specify:	D					
KFB05255	D	Other service.			Open-ended		N		OE_Military Service
KFB05256	В	If student, please clarify level .	Elementary School		Radio Button One Up Vertical	S	Y		Student Level
			Middle School High school						
			Undergraduate College Student						
			Graduate College Student						
KFB05257	С	Other role.			Open-ended		N		OE_Role
KFB05260		What is your primary reason for visiting this site today?	General information	В	Checkbox One Up Vertical	S	Y	Skip Logic Group	Primary Reason
(KFB05260G5)			Multimedia & Photos News	C D					
			Contracts	E					
			Looking for other DoD Web sites						
			Employee Resources						
			DoD Social Media						
			Regulations and Forms						
KFB05261	A	Other reason.	Other, please specify:	A	Open-ended		N	Skip Logic Group	OE Primary Reason
CWS03165	B	What specific General Information are you looking for?	Contact DoD		Dropdown (Select-one)	S	Y	Skip Logic Group	Specific General Information
		, , , , , , , , , , , , , , , , , , ,	DoD History		()				
			DoD Leadership						
			DoD Mission						
			Publications Other						
CWS03166	С	What specific Multimedia & Photos are you looking for?	Photos & Images		Dropdown (Select-one)	S	Y	Skip Logic Group	Specific Multimedia &
		, , , , , , , , , , , , , , , , , , ,	Podcasts		()				Photos
			Video						
		Vi						Chip Logio Croup	Specific News
CWS03167	D	What specific News are you looking for?	Blogs		Dropdown (Select-one)	S	Y	Skip Logic Group	opeenie riews
CWS03167	D	What specific News are you looking for?	Blogs DoD News		Dropdown (Select-one)	S	Y	Skip Logic Group	
CWS03167	D	What specific News are you looking for?	Blogs DoD News Service Specific News		Dropdown (Select-one)	S	Y	Skip Logic Group	
CWS03167	D	What specific News are you looking for?	Blogs DoD News		Dropdown (Select-one)	S	Y	Skip Logic Group	
CWS03167	D	What specific News are you looking for?	Blogs DoD News Service Specific News DoD Events Casualties About Afghanistan		Dropdown (Select-one)	S	Y	Skip Lugic Group	
			Blogs DoD News Service Specific News DoD Events Casualties About Afghanistan About Iraq						
CWS03167		What specific News are you looking for? What specific Contracts are you looking for?	Blogs DoD News Service Specific News DoD Events Casualties About Afghanistan About Iraq Awards		Dropdown (Select-one) Dropdown (Select-one)	S	Y	Skip Logic Group	Specific Contracts
			Blogs DoD News Service Specific News DoD Events Casualties About Afghanistan About Iraq Awards Opportunities						
			Blogs DoD News Service Specific News DoD Events Casualties About Afghanistan About Iraq Awards						

			DoD Defense.gov CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi		Special Instructions	CQ Label
			Top navigation bar Left navigation bar Bottom navigation bar Just navigating thru the web pages Other	-					
KFB05263	A	If you used the search feature of the site today to find your information, what type of difficulty, if any, did you encounter with the search functionality?	I did not encounter any difficulties Search results were helpful Search results were not helpful 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 what I wanted Search speed was too slow Other, please specify:	C C C C C B	Radio Button One Up Vertical	S	Y	Skip Logic Group	Search Difficulties
KFB05264	в	Other, search difficulty encountered.		_	Open-ended		N		OE_Search Difficulties
CWS03169		What specific search term(s) did you use in your search today to find the information you were looking for?			Open-ended		N		Search Terms
KFB05265		Did you find what you were looking for?	Yes Partially No, please specify:	Α	Checkbox One Up Vertical	S	Y	Skip Logic Group	Did You Find
KFB05266	Α	Information not found			Open-ended		N		Unable to Find
KFB05267		Do you use an RSS news reader?	Yes No Not sure	-	Radio Button One Up Vertical	S	Y		RSS Reader
KFB05268		Do you use social networking sites such as Facebook, Twitter, Flickr, etc.?	Yes No Not sure	-	Radio Button One Up Vertical	S	Y		Social Networking
KFB05269		How would you rate your familiarity with the following? FaceBook	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 No familiarity		Drop down, select one	S	Y	Multiple Lists Group	Facebook
KFB05270		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 No familiarity	-	Drop down, select one	S	Y	Multiple Lists Group	Twitter
KFB05271		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 No familiarity		Drop down, select one	S	Y	Multiple Lists Group	Flickr
KFB05272		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 No familiarity		Drop down, select one	S	Y	Multiple Lists Group	MySpace
KFB05273		YouTube	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 No familiarity		Drop down, select one	S	Y	Multiple Lists Group	YouTube

			DoD Defense.gov CUSTOM QUESTION LIST	Г					
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Ý/N	Special Instructions	CQ Label
CWS03170		USTREAM	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 No familiarity	-	Drop down, select one	S	Y	Multiple Lists Group	USTREAM
CWS03171		Blogs	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 No familiarity	-	Drop down, select one	S	Y	Multiple Lists Group	Blogs
CWS03172		What other social media site(s) do you use?			Text field, 100	S	N		OE Other Social Media
CWS03173			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 No familiarity	-	Drop down, select one	S	N		Other social media site
KFB05275		How would you most like to interact with the DoD? (Please select all that apply)	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		Checkbox, one-up vertical	М	Y	Skip Logic Group	Interact with DoD
			Other (please specify)	A					
KFB05276 KFB05277		Other interaction What other features or information would you like to see on this site?			Text area, no char limit Text area, no char limit		N N		OE_Interact with DoD OE_Features or Info
CWS03174		What sections are you most interested in and why?			Open-ended		N		OE SectionsInterestedIn
CWS03174 CWS03175		What sections could be improved and how?			Open-ended		N		OE ImproveSections
KFB05278		If you could make one improvement to this site, what would it be?			Open-ended		N		OE_One Improvement
KFB05279		Where are you located ?	Stateside military base Overseas military base Deployed location Alabama Alaska Arizona Arkansas Colorado Colorado Connecticut Delaware Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky		Dropdown (Select-one)	S	N		Location

	_		violet (bold): SKIP-LOGIC						
			DoD Defense.gov CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			Louisiana Maine						
			Maryland						
			Massachusetts Michigan	-					
			Michigan Minnesota	-					
			Mississippi	1					
			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.	1					
			West Virginia	1					
			Wisconsin						
			Wyoming Outside of U.S.	-					
KFB05280		Please select the category that includes your age .	17 and under		Dropdown (Select-one)	S	N		Age
14 200200		r lease select the category that moldaes your age .	18 - 24	1	Biopuomi (Sciett one)				7.90
			25 - 34						
			35 - 44						
			45 - 54 55 - 64	-					
			65 and over	-					
			I prefer not to respond						
KFB05281		Please rate your impression of how well this department	1=Poor		Radio button, scale, has don't know	S	Y		Encourage Participation
		encourages citizen participation in government.	2						
			3	-					
			5						
			6	1					
			7						
			8						
			9 10=Excellent						
			Don't know						
KFB05282	1	Please rate how well this website provides opportunities for	1=Poor		Radio button, scale, has don't know	S	Y		Participation Opportunities
		you to participate in policymaking.	2						
			3						
			5						
			6						
•	1		L .	1 1		1	1	I	

			DoD Defense.gov CUSTOM QUESTION LIST						
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			7 8 9 10=Excellent Don't know						
KFB05283		Please rate how well this website solicits public input on important issues this department addresses.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y		Solicits Public Input
KFB05284		Based on information you have seen on this website, please rate how well this department collaborates with other parts of the government.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y		Collaborates with Govt
KFB05285		Please rate how well this website provides tools that facilitate interactive discussions with the public.	1=Poor 2 3 4 5 6 7 8 9 10=Excellent Don't know		Radio button, scale, has don't know	S	Y		Facilitate Discussions
CWS02768		Defense.gov will be holding a focus group on our website experience. We value your opinion and would like ideas on how best to communicate the DoD mission to the public. If you would like to participate, please enter your email address in the space below and a representative from the web team will contact you.			Open-ended		N		Email Addresses

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

2ID I	Skip								
	Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
05252		How frequently do you visit this site?	First time	ЗКІРТО	Dropdown (Select-one)	S	Y	Special Instructions	Visit Frequency
			Daily			-			
			Weekly						
			Monthly						
			Every 2 months or less often						
05253		What best describes your role when visiting this site?	Military Member	A	Checkbox One Up Vertical	S	Y	Skip Logic Group	Role
			Retired Military/Military Veteran						
			Military Family Member DoD Civilian						
1			DoD contractor						
			Congress						
1			News/Media						
1			Student	в					
1			General Public						
1			Non U.S. Government Affiliated Civilian						
1			International Audience						
			Other, please specify:	С					
)5254	Α	If military member, please clarify military service.	Army Air Force		Radio Button One Up Vertical	S	Y	Skip Logic Group	Military Servic
			Navy						
1			Marines						
			Other, please specify:	D					05.1475
05255		Other service.			Open-ended	-	N		OE_Military Ser
5256	в	If student, please clarify level .	Elementary School		Radio Button One Up Vertical	S	Y		Student Leve
1		Hig	Middle School						
1			High school						
			Undergraduate College Student Graduate College Student						
05257	С	Other role.			Open-ended		N		OE_Role
05258	-	Which area of the site are you primarily visiting today?	We Want to Hear from You		Checkbox One Up Vertical	S	¥	Skip Logic Group	Primary Area of \$
		······································	Social Networking			1 T			
			Multimedia & Photos						
			Leaders						
			DoD Sites						
			News						
			FAQ						
			Contact US						
			Other, please specify:	A					
05259 05260	A	Other area. What is your primary reason for visiting this site today?	To participate interactively		Open-ended Checkbox One Up Vertical	S	N Y	Skip Logic Group	OE_Primary Area Primary Reaso
5200		what is your primary reason for visiting this site today:	To get information-		Checkbox One Op Venical		'	Chip Logic Croup	i innary recuse
			To read news						
			To watch videos/browse photos						
			General information	В					
			Multimedia & Photos	c					
			News	D					
			Contracts	E					
			Looking for other DoD Web sites						
			Employee Resources						
			DoD Social Media						
			Regulations and Forms						
5061			Other, please specify:	A					05.0
5261		Other reason.	Context DoD		Open-ended		N		OE_Primary Rea
	в	What specific General Information are you looking for?	Contact DoD		Dropdown (Select-one)	S	Y		Specific General Info
			DoD History						
			DoD Leadership						

ForeSee Results - Confidential and Proprietary

QID Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
,			Podcasts						Photos
		Milast specific Name are you looking for?	Video		Drandoum (Coloct ano)		V		Creatific Maura
	D	What specific News are you looking for?	Blogs DoD News	-	Dropdown (Select-one)	S	Y		Specific News
			Service Specific News	-					
			DoD Events	-					
			Casualties	-					
			About Afghanistan	-					
			About Iraq	1					
	E	What specific Contracts are you looking for?	Awards		Dropdown (Select-one)	S	Y		Specific Contracts
			Opportunities						
			Regulations						
B05262		What method are you using to find the information on this	Site's search feature	A	Dropdown (Select-one)	S	Y	Skip Logic Group	Method to Find Info
		site?	Links in the page	_					
			Top navigation bar	-					
			Left navigation bar	-					
			Bottom navigation bar Just navigating thru the web pages	-					
			Other	-					
B05263	A	If you used the search feature of the site today to find your	I did not encounter any difficulties		Radio Button One Up Vertical	S	Y	Skip Logic Group	Search Difficulties
200200		information, what type of difficulty, if any, did you encounter	Search results were helpful	-					
		with the search functionality?	Search results were not helpful	с					
			Returned too many results	с					
			Returned not enough results	С					
			Returned no results	С					
			Returned results that were too similar/redundant	С					
			Results were not relevant to my search terms or needs	С					
			I was not sure what words to use in my search	-					
			Search required too many refinements to get what I wanted	С					
			Search speed was too slow	в					
B05264	В	Other, search difficulty encountered.	Other, please specify:		Open-ended		N		OE Search Difficultie
000204	c	What specific search term(s) did you use in your search today			Open-ended		N		Search Terms
		to find the information you were looking for?							
B05265		Did you find what you were looking for?	Yes		Checkbox One Up Vertical	S	Y	Skip Logic Group	Did You Find
			Partially						
			No, please specify:	A					
B05266	Α	Information not found			Open-ended	-	N		Unable to Find
B05267		Do you use an RSS news reader?	Yes	-	Radio Button One Up Vertical	S	Y		RSS Reader
			No Not sure	-					
B05268		Do you use social media sites such as Facebook, Twitter,	Yes		Radio Button One Up Vertical	S	Y		Social Networking
000200		MySpace, Flickr, etc.?	No	-	Radio Button One Op Venica				ooola Networking
			Not sure	-					
B05269		How would you rate your familiarity with the following?	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	Facebook
		FaceBook	View often and contribute occasionally		•				
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						
B05270		Twitter	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	Twitter
			View often and contribute occasionally	-					
			View often but don't contribute	-					
			View and contribute occasionally View occasionally but don't contribute	-					
			No familiarity						
B05271		Flickr	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	Flickr
203271			View often and contribute occasionally	-	Drop down, Select one			multiple Lists Group	FILKI
			The start and contribute occasionally						
			View often but don't contribute	1					

Model Instance Name:
DoD Defense.gov
MID: 8QZYqB50YdsY4IV4NZqFoQ=
Date: 12/4/2009

	Ckin.								
QID Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
			View occasionally but don't contribute No familiarity						
FB05272			View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	MySpace
			View often and contribute occasionally			-			
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						
FB05273			View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	YouTube
			View often and contribute occasionally						
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
FB05274			No familiarity View and contribute often		Dran daym, calent and	S	¥	Multiple Lists Group	Del.icio.us
-BU5274			View often and contribute occasionally		Drop down, select one	3	+	Multiple Lists Group	Denicio.us
			View often but don't contribute	-					
			View and contribute occasionally	_					
			View occasionally but don't contribute						
			No familiarity						
		USTREAM	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	USTREAM
			View often and contribute occasionally			_			
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity						
		Blogs	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group	Blogs
			View often and contribute occasionally						
			View often but don't contribute						
			View and contribute occasionally						
			View occasionally but don't contribute						
			No familiarity					0000	
		How would you rate your familiarity with other social media	View and contribute often		Checkbox, one-up vertical	S	N	OPS Group	Other social media si
		sites you use? Please write in other used.	View often and contribute occasionally						
			View often but don't contribute						
			View and contribute occasionally View occasionally but don't contribute						
			No familiarity						
-B05275		How would you most like to interact with the DoD? (Please	Bookmark or tag pages		Checkbox, one-up vertical	м	Y	Skip Logic Group	Interact with DoD
-003275		select all that apply)	In social networks				1	Skip Logic Group	
			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					
-B05276		Other interaction			Text area, no char limit		N		OE_Interact with Dol
B05277		What other features or information would you like to see on			Text area, no char limit		N		OE_Features or Infe
		this site?			Constructed				OF Continuelat
		What sections are you most interested in and why ?			Open-ended	+	N		OE_SectionsIntereste
ED05070		What sections could be improved and how?			Open-ended	+	N		OE_ImproveSection
FB05278		If you could make one improvement to this site, what would it be?			Open-ended		N		OE_One Improvement
B05279			Stateside military base		Dropdown (Select-one)	S	N		Location

			DoD Defense.gov CUSTOM QUESTION LIS	т					
QID	Skip Logic		Answer Choices			Single	Doguirod		
(Group ID)	Label	Question Text	(limited to 50 characters)	Skip to	Type (select from list)	or Multi	Required Y/N	Special Instructions	CQ Label
(0.000) 12)		Quocuon ront	Overseas military base	0.00 10		or mare		opoola moduotiono	
			Deployed location						
			Alabama	1					
			Alaska	1					
			Arizona						
			Arkansas						
			California						
			Colorado	4					
			Connecticut	-					
			Delaware	-					
			Florida	-					
			Georgia	-					
			Hawaii Idaho	-					
			Illinois	-					
			Indiana	1					
			lowa	1					
			Kansas	1					
			Kentucky	1					
			Louisiana	1					
			Maine						
			Maryland						
			Massachusetts						
			Michigan						
			Minnesota	-					
			Mississippi	-					
			Missouri	-					
			Montana	-					
			Nebraska Nevada	-					
			New Hampshire	-					
			New Jersey	-					
			New Mexico	1					
			New York	1					
			North Carolina	1					
			North Dakota	1					
			Ohio	1					
			Oklahoma	1					
			Oregon	1					
			Pennsylvania	4					
			Rhode Island	4					
			South Carolina	4					
			South Dakota	-					
			Tennessee	4					
			Texas Utah	+					
				+					
			Vermont Virginia	1					
			Washington	1					
			Washington D.C.	1					
			West Virginia	1					
			Wisconsin	1					
			Wyoming	1					
			Outside of U.S.	1					
KFB05280		Please select the category that includes your age.	17 and under		Dropdown (Select-one)	S	N		Age
			18 - 24						
			25 - 34 35 - 44	1					
			35 - 44	4					
			45 - 54	4					
I			55 - 64	1	I	1	I		

Model Ir	nstance Name:
DoD Dei	fense.gov
MID: 80	ZYqB50YdsY4IV4NZqFoQ==
Date:	12/4/2009

			DoD Defense.gov CUSTOM QUESTION LIS	т					
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) 65 and over	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
1/5005001			I prefer not to respond				Y		Encourage Dertisingtion
KFB05281		Please rate your impression of how well this department encourages citizen participation in government.	1=Poor 2 3 4		Radio button, scale, has don't know	S	Y		Encourage Participation
			* 5 6 7						
			8 9 10=Excellent						
			Don't know		<u> </u>				Deuticia etica. Oraz entrusitia e
KFB05282		Please rate how well this website provides opportunities for you to participate in policymaking.	1=Poor 2 3		Radio button, scale, has don't know	S	Y		Participation Opportunities
			456						
			7 8 0						
			9 10=Excellent						
KFB05283		Please rate how well this website solicits public input on	Don't know 1=Poor		Radio button, scale, has don't know	S	Y		Solicits Public Input
		important issues this department addresses.	2						
			4						
			5 6						
			78						
			9 10=Excellent						
			Don't know						
KFB05284		Based on information you have seen on this website, please rate how well this department collaborates with other parts of the government.	1=Poor 2		Radio button, scale, has don't know	S	Y		Collaborates with Govt
		or the government.	3 4 5						
			67						
			8 9 10-Event						
			10=Excellent Don't know						
KFB05285		Please rate how well this website provides tools that facilitate interactive discussions with the public.			Radio button, scale, has don't know	S	Y		Facilitate Discussions
			3						
			45						
			6 7						
			8						
			9 10=Excellent						
			Don't know						

	nse.go	v YdsY4IV4NZgFoQ== 2009	red <u>& strike through</u> : DELETE <u>underlined & italicized</u> : RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC						
	DoD Defense.gov CUSTOM QUESTION LIST								
QID (Group ID)	Skip Logic Label		Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
CWS02768		Defense.gov will be holding a focus group on our website experience. We value your opinion and would like ideas on how best to communicate the DoD mission to the public. If you would like to participate, please enter your email address in the space below and a representative from the web team will contact you.			Open-ended		Ν		Email Addresses

			DoD Defense.gov CUSTOM QUESTION LI	IST				
QID (Group ID)		Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Multi	Required Y/N	Special Instructions
KFB05252		How frequently do you visit this site?	First time	_	Dropdown (Select-one)	S	Y	
			Daily	_				
			Weekly					
			Monthly	_				
1/5005050			Every 2 months or less often			+	<u> </u>	
KFB05253		What best describes your role when visiting this site?	Military Member	A	Checkbox One Up Vertical	S	Y	
			Retired Military/Military Veteran	-				
			Military Family Member	-				
			DoD Civilian	-				
			DoD contractor					
			Congress	-				
			News/Media					
			Student	В				
			General Public					
			Non U.S. Government Affiliated Civilian					
			International Audience					
			Other, please specify:	С		<u> </u>	<u> </u>	
KFB05254	A	If military member, please clarify military service .	Army	_	Radio Button One Up Vertical	S	Y	
			Air Force					
			Navy					
			Marines					
			Other, please specify:	D		<u> </u>	ļ	
KFB05255		Other service.			Open-ended	<u> </u>	N	
KFB05256	В	If student, please clarify level .	High school		Radio Button One Up Vertical	S	Y	
			Undergrad					
			Graduate			<u> </u>	<u> </u>	
KFB05257	С	Other role.			Open-ended	<u> </u>	N	
KFB05258		Which area of the site are you primarily visiting today?	We Want to Hear from You		Checkbox One Up Vertical	S	Y	
			Social Networking	_				
			Multimedia & Photos	_				
			Leaders	_				
			DoD Sites					
			News					
			FAQ	_				
			Contact US	_				
			Other, please specify:	Α			L	
KFB05259	A	Other area.			Open-ended	<u> </u>	N	
KFB05260		What is your primary reason for visiting this site today?	To participate interactively		Checkbox One Up Vertical	S	Y	
			To get information	-				
			To read news					
			To watch videos/browse photos					
			Other, please specify:	Α		_	<u> </u>	
KFB05261		Other reason.			Open-ended	<u> </u>	N	
KFB05262		What method are you using to find the information on this	Site's search feature	A	Dropdown (Select-one)	S	Y	
		site?	Links in the page	_				
			Top navigation bar					
			Left navigation bar					
						1		
			Bottom navigation bar Just navigating thru the web pages	_				

			DoD Defense.gov CUSTOM QUESTION L	IST				
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
KFB05263		If you used the search feature of the site today to find your information, what type of difficulty, if any, did you encounter	I did not encounter any difficulties Search results were helpful	_	Radio Button One Up Vertical	S	Y	
		with the search functionality?	Search results were not helpful 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					
KFB05264	A	Other, search difficulty encountered.	Other, please specify:	A	Open-ended		N	
KFB05265		Did you find what you were looking for?	Yes		Checkbox One Up Vertical	s	Y	
KFB05265		Did you find what you were looking for?	Partially		Checkbox One Op Vertical	5	Y	
			No, please specify:	A				
KFB05266		Information not found			Open-ended		N	
KFB05267		Do you use an RSS news reader ?	Yes No		Radio Button One Up Vertical	S	Y	
			Not sure					
KFB05268		Do you use social networking sites such as MySpace, Facebook, LinkedIn, etc.?	Yes No	_	Radio Button One Up Vertical	S	Y	
			Not sure					
KFB05269		How would you rate your familiarity with the following? FaceBook	View and contribute often View often and contribute occasionally	_	Drop down, select one	S	Y	Multiple Lists Group
			View often but don't contribute View and contribute occasionally					
			View occasionally but don't contribute No familiarity					
KFB05270		Twitter	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group
			View often and contribute occasionally					
			View often but don't contribute					
			View and contribute occasionally					
			View occasionally but don't contribute					
			No familiarity			_		
KFB05271		Flickr	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group
			View often and contribute occasionally	_				
			View often but don't contribute	_				
			View and contribute occasionally	_				
			View occasionally but don't contribute	_				
KEB05070		MuSpage	No familiarity		Drop down solast and	S	V	Multiple Liste Crown
KFB05272		MySpace	View and contribute often View often and contribute occasionally	-	Drop down, select one	5	Y	Multiple Lists Group
			View often but don't contribute	-				
			View and contribute occasionally	-				
			View and contribute occasionally View occasionally but don't contribute					
			No familiarity	-				
KFB05273		YouTube	View and contribute often		Drop down, select one	S	Y	Multiple Lists Group
2002.0			View often and contribute occasionally	-			'	
			View often but don't contribute					

			DoD Defense.gov CUSTOM QUESTION					
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) View and contribute occasionally View occasionally but don't contribute	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructior
KFB05274		Del.icio.us	No familiarity 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		Drop down, select one	S	Y	Multiple Lists Grou
KFB05275		How would you most like to interact with the DoD? (Please select all that apply)	No familiarity 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)		Checkbox, one-up vertical	M	Y	
KFB05276		Other interaction			Text area, no char limit		N	
KFB05277		What other features or information would you like to see on this site?			Text area, no char limit		N	
KFB05278		If you could make one improvement to this site, what would it be?			Open-ended		N	
KFB05279		Where are you located ?	Stateside military base Overseas military base Deployed location Alabama Alaska Arizona Arkansas California Colorado Connecticut Delaware Florida Georgia Hawaii Idaho Illinois Indiana Iowa Kansas Kentucky Louisiana		Dropdown (Select-one)	Single	N	

DoD Defense.gov CUSTOM QUESTION LIST										
QID Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction		
			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							
			Outside of U.S.							
FB05280		Please select the category that includes your age .	17 and under		Dropdown (Select-one)	Single	N			
			18 - 24	_						
			25 - 34							
			35 - 44							
			45 - 54	_						
			55 - 64							
			65 and over							
			I prefer not to respond							
FB05281		Please rate your impression of how well this department	1=Poor		Radio button, scale, has don't know	Single	Y			
		encourages citizen participation in government.		2						
				3						
				4						
				5						
				6						
	1			7						

DoD Defense.gov CUSTOM QUESTION LIST											
QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions			
			10=Excellent	-							
			Don't know								
KFB05282		Please rate how well this website provides opportunities for you to participate in policymaking.	1=Poor	-	Radio button, scale, has don't know	Single	Y				
				1 5 6							
			10=Excellent	3)							
			Don't know	1							
KFB05283			1=Poor	>	Radio button, scale, has don't know	Single	Y				
		P									
				7							
			10=Excellent	9							
			Don't know	-							
KFB05284			1=Poor		Radio button, scale, has don't know	Single	Y				
		of the government.		-							
				-							
				7							
			8	3							
			10=Excellent	4							
KFB05285			Don't know		Dedie hutten eeste hee deut heer	Circula	Y				
KFB05285		Please rate how well this website provides tools that facilitate interactive discussions with the public.		-	Radio button, scale, has don't know	Single	Y				
				1							
				5							
			8	3							
			10=Excellent	2							
			Don't know								

