

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)

Questionnaire Resources:

- 1 [Questionnaire Design and Approval Process](#)
- 2 [Question Grouping Rules](#)
- 3 [OPS vs. Skip Logic Decision for "Other, Please Specify"](#)
- 4 [Model and Custom Question Checks_SRA](#)
- 5 [Model and Custom Question Checks_Team LeadManager](#)
- 6 [Model and Custom Question Checks_DOT](#)
- 7 [Foreign Language Survey Instructions](#)

Model Instance Name:

Todaysmilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 10/18/2011



Todaysmilitary.com

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
Content (1=Poor, 10=Excellent, Don't Know)	Satisfaction	Return (1=Very Unlikely, 10=Very Likely)
1 Please rate the accuracy of information on this site.	18 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)	21 How likely are you to return to this site ?
2 Please rate the quality of information on this site.	19 How well does this site meet your expectations ? (1=Falls Short, 10=Exceeds)	Recommend (1=Very Unlikely, 10=Very Likely)
3 Please rate the freshness of content on this site.	20 How does this site compare to your idea of an ideal website ? (1=Not Very Close, 10=Very Close)	22 How likely are you to recommend this site to someone else ?
Look and Feel (1=Poor, 10=Excellent, Don't Know)		Discuss (1=Very Unlikely, 10=Very Likely)
4 Please rate the visual appeal of this site.		23 How likely are you to discuss the Military with someone else based on your visit to this site?
5 Please rate the balance of graphics and text on this site.		Seek More Information (1=Very Unlikely, 10=Very Likely)
6 Please rate the readability of the pages on this site.		24 How likely are you to seek more information about military service based on your visit to this site?
Navigation (1=Poor, 10=Excellent, Don't Know)		
7 Please rate how well the site is organized .		
8 Please rate the options available for navigating this site.		
9 Please rate how well the site layout helps you find what you are looking for .		
10 Please rate the number of clicks to get where you want on this site.		
Search (1=Poor, 10=Excellent, Don't Know)		
11 Please rate the relevance of search results on this site.		
12 Please rate the organization of search results on this site.		
13 Please rate how well the search results help you decide what to select .		
14 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)		
15 Please rate how quickly pages load on this site.		
16 Please rate the consistency of speed from page to page on this site.		
17 Please rate the ability to load pages without getting error messages on this site.		



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Date: 11/27/2012

red & strike-through: DELETE

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC



Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
ACQWro0010384		Why did you visit the site today?	To get a better understanding of Military life To determine if the Military is right for me To learn about what the Military has to offer To explore Military careers To determine if the Military is right for my son or daughter To find information so I can share with my son or daughter about a Military career To find information to share with my students I'm looking to validate information I've seen on another website Other, please specify:	A	Radio button, one-up vertical	S
ACQWro0010366	A	I visited today to:			Text field, <100 char	
MMW0549		How many times have you visited the site before today?	Never Once or twice Three to five times More than five times		Drop down, select one	S
MMW0550		Which one best describes your role in visiting the site today?	I am the parent of a child who is considering joining the Military I am the relative of a child who is considering joining the Military I am the guidance counselor/educator/teacher of a student considering joining the Military I am age 16-24 and considering joining the Military I am over age 24 and considering joining the Military I am in the Military Other, please specify:	B B B F F A	Radio button, one-up vertical	S
MMW0551	A	My role is:			Text field, <100 char	
ACQWro0010370	B	Where is your child/student in their decision making process ?	Just starting to learn more Is currently talking to a recruiter or Service member about joining but have not yet applied Has applied to enlist Has applied to an officer commissioning program (ROTC, Service academy, OCS/OTS) Has been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCT/OTS) Other, please specify:	D D D D D C	Radio button, one-up vertical	S
ACQWro0010371	C	My child/student is:		D	Text area, no char limit	
MMW0552	D	Did your visit to this website make you more or less likely to support a young person interested in the Military?	1=Less Likely 2 3 = Neither more nor less likely 4 5=More Likely	E E E E E	Radio button, scale, no don't know	S

Model Instance Name:

Today'smilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 11/27/2012

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Today'smilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW0553	E	Please tell us why the website made you feel this way about supporting a young person interested in the Military:		F	Text area, no char limit	
ACQWro0010372	F	Where are you in the decision making process ?	Just starting to learn more I have or am currently talking to a recruiter or Service member about joining but have not yet applied I have applied to enlist I have applied to an officer commissioning program (ROTC, Service academy, OCS/OTS) I have been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCS/OTS) Other, please specify:	H H J J J G	Radio button, one-up vertical	S
ACQWro0010393	G	Where are you in the decision making process?		H	Text area, no char limit	
MMW0554	H	Now that you've visited this website, are you more or less likely to join the Military ?	1=Less Likely 2 3 = Neither more nor less likely 4 5=More Likely	I I I I I	Radio button, scale, has don't know	S
MMW0555	I	Please tell us why the website made you feel this way about pursuing military service:		J	Text area, no char limit	
ACQWro0010394	J	What type of service most interests you ?	Active duty Reserve duty Guard duty None of the above Not decided		Drop down, select one	S
ACQhar0019601		Have you visited any other Service's websites in the past 6 months?	Yes No	A	Radio button, one-up vertical	S
ACQhar0019616	A	Please specify the other Services' sites you visited. (Please select all that apply.)	Air Force Air Force Reserve Air National Guard Army Army National Guard Army Reserve Coast Guard Coast Guard Reserve Marine Corps Marine Corps Reserve Navy Navy Reserve Don't remember		Checkbox, one-up vertical	M

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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW0557		What is the one thing you were most interested in finding on todaysmilitary.com?	Basic Combat Training, Recruit Training, Boot Camp Benefits (e.g., health care, retirement) Career information Compensation/pay Discounts and perks How to obtain money for college (e.g., Post-9/11 GI Bill) Information on a specific Service branch Military entrance requirements (MEPS) Military information for educators Military information for parents Military life Officer Candidate Schools Process for entering the Military ROTC programs Service academies/Military colleges (e.g. Air Force Academy, etc.) Specific job/skill training The ASVAB test Other, please specify:	A	Radio button, one-up vertical	S
MMW0558	A	Other information mostly interested in to find on todaysmilitary.com:			Text area, no char limit	
ACQWro0010368		Did you find what you were looking for?	No Partially Yes	A A	Drop down, select one	S
ACQWro0010369	A	Why do you feel this way?			Text area, no char limit	
MMW0559		What additional information did you find helpful on todaysmilitary.com? (Please select all that apply.)	Basic Combat Training, Recruit Training, Boot Camp Benefits (e.g., health care, retirement) Career information Compensation/pay Discounts and perks How to obtain money for college (e.g., Post-9/11 GI Bill) Information on a specific Service branch Military entrance requirements (MEPS) Military information for educators Military information for parents Military life Officer Candidate Schools Process for entering the Military ROTC programs Service academies/Military colleges (e.g. Air Force Academy, etc.) Specific job/skill training		Checkbox, one-up vertical	M

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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			The ASVAB test Other, please specify:	A		
MMW0560	A	Other information found helpful on todaysmilitary.com:			Text area, no char limit	
MMW0561		How would you rate the trustworthiness of the information you found on todaysmilitary.com?	1=Very untrustworthy 2 3=Neither trustworthy nor untrustworthy 4 5=Very trustworthy		Radio button, scale, no don't know	S
MMW0562		How many videos did you view on the site today?	None One Two Three or more	A C C C	Drop down, select one	S
MMW0563	A	Why didn't you view any videos today?	I did not realize there were videos The topics covered in the videos did not appeal to me I tried to watch the videos, but they wouldn't play I was not interested in watching any videos Some other reason(s)	B	Checkbox, one-up vertical	S
MMW0564	B	Other reason(s) you did not watch a video today:			Text area, no char limit	
MMW0565	C	How did the video(s) impact your todaysmilitary.com experience?	It strongly detracted from my experience It somewhat detracted from my experience It neither detracted from nor enhanced my experience It somewhat enhanced my experience It strongly enhanced my experience	D D D D D	Drop down, select one	S
MMW0566	D	Why do you feel this way about the videos? Please be as detailed as possible.			Text area, no char limit	
ACQWro0010367		Which aspect of the site most improved your understanding of the Military?			Text area, no char limit	
MMW0568		If you could make one improvement to this site, what would it be?			Text area, no char limit	
MMW0569		What is your gender ?	Female Male		Drop down, select one	S
MMW0570		Please select the category that includes your age .	16-17 18-19 20-21 22-24 25 - 34 35 - 44 45 - 54 55 - 64 65 and over		Drop down, select one	S

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
MMW0571		Are you Spanish/Hispanic/Latino?	No, not Spanish/Hispanic/Latino Yes, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or other Spanish/Hispanic/Latino		Radio button, one-up vertical	S
MMW0572		Which of the following best describes your race ? (Please select all that apply.)	American Indian or Alaskan Native Asian Black or African-American Native Hawaiian or other Pacific Islander White		Checkbox, one-up vertical	M

Required Y/N	Special Instructions	CQ Label
Y	Skip Logic Group	Reason for visit
N		Other reason for visit
Y		Frequency of visits
Y	Skip Logic Group	Role
N		Other role
Y		Adult decision process
N		OE adult decision process
Y		Support young person

Required Y/N	Special Instructions	CQ Label
N		Why support
Y		Young decision process
N		OE young decision process
Y		Join military
N		Why consider
Y		Service interest
Y		Other Services' websites
N		Services' Website Visited

Required Y/N	Special Instructions	CQ Label
Y	Skip Logic Group	Most interested finding
N		OE mostly interested
Y		Find
N		No info found
Y		Other helpful info

Required Y/N	Special Instructions	CQ Label
N		OE helpful info
N		Trustworthy info
N	Skip Logic Group	Videos
N		Didn't watch videos
N		Other didn't watch videos
N		Video experience
N		Feel about video
N		Most improved
N		Improvement
N		Gender
N		Age

Required Y/N	Special Instructions	CQ Label
N		Ethnicity
N		Race

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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
ACQWro0010384		Why did you visit the site today?	To get a better understanding of Military life To determine if the Military is right for me To learn about what the Military has to offer To explore Military careers To determine if the Military is right for my son or daughter To find information so I can share with my son or daughter about a Military career To find information to share with my students I'm looking to validate information I've seen on another website Other, please specify:	A
ACQWro0010366	A	I visited today to:		
MMW0549		How many times have you visited the site before today?	Never Once or twice Three to five times More than five times	
MMW0550		Which one best describes your role in visiting the site today?	I am the parent of a child who is considering joining the Military I am the relative of a child who is considering joining the Military I am the guidance counselor/educator/teacher of a student considering joining the Military I am age 16-24 and considering joining the Military I am over age 24 and considering joining the Military I am in the Military Other, please specify:	B B B F F A
MMW0551	A	My role is:		
ACQWro0010370	B	Where is your child/student in their decision making process ?	Just starting to learn more Is currently talking to a recruiter or Service member about joining but have not yet applied Has applied to enlist Has applied to an officer commissioning program (ROTC, Service academy, OCS/OTS) Has been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCT/OTS) Other, please specify:	D D D D D C
ACQWro0010371	C	My child/student is:		D
MMW0552	D	Did your visit to this website make you more or less likely to support a young person interested in the Military?	1=Less Likely 2 3 = Neither more nor less likely 4 5=More Likely	E E E E E
MMW0553	E	Please tell us why the website made you feel this way about supporting a young person interested in the Military:		F
ACQWro0010372	F	Where are you in the decision making process ?	Just starting to learn more I have or am currently talking to a recruiter or Service member about joining but have not yet applied	H H

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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			I have applied to enlist	J
			I have applied to an officer commissioning program (ROTC, Service academy, OCS/OTS)	J
			I have been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCS/OTS)	J
			Other, please specify:	G
ACQWro0010393	G	Where are you in the decision making process?		H
MMW0554	H	Now that you've visited this website, are you more or less likely to join the Military ?	1=Less Likely	I
			2	I
			3 = Neither more nor less likely	I
			4	I
			5=More Likely	I
MMW0555	I	Please tell us why the website made you feel this way about pursuing military service:		J
ACQWro0010394	J	What type of service most interests you ?	Active duty	
			Reserve duty	
			Guard duty	
			None of the above	
			Not decided	
		Have you visited any other Service's websites in the past 6 months?	Yes	A
			No	
	A	Please specify the other Services' sites you visited. (Please select all that apply.)	Air Force	
			Air Force Reserve	
			Air National Guard	
			Army	
			Army National Guard	
			Army Reserve	
			Coast Guard	
			Coast Guard Reserve	
			Marine Corps	
			Marine Corps Reserve	
			Navy	
			Navy Reserve	
			Don't remember	
MMW0557		What is the one thing you were most interested in finding on todaysmilitary.com?	Basic Combat Training, Recruit Training, Boot Camp	
			Benefits (e.g., health care, retirement)	
			Career information	
			Compensation/pay	
			Discounts and perks	
			How to obtain money for college (e.g., Post-9/11 GI Bill)	
			Information on a specific Service branch	

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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Military entrance requirements (MEPS) Military information for educators Military information for parents Military life Officer Candidate Schools Process for entering the Military ROTC programs Service academies/Military colleges (e.g. Air Force Academy, etc.) Specific job/skill training The ASVAB test Other, please specify:	A
MMW0558	A	Other information mostly interested in to find on todaysmilitary.com:		
ACQWro0010368		Did you find what you were looking for?	No Partially Yes	A A
ACQWro0010369	A	Why do you feel this way?		
MMW0559		What additional information did you find helpful on todaysmilitary.com? (Please select all that apply.)	Basic Combat Training, Recruit Training, Boot Camp Benefits (e.g., health care, retirement) Career information Compensation/pay Discounts and perks How to obtain money for college (e.g., Post-9/11 GI Bill) Information on a specific Service branch Military entrance requirements (MEPS) Military information for educators Military information for parents Military life Officer Candidate Schools Process for entering the Military ROTC programs Service academies/Military colleges (e.g. Air Force Academy, etc.) Specific job/skill training The ASVAB test Other, please specify:	A
MMW0560	A	Other information found helpful on todaysmilitary.com:		
MMW0561		How would you rate the trustworthiness of the information you found on todaysmilitary.com?	1=Very untrustworthy 2 3=Neither trustworthy nor untrustworthy 4	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			5=Very trustworthy	
MMW0562		How many videos did you view on the site today?	None One Two Three or more	A C C C
MMW0563	A	Why didn't you view any videos today?	I did not realize there were videos The topics covered in the videos did not appeal to me I tried to watch the videos, but they wouldn't play I was not interested in watching any videos Some other reason(s)	B
MMW0564	B	Other reason(s) you did not watch a video today:		
MMW0565	C	How did the video(s) impact your todaysmilitary.com experience?	It strongly detracted from my experience It somewhat detracted from my experience It neither detracted from nor enhanced my experience It somewhat enhanced my experience It strongly enhanced my experience	D D D D D
MMW0566	D	Why do you feel this way about the videos? Please be as detailed as possible.		
ACQWro0010367		Which aspect of the site most improved your understanding of the Military?		
MMW0568		If you could make one improvement to this site, what would it be?		
MMW0569		What is your gender ?	Female Male	
MMW0570		Please select the category that includes your age .	16-17 18-19 20-21 22-24 25 – 34 35 – 44 45 – 54 55 – 64 65 and over	
MMW0571		Are you Spanish/Hispanic/Latino?	No, not Spanish/Hispanic/Latino Yes, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or other Spanish/Hispanic/Latino	
MMW0572		Which of the following best describes your race ? (Please select all that apply.)	American Indian or Alaskan Native Asian Black or African-American Native Hawaiian or other Pacific Islander White	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Radio button, one-up vertical	S	Y	Skip Logic Group	Reason for visit
Text field, <100 char		N		Other reason for visit
Drop down, select one	S	Y		Frequency of visits
Radio button, one-up vertical	S	Y	Skip Logic Group	Role
Text field, <100 char		N		Other role
Radio button, one-up vertical	S	Y		Adult decision process
Text area, no char limit		N		OE adult decision process
Radio button, scale, no don't know	S	Y		Support young person
Text area, no char limit		N		Why support
Radio button, one-up vertical	S	Y		Young decision process



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		OE young decision process
Radio button, scale, has don't know	S	Y		Join military
Text area, no char limit		N		Why consider
Drop down, select one	S	Y		Service interest
Radio button, one-up vertical	S	Y		Other Services' websites
Checkbox, one-up vertical	M	N		Services' Website Visited
Radio button, one-up vertical	S	Y	Skip Logic Group	Most interested finding



RESEE				
Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		OE mostly interested
Drop down, select one	S	Y		Find
Text area, no char limit		N		No info found
Checkbox, one-up vertical	M	Y		Other helpful info
Text area, no char limit		N		OE helpful info
Radio button, scale, no don't know	S	N		Trustworthy info



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	N	Skip Logic Group	Videos
Checkbox, one-up vertical	S	N		Didn't watch videos
Text area, no char limit		N		Other didn't watch videos
Drop down, select one	S	N		Video experience
Text area, no char limit		N		Feel about video
Text area, no char limit		N		Most improved
Text area, no char limit		N		Improvement
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age
Radio button, one-up vertical	S	N		Ethnicity
Checkbox, one-up vertical	M	N		Race

Model Instance Name:
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Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
		Why did you visit the site today?	To get a better understanding of Military life To determine if the Military is right for me To learn about what the Military has to offer To explore Military careers To determine if the Military is right for my son or daughter To find information so I can with my son or daughter about a Military career To find information to share with my students I'm looking to validate information I've seen on another website Other, please specify:	A
	A	I visited today to:		
MMW0549		How many times have you visited the site before today?	Never Once or twice Three to five times More than five times	
MMW0550		Which one best describes your role in visiting the site today?	I am the parent of a child who is considering joining the Military I am the relative of a child who is considering joining the Military I am the guidance counselor/educator/teacher of a student considering joining the Military I am age 16-24 and considering joining the Military I am over age 24 and considering joining the Military I am in the Military Other, please specify:	B B B F F A
MMW0551	A	My role is:		
	B	Where is your child/student in their decision making process ?	Just starting to learn more Is currently talking to a recruiter or Service member about joining but have not yet applied Has applied to enlist Has applied to an officer commissioning program (ROTC, Service academy, OCS/OTS) Has been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCT/OTS) Other, please specify:	D D D D D C
	C	My child/student is:		D
MMW0552	D	Did your visit to this website make you more or less likely to support a young person interested in the Military?	1=Less Likely 2 3 = Neither more nor less likely 4 5=More Likely	E E E E E
MMW0553	E	Please tell us why the website made you feel this way about supporting a young person interested in the Military:		F
	F	Where are you in the decision making process ?	Just starting to learn more I have or am currently talking to a recruiter or Service member about joining but have not yet applied	H H

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			I have applied to enlist	J
			I have applied to an officer commissioning program (ROTC, Service academy, OCS/OTS)	J
			I have been accepted to/currently in an officer commissioning program (ROTC, Service academy, OCS/OTS)	J
			Other, please specify:	G
	G	Where are you in the decision making process?		H
MMW0554	H	Now that you've visited this website, are you more or less likely to join the Military ?	1=Less Likely	I
			2	I
			3 = Neither more nor less likely	I
			4	I
			5=More Likely	I
MMW0555	I	Please tell us why the website made you feel this way about pursuing military service:		J
	J	What type of service most interests you?	Active duty	
			Reserve duty	
			Guard duty	
			Not decided	
MMW0556		Were you looking for something specific on the site today?	Yes — I was looking for something specific	A,G
			Sort of — I was looking for something specific but also open to learning about other things	A,G
			No — I was not looking for something specific	G
MMW0557		What is the one thing you were most interested in finding on todaysmilitary.com?	Basic Combat Training, Recruit Training, Boot Camp	
			Benefits (e.g., health care, retirement)	
			Career information	
			Compensation/pay	
			Discounts and perks	
			How to obtain money for college (e.g., Post-9/11 GI Bill)	
			Information on a specific Service branch	
			Military entrance requirements (MEPS)	
			Military information for educators	
			Military information for parents	
			Military life	
			Officer Candidate Schools	
			Process for entering the Military	
			ROTC programs	
			Service academies/Military colleges (e.g. Air Force Academy, etc.)	
			Specific job/skill training	
			The ASVAB test	
			Other, please specify:	A
MMW0558	A	Other information mostly interested in to find on todaysmilitary.com:		

Model Instance Name:
 Todaysmilitary.com
 MID: tNxxJ9YEKAcVJh8Z4JUUYQ==
 Date: 1/20/2012

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

FO

Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
		Did you find what you were looking for?	No Partially Yes	A A
	A	Why do you feel this way?		
MMW0559		What additional information did you find helpful on todaysmilitary.com? (Please select all that apply.)	Basic Combat Training, Recruit Training, Boot Camp Benefits (e.g., health care, retirement) Career information Compensation/pay Discounts and perks How to obtain money for college (e.g., Post-9/11 GI Bill) Information on a specific Service branch Military entrance requirements (MEPS) Military information for educators Military information for parents Military life Officer Candidate Schools Process for entering the Military ROTC programs Service academies/Military colleges (e.g. Air Force Academy, etc.) Specific job/skill training The ASVAB test Other, please specify:	A
MMW0560	A	Other information found helpful on todaysmilitary.com:		
MMW0561		How would you rate the trustworthiness of the information you found on todaysmilitary.com?	1=Very untrustworthy 2 3=Neither trustworthy nor untrustworthy 4 5=Very trustworthy	
MMW0562		How many videos did you view on the site today?	None One Two Three or more	A C C C
MMW0563	A	Why didn't you view any videos today?	I did not realize there were videos The topics covered in the videos did not appeal to me I tried to watch the videos, but they wouldn't play I was not interested in watching any videos Some other reason(s)	B
MMW0564	B	Other reason(s) you did not watch a video today:		
MMW0565	C	How did the video(s) impact your todaysmilitary.com experience?	It strongly detracted from my experience It somewhat detracted from my experience	D D

Model Instance Name:
 Todaysmilitary.com
 MID: tNxxJ9YEKAcVJh8Z4JUUYQ==
 Date: 1/20/2012

~~red & strike-through~~: DELETE
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 pink: ADDITION
 blue + -->: REWORDING
 violet (bold): SKIP-LOGIC

FO

Todaysmilitary.com CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			It neither detracted from nor enhanced my experience	D
			It somewhat enhanced my experience	D
			It strongly enhanced my experience	D
MMW0566	D	Why do you feel this way about the videos? Please be as detailed as possible.		
		Which aspect of the site most improved your understanding of the Military?		
MMW0568		If you could make one improvement to this site, what would it be?		
MMW0569		What is your gender ?	Female Male	
MMW0570		Please select the category that includes your age .	16-17 18-19 20-21 22-24 25 – 34 35 – 44 45 – 54 55 – 64 65 and over	
MMW0571		Are you Spanish/Hispanic/Latino?	No, not Spanish/Hispanic/Latino Yes, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or other Spanish/Hispanic/Latino	
MMW0572		Which of the following best describes your race ? (Please select all that apply.)	American Indian or Alaskan Native Asian Black or African-American Native Hawaiian or other Pacific Islander White	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	Y	Skip Logic Group	Reason for visit
Text field, <100 char		N		Other reason for visit
Drop down, select one	S	Y		Frequency of visits
Drop down, select one	S	Y	Skip Logic Group	Role
Text field, <100 char		N		Other role
Drop down, select one	S	Y		Adult decision process
Text area, no char limit		N		OE adult decision process
Radio button, scale, no don't know	S	Y		Support young person
Text area, no char limit		N		Why support
Drop down, select one	S	Y		Young decision process



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		OE young decision process
Radio button, scale, has don't know	S	Y		Join military
Text area, no char limit		N		Why consider
Drop down, select one	S	Y		Service interest
Drop down, select one	S	Y	Skip Logic Group	Looking for
Radio button, one-up vertical	S	Y	Skip Logic Group	Most interested finding
Text area, no char limit		N		OE mostly interested



RESEE				
Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	Y		Find
Text area, no char limit		N		No info found
Checkbox, one-up vertical	M	Y		Other helpful info
Text area, no char limit		N		OE helpful info
Radio button, scale, no don't know	S	N		Trustworthy info
Drop down, select one	S	N	Skip Logic Group	Videos
Checkbox, one-up vertical	S	N		Didn't watch videos
Text area, no char limit		N		Other didn't watch videos
Drop down, select one	S	N		Video experience



RESEE				
Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Feel about video
Text area, no char limit		N		Most improved
Text area, no char limit		N		Improvement
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age
Radio button, one-up vertical	S	N		Ethnicity
Checkbox, one-up vertical	M	N		Race

Model Instance Name:

Todaysmilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 10/18/2011

QID	Skip Logic Label	Question Text
MMW0549		How many times have you visited the site before today?
MMW0550		Which one best describes your role in visiting the site today?
MMW0551	A	My role is:
MMW0552	B	Did your visit to this website make you more or less likely to support a young person interested in the Military?
MMW0553	C	Can you please tell us why you feel this way about supporting a young person interested in the Military?
MMW0554	D	Now that you've visited this website, how likely are you to consider military service ?
MMW0555	E	Can you please tell us why you feel this way about considering military service?
MMW0556		Were you looking for something specific on the site today?
MMW0557	A	What did you intend to find on todaysmilitary.com? (Please select all that apply.)

Model Instance Name:

Todaysmilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 10/18/2011

QID	Skip Logic Label	Question Text
MMW0558	B	Other information set out to find on todaysmilitary.com:
MMW0559	C	What information did you end up finding on todaysmilitary.com? (Please select all that apply.)

Model Instance Name:

Todayismilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 10/18/2011

QID	Skip Logic Label	Question Text
MMW0560	D	Other information found on todayismilitary.com:
MMW0561		How would you rate the trustworthiness of the information you found on todayismilitary.com?
MMW0562		How many videos did you view on the site today?
MMW0563	A	Why didn't you view any videos today?
MMW0564	B	Other reason(s) you did not watch a video today:
MMW0565	C	How did the video(s) impact your todayismilitary.com experience?
MMW0566	D	Why do you feel this way about the videos? Please be as detailed as possible.
MMW0567		Did you learn something new from this visit to todayismilitary.com?

Model Instance Name:

Todaysmilitary.com

MID: tNxxJ9YEKAcVJh8Z4JUUYQ==

Date: 10/18/2011

QID	Skip Logic Label	Question Text
MMW0568		If you could make one improvement to this site, what would it be?
MMW0569		What is your gender ?
MMW0570		Please select the category that includes your age .
MMW0571		Are you Spanish/Hispanic/Latino?
MMW0572		Which of the following best describes your race ? (Please select all that apply.)

Today'smilitary.com CUSTOM QUESTION LIST

Answer Choices (limited to 50 characters)	Skip to
Never	
Once or twice	
Three to five times	
More than five times	
I am the parent of a child who is considering joining the Military	B
I am the relative of a child who is considering joining the Military	B
I am the guidance counselor/educator/teacher of a student considering joining the Military	B
I am age 16-24 and considering joining the Military	D
I am over age 24 and considering joining the Military	D
I am in the Military	
Other, please specify:	A
1=Less Likely	C
2	C
3 = Neither more nor less likely	C
4	C
5=More Likely	C
1=Less Likely	E
2	E
3 = Neither more nor less likely	E
4	E
5=More Likely	E
Yes – I was looking for something specific	A,C
Sort of – I was looking for something specific but also open to learning about other things	A,C
No – I was not looking for something specific	C
Basic Combat Training, Recruit Training, Boot Camp	
Benefits (e.g., health care, retirement)	

Today'smilitary.com CUSTOM QUESTION LIST

Answer Choices (limited to 50 characters)	Skip to
Career information	
Compensation/pay	
Discounts and perks	
How to obtain money for college (e.g., Post-9/11 GI Bill)	
Information on a specific Service branch	
Military entrance requirements (MEPS)	
Military information for educators	
Military information for parents	
Military life	
Officer Candidate Schools	
Process for entering the Military	
ROTC programs	
Service academies/Military colleges (e.g. Air Force Academy, etc.)	
Specific job/skill training	
The ASVAB test	
Other, please specify:	
Basic Combat Training, Recruit Training, Boot Camp	
Benefits (e.g., health care, retirement)	
Career information	
Compensation/pay	
Discounts and perks	
How to obtain money for college (e.g., Post-9/11 GI Bill)	
Information on a specific Service branch	
Military entrance requirements (MEPS)	
Military information for educators	
Military information for parents	
Military life	
Officer Candidate Schools	
Process for entering the Military	

B

Today'smilitary.com CUSTOM QUESTION LIST

Answer Choices (limited to 50 characters)	Skip to
ROTC programs	D
Service academies/Military colleges (e.g. Air Force Academy, etc.)	
Specific job/skill training	
The ASVAB test	
Other, please specify:	
1=Very untrustworthy	
2	
3=Neither trustworthy nor untrustworthy	
4	
5=Very trustworthy	
None	A C C C
One	
Two	
Three or more	
I did not realize there were videos	B
The topics covered in the videos did not appeal to me	
I tried to watch the videos, but they wouldn't play	
I was not interested in watching any videos	
Some other reason(s)	
It strongly detracted from my experience	D D D D D
It somewhat detracted from my experience	
It neither detracted from nor enhanced my experience	
It somewhat enhanced my experience	
It strongly enhanced my experience	
1=I did not learn anything new	
2	

Today'smilitary.com CUSTOM QUESTION LIST

Answer Choices (limited to 50 characters)	Skip to
3=I learned a few new things	
4	
5=I learned many new things	
Female	
Male	
16-17	
18-19	
20-21	
22-24	
25 – 34	
35 – 44	
45 – 54	
55 – 64	
65 and over	
No, not Spanish/Hispanic/Latino	
Yes, Mexican, Mexican-American, Chicano, Puerto Rican, Cuban or other Spanish/Hispanic/Latino	
American Indian or Alaskan Native	
Asian	
Black or African-American	
Native Hawaiian or other Pacific Islander	
White	



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Drop down, select one	S	Y		Frequency of visits
Drop down, select one	S	Y	Skip Logic Group	Role
Text field, <100 char		N		Other role
Radio button, scale, no don't know	S	N		Support young person
Text area, no char limit		N		Why support
Radio button, scale, has don't know	S	N		Consider military
Text area, no char limit		N		Why consider
Drop down, select one	S	Y	Skip Logic Group	Looking for
Checkbox, one-up vertical	M	Y		Info set out to find



RESEE				
Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Other info set out to find
Checkbox, one-up vertical	M	Y		Info found



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Other info found
Radio button, scale, no don't know	S	N		Trustworthy info
Drop down, select one	S	N	Skip Logic Group	Videos
Checkbox, one-up vertical	S	N		Didn't watch videos
Text area, no char limit		N		Other didn't watch videos
Drop down, select one	S	N		Video experience
Text area, no char limit		N		Feel about video
Radio button, scale, no don't know	S	N		Learn



Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
Text area, no char limit		N		Improvement
Drop down, select one	S	N		Gender
Drop down, select one	S	N		Age
Radio button, one-up vertical	S	N		Ethnicity
Checkbox, one-up vertical	M	N		Race