Model Instance Name:

DOD Enterprise Measure

Date: 6/15/2011

Model aues	MODEL QUESTION LIST ions utilize the ACSI methodology to determine scores and impacts	
ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION FUTURE BEHAVIORS	
NOTE: <u>All</u> questions under each element are <u>required.</u> Element questions are partitioned among surveys.	Satisfaction questions are required. Future behaviors may be modified based on your site Satisfaction questions appear on all surveys. Future behavior questions appear on all surveys.	
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.	21 What is your overall satisfaction with this site? 24 How likely are you to return to this site? (1=Very Dissatisfied, 10=Very Satisfied) 24 How likely are you to return to this site?	
2 Please rate the quality of information on this site.	22 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.	23 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close) 25 How likely are you to recommend this site to someone else	?
Look and Feel (1=Poor, 10=Excellent, Don't Know)	Primary Resource (1=Very Unlikely, 10=Very Likely)	
4 Please rate the visual appeal of this site.	26 How likely are you to use this site as your primary resource for information of interest?	or finding the
5 Please rate the balance of graphics and text on this site.	Trust (1=Strongly Disagree, 10=Strongly Agree)	
6 Please rate the readability of the pages on this site.	27 I can count on this agency to act in my best interests.	
Navigation (1=Poor, 10=Excellent, Don't Know)	28 consider this agency to be trustworthy.	
7 Please rate how well the site is organized.	29 This agency can be trusted to do what is right.	
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.		
Online Transparency (1=Poor, 10=Excellent)		
15 Please rate how thoroughly this site discloses information about what this agency is doing.		
16 Please rate how quickly agency information is made available on this site.		
 Please rate how well information about this agency's actions can be accessed by the public on this site. 		
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.		

Mode	el Insta	nco N	ama
IL ALATALA			

DOD Enterprise Measure

MID:

Date: 6/10/2013

DC

	QID	Website USMC, Navy,	Skip Logic		Website
L	(Group ID)	TPC, AF	Label	Question Text	USMC, Navy, TPC, AF, DoD
	AED14507	ALL		How frequently do you visit this site?	ALL
					ALL
					ALL
					ALL
-				What hast describes your relevation visiting this site?	ALL
	AED14508	ALL		What best describes your role when visiting this site?	
					ALL
1	AED14509	ALL		What is your primary reason for visiting this site today?	TPC
					TPC
					DoD
					TPC
					DoD
					Navy
					DoD
					DoD
					DoD
					TPC
					TPC
					DoD
					AF
					AF

		AF
		AF, DoD
		USMC
		DoD
		TPC
		USMC
		Navy
		AF
		TPC
		DoD
		ALL
		TPC
		USMC
		ALL
		Navy
		DoD
		USMC
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		Navy
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		USMC, AF
		Navy
		USMC, AF, Navy
		DoD
		AF, Navy, DoD
		Navy
		USMC, AF, Navy, DoD
		TPC
		DoD
		Navy, AF
		TPC
		DoD
		DoD
		Navy

				USMC, AF, Navy
				USMC, AF
				Navy
				TPC
				Navy
				Navy
				TPC
				AF
				DoD
				ALL
AED14510	ALL	A	Other primary reason	
AED14511	ALL		Did you find what you were looking for?	ALL
				ALL
				ALL
AED14512	ALL	Α	What were you looking for?	
AED14513	ALL		What method are you using to find the information on this site?	USMC, Navy, AF, DoD
				USMC, Navy, AF, DoD
				ТРС
				DoD
				USMC, DoD
				USMC, Navy, AF, DoD
				USMC, Navy, AF, DOD
				TPC
				TPC
				USMC, Navy, AF, DoD TPC
				AF
				USMC, Navy, AF, DoD
				TPC
				TPC
				ALL
AED14514	ALL	С	Other search method	
AED14515	ALL	Α	Did you have difficulty using the search features on this site?	ALL
				ALL
AED14516	ALL	D	What type of difficulty did you encounter while using the site's	ALL
			search feature?	ALL
				ALL
				ALL

				ALL
				ALL
AED14517	ALL	E	Other search difficulty	
AED14518	ALL	В	Did you have difficulty using the navigation on this site?	ALL
				ALL
AED14519	ALL	F	What type of difficulty , if any, did you encounter with the	ALL
			navigation on this site?	ALL
AED14520	A 1 1	G	Other povigational difficulty	ALL
AED14520	ALL	G	Other navigational difficulty	
AED14521	ALL		Do you find the content on this website appealing to you?	ALL
				ALL
AED14522	ALL	Α	What could we do to make our content more appealing to you?	
AED14523	ALL		How would you most like to interact with this site?	ALL
AED14524	ALL		How likely are you to share your epipiens with this agency by using	ALL
AED14324	ALL		How likely are you to share your opinions with this agency by using web-based social media tools such as Facebook, Twitter, etc.?	
				ALL
				ALL
				ALL

		ALL
		ALL
	How likely are you to discourage others from interacting with this	DoD
DOD	arency?	DoD
	agonoy.	DoD
		DoD
		DoD
<u>ALL</u>	Which features of this site do you like or value the most?	ALL
		ALL
ALL	What other features or information would you like to see on this	
ALL	If you could make one improvement to this site, what would it be?	
ALL	Where are you located ?	ALL
		ALL
		ALL Which features of this site do you like or value the most? ALL Which features of this site do you like or value the most? ALL What other features or information would you like to see on this site? ALL What other features or information would you like to see on this site? ALL If you could make one improvement to this site, what would it be?

			ALL
AED14528	ALL	Please select the category that includes your age .	ALL
			ALL

		ı		l
				ALL
ACQLiv0009854	ALL		What is your gender ?	ALL
				ALL
				ALL
AED14530	ALL		Please rate the extent to which the videos/podcasts on this site	ALL
			appeal to you.	ALL
				ALL
AED14531	ALL		Please rate the variety of videos/podcasts offered on this site.	ALL
/ LD14001				ALL
				ALL
AED14532	ALL		Disease rate the evaluability of enseifie video tenico you ware	ALL
AED14532	ALL		Please rate the availability of specific video topics you were looking for on this site.	
				ALL
AED14533	ALL		Have you ever viewed this website on your cell phone or mobile	ALL
			device?	ALL
AED14534	ALL	Α	How likely are you to access a mobile version of this website from	ALL

			your cell phone or mobile device if it was available?	ALL
				ALL
AED14535	ALL	В	Which mobile devices have you used to access this site?	ALL
				ALL
AED14536	ALL	С	Other mobile devices	
AED14537	ALL	D	What content/information do you want to access via your cell	ALL
			phone/mobile device from this website?	ALL
				ALL
AED14538	ALL	E	Other content/info would access via cell phone/mobile device	
AED14539	ALL	F	What format do you prefer to view mobile content in?	ALL
				ALL
				ALL

red & strike-through: DELETE	USMC	Marine Corps			
underlined & italicized: RE-ORDER	Navy	Navy			
pink: ADDITION	TPC	The Pentagon Channel			
blue +>: REWORDING	AF	Air Force			
violet (bold): SKIP-LOGIC	DoD	Defense.gov			
D Enterprise Measure CUSTOM QUESTION LIST					
Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
First time	•	Dropdown (Select-one)	Single	Y	
Daily			-		
Weekly					
Monthly					
Every 2 months or less often					
Serving Military Member		Radio button, one-up vertical	Single	Y	Skip Logic Group
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	_				
Browse all videos	Α	Radio button, one-up vertical	Single	Y	Skip Logic Group
Browse audio or video podcasts					
Casualty Reports					
Check the program guide to see what's on Contact the DOD					
Contact Us					
Contract Awards					
Contract Opportunities					
DOD Mission Statement					
Download broadcast-quality programming					
Download show resources (e.g. recipes)					
Education Resources					
Find a specific photo					
Find Air Force magazines/journals					

Find Air Force publication of interest
Find biographies
Find community events or outreach programs
Find DOD Social Media Sites
Find Links to The Pentagon Channel social media
Find Marine Corps Orders, publications
Find other Navy websites
Get answers to questions
Get e-mail updates on The Pentagon Channel videos
Get Podcasts
Get RSS news feeds
Get the latest news or updates on hot topics
Join the Corps
Just browsing
Learn about Navy
Learn about the DOD
Learn about training and education information
Learn more about The Pentagon Channel
Listen to All Hands Radio
Look at arts/images
Look up aircraft information
Looking for other DOD Web sites
Military News
Pay and Benefits
Policies and Forms
Read All Hands Magazine
Read Blogs
Read heritage highlights/news
Read MARADMINS or ALMARS
Read Marines magazine
Read Navy messages
Read the latest press releases
Read the latest top stories
· · · · · · · · · · · · · · · · · · ·
Read the news articles
Regulations & Publications
Research for specific information
Search FAQs
Search for jobs/careers
Search for specific video(s)
See Photos & Images
See Photos & Images
See Photos & Images Sign up for email news feeds
See Photos & Images Sign up for email news feeds Subscribe to RSS feed

View photos					
View photos View top story clips or videos	-				
View video gallery	-				
Watch a specific show(s)	-				
Watch All Hands Television	-				
	-				
Watch All Hands Update	-				
Watch live feeds	-				
Watch TV broadcasts	-				
Watch Videos	-				
Other, please specify:		Tout area no abar limit		NI	
		Text area, no char limit		Ν	
Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
Partially			-		
No, please specify:	A				
		Open-ended		Ν	
Site's search feature	A	Checkbox One Up Vertical	Multi	Y	Skip Logic Group
Advanced search	A				
Video search	A				
External search engine (i.e. Yahoo, Goggle, MSN, etc.)					
Bottom navigation bar	В				
Just navigating thru the web pages	В				
Left navigation bar	В				
Links in footer (e.g. Contact Us, About, etc.)	В				
Links in main menu (e.g. Shows, Podcasts, etc.)	В				
Links in the page	В				
Links on individual pages	В				
Right navigation bar	В				
Top navigation bar	В				
Used On Air/Guide/Podcast widget on home page	В				
Using channels in the video player	В				
Came from link in e-mail					
Came from link on blog	1				
Came from link on Facebook	1				
Came from link on Twitter					
Came from link on YouTube					
Other, please specify:	c				
		Text area, no char limit		N	
Yes	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
No					
Returned too many results	_	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
Returned not enough results					
Returned no results					
Returned results that were too similar/redundant					

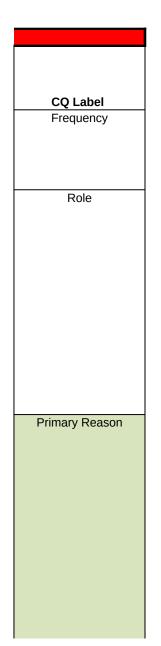
Depute were not relevent to my ecoupt terms or needs					
Results were not relevant to my search terms or needs	-				
I was not sure what words to use in my search	-				
Search required too many refinements to get to what I wanted	-				
Search speed was too slow					
Other, please specify:	E				
		Text area,no char limit		N	
Yes	F			Y	
No					
Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
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				
		Text area, no char limit		N	
Yes		Radio Button One Up Vertical	Single	N	Skip Logic Group
No	A				
		Open-ended		N	
Bookmark or tag pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
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	1				
Following a microblog	7				
Via FAQs	1				
Via website feedback form	1				
Interacting in person	1				
None of the above	7				
1=Not very likely		Radio button, scale, has don't know	Single	Y	
2	1		-		
3	1				
4	1				
		ı I		1	· ·

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6 Derivery likely Dort krow I 1 = Very Unlikely Radio button, scale, has don't know Single Y 3	6					
6 Derivery likely Dort krow I 1 = Very Unlikely Radio button, scale, has don't know Single Y 3	7					
in-very likely Don't know I = Very Unlikely I =	8					
Don't now	9					
1 = Very Unlikely Single Y 2 Single Y 3 Single Y 4 Single Y 5 Single Y 6 Single Y 7 Single Y 8 Single Y 9 Single N 10 Y Y 9 Single N 10 Single N 10 Single N 10 Single N 10 Single N	10=Very likely					
2	Don't know	1				
2	1 = Very Unlikely		Radio button, scale, has don't know	Single	Y	
4	2			-		
9 10 = Very Likely Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Biogs Widgets Podcasts Spotlights Video browser None of the above Deployed location Deployed location Stateside military base Outside of U.S. Alabama Alaska Arizona Arkansas California Coloraddo Connecticut Deployed location Stateside military base Outside of U.S. Alaska Arizona Arkansas California Coloraddo Connecticut	3					
9 10 = Very Likely Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Biogs Widgets Podcasts Spotlights Video browser None of the above Deployed location Deployed location Stateside military base Outside of U.S. Alabama Alaska Arizona Arkansas California Coloraddo Connecticut Deployed location Stateside military base Outside of U.S. Alaska Arizona Arkansas California Coloraddo Connecticut	4					
9 10 = Very Likely Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Biogs Widgets Podcasts Spotlights Video browser None of the above Deployed location Deployed location Stateside military base Outside of U.S. Alabama Alaska Arizona Arkansas California Coloraddo Connecticut Deployed location Stateside military base Outside of U.S. Alaska Arizona Arkansas California Coloraddo Connecticut	5					
9 10 = Very Likely Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Biogs Widgets Podcasts Spotlights Video browser None of the above Deployed location Deployed location Stateside military base Outside of U.S. Alabama Alaska Arizona Arkansas California Coloraddo Connecticut Deployed location Stateside military base Outside of U.S. Alaska Arizona Arkansas California Coloraddo Connecticut	6	-				
9 10 = Very Likely Social Media bookmarking RSS feeds Facebook Twitter YouTube Flickr Biogs Widgets Podcasts Spotlights Video browser None of the above Deployed location Deployed location Stateside military base Outside of U.S. Alabama Alaska Arizona Arkansas California Coloraddo Connecticut Deployed location Stateside military base Outside of U.S. Alaska Arizona Arkansas California Coloraddo Connecticut	7	-				
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10 = Very Likely Image: Social Media bookmarking Image: Social Media bookmarking Social Media bookmarking Checkbox One Up Vertical Multi N RSS feeds Facebook Multi N Facebook Facebook Multi N Facebook Fickr Multi N Blogs Widgets Podcasts Social Media bookmarking Podcasts Social Media bookmarking N N Video browser Text area, no char limit N None of the above Text area, no char limit N Deployed location Stateside military base N Ourside of U.S. Alabama Alabama Arkansas Alabama Arkansas Arkansas Arkansas California Colorado Connectcut N	9	-				
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Georgia				
Hawaii				
Idaho				
Illinois				
Indiana				
Iowa				
Kansas				
Kentucky				
Louisiana				
Maine				
Maryland				
Massachusetts				
Michigan				
Minnesota				
Mississippi				
Missouri				
Montana				
Nebraska				
Nevada				
New Hampshire				
New Jersey				
New Mexico				
New York				
North Carolina				
North Dakota				
Ohio				
Oklahoma				
Oregon				
Pennsylvania				
Rhode Island				
South Carolina				
South Dakota				
Tennessee				
Texas				
Utah				
Vermont				
Virginia				
Washington				
Washington D.C.				
West Virginia				
Wisconsin				
Wyoming				
17 and under	Dropdown (Select-c	one) Single	N	
18 - 24				
10 - 24		I	1	

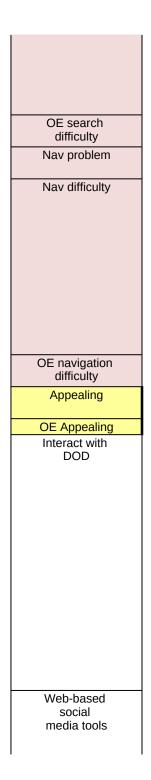
25 - 34	1	I		I	I I
35 - 44					
45 - 54					
45 - 54 55 - 64					
65 and over					
I prefer not to respond		Durandayun (Calast ana)	Circula		
Female		Dropdown (Select-one)	Single	N	
Male					
I prefer not to respond		Dadia huttara anala haa darittiraarr	Circala		
1=Poor		Radio button, scale, has don't know	Single	N	
2					
3					
4					
5					
6					
7					
8					
9					
10=Excellent					
Don't know					
1=Poor	-	Radio button, scale, has don't know	Single	N	
2					
3					
4					
5					
6					
7					
8					
9					
10=Excellent					
Don't know					
1=Poor		Radio button, scale, has don't know	Single	N	
2					
3					
4					
5 6					
7					
8					
9					
10=Excellent					
Don't know					
Yes	A, B, D, F	Radio button, one-up vertical	Single	N	Skip Logic Group
No	A				
1=Not very likely		Radio button, scale, has don't know	Single	N	

2 3 4 5 6 7 8 9 10=Very likely Don't know					
Blackberry iPhone GPhone/Android Windows Mobile (Palm, HP, Motorola) iPad Android Tablet Other, please specify:	С	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
		Text field, <100 char		N	
News Photos Videos Press releases Messages Publications Orders & Directives Career information Training and Education Other, please specify:	E	Checkbox, one-up vertical	Multi	Ν	Skip Logic Group
		Text area, no char limit		N	
Mobile site (example – m.defense.gov) Full Site Downloadable application (example – iPhone application, GPhone application, Blackberry application)	-	Radio button, one-up vertical	Single	N	Skip Logic Group





OE Primary
Reason
Did You Find
Unable to Find
Search Method
OE Search Method
Search problem
Search difficulty



Discourage	
<u>Site Features</u>	
OE Features	
OE Improvement	
Location	

Age

Gender
Video/podcast appeal
Variety of videos/ podcasts
Availability of videos/ podcasts
Mobile Viewing
Mobile Access

Preferred device
OE preferred Content/info via mobile
OE content/
Preferred Format

Mode	el Insta	nco N	ama
IL ALATALA			

DOD Enterprise Measure

MID:

Date: 6/10/2013

DOI

AED14507 ALL How frequently do you visit this site? ALL ALL ALL ALL AED14508 ALL What best describes your role when visiting this site? ALL AED14508 ALL What best describes your role when visiting this site? ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALD ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALD ALL ALL AL ALL AL		QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy, TPC, AF, DoD
AED14508 ALL ALL ALL AED14508 ALL What best describes your role when visiting this site? ALL ALL ALL ALL ALL ALL <td>L</td> <td></td> <td></td> <td></td> <td></td> <td></td>	L					
AED14508 ALL ALL ALL AED14508 ALL What best describes your role when visiting this site? ALL ALL ALL ALL AED14509 ALL What is your primary reason for visiting this site today? TPC DoD DOD DOD DOD DOD DOD DOD DOD ACD DOD ACD ACD ACD ACD <					······································	
AED14508 ALL What best describes your role when visiting this site? ALL AED14508 ALL ALL ALL AED14509 ALL What is your primary reason for visiting this site today? TPC DoD TPC DoD DoD DoD TPC DoD DoD AED14509 ALL What is your primary reason for visiting this site today? TPC DoD TPC DoD DoD TPC DoD TPC DoD TPC DoD DoD TPC TPC DoD TPC TPC DoD TPC TPC DOD TPC						
AED14508 ALL What best describes your role when visiting this site? ALL ALL ALL ALL AED14509 ALL What is your primary reason for visiting this site today? TPC DoD DoD DoD DoD DoD AF AF						
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		USMC, AF, Navy, DoD
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		Navy, AF
		TPC
		DoD
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				Navy USMC, AF, Navy USMC, AF Navy TPC Navy Navy TPC AF DoD ALL
AED14510	ALL	A	Other primary reason	
AED14511	ALL		Did you find what you were looking for?	ALL ALL ALL
AED14512	ALL	Α	What were you looking for?	
AED14513	ALL		What method are you using to find the information on this site?	USMC, Navy, AF, DoD USMC, Navy, AF, DoD TPC DoD USMC, DoD USMC, Navy, AF, DoD USMC, Navy, AF, DoD TPC USMC, Navy, AF, DoD TPC AF USMC, Navy, AF, DoD TPC ALL ALL ALL ALL ALL
AED14514	ALL	С	Other search method	
AED14515	ALL	A	Did you have difficulty using the search features on this site?	ALL ALL
AED14516	ALL	D	What type of difficulty did you encounter while using the site's search feature ?	ALL ALL ALL

				ALL
				ALL
AED14517	ALL	Е	Other search difficulty	
ALDI4JII				
AED14518	ALL	В	Did you have difficulty using the navigation on this site?	ALL
				ALL
AED14519	ALL	F	What type of difficulty , if any, did you encounter with the	ALL
			navigation on this site?	ALL
				ALL
				ALL
AED14520	ALL	G	Other navigational difficulty	
AED14521	ALL		Do you find the content on this website appealing to you?	ALL
				ALL
AED14522	ALL	Α	What could we do to make our content more appealing to you?	
AED14523	ALL		How would you most like to interact with this site?	ALL
	A		Llow likely are you to abare your original with this are not by units	ALL
AED14524	ALL		How likely are you to share your opinions with this agency by using web-based social media tools such as Facebook, Twitter, etc.?	ALL
			Web-based Social media tools Such as Lacebook, Twitter, etc.:	ALL
				ALL

			ALL
			ALL
	DoD	How likely are you to discourage others from interacting with this	DoD
	DOD	agency?	DoD
		ugeney.	
			DoD
<u>AED14529</u>	<u>ALL</u>	Which features of this site do you like or value the most?	ALL
			ALL
AED14525	ALL	What other features or information would you like to see on this	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
//ED14525		site?	
AED14526	ALL	If you could make one improvement to this site, what would it be?	
ALD14320		in you could make one improvement to this site, what would it be?	
AED14527	ALL	Where are you located?	ALL
ALD14021			ALL
			ALL
	1		ALL
			ALL

				ALL
				ALL
AED14528	ALL		Please select the category that includes your age .	ALL
	•	•	· · · · ·	

			ALL
			ALL
ACQLiv0009854	ALL	What is your gender ?	ALL
			ALL
			ALL
AED14530	ALL	Please rate the extent to which the videos/podcasts on this site	ALL
/ LD1+000		appeal to you.	ALL
			ALL
AED14531	ALL	Please rate the variety of videos/podcasts offered on this site.	ALL
			ALL
AED14532	ALL	Please rate the availability of specific video topics you were	ALL
		looking for on this site.	ALL
			ALL
AED14533	ALL	Have you ever viewed this website on your cell phone or mobile	ALL
ALD14000		device?	ALL
		401100.	ALL

AED14534	ALL	A	How likely are you to access a mobile version of this website from	ALL
			your cell phone or mobile device if it was available?	ALL
				ALL
AED14535	ALL	В	Which mobile devices have you used to access this site?	ALL
				ALL
AED14536	ALL	С	Other mobile devices	
AED14537	ALL	D	What content/information do you want to access via your cell	ALL
			phone/mobile device from this website?	ALL
				ALL
AED14538	ALL	E	Other content/info would access via cell phone/mobile device	
AED14539	ALL	F	What format do you prefer to view mobile content in?	ALL
				ALL
				ALL

red & strike-through: DELETE underlined & italicized: RE-ORDER pink: ADDITION blue +>: REWORDING violet (bold): SKIP-LOGIC D Enterprise Measure CUSTOM QUESTION LIST	USMC Navy TPC AF DoD	Marine Corps Navy The Pentagon Channel Air Force Defense.gov			
Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
First time		Dropdown (Select-one)	Single	Y	Instructions
Daily	-	Diopuowii (Select-olie)	Single		
Weekly	-				
Monthly	-				
Every 2 months or less often	-				
Serving Military Member		Radio button, one-up vertical	Single	Y	Skip Logic Group
Retired Military/Military Veteran	1		5		
Military Family Member	1				
DOD Civilian					
DOD Contractor					
General Public					
Student]				
Educator					
Researcher					
Lawyer					
Business Representative					
Other Government Employee	_				
News/Media	4				
International Audience					
Browse all videos	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
Browse audio or video podcasts	-				
Casualty Reports Check the program guide to see what's on	-				
Contact the DOD	-				
Contact Us	-				
Contract Awards					
Contract Opportunities	-				
DOD Mission Statement					
Download broadcast-quality programming					
Download show resources (e.g. recipes)					
Education Resources					
Find a specific photo					
Find Air Force magazines/journals					

Find Air Force publication of interest
Find biographies
Find community events or outreach programs
Find DOD Social Media Sites
Find Links to The Pentagon Channel social media
Find Marine Corps Orders, publications
Find other Navy websites
Get answers to questions
Get e-mail updates on The Pentagon Channel videos
Get Podcasts
Get RSS news feeds
Get the latest news or updates on hot topics
Join the Corps
Just browsing
Learn about Navy
Learn about the DOD
Learn about training and education information
Learn more about The Pentagon Channel
Listen to All Hands Radio
Look at arts/images
Look up aircraft information
Looking for other DOD Web sites
Military News
Pay and Benefits
Policies and Forms
Read All Hands Magazine
Read Blogs
Read heritage highlights/news
Read MARADMINS or ALMARS
Read Marines magazine
Read Navy messages
Read the latest press releases
Read the latest top stories
Read the news articles
Regulations & Publications
Research for specific information
Search FAQs
Search for jobs/careers
Search for specific video(s)
See Photos & Images
Sign up for email news feeds
Subscribe to RSS feed
The Pentagon Channel
To perform research
Today in DOD

View graphics gallery					
View photos	-				
View top story clips or videos	-				
View video gallery	-				
Watch a specific show(s)	-				
Watch All Hands Television	-				
Watch All Hands Update	-				
Watch live feeds	-				
Watch TV broadcasts	-				
Watch Videos	-				
Other, please specify:	-				
		Text area, no char limit		N	
Yes	_	Radio button, one-up vertical	Single	Y	Skip Logic Group
Partially					
No, please specify:	A				
		Open-ended		N	
Site's search feature	_ A	Checkbox One Up Vertical	Multi	Y	Skip Logic Group
Advanced search	_ A				
Video search	A				
External search engine (i.e. Yahoo, Goggle, MSN, etc.)					
Bottom navigation bar	B				
Just navigating thru the web pages	B				
Left navigation bar	B				
Links in footer (e.g. Contact Us, About, etc.)	B				
Links in main menu (e.g. Shows, Podcasts, etc.)	В				
Links in the page	В				
Links on individual pages	B				
Right navigation bar	В				
Top navigation bar	В				
Used On Air/Guide/Podcast widget on home page	В				
Using channels in the video player	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				
		Text area, no char limit		N	
Yes	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
No		•			
Returned too many results		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
Returned not enough results					
Returned no results					

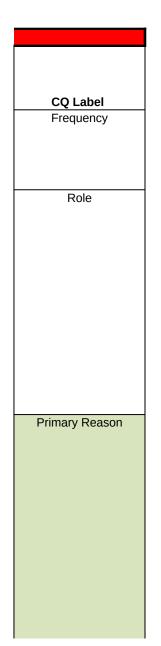
Returned results that were too similar/redundant Results were not relevant to my search terms or needs I was not sure what words to use in my search Search required too many refinements to get to what I wanted Search speed was too slow Other, please specify:	E	Text area, no char limit		N	
Yes	F			Y	
No					
Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
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				
		Text area,no char limit		N	
Yes		Radio Button One Up Vertical	Single	N	Skip Logic Group
No	A				
		Open-ended		N	
Bookmark or tag pages		Open-ended Checkbox, one-up vertical	Multi	N Y	Skip Logic Group
In social networks		· · · · · · · · · · · · · · · · · · ·	Multi		Skip Logic Group
In social networks In virtual worlds		· · · · · · · · · · · · · · · · · · ·	Multi		Skip Logic Group
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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 Via FAQs Via website feedback form Interacting in person		· · · · · · · · · · · · · · · · · · ·	Multi		Skip Logic Group
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 Via FAQs Via website feedback form Interacting in person None of the above		Checkbox, one-up vertical		Y	Skip Logic Group
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 Via FAQs Via website feedback form Interacting in person		· · · · · · · · · · · · · · · · · · ·	Multi		Skip Logic Group
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7	1				
8					
9					
10=Very likely	-				
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Don't know			0.1	X	
1 = Very Unlikely		Radio button, scale, has don't know	Single	Y	
2	-				
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4					
5					
6					
7	1				
8	1				
9					
10 = Very Likely	-				
Social Media bookmarking		Checkbox One Up Vertical	<u>Multi</u>	<u>N</u>	
RSS feeds	-	<u>Checkbox One Op Venical</u>	<u>iviuiu</u>	<u> 11</u>	
	-				
Facebook	-				
Twitter	-				
YouTube					
<u>Flickr</u>					
Blogs					
<u>Widgets</u>					
Podcasts	1				
Spotlights	-				
Video browser	-				
None of the above	1				
		Text area, no char limit		N	
		Toyt groot no shar limit		N	<u> </u>
		Text area, no char limit		N	
Deployed location	-	Dropdown (Select-one)	Single	N	
Stateside military base	4				
Overseas military base	1				
Outside of U.S.					
<u>Alabama</u>					
Alaska]				
Arizona	1				
Arkansas	1				
California	1				
Colorado	1				
	-				
Connecticut]	l		l	

Delaware			!	
Florida				
<u>Georgia</u>				
Hawaii				
<u>Idaho</u>				
Illinois				
Indiana				
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Kansas				
Kentucky				
Louisiana				
Maine				
Maryland				
Massachusetts				
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<u>Minnesota</u>				
<u>Mississippi</u>				
Missouri				
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Nebraska				
Nevada				
New Hampshire				
New Jersey				
New Mexico				
New York				
North Carolina				
North Dakota				
Ohio				
Oklahoma				
<u>Oregon</u>				
Pennsylvania				
Rhode Island				
South Carolina				
South Dakota				
Tennessee				
Texas				
<u>Utah</u>				
<u>Vermont</u>				
Virginia				
<u>Washington</u>				
Washington D.C.				
<u>West Virginia</u>				
Wisconsin				
Wyoming	 			
17 and under	Dropdown (Select-one)	Single	N	

				1	
18 - 24					
25 - 34					
35 - 44					
45 - 54					
55 - 64					
65 and over					
I prefer not to respond					
Female		Dropdown (Select-one)	Single	N	
Male			g		
I prefer not to respond					
1=Poor		Radio button, scale, has don't know	Single	N	
2		Radio Bullon, Scale, has don't know	Single		
3					
4					
5					
6					
7					
8					
9					
10=Excellent					
Don't know					
1=Poor		Radio button, scale, has don't know	Single	N	
2			5		
3					
4					
5					
6					
8 7					
8					
9					
10=Excellent					
Don't know					
1=Poor		Radio button, scale, has don't know	Single	N	
2					
3					
4					
5					
6 7					
8					
9					
10=Excellent					
Don't know					
Yes		Radio button, one-up vertical	Single	N	Skip Logia Croup
	A, B, D, F	Raulo bullon, one-up vertical	Single		Skip Logic Group
No	Α				

1=Not very likely		Radio button, scale, has don't know	Single	N	
	-	Radio bullon, scale, has don't know	Single		
3	-				
5 A	-				
5	-				
6	-				
7	-				
8	-				
o g	-				
10=Very likely	-				
Don't know	-				
Blackberry		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
iPhone	-	Checkbox, one-up venical	wuu	r	Skip Logic Group
GPhone/Android	-				
Windows Mobile (Palm, HP, Motorola)	-				
iPad	-				
Android Tablet	-				
Other, please specify:	с				
Other, please specify.		Text field,<100 char		N	
News		Checkbox, one-up vertical	Multi	N	Skip Logic Group
Photos	-	checkbox, one-up venical	Walti		
Videos	-				
Press releases	-				
Messages	-				
Publications	-				
Orders & Directives	-				
Career information	-				
Training and Education	-				
Other, please specify:	E				
	_	Text area, no char limit		N	
Mobile site (example – m.defense.gov)		Radio button, one-up vertical	Single	N	Skip Logic Group
Full Site	1		e		
Downloadable application (example – iPhone application, GPhone application,	1				
Blackberry application)					





OE Primary	
Reason	
Did You Find	
Unable to Find Search Method	
OE Search Method	1
Search problem	1
Search difficulty	1

OE search
difficulty
Nav problem
Nav difficulty
OE navigation
difficulty
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Appealing
Appealing
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Appealing OE Appealing Interact with DOD

Discourage	
Discourage	
Site Features	
OE Features	
OE Improvement	
Location	

Age

Gender
Video/podcast appeal
Variety of videos/ podcasts
poucasis
Availability of videos/
podcasts
Mobile Viewing

Mobile Access	
Preferred device	
OE preferred	
Content/info via mobile	
OE content/	
Preferred Format	

Nodel	Instance Name:	
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DOD Enterprise Measure

MID:

Date: 12/9/2011

	QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy, TPC, AF
	AED14507	ALL		How frequently do you visit this site?	
_	AED14508	ALL		What best describes your role when visiting this site?	
	AED14509	ALL		What is your primary reason for visiting this site today?	TPC TPC TPC Navy TPC TPC AF AF AF AF USMC TPC USMC Navy AF TPC ALL

	1			TDC
				TPC
				USMC
				ALL
				Navy
				USMC
				TPC
				Navy
				AF
				AF
				Navy
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				Navy
				USMC, AF
				Navy
				USMC, AF, Navy
				AF, Navy
				Navy
				USMC, AF, Navy
				TPC
				Navy, AF
				TPC
				ALL
				Navy
				USMC, AF, Navy
				USMC, AF
				Navy
				TPC
				Navy
				Navy
				TPC
				AF
				ALL
AED14510	ALL	Α	Other primary reason	
AED14511	ALL		Did you find what you were looking for?	
AED14512	ALL	Α	What were you looking for?	
AED14513	ALL		What method are you using to find the	USMC, Navy, AF
			information on this site?	USMC, Navy, AF
				TPC
				USMC
				USMC, Navy, AF
				USMC

				TPC TPC USMC, Navy, AF TPC AF USMC, Navy, AF TPC ALL ALL ALL ALL ALL ALL ALL
AED14514	ALL	С	Other search method	
AED14515	ALL	A	Did you have difficulty using the search features on this site?	
AED14516	ALL	D	What type of difficulty did you encounter while using the site's search feature ?	
AED14517	ALL	E	Other search difficulty	
AED14518	ALL	В	Did you have difficulty using the navigation on this site?	
AED14519	ALL	F	What type of difficulty , if any, did you encounter with the navigation on this site?	
AED14520	ALL	G	Other navigational difficulty	
AED14521	ALL		Do you find the content on this website	

			appealing to you?	
AED14522	ALL	Α	What could we do to make our content more appealing to you?	
AED14523	ALL		How would you most like to interact with this site?	
AED14524	ALL		How likely are you to share your opinions with this agency by using web-based social media tools such as Facebook, Twitter, etc.?	
AED14525	ALL		What other features or information would you like to see on this site?	
AED14526	ALL		If you could make one improvement to this site, what would it be?	
AED14527	ALL		Where are you located ?	

AED14528	ALL		Please select the estagent that includes your	
AEU14328	ALL		Please select the category that includes your age .	
	I	•		

	ALL	What is your gender ?	
AED14529	ALL	Which features of this site do you like or value the most?	
AED14530	ALL	Please rate the extent to which the videos/podcasts on this site appeal to you.	
AED14531	ALL	Please rate the variety of videos/podcasts offered on this site.	
AED14532	ALL	Please rate the availability of specific video topics you were looking for on this site.	

	l	I	1	l
AED14533	ALL		Have you ever viewed this website on your cell phone or mobile device ?	
AED14534	ALL	A	How likely are you to access a mobile version of this website from your cell phone or mobile device if it was available?	
AED14535	ALL	В	Which mobile devices have you used to access this site?	
AED14536	ALL	С	Other mobile devices	
AED14537	ALL	D	What content/information do you want to access via your cell phone/mobile device from this website?	
AED14538	ALL	E	Other content/info would access via cell phone/mobile device	
AED14539	ALL	F	What format do you prefer to view mobile content in?	



red & strike-through: DELETE	USMC	Marine Corps
underlined & italicized: RE-ORDER	Navy	Navy
pink: ADDITION	TPC	The Pentagon Channel
blue +>: REWORDING	AF	Air Force

violet (bold): SKIP-LOGIC

DOD Enterprise Measure CUSTOM QUESTION LIST					
Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
First time	· · ·	Dropdown (Select-one)	Single	Y	
Daily					
Weekly					
Monthly					
Every 2 months or less often					
Serving Military Member		Radio button, one-up vertical	Single	Y	Skip Logic Group
Retired Military/Military Veteran					
Military Family Member					
DOD Civilian					
DOD Contractor					
General Public					
Student					
Educator					
Researcher					
News/Media					
International Audience					
Browse all videos		Radio button, one-up vertical	Single	Y	Skip Logic Group
Browse audio or video podcasts					
Check the program guide to see what's on					
Contact Us					
Download broadcast-quality programming					
Download show resources (e.g. recipes)					
Find a specific photo					
Find Air Force magazines/journals					
Find Air Force publication of interest					
Find biographies					
Find community events or outreach programs					
Find Links to The Pentagon Channel social media					
Find Marine Corps Orders, publications					
Find other Navy websites					
Get answers to questions					
Get e-mail updates on The Pentagon Channel videos					
Get RSS news feeds					

Get the latest news or updates on hot topics					
Join the Corps					
Just browsing					
Learn about Navy					
Learn about training and education information					
Learn more about The Pentagon Channel					
Listen to All Hands Radio					
Look at arts/images					
Look up aircraft information					
Read All Hands Magazine					
Read heritage highlights/news					
Read MARADMINS or ALMARS					
Read Marines magazine					
Read Navy messages					
Read the latest press releases					
Read the latest top stories					
Read the news articles					
Research for specific information					
Search FAQs					
Search for jobs/careers					
Search for specific video(s)					
Sign up for email news feeds					
Subscribe to RSS feed					
To perform research					
View graphics gallery					
View photos					
View top story clips or videos					
View video gallery					
Watch a specific show(s)					
Watch All Hands Television					
Watch All Hands Update					
Watch live feed s					
Watch TV broadcasts					
Other, please specify:	Α				
		Text area, no char limit		N	
Yes		Radio button, one-up vertical	Single	Y	Skip Logic Group
Partially					
No, please specify:	Α				
		Open-ended		N	
Site's search feature	Α	Checkbox One Up Vertical	Multi	Y	Skip Logic Group
Advanced search	A				
Video search	A				
Bottom navigation bar	В				
Just navigating thru the web pages	В				
Left navigation bar	В				

		Radio Button One Up Vertical	Single	Ν	Skip Logic Group
טווכו, אובמשב ארכווע.	G	Text area, no char limit		N	
Could not navigate back to previous information Other, please specify:	G				
Could not get started or did not know where to begin	-				
Had various technical difficulties (links didn't work, received error messages, etc.)	-				
Would often feel lost, and did not know where I was on your site	-				
Navigation did not support what I was trying to accomplish					
Had difficulty finding related information on your web pages					
Had difficulty finding detailed information on your web pages					
Links did not take me where I expected					
Too many links or navigational choices					
Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
No					
Yes	F			Y	
Other, please specify:	E	Text area, no char limit		N	
Search speed was too slow	E				
Search required too many refinements to get to what I wanted	-				
I was not sure what words to use in my search	-				
Results were not relevant to my search terms or needs	-				
Returned results that were too similar/redundant	-				
Returned no results	-				
Returned not enough results	-				
Returned too many results		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
No					
Yes	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
······································		Text area, no char limit		N	
Other, please specify:	c				
Came from link on YouTube	-				
Came from link on Twitter	-				
Came from link on Facebook	-				
Came from link on blog	-				
Using channels in the video player Came from link in e-mail	B				
Used On Air/Guide/Podcast widget on home page	B				
Top navigation bar	B				
Right navigation bar	B				
Links on individual pages	B				
Links in the page	B				
Links in main menu (e.g. Shows, Podcasts, etc.)	B				
	B				

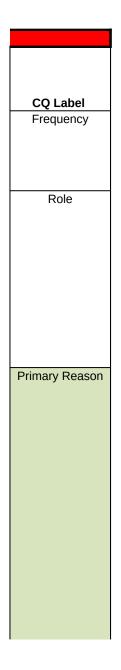
No	Α				
		Open-ended		N	
Bookmark or tag pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
In social networks					
In virtual worlds					
By adding comments, ratings, or reviews					
Reading blogs					
Contributing to wikis					
Receiving newsletters/email updates					
Subscribing to RSS feeds					
Listening to Podcasts or audio					
Watching Vodcasts or video					
Adding a widget or gadget to my personalized page					
Following a microblog					
Interacting in person					
None of the above					
1=Not very likely		Radio button, scale, has don't know	Single	Y	
2			_		
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9					
10=Very likely					
Don't know					
		Text area, no char limit		N	
		Text area, no char limit		N	
Alabama		Dropdown (Select-one)	Single	N	
Alaska			_		
Arizona					
Arkansas					
California					
Colorado					
Connecticut					
Delaware					
Florida					
Georgia					
Hawaii					
Idaho					
Illinois					
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West Virginia Misconsin Wisconsin Myoming Stateside military base Diverseas military base Deployed location Dutside of U.S. L7 and under Dropdown (Select-one) Single N	Washington D.C.	1				
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Stateside military base Dverseas military base Image: Comparison of the second se	Wyoming	1				
Dverseas military base Deployed location Image: Comparison of the second s		1				
Deployed location	Overseas military base	1				
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L7 and under Dropdown (Select-one) Single N	Outside of U.S.	1				
<u>18 - 24</u>	17 and under		Dropdown (Select-one)	Single	N	
5-34	18 - 24	1		Ĩ		
	25 - 34	1				

25 44			1	I I
35 - 44 45 - 54				
55 - 64 55 - ord over				
65 and over				
I prefer not to respond				
Female	Dropdown (Select-one)	Single	N	
Male				
I prefer not to respond				
Social Media bookmarking	Checkbox One Up Vertical	Multi	N	
RSS feeds				
Facebook				
Twitter				
YouTube				
Flickr				
Blogs				
Widgets				
Podcasts				
Spotlights				
Video browser				
None of the above				
1=Poor	Radio button, scale, has don't know	Single	N	
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10=Excellent				
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Yes No	A, B, D, Ā	Radio button, one-up vertical	Single	N	Skip Logic Group
1=Not very likely		Radio button, scale, has don't know	Single	N	
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10=Very likely					
Don't know					
Blackberry		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
iPhone					
GPhone/Android					
Windows Mobile (Palm, HP, Motorola)					
iPad					
Android Tablet					
Other, please specify:	С				
		Text field, <100 char		N	
News		Checkbox, one-up vertical	Multi	N	Skip Logic Group
Photos					
Videos					
Press releases					
Messages					
Publications					
Orders & Directives					
Career information					
Training and Education	F				
Other, please specify:	E	Text area, no char limit		N	
Mobile site (example – m.defense.gov)		Radio button, one-up vertical	Single	N	Skip Logic Group
Full Site					

Downloadable application (example – iPhone application, GPhone application, Blackberry application)					
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OE Primary

Did You Find

Unable to Find Search Method

OE Search Method	
Search problem	
Search difficulty	
OE search difficulty	
Nav problem	
Nav difficulty	
OE navigation difficulty	
Appealing	

Gender	4		
Ochuci			
	-		
Site Features			
Video/nodcast	1		
Video/podcast appeal			
appoul			
	4		
Variety of videos/ podcasts			
podcasts			
Availability of	1		
videos/			
Availability of videos/ podcasts			
pododolo			

