

Model Instance Name:
 DOD Enterprise Measure
 MID:
 Date: 6/15/2011

MODEL QUESTION LIST

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<p>NOTE: All questions under each element are required. Element questions are partitioned among surveys.</p>	<p>Satisfaction questions are required. Satisfaction questions appear on all surveys.</p>	<p>Future behaviors may be modified based on your site's objectives. Future behavior questions appear on all surveys.</p>
<p>Content (1=Poor, 10=Excellent, Don't Know)</p>	<p>Satisfaction</p>	<p>Return (1=Very Unlikely, 10=Very Likely)</p>
<p>1 Please rate the accuracy of information on this site.</p>	<p>21 What is your overall satisfaction with this site? (1=Very Dissatisfied, 10=Very Satisfied)</p>	<p>24 How likely are you to return to this site?</p>
<p>2 Please rate the quality of information on this site.</p>	<p>22 How well does this site meet your expectations? (1= Falls Short, 10= Exceeds)</p>	<p>Recommend (1=Very Unlikely, 10=Very Likely)</p>
<p>3 Please rate the freshness of content on this site.</p>	<p>23 How does this site compare to your idea of an ideal website? (1=Not Very Close, 10=Very Close)</p>	<p>25 How likely are you to recommend this site to someone else?</p>
<p>Look and Feel (1=Poor, 10=Excellent, Don't Know)</p>		<p>Primary Resource (1=Very Unlikely, 10=Very Likely)</p>
<p>4 Please rate the visual appeal of this site.</p>		<p>26 How likely are you to use this site as your primary resource for finding the information of interest?</p>
<p>5 Please rate the balance of graphics and text on this site.</p>		<p>Trust (1=Strongly Disagree, 10=Strongly Agree)</p>
<p>6 Please rate the readability of the pages on this site.</p>		<p>27 I can count on this agency to act in my best interests.</p>
<p>Navigation (1=Poor, 10=Excellent, Don't Know)</p>		<p>28 I consider this agency to be trustworthy.</p>
<p>7 Please rate how well the site is organized.</p>		<p>29 This agency can be trusted to do what is right.</p>
<p>8 Please rate the options available for navigating this site.</p>		
<p>9 Please rate how well the site layout helps you find what you are looking for.</p>		
<p>10 Please rate the number of clicks to get where you want on this site.</p>		
<p>Search (1=Poor, 10=Excellent, Don't Know)</p>		
<p>11 Please rate the relevance of search results on this site.</p>		
<p>12 Please rate the organization of search results on this site.</p>		
<p>13 Please rate how well the search results help you decide what to select.</p>		
<p>14 Please rate how well the search feature helps you to narrow the results to find what you want.</p>		
<p>Online Transparency (1=Poor, 10=Excellent)</p>		
<p>15 Please rate how thoroughly this site discloses information about what this agency is doing.</p>		
<p>16 Please rate how quickly agency information is made available on this site.</p>		
<p>17 Please rate how well information about this agency's actions can be accessed by the public on this site.</p>		
<p>Site Performance (1=Poor, 10=Excellent, Don't Know)</p>		
<p>18 Please rate how quickly pages load on this site.</p>		
<p>19 Please rate the consistency of speed from page to page on this site.</p>		
<p>20 Please rate the ability to load pages without getting error messages on this site.</p>		

Model Instance Name:

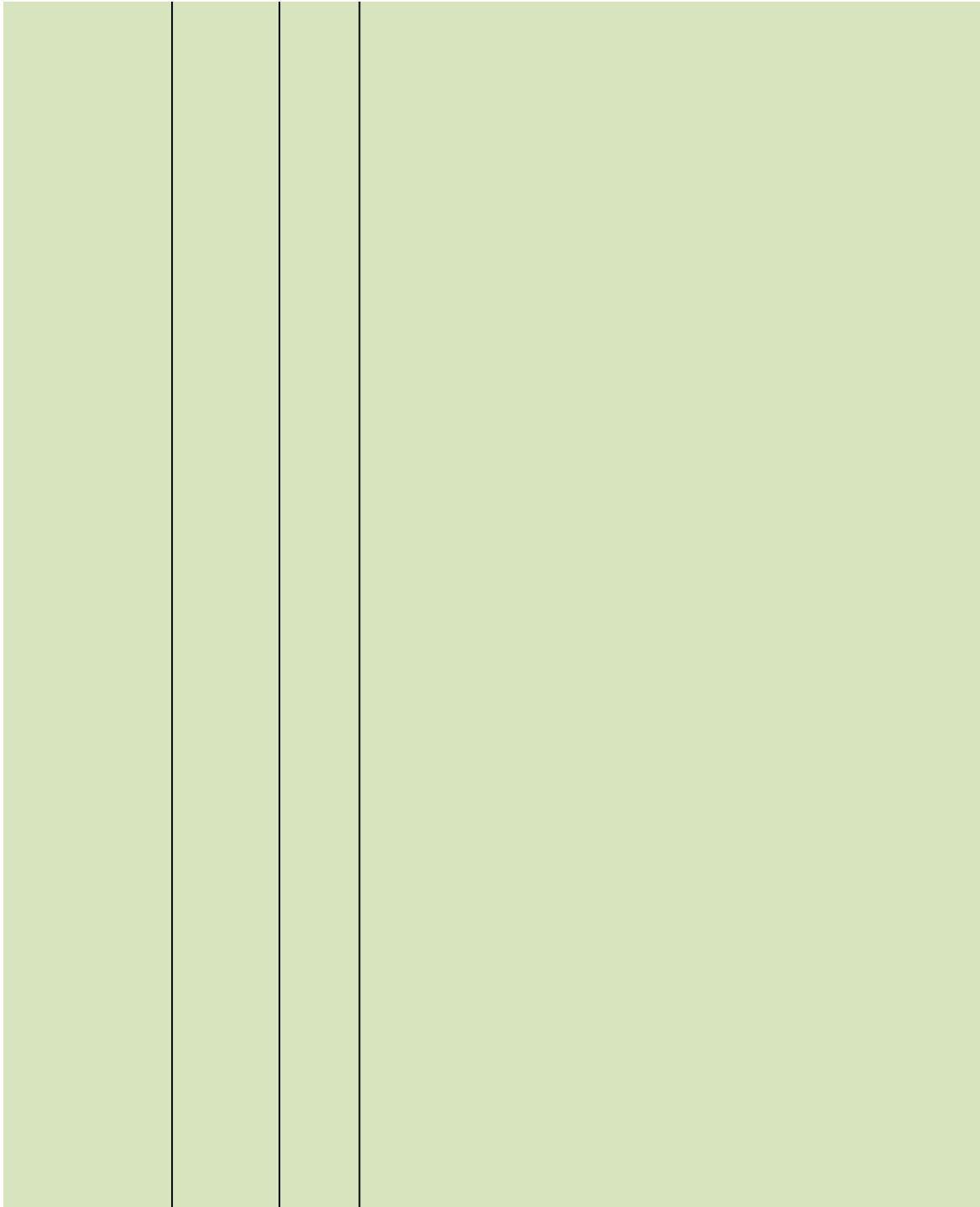
DOD Enterprise Measure

MID:

Date: 6/10/2013

DC

QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy, TPC, AF, DoD
AED14507	ALL		How frequently do you visit this site?	ALL ALL ALL ALL 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
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
TPC
Navy
AF
AF
DoD
DoD
DoD
DoD
Navy
DoD
AF
USMC
USMC
Navy
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	A	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 TPC TPC USMC, Navy, AF, DoD TPC AF USMC, Navy, AF, DoD TPC TPC ALL ALL ALL ALL ALL ALL
AED14514	ALL	C	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 ALL ALL ALL ALL
AED14517	ALL	E	Other search difficulty	
AED14518	ALL	B	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 navigation on this site?	ALL ALL ALL ALL ALL ALL ALL 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	A	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 ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL 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 ALL ALL ALL

				ALL ALL ALL 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 appeal to you .	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14531	ALL		Please rate the variety of videos/podcasts offered on this site.	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14532	ALL		Please rate the availability of specific video topics you were looking for on this site.	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14533	ALL		Have you ever viewed this website on your cell phone or mobile device ?	ALL 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 ALL ALL ALL ALL ALL ALL ALL ALL
AED14535	ALL	B	Which mobile devices have you used to access this site?	ALL ALL ALL ALL ALL ALL
AED14536	ALL	C	Other mobile devices	
AED14537	ALL	D	What content/information do you want to access via your cell phone/mobile device from this website?	ALL ALL ALL ALL ALL ALL ALL 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

USMC

Navy

TPC

AF

DoD

Marine Corps
Navy
The Pentagon Channel
Air Force
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					
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				
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	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
Partially					
No, please specify:					
		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.)	B				
Links in the page	B				
Links on individual pages	B				
Right navigation bar	B				
Top navigation bar	B				
Used On Air/Guide/Podcast widget on home page	B				
Using channels in the video player	B				
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:	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					

Results were not relevant to my search terms or needs	E				
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:					
		Text area, no char limit		N	
Yes	F			Y	
No					
Could not find the appropriate navigational links on most of your web pages	G	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:					
Yes	A	Radio Button One Up Vertical	Single	N	Skip Logic Group
No					
		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					
Via FAQs					
Via website feedback form					
Interacting in person					
None of the above					
1=Not very likely					
2					
3					
4					

5				
6				
7				
8				
9				
10=Very likely				
Don't know				
1 = Very Unlikely		Radio button, scale, has don't know	Single	Y
2				
3				
4				
5				
6				
7				
8				
9				
10 = Very Likely				
Social Media bookmarking		<u>Checkbox One Up Vertical</u>	<u>Multi</u>	<u>N</u>
RSS feeds				
Facebook				
Twitter				
YouTube				
Flickr				
Blogs				
Widgets				
Podcasts				
Spotlights				
Video browser				
None of the above				
		Text area, no char limit		N
		Text area, no char limit		N
Deployed location		Dropdown (Select-one)	Single	N
Stateside military base				
Overseas military base				
Outside of U.S.				
Alabama				
Alaska				
Arizona				
Arkansas				
California				
Colorado				
Connecticut				
Delaware				

Florida				
Georgia				
Hawaii				
Idaho				
Illinois				
Indiana				
Iowa				
Kansas				
Kentucky				
Louisiana				
Maine				
Maryland				
Massachusetts				
Michigan				
Minnesota				
Mississippi				
Missouri				
Montana				
Nebraska				
Nevada				
New Hampshire				
New Jersey				
New Mexico				
New York				
North Carolina				
North Dakota				
Ohio				
Oklahoma				
Oregon				
Pennsylvania				
Rhode Island				
South Carolina				
South Dakota				
Tennessee				
Texas				
Utah				
Vermont				
Virginia				
Washington				
Washington D.C.				
West Virginia				
Wisconsin				
Wyoming				
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					
Female		Dropdown (Select-one)	Single	N	
Male					
I prefer not to respond					
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	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
iPhone					
GPhone/Android					
Windows Mobile (Palm, HP, Motorola)					
iPad					
Android Tablet					
Other, please specify:					
		Text field, <100 char		N	
News	E	Checkbox, one-up vertical	Multi	N	Skip Logic Group
Photos					
Videos					
Press releases					
Messages					
Publications					
Orders & Directives					
Career information					
Training and Education					
Other, please specify:					
		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)					

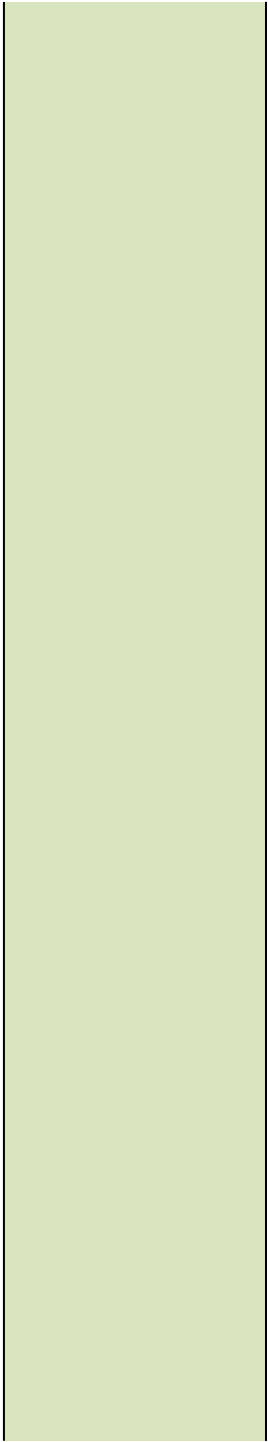


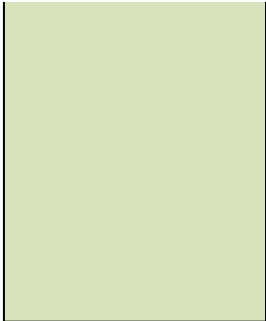
CQ Label

Frequency

Role

Primary Reason





OE Primary Reason

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
OE Appealing
Interact with DOD
Web-based social media tools

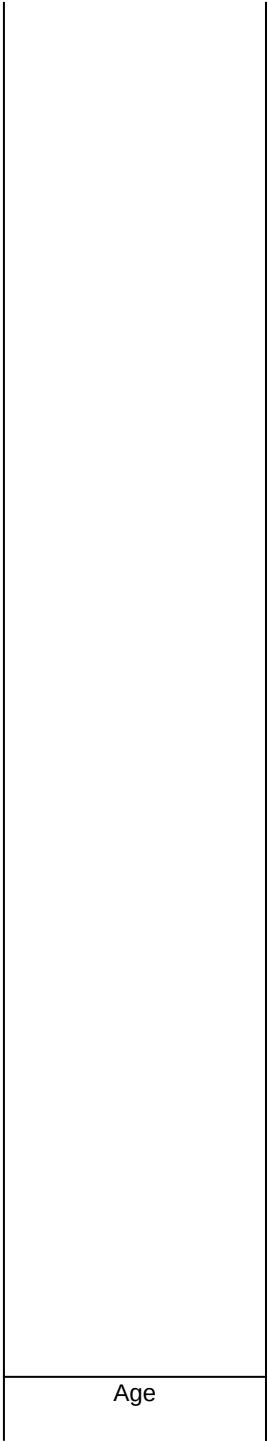
Discourage

Site Features

OE Features

OE Improvement

Location



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

Model Instance Name:

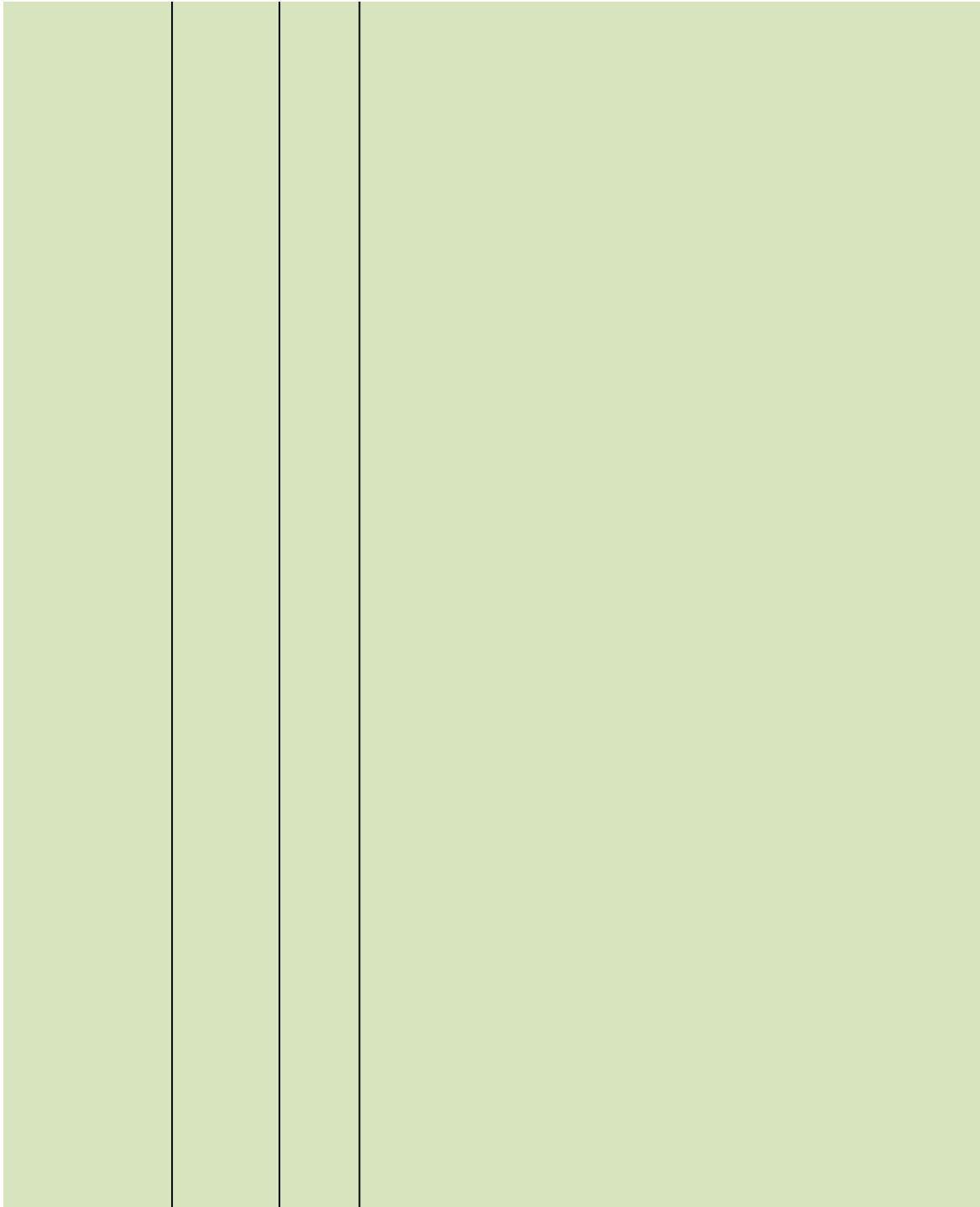
DOD Enterprise Measure

MID:

Date: 6/10/2013

DOI

QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy, TPC, AF, DoD
AED14507	ALL		How frequently do you visit this site?	ALL ALL ALL ALL 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
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
TPC
Navy
AF
AF
DoD
DoD
DoD
DoD
Navy
DoD
AF
USMC
USMC
Navy
USMC, AF
Navy
USMC, AF, Navy
DoD
AF, Navy, DoD
Navy
USMC, AF, Navy, DoD
TPC
DoD
Navy, AF
TPC
DoD
ALL
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	A	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 TPC TPC USMC, Navy, AF, DoD TPC AF USMC, Navy, AF, DoD TPC TPC ALL ALL ALL ALL ALL ALL ALL
AED14514	ALL	C	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 ALL ALL ALL ALL
AED14517	ALL	E	Other search difficulty	
AED14518	ALL	B	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 navigation on this site?	ALL ALL ALL ALL ALL ALL ALL 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	A	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 ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL 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 ALL ALL

				ALL ALL ALL ALL ALL 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 appeal to you .	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14531	ALL		Please rate the variety of videos/podcasts offered on this site.	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14532	ALL		Please rate the availability of specific video topics you were looking for on this site.	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14533	ALL		Have you ever viewed this website on your cell phone or mobile device ?	ALL ALL

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?	ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14535	ALL	B	Which mobile devices have you used to access this site?	ALL ALL ALL ALL ALL ALL
AED14536	ALL	C	Other mobile devices	
AED14537	ALL	D	What content/information do you want to access via your cell phone/mobile device from this website?	ALL ALL ALL ALL ALL ALL ALL 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

USMC

Navy

TPC

AF

DoD

Marine Corps
Navy
The Pentagon Channel
Air Force
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					
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.)	B				
Links in the page	B				
Links on individual pages	B				
Right navigation bar	B				
Top navigation bar	B				
Used On Air/Guide/Podcast widget on home page	B				
Using channels in the video player	B				
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:	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	E									
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:										
		Text area, no char limit		N						
Yes	F			Y						
No										
Could not find the appropriate navigational links on most of your web pages	G	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:										
							Text area, no char limit		N	
Yes	A	Radio Button One Up Vertical	Single	N	Skip Logic Group					
No										
		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										
Via FAQs										
Via website feedback form										
Interacting in person										
None of the above										
1=Not very likely							Radio button, scale, has don't know	Single	Y	
2										
3										

4				
5				
6				
7				
8				
9				
10=Very likely				
Don't know				
1 = Very Unlikely		Radio button, scale, has don't know	Single	Y
2				
3				
4				
5				
6				
7				
8				
9				
10 = Very Likely				
<u>Social Media bookmarking</u>		<u>Checkbox One Up Vertical</u>	<u>Multi</u>	<u>N</u>
<u>RSS feeds</u>				
<u>Facebook</u>				
<u>Twitter</u>				
<u>YouTube</u>				
<u>Flickr</u>				
<u>Blogs</u>				
<u>Widgets</u>				
<u>Podcasts</u>				
<u>Spotlights</u>				
<u>Video browser</u>				
<u>None of the above</u>				
		Text area, no char limit		N
		Text area, no char limit		N
<u>Deployed location</u>		Dropdown (Select-one)	Single	N
<u>Stateside military base</u>				
<u>Overseas military base</u>				
<u>Outside of U.S.</u>				
<u>Alabama</u>				
<u>Alaska</u>				
<u>Arizona</u>				
<u>Arkansas</u>				
<u>California</u>				
<u>Colorado</u>				
<u>Connecticut</u>				

<u>Delaware</u>				
<u>Florida</u>				
<u>Georgia</u>				
<u>Hawaii</u>				
<u>Idaho</u>				
<u>Illinois</u>				
<u>Indiana</u>				
<u>Iowa</u>				
<u>Kansas</u>				
<u>Kentucky</u>				
<u>Louisiana</u>				
<u>Maine</u>				
<u>Maryland</u>				
<u>Massachusetts</u>				
<u>Michigan</u>				
<u>Minnesota</u>				
<u>Mississippi</u>				
<u>Missouri</u>				
<u>Montana</u>				
<u>Nebraska</u>				
<u>Nevada</u>				
<u>New Hampshire</u>				
<u>New Jersey</u>				
<u>New Mexico</u>				
<u>New York</u>				
<u>North Carolina</u>				
<u>North Dakota</u>				
<u>Ohio</u>				
<u>Oklahoma</u>				
<u>Oregon</u>				
<u>Pennsylvania</u>				
<u>Rhode Island</u>				
<u>South Carolina</u>				
<u>South Dakota</u>				
<u>Tennessee</u>				
<u>Texas</u>				
<u>Utah</u>				
<u>Vermont</u>				
<u>Virginia</u>				
<u>Washington</u>				
<u>Washington D.C.</u>				
<u>West Virginia</u>				
<u>Wisconsin</u>				
<u>Wyoming</u>				
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					
Female		Dropdown (Select-one)	Single	N	
Male					
I prefer not to respond					
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		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
iPhone					
GPhone/Android					
Windows Mobile (Palm, HP, Motorola)					
iPad					
Android Tablet					
Other, please specify:	C				
		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					
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)					

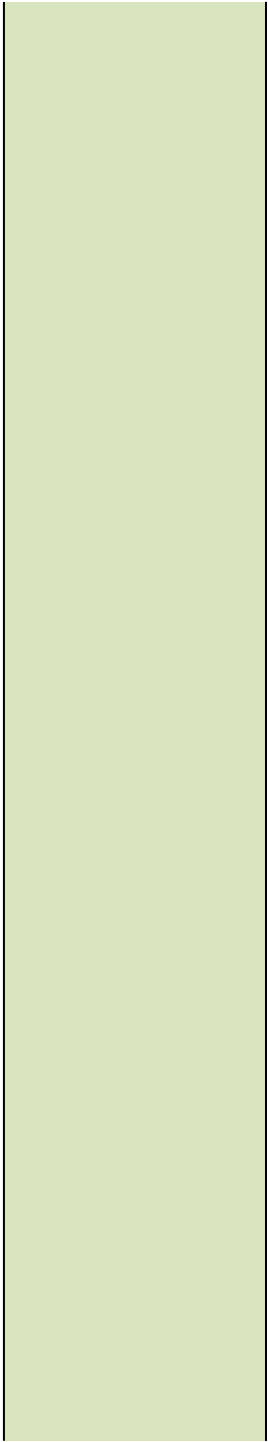


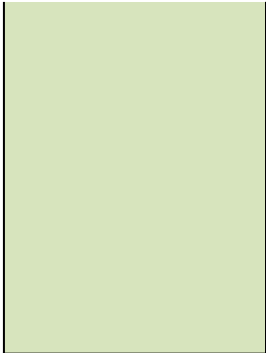
CQ Label

Frequency

Role

Primary Reason





OE Primary Reason

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
OE Appealing
Interact with DOD
Web-based social media tools

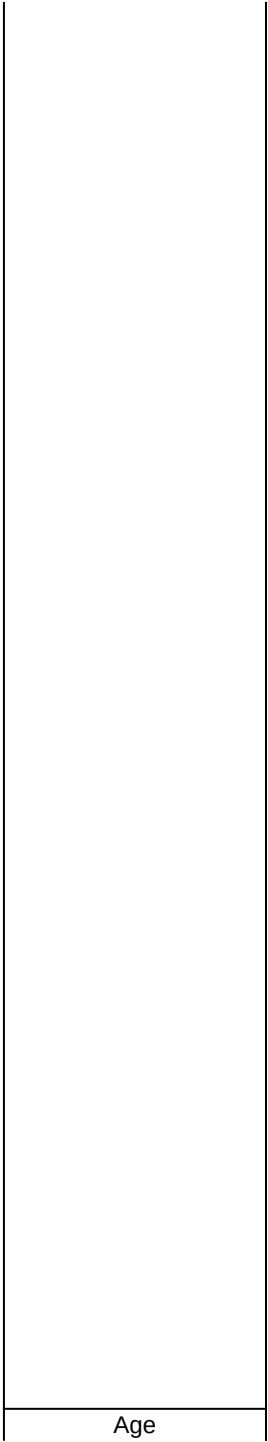
Discourage

Site Features

OE Features

OE Improvement

Location



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

Model Instance Name:

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

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

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

AED14514	ALL	C	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	B	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	A	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 category that includes your **age**.

	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.

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	B	Which mobile devices have you used to access this site?
AED14536	ALL	C	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

underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

violet (bold): SKIP-LOGIC

USMC

Navy

TPC

AF

Marine Corps
Navy
The Pentagon Channel
Air Force

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 feeds					
Watch TV broadcasts					
Other, please specify:	A				
		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				
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.)	B				
Links in the page	B				
Links on individual pages	B				
Right navigation bar	B				
Top navigation bar	B				
Used On Air/Guide/Podcast widget on home page	B				
Using channels in the video player	B				
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:	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					
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			N	
		Open-ended			
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					
3					
4					
5					
6					
7					
8					
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					

Indiana				
Iowa				
Kansas				
Kentucky				
Louisiana				
Maine				
Maryland				
Massachusetts				
Michigan				
Minnesota				
Mississippi				
Missouri				
Montana				
Nebraska				
Nevada				
New Hampshire				
New Jersey				
New Mexico				
New York				
North Carolina				
North Dakota				
Ohio				
Oklahoma				
Oregon				
Pennsylvania				
Rhode Island				
South Carolina				
South Dakota				
Tennessee				
Texas				
Utah				
Vermont				
Virginia				
Washington				
Washington D.C.				
West Virginia				
Wisconsin				
Wyoming				
Stateside military base				
Overseas military base				
Deployed location				
Outside of U.S.				
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							
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
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, A	Radio button, one-up vertical	Single	N	Skip Logic Group
No					
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	C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
iPhone					
GPhone/Android					
Windows Mobile (Palm, HP, Motorola)					
iPad					
Android Tablet					
Other, please specify:					
		Text field, <100 char		N	
News	E	Checkbox, one-up vertical	Multi	N	Skip Logic Group
Photos					
Videos					
Press releases					
Messages					
Publications					
Orders & Directives					
Career information					
Training and Education					
Other, please specify:					
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)



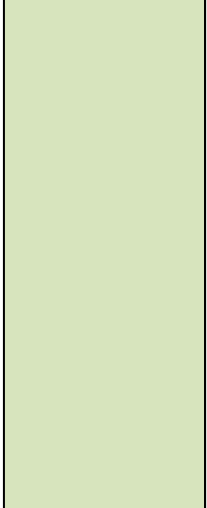


CQ Label

Frequency

Role

Primary Reason





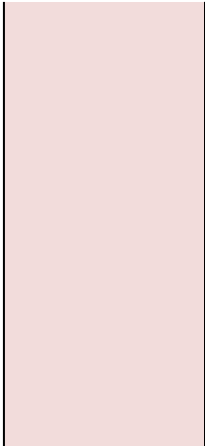
OE Primary

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

OE Appealing
Interact with DOD
Web-based social media tools
OE Features
OE Improvement
Location

Age

Gender

Site Features

Video/podcast
appeal

Variety of videos/
podcasts

Availability of
videos/
podcasts

Mobile Viewing

Mobile Access

Preferred device

OE preferred device

Content/info via mobile

OE content/info via mobile

Preferred Format

