

Model Instance Name:

OPM Job Search

MID: bKPFCluA60C5JG4p29fn8w==

Date: 1/18/2010

Model questions utilize the ACSI methodology to determine scores and impacts

ELEMENTS (drivers of satisfaction)	CUSTOMER SATISFACTION	FUTURE BEHAVIORS
<b>Career Services</b> (1=Poor, 10=Excellent, Don't Know)	<b>Satisfaction</b>	<b>Likelihood to Return</b> (1=Very Unlikely, 10=Very Likely)
1 Please rate the <b>usefulness of the services provided</b> on this site.	21 What is your <b>overall satisfaction</b> with this site? (1=Very Dissatisfied, 10=Very Satisfied)	24 How likely are you to <b>return to this site</b> ?
2 Please rate the <b>convenience of the services</b> on this site.	22 How well does this site <b>meet your expectations</b> ? (1= Falls Short, 10=Exceeds)	<b>Recommend</b> (1=Very Unlikely, 10=Very Likely)
3 Please rate the <b>availability of desired services</b> on this site.	23 How does this site <b>compare to your idea of an ideal website</b> ? (1=Not Very Close, 10=Very Close)	25 How likely are you to <b>recommend this site to someone else</b> ?
<b>Job Descriptions</b> (1=Poor, 10=Excellent, Don't Know)		
4 Please rate the <b>how understandable job descriptions are</b> on this site.		
5 Please rate the <b>level of detail of job descriptions</b> on this site.		
6 Please rate how well the <b>job descriptions provide answers to your questions</b> .		
<b>Job Search</b> (1=Poor, 10=Excellent, Don't Know)		
7 Please rate the <b>relevance of job listings</b> on this site.		
8 Please rate the <b>organization of job listings</b> on this site.		
9 Please rate how well the <b>job search results help you decide what job listings to select</b> .		
10 Please rate how well the <b>search feature helps you to narrow the results to find job listings you want</b> .		
<b>Navigation</b> (1=Poor, 10=Excellent, Don't Know)		
11 Please rate <b>how well the site is organized</b> .		
12 Please rate the <b>options available for navigating</b> this site.		
13 Please rate <b>how well the site layout helps you find what you are looking for</b> .		
14 Please rate the <b>number of clicks to get where you want</b> on this site.		
<b>Site Performance</b> (1=Poor, 10=Excellent, Don't Know)		
15 Please rate how <b>quickly pages load</b> on this site.		
16 Please rate the <b>consistency of speed from page to page</b> on this site.		
17 Please rate the <b>ability to load pages without getting error messages</b> on this site.		
<b>Look and Feel</b> (1=Poor, 10=Excellent, Don't Know)		
18 Please rate the <b>visual appeal</b> of this site.		
19 Please rate the <b>balance of graphics and text</b> on this site.		
20 Please rate the <b>readability of the pages</b> on this site.		

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OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less	A E, F E, F E, F E, F E, F	Radio button, one-up vertical	Single	Y	Skip Logic Group
ACQCoI0007877	E	Please select the statement which best describes your experience with the new USAJOBS site redesign:	It is easier to find what I am looking for It is harder to find what I am looking for My experience is no different when looking for information on the new site Don't Know		Radio button, one-up vertical	Single	Y	Skip Logic Group
ACQCoI0007878	F	Please tell us what you think of the new USAJOBS site:			Text area, no char limit	Single	N	Skip Logic Group
ACQLiv0005802	A	Did you create a USAJOBS account during your visit?	Yes No Not Sure	B	Radio button, one-up vertical	Single	Y	
ACQLiv0005803	B	Did you have any difficulty setting up the account?	Yes No Not Sure	C	Radio button, one-up vertical	Single	Y	
ACQLiv0005787	C	Which of the following difficulties did you encounter while creating an account?	Account creation timed-out Difficulty with username and/or password creation Difficulty with email address Other	D	Radio button, one-up vertical	Single	Y	
ACQLiv0005788	D	What difficulty did you have while creating an account?			Text area, no char limit		N	
CWS01211		Which of the following site services, if any, did you use today? (Select all that apply)	Search Jobs My Account Resource Center Individuals with Disabilities Veterans Students and Recent Graduates Senior Executives FAQs Tutorials Spotlights Other (please specify)	B           C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS01212	C	Specifically, what other site services did you use today?			Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the search feature of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group
ACQLiv0005789		Were you able to find what you were looking for on USAJOBS.gov?	Yes No Not Yet	A	Radio button, one-up vertical	Single	Y	
ACQLiv0005790	A	What were you unable to find on USAJOBS.gov?	A specific job Jobs I qualify for Jobs that were relevant to my search Information about how to apply		Radio button, one-up vertical	Single	Y	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to B	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ACQLiv0005804	B	What were you unable to find on USAJobs.gov?	Other		Text area, no char limit		N	
EDO10551		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10552		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10553		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize

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			USA.gov					
			OPM Sponsored Job Fair					
			OPM Veterans Employment Materials					
			Placement/Transition Center					
			Don't know					Anchor Answer Choice
			Other					Anchor Answer Choice
EDO10554		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes		Radio button, one-up vertical	Single	Y	
			No					
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes		Radio button, one-up vertical	Single	Y	
			No					
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	



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ACQLiv0005790	A	What were you unable to find on USAJOBS.gov?	A specific job Jobs I qualify for Jobs that were relevant to my search Information about how to apply Other	B	Radio button, one-up vertical	Single	Y	
ACQLiv0005804	B	What were you unable to find on USAJobs.gov?			Text area, no char limit		N	
EDO10551		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10552		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10553		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize

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			Search engine results					
			Word of mouth recommendation from someone I know (family, friend, etc.)					
			TV, radio, newspaper, or magazine advertising					
			OPM Advertisement - "What did you do at your job today?"					
			Federal Agency Human Resources Office					
			USA.gov					
			OPM Sponsored Job Fair					
			OPM Veterans Employment Materials					
			Placement/Transition Center					
			Don't know					
			Other					Anchor Answer Choice
EDO10554		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes		Radio button, one-up vertical	Single	Y	
			No					
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes		Radio button, one-up vertical	Single	Y	
			No					
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

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235		How frequently do you visit this site?	First time	A E, F E, F E, F E, F E, F	Radio button, one-up vertical	Single	Y	Skip Logic Group
			More than once a day					
			Daily					
			About once a week					
			About once a month					
Every 6 months or less								
	E	Please select the statement which best describes your experience with the new USAJOBS site redesign:	It is easier to find what I am looking for It is harder to find what I am looking for My experience is no different when looking for information on the new site Don't Know		Radio button, one-up vertical	Single	Y	Skip Logic Group
	F	Please tell us what you think of the new USAJOBS site:			Text area, no char limit	Single	N	Skip Logic Group
ACQLiv0005802	A	Did you create a USAJOBS account during your visit?	Yes No Not Sure	B	Radio button, one-up vertical	Single	Y	
ACQLiv0005803	B	Did you have any difficulty setting up the account?	Yes No Not Sure	C	Radio button, one-up vertical	Single	Y	
ACQLiv0005787	C	Which of the following difficulties did you encounter while creating an account?	Account creation timed-out	D	Radio button, one-up vertical	Single	Y	
			Difficulty with username and/or password creation					
			Difficulty with email address					
			Other					
ACQLiv0005788	D	What difficulty did you have while creating an account?			Text area, no char limit		N	
CWS01211		Which of the following site services, if any, did you use today? (Select all that apply)	Search Jobs	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
			My Account Info Center First-time Visitors Why Work for America? Special Hiring Events Individuals with Disabilities Veterans Students Senior Executives Employers Other (please specify)	C				
CWS01212	C	Specifically, what other site services did you use today?			Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the search feature of the site today to find your information, what was your experience?	I did not encounter any difficulties	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
			Returned too many results					
			Returned not enough results					
			Returned no results					
			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:								
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group
ACQLiv0005789		Were you able to find what you were looking for on USAJOBS.gov?	Yes	A	Radio button, one-up vertical	Single	Y	
			No					
			Not Yet					
ACQLiv0005790	A	What were you unable to find on USAJOBS.gov?	A specific job		Radio button, one-up vertical	Single	Y	
			Jobs I qualify for					
			Jobs that were relevant to my search					



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			Information about how to apply Other	B				
ACQLiv0005804	B	What were you unable to find on USAJobs.gov?			Text area, no char limit		N	
EDO10551		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). <b>Rank 1 (Required)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10552		<b>Rank 2 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize  Anchor Answer Choice Anchor Answer Choice
EDO10553		<b>Rank 3 (Optional)</b>	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?"		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize

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			Federal Agency Human Resources Office					
			USA.gov					
			OPM Sponsored Job Fair					
			OPM Veterans Employment Materials					
			Placement/Transition Center					
			Don't know					
			Other					Anchor Answer Choice Anchor Answer Choice
EDO10554		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes		Radio button, one-up vertical	Single	Y	
			No					
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes		Radio button, one-up vertical	Single	Y	
			No					
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

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	A	Did you create a USAJOBS account during your visit?	Yes No Not Sure	B	Radio button, one-up vertical	Single	Y	
	B	Did you have any difficulty setting up the account?	Yes No Not Sure	C	Radio button, one-up vertical	Single	Y	
	C	Which of the following difficulties did you encounter while creating an account?	Account creation timed-out Difficulty with username and/or password creation Difficulty with email address Other		Radio button, one-up vertical	Single	Y	
	D	What difficulty did you have while creating an account?		D	Text area, no char limit		N	
CWS01211		Which of the following site services, if any, did you use today? (Select all that apply)	Search Jobs My Account Info Center First-time Visitors Why Work for America? Special Hiring Events Individuals with Disabilities Veterans Students Senior Executives Employers Other (please specify)	B              C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS01212	C	Specifically, what other site services did you use today?			Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the search feature of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:		Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group
		Were you able to find what you were looking for on USAJOBS.gov?	Yes No Not Yet	A	Radio button, one-up vertical	Single	Y	
	A	What were you unable to find on USAJOBS.gov?	A specific job Jobs I qualify for Jobs that were relevant to my search Information about how to apply Other		Radio button, one-up vertical	Single	Y	
	B	What were you unable to find on USAJobs.gov?			Text area, no char limit		N	
EDO10551		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network  Video I saw on YouTube		Drop down, select one	Single	Y	Rank Group

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			Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other					Adjust Template/Style Randomize
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EDO10553		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know		Drop down, select one	Single	Y	Rank Group  Adjust Template/Style Randomize

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			Other					Anchor Answer Choice
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2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes No		Radio button, one-up vertical	Single	Y	
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes No		Radio button, one-up vertical	Single	Y	
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

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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	Required Y/N	Special Instructions
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
CWS01211		Which of the following <b>site services</b> , if any, did you use today? (Select all that apply)	Search Jobs My Account Info Center First-time Visitors Why Work for America? Special Hiring Events Individuals with Disabilities Veterans Students Senior Executives Employers Other (please specify)	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS01212	C	Specifically, what other <b>site services</b> did you use today?		C	Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the <b>search feature</b> of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:		Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature		D	Text area, no char limit		N	Skip Logic Group

Model Instance Name:

OPM Job Search

MID: bKPFCluA60C5JG4p29fn8w==

Date: 1/18/2010

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underlined & italicized: RE-ORDER

pink: ADDITION

blue + -->: REWORDING

OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ALM0089		How did you hear about this site?	Media advertisement OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov Friend Family Search engine (Google, Yahoo, etc) OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Other (please specify)		Radio button, one-up vertical	Single	Y	OPS Group
GWS01213	A	Other (hear about site)		A	Text field, <100 char	Single	N	OPS Group
EDO10551		Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important). Rank 1 (Required)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Randomize Anchor Answer Choice Anchor Answer Choice
EDO10552		Rank 2 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter) Message directly from the organization/agency on a social network Mobile phone text messages or alerts Instant Message from a friend or colleague Familiarity with site/organization/brand Promotional email(s) from the organization/agency Search engine results Word of mouth recommendation from someone I know (family, friend, etc.) TV, radio, newspaper, or magazine advertising OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Don't know Other		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Randomize Anchor Answer Choice Anchor Answer Choice
EDO10553		Rank 3 (Optional)	Message or recommendation from a friend on a social network Video I saw on YouTube Internet blogs or discussion forums Advertising on social networks (Facebook, MySpace, Twitter)		Drop down, select one	Single	Y	Rank Group Adjust Template/Style Randomize

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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	Required Y/N	Special Instructions
			<p>Message directly from the organization/agency on a social network</p> <p>Mobile phone text messages or alerts</p> <p>Instant Message from a friend or colleague</p> <p>Familiarity with site/organization/brand</p> <p>Promotional email(s) from the organization/agency</p> <p>Search engine results</p> <p>Word of mouth recommendation from someone I know (family, friend, etc.)</p> <p>TV, radio, newspaper, or magazine advertising</p> <p>OPM Advertisement - "What did you do at your job today?"</p> <p>Federal Agency Human Resources Office</p> <p>USA.gov</p> <p>OPM Sponsored Job Fair</p> <p>OPM Veterans Employment Materials</p> <p>Placement/Transition Center</p> <p>Don't know</p> <p>Other</p>					Anchor Answer Choice Anchor Answer Choice
EDO10554		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes		Radio button, one-up vertical	Single	Y	
			No					
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes		Radio button, one-up vertical	Single	Y	
			No					
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	





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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	Required Y/N	Special Instructions
ALM0089		How did you <b>hear</b> about this site?	Media advertisement OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov Friend Family Search engine (Google, Yahoo, etc) OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Other (please specify)		Radio button, one-up vertical	Single	Y	OPS Group
CWS01213	<b>A</b>	Other (hear about site)		<b>A</b>	Text field, <100 char	Single	N	OPS Group
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes No		Radio button, one-up vertical	Single	Y	
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes No		Radio button, one-up vertical	Single	Y	
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

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**OPM Job Search CUSTOM QUESTION LIST**

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
CWS03707		Please give us your <b>impression of the recent redesign</b> to the USAJobs site (Select all that apply)	The site is better organized - it's easier to find information The navigation of the site is more user friendly User-friendliness of the navigation is about the same The navigation of the site is less user friendly The site is not as well organized - it's harder to find information Other (please specify)	A	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS03708	A	Specifically, what is your <b>impression</b> of the recent redesign?			Text area, no char limit	Single	N	Skip Logic Group
CWS03709		Overall, I <b>consider the site redesign</b> :	A vastly improved experience An improvement over the previous design A similar user experience as the previous design An inferior user experience compared to the previous design A frustrating user experience compared to the previous design Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
CWS03710	A	Please tell us <b>what you think of the redesign</b> .			Text area, no char limit	Single	N	Skip Logic Group
235		How <b>frequently</b> do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
CWS01211		Which of the following <b>site services</b> , if any, did you use today? (Select all that apply)	<b>Search Jobs</b> <b>My Account</b> <b>Info Center</b> <b>MyUSAJobs</b> <b>Information Center</b> <b>Veterans Employment Resource Center</b> <b>Forms</b> <b>Employer Services</b> First-time Visitors Why Work for America? Special Hiring Events Individuals with Disabilities Veterans Students Senior Executives Employers Other (please specify)	B	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS01212	C	Specifically, what other <b>site services</b> did you use today?		C	Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the <b>search feature</b> of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group

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OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ALM0089		How did you <b>hear</b> about this site?	Media advertisement OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov Friend Family Search engine (Google, Yahoo, etc) OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Other (please specify)		Radio button, one-up vertical	Single	Y	OPS Group
CWS01213	<b>A</b>	Other (hear about site)		<b>A</b>	Text field, <100 char	Single	N	OPS Group
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes No		Radio button, one-up vertical	Single	Y	
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes No		Radio button, one-up vertical	Single	Y	
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

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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	Required Y/N	Special Instructions
		Please give us your <b>impression of the recent redesign</b> to the USAJobs site (Select all that apply)	The site is better organized - it's easier to find information The navigation of the site is more user friendly User-friendliness of the navigation is about the same The navigation of the site is less user friendly The site is not as well organized - it's harder to find information Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
	A	Specifically, what is your impression of the recent redesign?			Text area, no char limit		N	Skip Logic Group
		Overall, I consider the site redesign:	A vastly improved experience An improvement over the previous design A similar user experience as the previous design An inferior user experience compared to the previous design A frustrating user experience compared to the previous design Other (please specify)	A	Radio button, one-up vertical	Single	Y	Skip Logic Group
	A	Please tell us what you think of the redesign.			Text area, no char limit		N	Skip Logic Group
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
CWS01211		Which of the following site services, if any, did you use today? (Select all that apply)	Search Jobs MyUSAJobs Information Center Veterans Employment Resource Center Forms Employer Services Other (please specify)	B C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
CWS01212	C	Specifically, what other site services did you use today?			Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the search feature of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group

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OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ALM0089		How did you <b>hear</b> about this site?	Media advertisement OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov Friend Family Search engine (Google, Yahoo, etc) OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Other (please specify)		Radio button, one-up vertical	Single	Y	OPS Group
CWS01213	<b>A</b>	Other (hear about site)		<b>A</b>	Text field, <100 char	Single	N	OPS Group
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes No		Radio button, one-up vertical	Single	Y	
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes No		Radio button, one-up vertical	Single	Y	
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	

Model Instance Name:

OPM Job Search

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Date: 3/1/2008

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OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
2926		<del>What is your overall satisfaction with the Federal employment application process?</del>	1-10 scale		<del>Radio button, scale, has don't k</del>	Single	Y	
235		How frequently do you visit this site?	First time More than once a day Daily About once a week About once a month Every 6 months or less		Radio button, one-up vertical	Single	Y	
NEW		Which of the following site services, if any, did you use today? (Select all that apply)	Search Jobs MyUSAJobs Information Center Veterans Employment Resource Center Forms Employer Services Other (please specify)	B      C	Checkbox, one-up vertical	Multi	Y	Skip Logic Group
NEW	C	Specifically, what other site services did you use today?			Text area, no char limit		N	Skip Logic Group
MAG0090	B	If you used the search feature of the site today to find your information, what was your experience?	I did not encounter any difficulties Returned too many results Returned not enough results Returned no results 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:		Radio button, one-up vertical	Single	Y	Skip Logic Group
AKR0858	D	Other, search feature			Text area, no char limit		N	Skip Logic Group
AMAG0089		<del>How are you primarily browsing through the USAJOBS website?</del>	Log into MyUSAJobs to search for listings Top Navigation bar Site map Search engine Links on the home page All of the above		<del>Radio button, one-up vertical</del>	Multi	Y	
AMAG0090		What was your experience with the navigation process on this site?	<del>Did not have any difficulty navigating the site Could not navigate back to previous information Would often feel lost, not know where I was Links did not take me where I expected Links/labels are difficult to understand Too many links or navigational choices Had technical difficulties (e.g. broken links, error messages) Other</del>	A	Checkbox, one-up vertical	Multi	Y	OPS Group
AKR0857	A	Other, please specify			Text area, no char limit		N	OPS Group

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Date: 3/1/2008

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OPM Job Search CUSTOM QUESTION LIST

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
ALM0089		How did you <b>hear</b> about this site?	<a href="#">Media advertisement</a> OPM Advertisement - "What did you do at your job today?" Federal Agency Human Resources Office USA.gov Friend Family <a href="#">Search engine (Google, Yahoo, etc)</a> OPM Sponsored Job Fair OPM Veterans Employment Materials Placement/Transition Center Other (please specify)		Radio button, one-up vertical	Single	Y	OPS Group
NEW	A	Other (hear about site)		A	Text field, <100 char	Single	N	OPS Group
2928		Are you now, or have you ever been, a <b>civilian employee</b> of the United States Government?	Yes No		Radio button, one-up vertical	Single	Y	
20262		Have you ever served on <b>active duty</b> in the United States military?	Yes No		Radio button, one-up vertical	Single	Y	
3876		What <b>improvements</b> , if any, would you make to this site?			Text area, no char limit		N	