Model Instance Name:

DOD Enterprise Measure
MID:

Date: 6/15/2011

	MODEL QUESTION LIST	
Model ques	tions utilize the ACSI methodology to determin	ne 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 Satisfaction questions appear on all sur	
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? (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 (1=Not Very Close, 10=Very Close)	website? 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 finding the information of interest?
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 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.		
17 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.		

Model Instance Name:

DOD Enterprise Measure

MID:

Date: 7/14/2014

QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy TPC, AF, Do
AED14507	ALL		How frequently do you visit this site?	ALL
				ALL
AED14508	ALL		What best describes your role when visiting this site?	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
		Navy
		DoD
		AF
		USMC
		USMC
		Navy
		USMC, AF
		Navy
		USMC, AF, Navy
		DoD
		AF, Navy, DoD
		Navy
		SMC, AF, Navy, Do
		TPC
		DoD
		Navy, AF
		TPC
		DoD
		DoD
		Navy

AFD14510			Others region and response	USMC, AF, Navy USMC, AF Navy TPC Navy Navy TPC AF DoD ALL
AED14510	ALL	Α	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?	SMC, Navy, AF, Do SMC, Navy, AF, Do TPC DoD USMC, DoD SMC, Navy, AF, Do USMC TPC TPC SMC, Navy, AF, Do TPC AF SMC, Navy, AF, Do TPC AF SMC, Navy, AF, Do TPC ALL ALL ALL ALL ALL ALL ALL 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 search feature?	ALL 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
				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
				ALL
AED14524	ALL		How likely are you to share your opinions with this agency by using	ALL
-			web-based social media tools such as Facebook, Twitter, etc.?	ALL
				ALL
				ALL
	I	I	I	,

ALL ALL ALL ALL ALL ALL ALL
ALL ALL ALL
ALL ALL
ALL
ALL
ALL
LIV0031638 DoD How likely are you to discourage others from interacting with this DoD
agency?
DoD
DoD
DoD
DoD
AED14529 ALL Which features of this site do you like or value the most? ALL
ALL
ALL
ALL
ALL
ALL
ALL
ALL
ALL
ALL
ALL
ALL
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? ALL
ALL
ALL
ALL
ALL
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ALL ALL ALL

		I	ALL
			ALL
ED14528	ALL	Please select the category that includes your age .	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	ALL
		appeal to you.	ALL
			ALL
AED14531	ALL	Please rate the variety of videos/podcasts offered on this site.	ALL
ALD14331	ALL	Please rate the variety of videos/podcasts offered on this site.	ALL
			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
		device?	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	Е	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 Defence gov

violet (bold): SKIP-LOGIC	ססט	Defense.gov			
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					
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 DOD Video News	
Find Marine Corps Orders, publications	
Find other Navy websites	
Get answers to questions	
Get e-mail updates on DOD Video News	
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 DOD Video News	
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	
<u> </u>	
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	
DOD Video News	
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	Υ	Skip Logic Group
Partially					
No, please specify:	Α				
		Open-ended		N	
Site's search feature	_ A	Checkbox One Up Vertical	Multi	Υ	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	В				
Links on individual pages	В				
Right navigation bar	_ B				
Top navigation bar	В				
Used On Air/Guide/Podcast widget on home page	В				
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:	С				
		Text area, no char limit		N	
Yes	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
No		,			5.2.2.4
Returned too many results		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group
Returned not enough results		, , , , , , , , , , , , , , , , , , , ,			3.5 5.6 5
Returned no results					
Returned results that were too similar/redundant					

Desults were not relevant to my openish to my	1				
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	Tout area, no char limit		NI NI	
		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	1				
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	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					
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	1		-		
3	1				
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5					
6					
7					
8					
9					
10=Very likely					
Don't know					
1 = Very Unlikely		Radio button, scale, has don't know	Single	Y	
2			· ·		
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6					
7					
8					
9					
10 = Very Likely					
Social Media bookmarking		Checkbox One Up Vertical	<u>Multi</u>	<u>N</u>	
RSS feeds		Checkbox One op vertical	<u>iviuiti</u>	<u> </u>	
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					

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Florida					
Georgia					
Hawaii					
Idaho					
Illinois					
Indiana					
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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		,	g		
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1=Not very likely		Radio button, scale, has don't know	Single	N	
No	Α				
Yes	A, B, D, F	Radio button, one-up vertical	Single	N	Skip Logic Group
Don't know					
10=Excellent	1				
9	1				
8	1				
7	1				
6	1				
5	1				
4	1				
3	1				
2	1		5		
1=Poor		Radio button, scale, has don't know	Single	N	
Don't know	1				
10=Excellent	1				
9]				
8]				
7]				
6	1				
5					
4	_				
3					
2					
1=Poor		Radio button, scale, has don't know	Single	N	
Don't know					
10=Excellent	_				
9					
8	_				
7					
6					
5					
4					
3	_				
2					
1=Poor		Radio button, scale, has don't know	Single	N	
I prefer not to respond					
Male					
Female		Dropdown (Select-one)	Single	N	
I prefer not to respond					
65 and over	1				
55 - 64	1				
45 - 54	1				
35 - 44	1				
25 - 34					

2 3 4 5 6 7 8					
10=Very likely	1				
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					
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	alm, HP, Motorola) y: C Text field, <100 char Checkbox, one-up vertical Multi ion y: E Text area, no char limit e-m.defense.gov) Radio button, one-up vertical Single				
Downloadable application (example – iPhone application, GPhone application, Blackberry application)					

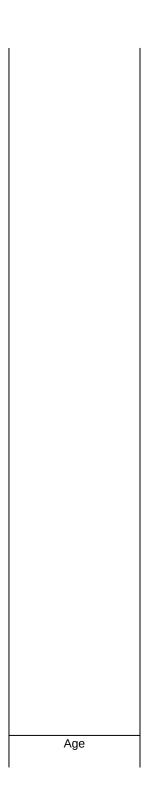
CQ Label Frequency
Role
TOIC .
Primary Reason



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
ВОВ
Web-based
social media tools
media toolo
media toolo

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



Gender	
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: 7/14/2014

QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy TPC, AF, Do
AED14507	ALL		How frequently do you visit this site?	ALL
				ALL
AED14508	ALL		What best describes your role when visiting this site?	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
		Navy
		DoD
		AF
		USMC
		USMC
		Navy
		USMC, AF
		Navy
		USMC, AF, Navy
		DoD
		AF, Navy, DoD
		Navy
		SMC, AF, Navy, Do
		TPC
		DoD
		Navy, AF
		TPC
		DoD
		DoD
		Navy

AFD14510			Other primary records	USMC, AF, Navy USMC, AF Navy TPC Navy Navy TPC AF DoD ALL
AED14510	ALL	Α	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?	SMC, Navy, AF, Do SMC, Navy, AF, Do TPC DoD USMC, DoD SMC, Navy, AF, Do USMC TPC TPC SMC, Navy, AF, Do TPC AF SMC, Navy, AF, Do TPC AF SMC, Navy, AF, Do TPC ALL ALL ALL ALL ALL ALL ALL 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 search feature?	ALL ALL ALL ALL

				1
				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
				ALL
AED14520	ALL	G	Other navigational difficulty	ALL
AED14320	ALL	"	Other Havigational 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
				ALL
AED14524	ALL		How likely are you to chare your eninions with this agency by using	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
			Trob-based social inicial tools such as racebook, I willer, etc.?	ALL
				ALL
		l		ALL

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			ALL
LIV0031638	DoD	How likely are you to discourage others from interacting with this	DoD
2.70001000		agency?	DoD
			DoD
			DoD
			DoD
<u>AED14529</u>	<u>ALL</u>	Which features of this site do you like or value the most?	ALL
			ALL
			ALL
			ALL
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?	ALL
	'		ALL
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ED14528	ALL	Please select the category that includes your age .	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	ALL
			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
			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	Е	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 Defence gov

Violet (bold): SKIP-LOGIC	ססט	Defense.gov			
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					
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	1
Find Links to DOD Video News	
Find Marine Corps Orders, publications	7
Find other Navy websites	1
Get answers to questions	1
Get e-mail updates on DOD Video News	1
Get Podcasts	1
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 DOD Video News	
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	
DOD Video News	+
Today in DOD	
View graphics gallery	
view graphics gailery	

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	Υ	Skip Logic Group
Partially					
No, please specify:	Α				
		Open-ended		N	
Site's search feature	A	Checkbox One Up Vertical	Multi	Υ	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	В				
Links on individual pages	В				
Right navigation bar	_ B				
Top navigation bar	В				
Used On Air/Guide/Podcast widget on home page	В				
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:	С				
		Text area, no char limit		N	
Yes	D	Radio button, one-up vertical	Single	Y	Skip Logic Group
No		,			, J. J. J. P
Returned too many results		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group
Returned not enough results		, , , , , , , , , , , , , , , , , , , ,			1
Returned no results					
Returned results that were too similar/redundant					

Desults were not relevant to my openish to my	1				
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	Tout area, no char limit		NI NI	
		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	1				
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	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					
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	1		-		
3	1				
4	7				
	_	'		•	

	ı			ı	ı
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		Checkbox One Up Vertical	<u>Multi</u>	<u>N</u>	
RSS feeds		Checkbox One op vertical	<u>iviuiti</u>	<u> </u>	
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					

	1		ı	ı	I
Florida					
Georgia					
Hawaii					
Idaho					
Illinois					
Indiana					
lowa					
Kansas					
Kentucky					
Louisiana					
Maine					
Maryland					
Massachusetts					
Michigan					
Minnesota					
Mississippi					
Missouri					
Montana					
Nebraska					
Nevada					
New Hampshire					
New Jersey					
New Mexico					
New York					
North Carolina					
North Dakota					
Ohio					
Oklahoma					
Oregon					
Pennsylvania					
Rhode Island					
South Carolina					
South Dakota					
Tennessee					
Texas					
Utah					
Vermont					
Virginia					
Washington					
Washington D.C.					
West Virginia					
Wisconsin					
Wyoming					
17 and under		Dropdown (Select-one)	Single	N	
18 - 24		,	g		
	I		I	1	I

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

2 3 4 5 6 7 8					
10=Very likely	1				
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					
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)					

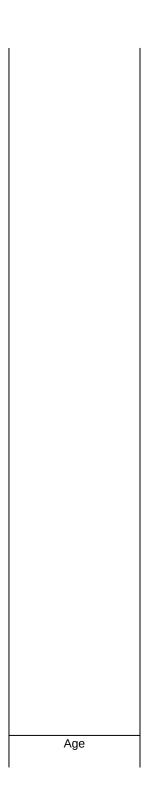
CQ Label Frequency
Role
TOIC .
Primary Reason



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

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



Gender	
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

	<u> </u>			
QID (Group ID)	Website USMC, Navy, TPC, AF	Skip Logic Label	Question Text	Website USMC, Navy, TPC, AF, Do
AED14507	ALL		How frequently do you visit this site?	ALL
				ALL
AED14508	ALL		What best describes your role when visiting this site?	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
		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	Α	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 TPC TPC USMC, Navy, AF, DoD TPC AF USMC, Navy, AF, DoD TPC TPC ALL ALL ALL ALL ALL ALL 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 search feature?	ALL ALL ALL

				ALL
				ALL
AED14517	ALL	Е	Other search difficulty	
AED14518	ALL	В	Did you have difficulty using the navigation on this site?	ALL
			3	ALL
AED14519	ALL	F	What type of difficulty , if any, did you encounter with the	ALL
			navigation on this site?	ALL
				ALL
AED14520	ALL	G	Other navigational difficulty	7122
A E D 1 4 E O 1	A 1 1		Do you find the content on this website appealing to you?	
AED14521	ALL		Do you find the content on this website appealing to you?	ALL
				ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522		A		ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL ALL
AED14522	ALL	Α	What could we do to make our content more appealing to you?	ALL ALL ALL
AED14522 AED14523	ALL	A	What could we do to make our content more appealing to you?	ALL ALL ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL ALL ALL ALL ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL ALL ALL ALL ALL ALL ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL ALL ALL ALL ALL ALL ALL ALL ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL
AED14522 AED14523	ALL	A	What could we do to make our content more appealing to you? How would you most like to interact with this site?	ALL
AED14522	ALL	A	What could we do to make our content more appealing to you?	ALL

			ALL
			ALL
	DoD	How likely are you to discourage others from interacting with this	DoD
		agency?	DoD
			DoD
AED14529	ALL	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	ALL
AED14525	ALL	site?	
AED14526	ALL	If you could make one improvement to this site, what would it be?	
AED14527	ALL	Where are you located ?	ALL
			ALL
	ı l		ALL

D14528	ALL	Please select the category that includes your age .	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	ALL
		appeal to you	ALL
			ALL
AED14531	ALL	Diagon rate the variety of vide college and agents offered on this site	ALL
AED14531	ALL	Please rate the variety of videos/podcasts offered on this site.	
			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
		device?	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
AED14535	ALL	В	Which mobile devices have you used to access this site?	ALL ALL ALL ALL ALL ALL
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?	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	

		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	1				
Weekly	1				
Monthly	1				
Every 2 months or less often	1				
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	_ A	Radio button, one-up vertical	Single	Υ	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	4				
Contract Opportunities	4				
DOD Mission Statement	4				
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
Today III 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:	Α				
		Open-ended		N	
Site's search feature	Α	Checkbox One Up Vertical	Multi	Y	Skip Logic Group
Advanced search	Α				
Video search	Α				
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					
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				
Other, piease specify.		Text area, no char limit		N	
		rext area, no chai iiniit			
Yes	F			Υ	
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	
Vec		Dadia Dutton One Un Vertical	0.11		011111111111111111111111111111111111111
Yes		Radio Button One Up Vertical	Single	N	Skip Logic Group
No No	Α	Radio Button One Op Vertical	Single	N	Skip Logic Group
	Α	Open-ended	Single	N N	Skip Logic Group
	Α	·	Multi		Skip Logic Group Skip Logic Group
No .	Α	Open-ended		N	
No Bookmark or tag pages	A	Open-ended		N	
Bookmark or tag pages In social networks	A	Open-ended		N	
No Bookmark or tag pages In social networks In virtual worlds	A	Open-ended		N	
No Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs Via website feedback form	A	Open-ended Checkbox, one-up vertical	Multi	N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs Via website feedback form Interacting in person	A	Open-ended		N	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs Via website feedback form Interacting in person None of the above 1=Not very likely 2	A	Open-ended Checkbox, one-up vertical	Multi	N Y	
Bookmark or tag pages In social networks In virtual worlds By adding comments, ratings, or reviews Reading blogs Contributing to wikis Receiving newsletters/email updates Subscribing to RSS feeds Listening to Podcasts or audio Watching Vodcasts or video Adding a widget or gadget to my personalized page Following a microblog Via FAQs Via website feedback form Interacting in person None of the above	A	Open-ended Checkbox, one-up vertical	Multi	N Y	

4 5 6 7 8 9
6 7 8 9
7 8 9
9
9
9
10=Very likely
Don't know
1 = Very Unlikely Radio button, scale, has don't know Single Y
3
4
5
7
8
9
10 = Very Likely
Social Media bookmarking Checkbox One Up Vertical Multi N
RSS feeds
<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>
None of the above
Text area, no char limit N
Tox area, no shar mine
Text area, no char limit N
Text area, no chai illilli
Demission (Calastana) Circle A
Deployed location Dropdown (Select-one) Single N
Stateside military base
Overseas military base
Outside of U.S.
<u>Alabama</u>
<u>Alaska</u>
<u>r marina</u>
<u>Arizona</u>
Arizona Arkansas
Arizona Arkansas California
<u>Arizona</u> <u>Arkansas</u>

Duran	\neg	I	
<u>Delaware</u>			
<u>Florida</u>			
<u>Georgia</u>			
<u>Hawaii</u>			
<u>Idaho</u>			
<u>Illinois</u>			
<u>Indiana</u>			
<u>lowa</u>			
<u>Kansas</u>			
<u>Kentucky</u>			
<u>Louisiana</u>			
<u>Maine</u>			
<u>Maryland</u>			
Massachusetts			
<u>Michigan</u>			
<u>Minnesota</u>			
<u>Mississippi</u>			
<u>Missouri</u>			
<u>Montana</u>			
<u>Nebraska</u>	\dashv		
<u>Nevada</u>	\dashv		
New Hampshire	\dashv		
New Jersey	$\overline{}$		
New Mexico			
New York			
North Carolina	—		
North Dakota			
<u>Ohio</u>	_		
<u>Oklahoma</u>	-		
<u>Oregon</u>	$\overline{}$		
<u>Oregon</u> Pennsylvania	\dashv		
Rhode Island	\dashv		
South Carolina	\dashv		
South Dakota	\dashv		
<u>South Dakota</u> <u>Tennessee</u>	\dashv		
	_		
Texas Utah	_		
<u>Utah</u>			
<u>Vermont</u>	_		
<u>Virginia</u>			
Washington	\dashv		
Washington D.C.			
<u>West Virginia</u>			
<u>Wisconsin</u>			
<u>Wyoming</u>			
17 and under		Dropdown (Select-one)	Single

	1	i i	1	ı	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					
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	1				
3					
4	1				
5	1				
6					
7	1				
8	1				
9	1				
10=Excellent					
Don't know					
Yes	A, B, D, F	Radio button, one-up vertical	Single	N	Skip Logic Group
No No	A, B, B, 1	radio battori, one up vertical	Origic		Chip Logic Group
110					

1=Not very likely 2 3 4 5		Radio button, scale, has don't know	Single	N	
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	N	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

CQ Label Frequency
Role
Primary Reason



OE Primary Reason Did You Find

Unable to Find

Search Method

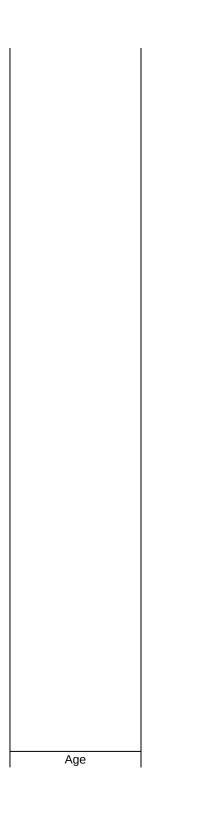
OE Search Method

Search problem

Search difficulty

05	
OE search difficulty	
Nav problem	
Nav difficulty	
OE navigation difficulty	
Appealing 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
Video/podcast appeal Variety of videos/
Video/podcast appeal Variety of videos/
Variety of videos/
Variety of videos/
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	TPC
			site today?	TPC
				TPC
				Navy
				TPC
				TPC
				AF
	1			USMC
	1			TPC USMC
	1			Navy AF
				TPC
				ALL
	I			

				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
				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 information on this site?	USMC, Navy, AF
			inionnation on this site?	USMC, Navy, AF
				TPC
				USMC
				USMC, Navy, AF USMC
				USINIC

				TPC TPC USMC, Navy, AF TPC AF USMC, Navy, AF TPC TPC ALL ALL ALL ALL ALL ALL ALL ALL
AED14514	ALL	С	Other search method	
AED14515	ALL	Α	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 ?	Ī
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 ?	

	1	1	1	1
				1
AED14500	ALL		Diagon polant the notage without include a visual	
AED14528	ALL		Please select the category that includes your age.	
	I	l	ı	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.	

45044500				
AED14533	ALL		Have you ever viewed this website on your cell phone or mobile device ?	l
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	Е	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	Marine Corps
Navy	Navy
TPC	The Pentagon Channel
AF	Air Force

violet (bold): SKIP-LOGIC					
DOD Enterprise Measure CUSTOM QUESTION LIST					
Answer Choices	Chin to	Towns (as least from High		Required	
(limited to 50 characters)	Skip to	Type (select from list) Dropdown (Select-one)	Multi Single	Y/N Y	Instructions
First time Daily	-	Dropdown (Select-one)	Single	ř	
Weekly	1				
Monthly	1				
Every 2 months or less often	-				
Serving Military Member		Radio button, one-up vertical	Single	Y	Skip Logic Group
Retired Military/Military Veteran	-	radio battori, one-ap vertical	Jiligic	'	Skip Logic Group
Military Family Member	1				
DOD Civilian	-				
DOD Contractor	-				
General Public	1				
Student	-				
Educator	-				
Researcher	†				
News/Media	1				
International Audience	1				
Browse all videos		Radio button, one-up vertical	Single	Υ	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					

Outlie Liver and the state of					
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:	Α				
		Text area, no char limit		N	
Yes		Radio button, one-up vertical	Single	Υ	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	Α				, J
Video search	Α				
Bottom navigation bar	В				
Just navigating thru the web pages	В				
Left navigation bar	В				
1-0.1	_				

	-				
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					
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	Υ	Skip Logic Group
No					
Returned too many results		Checkbox, one-up vertical	Multi	Υ	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			Υ	
No	7				
Could not find the appropriate navigational links on most of your web pages		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group
Too many links or navigational choices	1	Chochest, the ap related	1116.16.	•	Joint Logic Croup
Links did not take me where I expected	1				
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	1				
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	1				
Other, please specify:	-				
	G				
Sansa, process opening.	G	Text area, no char limit		N	
e and a product opposition.	G	Text area, no char limit		N	

No	Α				
		Open-ended		N	
Bookmark or tag pages		Checkbox, one-up vertical	Multi	Y	Skip Logic Group
In social networks	-	Checkbox, one-up vertical	iviuiti	ı ı	Skip Logic Group
In virtual worlds					
By adding comments, ratings, or reviews					
Reading blogs					
Contributing to wikis					
Receiving newsletters/email updates					
Subscribing to RSS feeds					
Listening to Podcasts or audio					
Watching Vodcasts or video					
Adding a widget or gadget to my personalized page					
Following a microblog					
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	1				
Arizona					
Arkansas					
California					
Colorado					
Connecticut					
Delaware					
Florida					
Georgia					
Hawaii					
Idaho					
Illinois					
IIIII 1015	l	I	l	l	I

Indiana Ilowa Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana
Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana
entucky puisiana aine aryland assachusetts chigan innesota ississippi ssouri ontana
uisiana aine aryland assachusetts chigan nnesota ssissippi ssouri
Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana
Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana
Massachusetts Michigan Minnesota Mississippi Missouri Montana
Michigan Minnesota Mississippi Missouri Montana
Minnesota Mississippi Missouri Montana
Mississippi Missouri Montana
Missouri Montana
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina North Carolina
North Dakota
Ohio Ohio
Oklahoma
Oregon
Pennsylvania Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Jtah
Vermont
√irginia
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)
1 Diopasmi (Scient one)
18 - 24 25 - 34

35 - 44	l		1	1	
45 - 54					
55 - 64					
65 and over					
I prefer not to respond					
Female		Dropdown (Select-one)	Cinalo	N	
Male		Dropdown (Select-one)	Single	IN	
I prefer not to respond Social Media bookmarking		Checkbox One Up Vertical	Multi	N	
RSS feeds		Checkbox One Op Vertical	iviuiti	IN	
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	
			_		
L	ı	ı	1	ı	ı

2	I			I	
3	-				
4	1				
5	1				
	-				
6	-				
7	-				
8	1				
9	1				
10=Excellent	1				
Don't know					
Yes	A, B, D,	Radio button, one-up vertical	Single	N	Skip Logic Group
No	Æ				
1=Not very likely		Radio button, scale, has don't know	Single	N	
2					
3					
4					
5					
6	1				
7					
8	1				
9	1				
10=Very likely					
Don't know					
Blackberry		Checkbox, one-up vertical	Multi	Υ	Skip Logic Group
iPhone	1	Checkbox, one up vertical	IVICILI	'	ONIP Logic Group
GPhone/Android	-				
Windows Mobile (Palm, HP, Motorola)	1				
iPad	1				
Android Tablet	-				
Other, please specify:	С	Tout field <100 above		N.I.	
		Text field, <100 char		N	
					01:-1
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
manus and (arising) made in a significant		Salton, one up vertical	019.0		Tamp Tagle Creap

Full S	ite	
Dow	loadable application (example – iPhone application, GPhone application,	
Black	berry 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



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	