

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 (1=Poor, 10=Excellent, Don't Know)</b>  |   | <b>Satisfaction</b>  | <b>Likelihood to Return (1=Very Unlikely, 10=Very Likely)</b>         |
| 1  | Please rate the usefulness of the services provided on this site.   | 21 What is your <b>overall satisfaction</b> with this site?<br>(1=Very Dissatisfied, 10=Very Satisfied)      | 24 How likely are you to <b>return to this site</b> ?                 |
| 2  | Please rate the convenience of the services on this site.   | 22 How well does this site <b>meet your expectations</b> ?<br>(1=Falls Short, 10=Exceeds)                    | <b>Recommend (1=Very Unlikely, 10=Very Likely)</b>                    |
| 3  | Please rate the availability of desired services on this site.  | 23 How does this site <b>compare to your idea of an ideal website</b> ?<br>(1=Not Very Close, 10=Very Close) | 25 How likely are you to <b>recommend this site to someone else</b> ? |
| <b>Job Descriptions (1=Poor, 10=Excellent, Don't Know)</b> |   |  |   |
| 4  | Please rate the clarity of the job descriptions on this site.   |  |   |
| 5  | Please rate the level of detail provided for each job description on this site.                           |  |   |
| 6  | Please rate the relevancy of the information provided for each job description on this site.              |  |   |
| <b>Job Search (1=Poor, 10=Excellent, Don't Know)</b>       |   |  |   |
| 7  | Please rate the usefulness of job listings on this site.  |  |   |
| 8  | Please rate the amount of applicable job listings on this site.   |  |   |
| 9  | Please rate the organization of job listings on this site.  |  |   |
| 10   | Please rate how the job search feature helps you to narrow the results to find the job listings you want. |  |   |
| <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>    |   |  |   |
| 11   | Please rate the ease of reading this site.  |  |   |
| 12   | Please rate the clarity of site organization.   |  |   |
| 13   | Please rate the clean layout of this site.  |  |   |
| <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>       |   |  |   |
| 14   | Please rate the degree to which the number of steps it took to get where you want is acceptable.          |  |   |
| 15   | Please rate the ability to find information you want on this site.  |  |   |
| 16   | Please rate the clarity of site map/directory.  |  |   |
| 17   | Please rate the ease of navigation on this site.  |  |   |
| <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b> |   |  |   |
| 18   | Please rate the speed of loading the page on this site.   |  |   |
| 19   | Please rate the consistency of speed on this site.  |  |   |
| 20   | Please rate the reliability of site performance on this site.   |  |   |

Model Instance Name:

USAJOBS v2

MID: NEW

Date: 06/25/2014

| Q Name |                                   | ELEMENTS (drivers of satisfaction)  | Q Name | CUSTOMER SATISFACTION  |
|--------|-----------------------------------|---|--------|--|
|        |                                   | <b>Navigation (1=Poor, 10=Excellent, Don't Know)</b>  |        | <b>Satisfaction</b>  |
| 1      | Navigation - Organized            | Please rate how well the site is organized.   | 17     | Satisfaction - Overall   |
|        |                                   |   |        | What is your <b>overall satisfaction</b> with this site?<br>(1=Very Dissatisfied, 10=Very Satisfied) 20      |
| 2      | Navigation - Options              | Please rate the <b>options</b> available for navigating this site.  | 18     | Satisfaction - Expectations  |
|        |                                   |   |        | How well does this site <b>meet your expectations</b> ?<br>(1= Falls Short, 10=Exceeds)                      |
| 3      | Navigation - Layout               | Please rate how well the site layout helps you find what you are looking for.                                 | 19     | Satisfaction - Ideal   |
|        |                                   |   |        | How does this site <b>compare to your idea of an ideal website</b> ?<br>(1=Not Very Close, 10=Very Close) 21 |
|        |                                   | <b>Site Performance (1=Poor, 10=Excellent, Don't Know)</b>  |        |  |
| 4      | Site Performance - Loading        | Please rate how <b>quickly pages load</b> on this site.   |        |  |
|        |                                   |   |        | 22   |
| 5      | Site Performance - Consistency    | Please rate the <b>consistency of speed from page to page</b> on this site.                                   |        |  |
| 6      | Site Performance - Errors         | Please rate the <b>ability to load pages without getting error messages</b> on this site.                     |        |  |
|        |                                   |   |        | 23   |
|        |                                   | <b>Look and Feel (1=Poor, 10=Excellent, Don't Know)</b>   |        |  |
| 7      | Look and Feel - Appeal            | Please rate the <b>visual appeal</b> of this site.  |        |  |
| 8      | Look and Feel - Balance           | Please rate the <b>balance of graphics and text</b> on this site.   |        |  |
| 9      | Look and Feel - Readability       | Please rate the <b>readability of the pages</b> on this site.   |        |  |
|        |                                   | <b>Job Descriptions (1=Poor, 10=Excellent, Don't Know)</b>  |        |  |
| 10     | Job Descriptions - Understandable | Please rate the <b>how understandable job descriptions are</b> on this site.                                  |        |  |
| 11     | Job Descriptions - Detail         | Please rate the <b>level of detail of job descriptions</b> on this site.                                      |        |  |
| 12     | Job Descriptions - Answers        | Please rate how well the <b>job descriptions provide answers to your questions</b> .                          |        |  |
|        |                                   | <b>Job Search (1=Poor, 10=Excellent, Don't Know)</b>  |        |  |
| 13     | Job Search - Results Relevance    | Please rate the <b>relevance of job search results</b> on this site.  |        |  |
| 14     | Job Search - Results Organization | Please rate the <b>organization of job search results</b> on this site.                                       |        |  |
| 15     | Job Search - Results Help         | Please rate how well the <b>job search results help you decide what job listings to select</b> .              |        |  |
| 16     | Job Search - Feature Narrow       | Please rate how well the <b>search feature helps you to narrow the results</b> to find job listings you want. |        |  |

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**CUSTOM**

| 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 |
|-----|------------------|--|--|---|-------------------------------|-----------------|--------------|----------------------|
|     |                  | How frequently do you visit this site?   | First time<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>Every 6 months or less   | A<br>E, F<br>E, F<br>E, F<br>E, F<br>E, F | Radio button, one-up vertical | Single          | Y            | Skip Logic Group     |
|     | A                | Did you create a USAJOBS account during your visit?  | Yes<br>No<br>Not Sure  | B   | Radio button, one-up vertical | Single          | Y            |                      |
|     | B                | Did you have any difficulty setting up the account?  | Yes<br>No<br>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<br>Difficulty with username and/or password creation<br>Difficulty with email address<br>Other  | D   | Radio button, one-up vertical | Single          | Y            |                      |
|     | D                | What difficulty did you have while creating an account?  |  |   | Text area, no char limit      |                 | N            |                      |
|     | 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<br>It is harder to find what I am looking for<br>My experience is no different when looking for information on the new site<br>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     |
|     |                  | When you visit websites, do you typically use basic or advanced search?                              | Basic<br>Advanced<br>Both equally  | J, L<br>K, L<br>L                         | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     | J                | Why do you prefer basic search?  |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | K                | Why do you prefer advanced search?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | L                | How often do you use USAJOBS advanced search?  | First time using advance search<br>Each visit<br>On approximately half of my visits<br>On less than 25% of my visits<br>Never  | S<br>M<br>M<br>M                          | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     | S                | What is your first impression of the advanced search page?   | Looks easy to use<br>Looks difficult   | U<br>T, U                                 | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     | T                | What seems difficult to use?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | U                | Which of these advanced search features do you use most often on USAJOBS? (multi-select up to 3)     | Keyword<br>Salary or Pay Grade<br>Occupational Series or Job Category<br>Location<br>Department and Agency<br>Type of Work or Work Schedule  |   | Checkbox, one-up vertical     | Multi           | Yes          | Skip Logic Group     |

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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 |
|-----|------------------|--|---|---------|-------------------------------|-----------------|--------------|----------------------|
|     |                  |  | Posting Options                           |         |                               |                 |              |                      |
|     | M                | Have you noticed that the advanced search has a new look and feel?                               | Yes                                       | O       | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     |                  |  | No  | S1      |                               |                 |              |                      |
|     | S1               | What is your first impression of the advanced search page?                                       | Looks easy to use                         | U1      | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     |                  |  | Looks difficult                           | T1 U1   |                               |                 |              |                      |
|     | T1               | What seems difficult to use?   |   |         | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | U1               | Which of these advanced search features do you use most often on USAJOBS? (multi-select up to 3) | Keyword                                   |         | Checkbox, one-up vertical     | Multi           | Yes          | Skip Logic Group     |
|     |                  |  | Salary or Pay Grade                       |         |                               |                 |              |                      |
|     |                  |  | Occupational Series or Job Category       |         |                               |                 |              |                      |
|     |                  |  | Location                                  |         |                               |                 |              |                      |
|     |                  |  | Department and Agency                     |         |                               |                 |              |                      |
|     |                  |  | Type of Work or Work Schedule             |         |                               |                 |              |                      |
|     |                  |  | Posting Options                           |         |                               |                 |              |                      |
|     | O                | Do you prefer the old or new advanced search look and feel?                                      | Old                                       | P, S2   | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     |                  |  | New                                       | Z, S2   |                               |                 |              |                      |
|     |                  |  | No preference                             | S2      |                               |                 |              |                      |
|     | P                | Why do you prefer the old advanced search look and feel?   |   |         | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | Z                | Why do you prefer the new advanced search look and feel?   |   |         | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | S2               | What is your first impression of the advanced search page?                                       | Looks easy to use                         | U2      | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
|     |                  |  | Looks difficult                           | T2, U2  |                               |                 |              |                      |
|     | T2               | What seems difficult to use?   |   |         | Text area, no char limit      |                 | No           | Skip Logic Group     |
|     | U2               | Which of these advanced search features do you use most often on USAJOBS? (multi-select up to 3) | Keyword                                   |         | Checkbox, one-up vertical     | Multi           | Yes          | Skip Logic Group     |
|     |                  |  | Salary or Pay Grade                       |         |                               |                 |              |                      |
|     |                  |  | Occupational Series or Job Category       |         |                               |                 |              |                      |
|     |                  |  | Location                                  |         |                               |                 |              |                      |
|     |                  |  | Department and Agency                     |         |                               |                 |              |                      |
|     |                  |  | Type of Work or Work Schedule             |         |                               |                 |              |                      |
|     |                  |  | Posting Options                           |         |                               |                 |              |                      |
|     |                  | How would you rate the search functionality on USAJOBS?  | Very helpful                              |         | Radio button, one-up vertical | Single          | Yes          |                      |
|     |                  |  | Somewhat helpful                          |         |                               |                 |              |                      |
|     |                  |  | Fair                                      |         |                               |                 |              |                      |
|     |                  |  | Somewhat unhelpful                        |         |                               |                 |              |                      |
|     |                  |  | Very unhelpful                            |         |                               |                 |              |                      |
|     |                  | Do you have any recommendations to improve the search tool?                                      |   |         | Text area, no char limit      |                 | No           |                      |
|     |                  | Which of the following site services, if any, did you use today? (Select all that apply)         | Search Jobs                               |         | Checkbox, one-up vertical     | Multi           | Y            | Skip Logic Group     |

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|-----|------------------|---|---|---------|-------------------------------|-----------------|--------------|--|
|     |                  |   | My Account<br>Resource Center<br>Individuals with Disabilities<br>Veterans<br>Students and Recent Graduates<br>Senior Executives<br>FAQs<br>Tutorials<br>Spotlights<br>Other (please specify)   | Q       |                               |                 |              |  |
|     | Q                | Specifically, what other <b>site services</b> did you use today?  |   |         | Text area, no char limit      |                 | N            | Skip Logic Group                           |
|     |                  | Were you able to find what you were looking for on USAJOBS.gov?   | Yes<br>No<br>Not Yet  | G       | Radio button, one-up vertical | Single          | Y            |  |
|     | G                | What were you unable to find on USAJOBS.gov?  | A specific job<br>Jobs I qualify for<br>Jobs that were relevant to my search<br>Information about how to apply<br>Other   | H       | Radio button, one-up vertical | Single          | Y            |  |
|     | H                | What were you unable to find on USAJobs.gov?  |   |         | Text area, no char limit      |                 | N            |  |
|     |                  | Which of the following sources drove you to visit the site today? Please rank the top 3 (Rank 1 is most important).<br><b>Rank 1 (Required)</b> | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one         | Single          | Y            | Rank Group<br>Adjust Template<br>Randomize |
|     |                  | <b>Rank 2 (Optional)</b>  | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising  |         | Drop down, select one         | Single          | Y            | Rank Group<br>Adjust Template<br>Randomize |



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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<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>Every 6 months or less   | A<br>E, F<br>E, F<br>E, F<br>E, F<br>E, F | Radio button, one-up vertical | Single          | Y            | Skip Logic Group     |
| ACQLiv0005802 | A                | Did you create a USAJOBS account during your visit?  | Yes<br>No<br>Not Sure  | B   | Radio button, one-up vertical | Single          | Y            |                      |
| ACQLiv0005803 | B                | Did you have any difficulty setting up the account?  | Yes<br>No<br>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<br>Difficulty with username and/or password creation<br>Difficulty with email address<br>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            |                      |
| ACQCol0007877 | 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<br>It is harder to find what I am looking for<br>My experience is no different when looking for information on the new site<br>Don't Know |   | Radio button, one-up vertical | Single          | Y            | Skip Logic Group     |
| ACQCol0007878 | F                | Please tell us what you think of the new USAJOBS site:   |  |   | Text area, no char limit      | Single          | N            | Skip Logic Group     |
| NEW           |                  | When you visit websites, do you typically use basic or advanced search?                              | Basic<br>Advanced<br>Both equally  | J, L<br>K, L<br>L                         | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
| NEW           | J                | Why do you prefer basic search?  |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
| NEW           | K                | Why do you prefer advanced search?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
| NEW           | L                | How often do you use USAJOBS advanced search?  | First time using advance search<br>Each visit<br>On approximately half of my visits<br>On less than 25% of my visits<br>Never  | S<br>M<br>M<br>M                          | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
| NEW           | M                | Have you noticed that the advanced search has a new look and feel?                                   | Yes<br>No  | O<br>S                                    | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
| NEW           | O                | Do you prefer the old or new advanced search look and feel?  | Old<br>New<br>No preference  | P, S<br>Z, S<br>S                         | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
| NEW           | P                | Why do you prefer the old advanced search look and feel?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
| NEW           | Z                | Why do you prefer the new advanced search look and feel?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
| NEW           | S                | What is your first impression of the advanced search page?   | Looks easy to use<br>Looks difficult   | U<br>T, U                                 | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group     |
| NEW           | T                | What seems difficult to use?   |  |   | Text area, no char limit      |                 | No           | Skip Logic Group     |
| NEW           | U                | Which of these advanced search features do you use most often on USAJOBS? (multi-select up to 3)     | Keyword<br>Salary or Pay Grade   |   | Checkbox, one-up vertical     | Multi           | Yes          | Skip Logic Group     |

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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                           |
|---------------|------------------|---|--|--|-------------------------------|-----------------|--------------|--|
|               |                  |   | Occupational Series or Job Category<br>Location<br>Department and Agency<br>Type of Work or Work Schedule<br>Posting Options   |  |                               |                 |              |  |
| NEW           |                  | How would you rate the search functionality on USAJOBS?   | Very helpful<br>Somewhat helpful<br>Fair<br>Somewhat unhelpful<br>Very unhelpful   |  | Radio button, one-up vertical | Single          | Yes          | Skip Logic Group                               |
| NEW           |                  | Do you have any recommendations to improve the search tool?   |  |  | Text area, no char limit      |                 | No           | Skip Logic Group                               |
| CWS01211      |                  | Which of the following <b>site services</b> , if any, did you use today? (Select all that apply)                                      | Search Jobs<br>My Account<br>Resource Center<br>Individuals with Disabilities<br>Veterans<br>Students and Recent Graduates<br>Senior Executives<br>FAQs<br>Tutorials<br>Spotlights<br>Other (please specify)   | N<br><br><br><br><br><br><br><br><br><br>Q | Checkbox, one-up vertical     | Multi           | Y            | Skip Logic Group                               |
| CWS01212      | Q                | Specifically, what other <b>site services</b> did you use today?  |  |  | Text area, no char limit      |                 | N            | Skip Logic Group                               |
| MAG0090       | N                | If you used the search feature of the site today to find your information, what was your experience?                                  | <del>-I did not encounter any difficulties-</del><br><del>-Returned too many results-</del><br><del>-Returned not enough results-</del><br><del>-Returned no results-</del><br><del>-Results were not relevant to my search terms or needs-</del><br><del>-I was not sure what words to use in my search-</del><br><del>-Search required too many refinements to get to what I wanted-</del><br><del>-Search speed was too slow-</del><br><del>-Other, please specify-</del> |  | 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<br>No<br>Not Yet   | G  | Radio button, one-up vertical | Single          | Y            |  |
| ACQLiv0005790 | G                | What were you unable to find on USAJOBS.gov?  | A specific job<br>Jobs I qualify for<br>Jobs that were relevant to my search<br>Information about how to apply<br>Other  | H  | Radio button, one-up vertical | Single          | Y            |  |
| ACQLiv0005804 | H                | 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<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)  |  | Drop down, select one         | Single          | Y            | Rank Group<br><br>Adjust Template<br>Randomize |



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|----------|-------------------|---------------|---|---------|-------------------------|-----------------|--------------|--|
|          |                   |               | Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other  |         |                         |                 |              | Anchor Answer<br>Anchor Answer   |
| EDO10552 | Rank 2 (Optional) |               | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one   | Single          | Y            | Rank Group<br>Adjust Template<br>Randomize<br>Anchor Answer<br>Anchor Answer |
| EDO10553 | Rank 3 (Optional) |               | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one   | Single          | Y            | Rank Group<br>Adjust Template<br>Randomize<br>Anchor Answer<br>Anchor Answer |

Model Instance Name:

OPM Job Search

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Date: 1/17/2014

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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 |
|----------|------------------|---|---|---------|-------------------------------|-----------------|--------------|----------------------|
| 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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**OPM Job Search CUSTOM QUESTION LIST**

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|---------------|------------------|---|---|---------|-------------------------------|-----------------|--------------|--|
| ACQLiv0005790 | A                | What were you unable to find on USAJOBS.gov?  | A specific job<br>Jobs I qualify for<br>Jobs that were relevant to my search<br>Information about how to apply<br>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<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one         | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize<br><br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10552      |                  | Rank 2 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one         | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize<br><br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10553      |                  | Rank 3 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency   |         | Drop down, select one         | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>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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| 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  | A<br>E, F<br>E, F<br>E, F<br>E, F<br>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<br>It is harder to find what I am looking for<br>My experience is no different when looking for information on the new site<br>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<br>No<br>Not Sure   | B   | Radio button, one-up vertical | Single          | Y            |                      |
| ACQLiv0005803          | B                | Did you have any difficulty setting up the account?  | Yes<br>No<br>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<br>Info Center<br>First-time Visitors<br>Why Work for America?<br>Special Hiring Events<br>Individuals with Disabilities<br>Veterans<br>Students<br>Senior Executives<br>Employers<br>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<br>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).<br><b>Rank 1 (Required)</b> | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one    | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize<br><br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10552      |                  | <b>Rank 2 (Optional)</b>  | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one    | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize<br><br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10553      |                  | <b>Rank 3 (Optional)</b>  | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"  |         | Drop down, select one    | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>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<br>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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|----------|------------------|-------------------|---|---------|-------------------------|-----------------|--------------|--|
|          |                  |                   | Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other  |         |                         |                 |              | Adjust Template/Style<br>Randomize                   |
| EDO10552 |                  | Rank 2 (Optional) | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one   | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize |
| EDO10553 |                  | Rank 3 (Optional) | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know          |         | Drop down, select one   | Single          | Y            | Rank Group<br><br>Adjust Template/Style<br>Randomize |

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|----------|------------------|---|---|---------|-------------------------------|-----------------|--------------|----------------------|
|          |                  |   | 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<br>No                                 |         | Radio button, one-up vertical | Single          | Y            |                      |
| 20262    |                  | Have you ever served on <b>active duty</b> in the United States military?                               | Yes<br>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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|----------|------------------|---|--|---------|-------------------------------|-----------------|--------------|----------------------|
| 235      |                  | How frequently do you visit this site?  | First time<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>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<br>My Account<br>Info Center<br>First-time Visitors<br>Why Work for America?<br>Special Hiring Events<br>Individuals with Disabilities<br>Veterans<br>Students<br>Senior Executives<br>Employers<br>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<br>Returned too many results<br>Returned not enough results<br>Returned no results<br>Results were not relevant to my search terms or needs<br>I was not sure what words to use in my search<br>Search required too many refinements to get to what I wanted<br>Search speed was too slow<br>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     |

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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 hear about this site?   | Media advertisement<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>Friend<br>Family<br>Search engine (Google, Yahoo, etc)<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>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?<br>Please rank the top 3 (Rank 1 is most important).<br>Rank 1 (Required) | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one         | Single          | Y            | Rank Group<br>Adjust Template/Style<br>Randomize<br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10552 |                  | Rank 2 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)<br>Message directly from the organization/agency on a social network<br>Mobile phone text messages or alerts<br>Instant Message from a friend or colleague<br>Familiarity with site/organization/brand<br>Promotional email(s) from the organization/agency<br>Search engine results<br>Word of mouth recommendation from someone I know (family, friend, etc.)<br>TV, radio, newspaper, or magazine advertising<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>Don't know<br>Other |         | Drop down, select one         | Single          | Y            | Rank Group<br>Adjust Template/Style<br>Randomize<br>Anchor Answer Choice<br>Anchor Answer Choice |
| EDO10553 |                  | Rank 3 (Optional)   | Message or recommendation from a friend on a social network<br>Video I saw on YouTube<br>Internet blogs or discussion forums<br>Advertising on social networks (Facebook, MySpace, Twitter)   |         | Drop down, select one         | Single          | Y            | Rank Group<br>Adjust Template/Style<br>Randomize   |

Model Instance Name:

OPM Job Search

MID: bKPFCluA60C5JG4p29fn8w==

Date: 1/18/2010

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pink: ADDITION

blue + -->: REWORDING

OPM Job Search CUSTOM QUESTION LIST

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|----------|------------------|---|---|---------|-------------------------------|-----------------|--------------|--|
|          |                  |   | <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<br>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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|----------|------------------|---|---|----------|-------------------------------|-----------------|--------------|----------------------|
| ALM0089  |                  | How did you <b>hear</b> about this site?  | Media advertisement<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>Friend<br>Family<br>Search engine (Google, Yahoo, etc)<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>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<br>No   |          | Radio button, one-up vertical | Single          | Y            |                      |
| 20262    |                  | Have you ever served on <b>active duty</b> in the United States military?                       | Yes<br>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<br>The navigation of the site is more user friendly<br>User-friendliness of the navigation is about the same<br>The navigation of the site is less user friendly<br>The site is not as well organized - it's harder to find information<br>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<br>An improvement over the previous design<br>A similar user experience as the previous design<br>An inferior user experience compared to the previous design<br>A frustrating user experience compared to the previous design<br>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<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>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><br><b>My Account</b><br><b>Info Center</b><br><b>MyUSAJobs</b><br><b>Information Center</b><br><b>Veterans Employment Resource Center</b><br><b>Forms</b><br><b>Employer Services</b><br>First-time Visitors<br>Why Work for America?<br>Special Hiring Events<br>Individuals with Disabilities<br>Veterans<br>Students<br>Senior Executives<br>Employers<br>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<br>Returned too many results<br>Returned not enough results<br>Returned no results<br>Results were not relevant to my search terms or needs<br>I was not sure what words to use in my search<br>Search required too many refinements to get to what I wanted<br>Search speed was too slow<br>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

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Date: 1/18/2010

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|----------|------------------|---|---|----------|-------------------------------|-----------------|--------------|----------------------|
| ALM0089  |                  | How did you <b>hear</b> about this site?  | Media advertisement<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>Friend<br>Family<br>Search engine (Google, Yahoo, etc)<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>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<br>No   |          | Radio button, one-up vertical | Single          | Y            |                      |
| 20262    |                  | Have you ever served on <b>active duty</b> in the United States military?                       | Yes<br>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<br>The navigation of the site is more user friendly<br>User-friendliness of the navigation is about the same<br>The navigation of the site is less user friendly<br>The site is not as well organized - it's harder to find information<br>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<br>An improvement over the previous design<br>A similar user experience as the previous design<br>An inferior user experience compared to the previous design<br>A frustrating user experience compared to the previous design<br>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<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>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<br>MyUSAJobs<br>Information Center<br>Veterans Employment Resource Center<br>Forms<br>Employer Services<br>Other (please specify)  | B<br>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<br>Returned too many results<br>Returned not enough results<br>Returned no results<br>Results were not relevant to my search terms or needs<br>I was not sure what words to use in my search<br>Search required too many refinements to get to what I wanted<br>Search speed was too slow<br>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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|----------|------------------|---|---|----------|-------------------------------|-----------------|--------------|----------------------|
| ALM0089  |                  | How did you <b>hear</b> about this site?  | Media advertisement<br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>Friend<br>Family<br>Search engine (Google, Yahoo, etc)<br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>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<br>No   |          | Radio button, one-up vertical | Single          | Y            |                      |
| 20262    |                  | Have you ever served on <b>active duty</b> in the United States military?                       | Yes<br>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

MID: bKPFCluAG0C5JG4p29fn8w==

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<br>More than once a day<br>Daily<br>About once a week<br>About once a month<br>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<br>MyUSAJobs<br>Information Center<br>Veterans Employment Resource Center<br>Forms<br>Employer Services<br>Other (please specify)   | B<br><br><br><br><br><br>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<br>Returned too many results<br>Returned not enough results<br>Returned no results<br>Results were not relevant to my search terms or needs<br>I was not sure what words to use in my search<br>Search required too many refinements to get to what I wanted<br>Search speed was too slow<br>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<br>Top Navigation bar<br>Site map<br>Search engine<br>Links on the home page<br>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</del><br><del>Could not navigate back to previous information</del><br><del>Would often feel lost, not know where I was</del><br><del>Links did not take me where I expected</del><br><del>Links/labels are difficult to understand</del><br><del>Too many links or navigational choices</del><br><del>Had technical difficulties (e.g. broken links, error messages)</del><br>Other |                            | 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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|---------|------------------|---|---|---------|-------------------------------|-----------------|--------------|----------------------|
| ALM0089 |                  | How did you <b>hear</b> about this site?  | <a href="#">Media advertisement</a><br>OPM Advertisement - "What did you do at your job today?"<br>Federal Agency Human Resources Office<br>USA.gov<br>Friend<br>Family<br><a href="#">Search engine (Google, Yahoo, etc)</a><br>OPM Sponsored Job Fair<br>OPM Veterans Employment Materials<br>Placement/Transition Center<br>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<br>No   |         | Radio button, one-up vertical | Single          | Y            |                      |
| 20262   |                  | Have you ever served on <b>active duty</b> in the United States military?                       | Yes<br>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            |                      |