



The text you see here will appear at the top and bottom of your survey, examples below.
Default text is included and you may modify this text as needed.

Welcome and Thank You Text
<p style="text-align: center;">Welcome Text</p> <p>Thank you for visiting MilitaryOneSource.mil. You've been randomly chosen to take part in a brief questionnaire to let us know what we're doing well and where we can improve.</p> <p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p>
<p style="text-align: center;">Thank You Text</p> <p>Thank you for answering our questionnaire - and for helping us serve you better.</p> <p>Please note you will not receive a response from us based on your questionnaire comments. If you would like us to contact you about your feedback, please visit the Customer Support section of our website.</p>
<p style="text-align: center;">Example Desktop</p> <div style="border: 1px solid black; padding: 10px;"><p>MILITARY ONE SOURCE</p><p style="text-align: center;">Customer Satisfaction Questionnaire</p><p>Thank you for visiting Militaryonesource.mil. You've been randomly chosen to take part in a brief questionnaire to let us know what we're doing well and where we can improve.</p><p>Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.</p><p><i>Required questions are denoted by an *</i></p><hr style="border-top: 1px dashed black;"/><p>Thank you for answering our questionnaire - and for helping us serve you better.</p><p>Please note you will not receive a response from us based on your questionnaire comments. If you would like us to contact you about your feedback, please visit the Contact Us section of our website.</p><p style="text-align: center;"><input type="button" value="Cancel"/> <input type="button" value="Submit"/></p></div>

<https://public.militaryonesource.mil/feedback>

Model Name Military OneSource Web Browse
 Model ID
 Partitioned Yes - 2MQ
 Date
 Model Version 17.3.Y

~~Red & Strike-Through~~: Delete
Underlined & Italicized: Re-order
 Pink: Addition
 Blue: Reword



Label	Satisfaction Questions	Label	Element Questions	Label	Future Behaviors
1 Satisfaction - Overall	Satisfaction What is your overall satisfaction with this site? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	5 Site Performance - Speed	Site Performance (1=Poor, 10=Excellent, Don't Know) Please rate the speed that pages and content loaded for you.	17 Brand Confidence	Brand Confidence (1=Not At All Confident, 10=Very Confident) Please rate your level of confidence in Military OneSource.
2 Satisfaction - Expectations	How well does this site meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>	6 Site Performance - Completeness	Please rate the consistency of complete loading of pages and content.		Return (1=Very Unlikely, 10=Very Likely) How likely are you to return to MilitaryOneSource.mil in the future?
3 Satisfaction - Ideal	How does this site compare to an ideal website ? <i>(1=Not Very Close, 10=Very Close)</i>	7 Site Performance - Responsiveness	Please rate the responsiveness of the pages to your actions.	18 Return	
4 Recommend	Recommend (NPS) <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to recommend MilitaryOneSource.mil to someone else ?	8 Look and Feel - Appeal	Look and Feel (1=Poor, 10=Excellent, Don't Know) Please rate the visual appeal of the pages that you visited.	19 Recommend Company	Recommend Company (1=Very Unlikely, 10=Very Likely) How likely are you to recommend Military OneSource to someone else?
		9 Look and Feel - Spacing	Please rate the spacing between items on the pages that you visited.	20 Primary Resource	Primary Resource (1=Very Unlikely, 10=Very Likely) How likely are you to use MilitaryOneSource.mil as your primary resource for information about military life?
		10 Look and Feel - Readability	Please rate the legibility of the pages that you visited.		
		11 Navigation - Ease	Navigation (1=Poor, 10=Excellent, Don't Know) Please rate the ease of finding what you were looking for.		
		12 Navigation - Layout	Please rate the page layout on displaying content and links where you could find them.		
		13 Navigation - Links	Please rate the links on taking you where you needed to go.		
		14 Site Information - Relevance	Site Information (1=Poor, 10=Excellent, Don't Know) Please rate the relevance to your interests of the information that you found.		
		15 Site Information - Thoroughness	Please rate the thoroughness of the information that you found.		
		16 Site Information - Readability	Please rate the readability of the information that you found.		

Model Name	Military OneSource Web Browse		0	Red & Strike-Through: Delete	FORESEE
Model ID				Underlined & Italicized: Re-order	
Partitioned	Yes - 2MQ			Pink: Addition	
Date				Blue: Reword	

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Type	Special Instructions	CQ Label
	primary_reason_govt		What is your primary reason for visiting the site today?	Help with taxes YMCA Find counseling Find spouse employment Find child care Other (please specify)			Y	Radio button, one-up vertical	Skip Logic Group*	Primary Reason
	primary_reason_other	A	Please specify the other reason for your visit.		A		N	Text field, <100 char	Skip Logic Group*	Primary Reason - Other
	primary_reason_other		What type of information were you looking for? (Please select all that apply.)	Financial Education Moving EFMP Recreation Child care Other I was not looking for any specific information			Y	Checkbox, one-up vertical		Type of Info
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Accomplish
	why_not_accomplish	A	Please tell us why you were unable to accomplish your task today.		A		N	Text area, no char limit	Skip Logic Group*	Why Not Accomplish
	login_attempt		Did you try to log in to MilitaryOneSource.mil today?	Yes No	A	yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Attempt
	login_success	A	Were you able to log in successfully?	Yes No		yes no	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Success
	why_not_login	C	What prevented you from logging in to the site today?		C		N	Text area, no char limit	Skip Logic Group*	Why Not Log In
	acquisition_source_govt		How were you referred to the site today?	A general email or mailing from Military OneSource Email newsletter from Military OneSource Other social media (e.g., Facebook, Twitter, etc.) Military OneSource social network post, tweet, video, etc. Another government site Search engine results Recommendation from friend or family member Recommendation from official military office/source Other (please specify) I was not referred to the site by anything specific		client_email social_media client_social_network other_government_site search_engine personal_recommendation other_please_specify	Y	Radio button, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Anchor Answer Choice	Acquisition Source
	acquisition_source_govt	A	Please specify how else you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Source - Other
	search_use		Did you use the search feature during your visit today?	Yes No Don't recall	A, B, C	yes no donot_recall	Y	Radio button, one-up vertical	Skip Logic Group*	Search Use
	search_experience	A	Please tell us about your experience with the site's search feature today. (Select all that apply.)	Results were not relevant/not what I wanted Too many results/I needed to refine my search Not enough results Returned NO results Received error message(s) I experienced a different search issue: I had no difficulty with search/results were helpful		results_not_relevant too_many_results not_enough_results returned_no_results received_error_message different_issue no_difficulty	Y	Checkbox, one-up vertical	Randomize Skip Logic Group* Anchor Answer Choice Mutually Exclusive	Search Experience
	search_experience_other	A1	Please specify the search issue you experienced.				N	Text area, no char limit	Skip Logic Group*	Search Issue - Other
	search_nav_first	B	Did you try using the site's navigational links before using the search feature today?	Yes, I navigated first No, I went straight to the search feature Don't recall		yes_navigated_first no_i_went_straight_to_search donot_recall	Y	Radio button, one-up vertical	Skip Logic Group*	Search or Nav First
	search_help_locate	C	Did the search feature help you to locate what you were looking for today?	Yes Partially No		yes partially no	Y	Radio button, one-up vertical	Skip Logic Group*	Search Help Locate
	nav_experience		How would you describe your browsing experience on the site today? (Please select all that apply.)	Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand There were too many links or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) I could not navigate back to previous information I had a different navigation difficulty I had no difficulty navigating the site	L U T A	links_not_useful difficulty_finding_relevant_info links_difficult_to_understand too_many_links technical_difficulties could_not_navigate_back a_different_navigation_diff no_difficulty_navigation	Y	Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
	nav_experience_other	A	Please specify your navigation difficulty.				N	Text area, no char limit	Skip Logic Group*	Navigation Experience - Other
	nav_not_expected_oe	L	Please describe any specific navigation links or paths that did not take you where they should have.				N	Text area, no char limit	Skip Logic Group*	Navigation Not Expected
	nav_links_labels_oe	U	What specific links or labels were difficult to understand?				N	Text area, no char limit	Skip Logic Group*	Nav Links and Labels
	nav_tech_issue_oe	T	Please describe the technical difficulty you encountered (include as much detail as possible).				N	Text area, no char limit	Skip Logic Group*	Navigation Technical Issue
	info_issues		Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Information was not up to date Information did not answer my questions Information was not presented in a concise format Wording was not clear Text was difficult to read Other (please specify) No issues reviewing information occurred		information_not_up_to_date information_did_not_answer_questions information_not_concise wording_not_clear text_difficult_to_read other_please_specify no_issues	Y	Checkbox, one-up vertical	Skip Logic Group* Mutually Exclusive	Information Issues

COMMENTS

other_info_issues	A	Please describe the issue you experienced reviewing information.				N	Text area, no char limit	Skip Logic Group*	Information Issues - Other	
info_looking_for	B	What information were you looking for that you could not find?				N	Text area, no char limit	Skip Logic Group*	Information Looking For	
role_govt		What is your primary role in visiting the site today?	<input type="checkbox"/> General public <input type="checkbox"/> Service member <input type="checkbox"/> Veteran <input type="checkbox"/> Spouse of a service member <input type="checkbox"/> Other family member of a service member (non-spouse) <input type="checkbox"/> Friend of a service member <input type="checkbox"/> Service provider or military leadership <input type="checkbox"/> Government employee (federal, state or local) <input type="checkbox"/> Other (please specify)	<input type="checkbox"/> general_public <input type="checkbox"/> government_employee <input type="checkbox"/> other_please_specify		Y	Drop down, select one	Skip Logic Group*	Role	
other_info_issues	A	What is your role in visiting the site today?		A		N	Text area, no char limit	Skip Logic Group*	Role - Other	
visit_frequency		How often do you visit this site?	<input type="checkbox"/> This is my first visit <input type="checkbox"/> Once every 6 months or less often <input type="checkbox"/> Once every few months <input type="checkbox"/> Monthly <input type="checkbox"/> Weekly <input type="checkbox"/> Daily or more often	<input type="checkbox"/> first_visit <input type="checkbox"/> six_months <input type="checkbox"/> few_months <input type="checkbox"/> monthly <input type="checkbox"/> weekly <input type="checkbox"/> daily		Y	Drop down, select one		Visit Frequency	
improve		What else would you like to share with us to help improve your online experience with MilitaryOneSource.mil?				N	Text area, no char limit		Improve	
demos_gender		What is your gender?	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Prefer not to respond	<input type="checkbox"/> male <input type="checkbox"/> female <input type="checkbox"/> prefer_not_to_respond		N	Radio button, one-up vertical		Demos: Gender	
demos_age		Which category includes your age?	<input type="checkbox"/> Under 18 <input type="checkbox"/> 18 - 24 <input type="checkbox"/> 25 - 34 <input type="checkbox"/> 35 - 44 <input type="checkbox"/> 45 - 54 <input type="checkbox"/> 55 - 64 <input type="checkbox"/> 65 or older <input type="checkbox"/> Prefer not to respond	<input type="checkbox"/> under_18 <input type="checkbox"/> 18_24 <input type="checkbox"/> 25_34 <input type="checkbox"/> 35_44 <input type="checkbox"/> 45_54 <input type="checkbox"/> 55_64 <input type="checkbox"/> 65_or_older <input type="checkbox"/> prefer_not_to_respond		N	Drop down, select one		Demos: Age	
a11_satisfaction		Please rate your level of agreement with the following statements about your experience on the website today. I am satisfied with the service I received from Military OneSource.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Satisfaction	no change
a11_confidence		This interaction increased my confidence in Military OneSource.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Confidence	no change (Can use Trust question below as an alternative)
a11_quality		My need was addressed.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Quality	no change
a11_ease		It was easy to complete what I needed to do.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Ease	no change
a11_efficiency		It took a reasonable amount of time to do what I needed to do.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Efficiency	no change
a11_equity_digital		I was easily able to access the website on my device.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Equity Digital	I was treated fairly. (Equity/Transparency)
a11_helpful_digital		The website helped me do what I needed to do.	<input type="radio"/> 1=Strongly Disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5=Strongly Agree	<input type="radio"/> 1_strongly_disagree <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5_strongly_agree		N	Radio button, scale, no don't know		A11 Helpful Digital	Employees I interacted with were helpful. (Employee Interaction)