

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

#### Welcome Text

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

## Thank You Text

Thank you for answering our questionnaire - and for helping us serve you better.

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 <u>Customer Support</u> section of our website.

# Example Desktop

## 

#### **Customer Satisfaction Questionnaire**

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.

Please take a few minutes to share your opinions, which are essential in helping us provide the best online experience possible.

Required questions are denoted by an \*





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.

Cancel

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 <u>Underlined & Italicized</u>: Re-order Pink: Addition Blue: Reword



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

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

COMMENTS

QID	AP Question Tag	Skip From	Question Text	Answer Choices	Skip To	AP Answer Tag	Required Y/N	Туре	Special Instructions	CQ Lab
	primary_reason_govt		What is your primary reason for visiting the site today?	Help with taxes			Y	Radio button, one-up	Skip Logic Group*	Primary Reas
				YMCA				vertical		
				Find counseling						
				Find spouse employment						
				Find child care	A					
	primary_reason_other	A	Please specify the other reason for your visit.	Other (please specify)	A		N	Text field. <100 char	Skip Logic Group*	Primary Re
									Skip Logic Group	Other
	primary_reason_other		What type of information were you looking for? (Please select	Financial			Y	Checkbox, one-up		Type of Info
			all that apply.)	Education				vertical		
				Moving						
				EFMP						
				Recreation						
				Child care Other						
				I was not looking for any specific information						
	accomplish		Did you accomplish what you wanted to do today on this site?	Yes		yes	Y	Radio button, one-up	Skip Logic Group*	Accomplish
				No	A	no		vertical		
	why_not_accomplish	A	Please tell us why you were unable to accomplish your task	140	<u>^</u>	10	N	Text area, no char limit	Skip Logic Group*	Why Not Ad
			today.							
	login_attempt		Did you try to log in to MilitaryOneSource.mil today?	Yes	A	yes	Y	Radio button, one-up vertical	Skip Logic Group*	Log In Atte
				No		no		veruota		
	login_success	A	Were you able to log in successfully?	Yes		yes	Y	Radio button, one-up	Skip Logic Group*	Log In Suco
								vertical		
_	why_not_login	с	What prevented you from logging in to the site today?	No	С	no	N	Text area, no char limit	Skin Logic Groun*	Why Not Lo
_	acquisition_source_gov		How were you referred to the site today?	A general email or mailing from Military OneSource		client_email	Y	Radio button, one-up	Skip Logic Group*	Acquisition
	ernment							vertical		
				Email newsletter from Military OneSource		conialti			Dandomizo	
				Other social media (e.g., Facebook, Twitter, etc.) Military OneSource social network post, tweet, video, etc.		social_media client social network			Randomize	
				Another government site		other_government_site				
				Search engine results		search_enginer				
				Recommendation from friend or family member		personal_recommendation				
				Recommendation from official military office/source Other (please specify)	A	other_please_specify			Anchor Answer Choice	
				I was not referred to the site by anything specific		was_not_referred_by_anything_specifi			Anchor Answer Choice	
						c c				
	acquisition_source_gov ernment_other	A	Please specify how else you were referred to the site.				N	Text field, <100 char	Skip Logic Group*	Acquisition Other
	search_use		Did you use the search feature during your visit today?	Yes	A, B, C	yes	Y	Radio button, one-up	Skip Logic Group*	Search Use
	-							vertical		
				No Don't recall		no donot recall				
	search_experience	A	Please tell us about your experience with the site's search	Results were not relevant/not what I wanted		results_not_relevant	Y	Checkbox, one-up	Randomize	Search Ex
		1	feature today. (Select all that apply.)					vertical		
				Too many results/I needed to refine my search		too_many_results				
				Not enough results Returned NO results		not_enough_results returned_no_results			Skip Logic Group*	
				Received error message(s)		received_error_message				
				I experienced a different search issue:	A1	different_issue			Anchor Answer Choice	
		A1	Please specify the search issue you experienced.	I had no difficulty with search/results were helpful		no_difficulty	N	Text area, no char limit	Mutually Exclusive	Search Iss
	search_experience_oth er	A1	riease specily the search issue you experienced.				IN	rext area, no char limit	Skip Logic Group*	Searchiss
	search_nav_first	В	Did you try using the site's navigational links before using the	Yes, I navigated first		yes_navigated_first	Y	Radio button, one-up	Skip Logic Group*	Search or I
			search feature today?					vertical		
				No, I went straight to the search feature		no_i_went_straight_to_search donot_recall				
	search help locate	С	Did the search feature help you to locate what you were looking	Don't recall		donot_recall	Y	Radio button, one-un	Skip Logic Group*	Search He
	search_help_locate	с	Did the search feature help you to locate what you were looking for today?	Don't recall Yes		donot_recall yes	Y	Radio button, one-up vertical	Skip Logic Group*	Search He
	search_help_locate	С	for today?	Don't recall Yes Partially		donot_recall yes partially	Y	Radio button, one-up vertical	Skip Logic Group*	Search He
			for today?	Dont recall Yes Partially No		donot_recall yes partially no	Y	vertical		
	search_help_locate		for today?	Don't recall Yes Partially	L	donot_recall yes partially	Y	Radio button, one-up vertical Checkbox, one-up vertical	Skip Logic Group*	Navigation
			for today? How would you describe your browsing experience on the site	Dont recall Yes Partially No Links often did not take me where I expected I had difficulty finding relevant information		donot, recall yes partially no links_not_useful difficulty_finding_relevant_info	Y	Vertical Checkbox, one-up		Navigation
			for today? How would you describe your browsing experience on the site	Dont recall Yes Partially No Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand		donot_recail yes partially no links_not_useful difficulty_finding_relevant_info links_difficult_to_understand	Y	Vertical Checkbox, one-up	Skip Logic Group*	Navigation
			for today? How would you describe your browsing experience on the site	Dont recall Yes Partially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand There were too many links or navigation options to choose from	U	donot, recall yes partially no links_not_useful difficulty_finding_relevant_info inks_difficult_to_understand too_many_links	Y	Vertical Checkbox, one-up		Navigation
			for today? How would you describe your browsing experience on the site	Dont recall Yes Partially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) Loudi not navigate back to previous information	U	donot, recall yes partially no difficulty, finding, relevant, info difficulty, finding, relevant, info links, difficult, to, understand too, many, Jinks technical, difficulties could, not, analyate, back	Y	Vertical Checkbox, one-up	Skip Logic Group* Randomize	Navigation
			for today? How would you describe your browsing experience on the site	Don't recall Yes Parially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult to understand There were too many links or navigation options to choose from That technical difficulties (error messages, broken links, etc.) Loudd not navigate back to previous information I had a different navigation difficulty	U	donot, recall yes partially no difficulty, finding, relevant, info links, difficult, so understand too, many links technical, difficulties could, not, navigate, back a, different, navigation, diff	Y	Vertical Checkbox, one-up	Skip Logic Group* Randomize Anchor Answer Choice	Navigation
	nav_experience		for today? How would you describe your browsing experience on the site today? (Please select all that apply.)	Dont recall Yes Partially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult or navigation options to choose from I had technical difficulties (error messages, broken links, etc.) Loudi not navigate back to previous information	U	donot, recall yes partially no difficulty, finding, relevant, info difficulty, finding, relevant, info links, difficult, to, understand too, many, Jinks technical, difficulties could, not, analyate, back		vertical Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive	Navigation Experience
			for today? How would you describe your browsing experience on the site	Don't recall Yes Parially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult to understand There were too many links or navigation options to choose from That technical difficulties (error messages, broken links, etc.) Loudd not navigate back to previous information I had a different navigation difficulty	U	donot, recall yes partially no difficulty, finding, relevant, info links, difficult, so understand too, many links technical, difficulties could, not, navigate, back a, different, navigation, diff	Y	vertical Checkbox, one-up vertical	Skip Logic Group* Randomize Anchor Answer Choice	Navigation Experience Navigation
	nav_experience	A	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did	Don't recall Yes Parially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult to understand There were too many links or navigation options to choose from That technical difficulties (error messages, broken links, etc.) Loudd not navigate back to previous information I had a different navigation difficulty	U	donot, recall yes partially no difficulty, finding, relevant, info links, difficult, so understand too, many links technical, difficulties could, not, navigate, back a, different, navigation, diff		vertical Checkbox, one-up vertical Text area, no char limit	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group*	Experience Navigation Experience Navigation
	nav_experience nav_experience_other nav_not_expected_oe	A	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did not take you where they should have.	Don't recall Yes Parially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand Links and labels were difficult to understand There were too many links or navigation options to choose from That technical difficulties (error messages, broken links, etc.) Loudd not navigate back to previous information I had a different navigation difficulty	U	donot, recall yes partially no difficulty, finding, relevant, info links, difficult, so understand too, many links technical, difficulties could, not, navigate, back a, different, navigation, diff	N	vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group* Skip Logic Group*	Navigation Experience Navigation Experience Navigation Expected
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	nav_experience nav_experience_other nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	A L U	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did not take you where they should have. What specific inits or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible).	Don't recall Yes Parially No Links often did not take me where I expected Links often did not take me where I expected Links and labels were difficult to understand 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	U	donot, recall yes partially no difficulty, finding, relevant, info difficulty, finding, relevant, info difficulty, to, understand too, marry, links echnical, difficulties could, not, navigate, back a, different, navigation, diffi no, difficulty, navigation	N N N	vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Navigation Experience Ravigation Experience Navigation Expected Navigation Technical Navigation
	nav_experience nav_experience_other nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	A L U	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did not take you where they should have. What specific inits or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible).	Don't recall Yes Parially No Links often did not take me where I expected I had difficulty finding relevant information Links and labels were difficult to understand Links and inflex 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 Information was not up to date Information did not answer my questions	U T A	donot_recall yes partially no links_not_useful links_not_useful links_not_useful links_not_useful links_difficulty_finding_relevant_info links_difficult_to_urderstand links_difficult_to_urderstand could_not_navigate_back a_differen_navigation_diff no_difficulty_navigation linformation_not_up_to_date information_did_not_answer_question s	N N N	vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Navigation Experience Navigation Experience Navigation Expected Nav Links a Labels
	nav_experience nav_experience_other nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	A L U	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Don't recall Yes Parially Intervention Inter	U T A B	donot_recall yes partially no links_not_useful difficulty_finding_relevant_info links_difficult_to_understand too_many_links technical_difficultes could_not_navigate_back a_different_navigation_diffi no_difficulty_navigation difficulty_navigation difficulty_navigation information_not_up_to_date information_not_up_to_date information_not_concise wording_not_concise	N N N	vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Navigation Experience Ravigation Experience Navigation Expected Navigation Technical Navigation
	nav_experience nav_experience_other nav_not_expected_oe nav_linkes_labels_oe nav_tech_issue_oe	A L U	for today? How would you describe your browsing experience on the site today? (Please select all that apply.) Please specify your navigation difficulty. Please describe any specific navigation links or paths that did not take you where they should have. What specific links or labels were difficult to understand? Please describe the technical difficulty you encountered (include as much detail as possible). Which of the following issues, if any, did you experience while reviewing information? (Please select all that apply.)	Don't recall Yes Parially Parially Indication Indication Parially No Links often did not take me where I expected Links and indicative me where I expected Links and labels were difficult to understand Theat difficults error messages, broken links, etc.) Louid not navigate back to provide the stee Louid not navigate back to provide the stee Louid not navigate back to provide the stee Indirective navigation difficulty I had no difficulty navigating the stee Information was not up to date Information did not answer my questions Information was not presented in a concise format	U T A B	donot_recall yes partially no links_not_useful difficulty_finding_relevant_info links_difficult_to_understand too_many_inks technical_difficulties could not_navigates back a different_novigation_diff no_difficulty_navigation difficulty_navigation difficulty_navigation information_not_up_to_date information_ind_not_answer_question s	N N N	vertical Checkbox, one-up vertical Text area, no char limit Text area, no char limit Text area, no char limit Text area, no char limit Checkbox, one-up	Skip Logic Group* Randomize Anchor Answer Choice Mutually Exclusive Skip Logic Group* Skip Logic Group* Skip Logic Group* Skip Logic Group*	Navigation Experience Ravigation Experience Navigation Expected Navigation Technical Navigation

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