

Proposed Tasks for Think-Aloud Study

1. What is the population of the US?

The screenshot shows the U.S. Census Bureau homepage. At the top, the navigation bar includes "Subjects A to Z", "FAQs", "Privacy Policy", and "Help". A search bar is located below the navigation bar. The main content area is divided into several sections: "2008 ELECTIONS", "New on the Site", "Data Tools", "American FactFinder", "Jobs@Census", "Catalog", "Publications", "Are You in a Survey?", "About the Bureau", "Regional Offices", "Doing Business with Us", and "Related Sites". The central content area features a "United States Census 2010" banner, followed by "People & Households", "Business & Industry", "Geography", "Newsroom", and "Special Topics". A "Data Finders" sidebar on the right contains "Population Clocks" (with "U.S. 303,395,849" circled in green), "Population Finder", "Find An Area Profile with QuickFacts", "Latest Economic Indicators", and "Economic Indicators". A "NEW - Annual Capital Expenditures Survey 2006" banner is located at the bottom of the page.

Figure 1. Screen shot of the Census Bureau home page, current population circled.

2. What is the population of Florida?

The screenshot shows the U.S. Census Bureau website. At the top, the header includes "U.S. Census Bureau" and navigation links for "Subjects A to Z", "FAQs", "Privacy Policy", and "Help". A search bar is present with "SEARCH:" and "Census.gov" options. The main content area is divided into several sections: "2008 ELECTIONS", "New on the Site", "Data Tools", "American FactFinder", "Jobs@Census", "Catalog", "Publications", "Are You in a Survey?", "About the Bureau", "Regional Offices", "Doing Business with Us", and "Related Sites". The central navigation menu includes "People & Households", "Business & Industry", "Geography", "Newsroom", and "Special Topics". The "Data Finders" section on the right features "Population Clocks" showing "U.S. 303,395,904" and "World 6,640,272,293" as of February 28, 2008. Below this is the "Population Finder" tool, which has a search input field and a "Select a state" dropdown menu. The dropdown menu is open, showing a list of states with "Florida" highlighted. A green circle is drawn around the "Population Finder" tool and its dropdown menu.

Figure 2. Screen shot of the Census Bureau home page with the Population Finder tool open, highlighting Florida.

3. What is the average household income of Americans?

U.S. Census Bureau

Income

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What's New
View the most recent reports, briefs, and data on Income

[Reports, Briefs, and Research Papers](#)
View reports, briefs (short reports), and research papers on Income

[Definitions and Terms](#)
Find definitions to Income-related terms

[Guidance about the Sources](#)
Guidance on using income estimates from different sources

[How Income Data is Collected](#)
Find out more about the Surveys used to obtain Income Data

[Microdata Access](#)
Create your own tables and cross tabulations

[Related Topics](#)
Find other agencies or organizations which provide Income data and information

Current Income Data

- ♦ [Income, Poverty, and Health Insurance Coverage in the United States: 2006 \(P60-233\)](#)
- ♦ [Income, Earnings, and Poverty from the 2006 American Community Survey \(ACS-08\)](#)
- ♦ [The Effects of Taxes and Transfers on Income and Poverty in the United States: 2006](#)
- ♦ [State Median Income](#)
- ♦ [Income Statistics](#)
 - [Current Population Survey \(CPS\)](#)
 - [American Community Survey \(ACS\)](#)
 - [Decennial Census](#)

Figure 3. Screen shot of the Income main page, one link in off of the Census.gov home page.

4. What percent of the elementary and secondary public school funding comes from the federal government?

U.S. Census Bureau



Federal, State, and Local Governments

WHAT'S NEW	Census of Governments 1992 • 1997 • 2002
PROGRAM OVERVIEW	Government Organization Government Finance and Employment Classification Manual
SURVEY FORMS (PDF)	Governments Integrated Directory (GID) <ul style="list-style-type: none">• As enumerated for the 1997 Census of Governments• As enumerated for the 2002 Census of Governments
PUBLICATIONS (PDF)	Public Employment & Payroll General Information • Federal Government • State Government • State & Local Government • Local Government
SUMMARY REPORTS (PDF)	Finance General Information • State Government • Public Elementary-Secondary Education Finances • State & Local Government Finances
PRESS RELEASES	
SITE MAP	Public Employee Retirement Systems General Information • State & Local Government Employee-Retirement Systems • Finances of Selected Public Employee-Retirement Systems (Quarterly)
CONTACT US	Tax Collections General Information • State Government Tax Collections • Quarterly Summary of State & Local Government Tax Revenue

Figure 4. Screen shot of the Federal States and Local Governments page, one link in off of the Census.gov home page.

5. How many minority-owned businesses are in Virginia?

U.S. Census Bureau

ECONOMIC PROGRAMS **COMPANY STATISTICS** Profiling U.S. Businesses

[Other Programs in the Company Statistics Division](#) [Division Contacts](#)

[SBO Main page](#)

2002 Reports

[American Indians and Alaska Natives](#)
[Asians](#)
[Blacks](#)
[Hispanics](#)
[Native Hawaiians and Other Pacific Islanders](#)
[Women](#)
[Characteristics of Businesses](#)
[Characteristics of Business Owners](#)
[Company Summary](#)
[Veteran Businesses](#)
[Veteran Business Owners](#)

Quick Data Access

[SBO/CB/CBO on American FactFinder \(AFF\)](#)

Special Data Requests

SURVEY OF BUSINESS OWNERS (SBO)

The SBO is a consolidation of two prior surveys, the Surveys of Minority- and Women-Owned Business Enterprises (SMOBE/SWOBE), and includes questions from a survey discontinued in 1992 on Characteristics of Business Owners (CBO).

The SBO is part of the Economic Census, which is conducted every five years, for years ending in "2" and "7." Final estimates from the 2002 SBO covering businesses owned by American Indians and Alaska Natives, Asians, Blacks, Hispanics, Native Hawaiians and Other Pacific Islanders, and Women were released in six individual PDF publications on August 29, 2006.

SBO data products also include three summary reports. The *Company Summary* was released on September 14, 2006, and two additional 2002 SBO summary reports on *Characteristics of Businesses* and *Characteristics of Business Owners* were released on September 27, 2006. Links to these SBO reports can be found in the shaded left column of this page.

2002 is the most recent year for which SBO data are available.

Types of Available Data

SBO statistics describe the characteristics of U.S. businesses by ownership category, *i.e.*, by gender, Hispanic or Latino origin, and race of principal owners; by geographic area at the national, state, and sub-state regional levels; by 2-digit industry sector based on the 2002 North American Industry Classification System (NAICS), and by size of firm (employment and receipts).

Figure 5. Screen shot of the Survey of Business Owners page, one link in off of the Census.gov home page.

6. What is the expected population for Maryland in 2025?



Population Projections

The Population Projections Program creates projections of the resident population for the United States and for each of the 50 states and the District of Columbia. To obtain population projections or information on projections, select from the following lists.

Population Projections:

- National
 - [Interim projections consistent with Census 2000](#) (released March 2004)
 - [Final projections consistent with the 1990 census](#) (released January 2000)
- State
 - [Interim projections consistent with Census 2000](#) (released April 2005)
 - [State projections consistent with the 1990 census](#) (released October 1996)

Population Projections Topics:

- [About Population Projections](#)
- [Methodology](#)

Related Topics:

- [Population Estimates](#)
- [Household and Housing Unit Estimates](#)
- [International Demographic Data](#)
- [The Direction of Fertility in the United States](#) [PDF 1.1M]
This report is a summary of a meeting on U.S. Fertility sponsored by the Council of Professional Associates on Federal Statistics, held in October 2001.

Figure 6. Screen shot of the Population Projections page, one link in off of the Census.gov home page.

7. What percent of the population has health insurance?

U.S. Census Bureau

Health Insurance

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What's New
View the most recent reports, briefs (short reports), and data on Health Insurance.

Reports, Briefs, and Working Papers
View previously issued reports, briefs (short reports), and working papers on Health Insurance

Health Insurance Definitions
Types of Health Insurance coverage and other definitions

Help for CPS ASEC Data Users

Data Access
Obtain Health Insurance data to create your own tables and cross tabulations

Links to Related Sites
Find other agencies or organizations which provide Health Insurance data and information

Frequently Asked Questions

Latest Health Insurance Data

- [Health Insurance Coverage: 2006](#)
- [Revised CPS ASEC Health Insurance Data](#)
- [Health Status, Health Insurance and Health Services Utilization: 2001 \(P70-106\) SIPP \[PDF\]](#)

More Health Insurance Data

- [Current Population Survey \(CPS\)](#)
- [Survey of Income and Program Participation \(SIPP\)](#)
- [Historical Health Insurance Tables](#)
- [County Level Health Insurance Estimates](#)

Figure 7. Screen shot of the Health Insurance page, one link in off of Census.gov home page.

8. What's the unemployment rate for the US?

Note: these are not the finalized task sets, these tasks will likely be tweaked before official testing begins.