

## ***Survey of Census Bureau Web Site Visitors September 2008***

---

The U.S. Census Bureau is conducting a study to evaluate its on-line presence (www.census.gov) and services to you. Your opinions and ideas are important to us.

Please take about 10 minutes to tell us about your use of Census Bureau data and your visits to the Web site. Your answers will only be used to help us make informed decisions about improvements to this service. Your responses are voluntary and we will ensure your confidentiality under the provisions of Title 13 USC Section 9.

We will report findings in summary form only. Findings will be posted when available on the Census Bureau's Web site.

This survey is being conducted under OMB Clearance Number 0607-0760, which expires on November 30, 2010. For further information regarding this clearance, please contact the Customer Liaison and Marketing Services Office at 301-763-4094.

[Start](#)

---

**U S C E N S U S B U R E A U**  
*Helping You Make Informed Decisions*

## Survey of Census Bureau Web Site Visitors September 2008

Completed 

### 1. Before TODAY, how many times have you visited the Census Bureau's Web site in the past SIX MONTHS?

- Never
- Once
- 2-5 Times
- 6-9 Times
- 10 or More Times

### 2. What is your level of knowledge in the following areas:

	Very Experienced or Knowledgeable	Moderately Experienced or Knowledgeable	Slightly Experienced or Knowledgeable	Not Experienced or Knowledgeable
Navigating the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using statistical information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing Census Bureau information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using Census Bureau data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing the American FactFinder (AFF) data access tool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with data from the American Community Survey in AFF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with Population Finder in AFF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with Detailed Data Tables/Data Sets in AFF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Working with Thematic Maps in AFF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloading data sets (via FTP) in AFF	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### 3. What information were you PRIMARILY searching for TODAY?

- Population or Housing Characteristics (age, education, occupation, home ownership)
- Businesses or Governments (business establishments, industries, imports/exports, sales, governments)
- Other kinds of information



## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**3a. Which of the following types of economic information do you use? (Mark all that apply).**

- Businesses, kinds of and numbers
- Capital expenditures
- Characteristics of businesses or business owners by gender, Hispanic origin, race, or veteran status
- Commodities/merchandise lines
- Construction statistics (e.g., housing starts, building permits)
- Corporate profits
- Employment
- Energy consumption
- General information on the economy
- Government finance, employment, and organizational statistics
- Imports/exports
- Industries
- Inputs/materials/costs
- Inventories (manufacturing, trade, retail)
- North American Industry Classification System (NAICS)
- North American Product Classification System (NAPCS)
- Sales/receipts/shipments
- Small Business information
- None of the above



U S C E N S U S B U R E A U  
*Helping You Make Informed Decisions*

## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**3b. If you know the data sources by name, please mark the 5 programs that are MOST IMPORTANT to meeting your data needs from the list below. (Mark no more than 5). If you are not familiar with any of these data sources by name, skip to question 4.**

- Advance Monthly Sales for Retail and Food Services (MARTS)
- Annual Capital Expenditures Survey (ACES)
- Annual Retail Trade (ARTS)
- Annual Wholesale Trade (ATS)
- Annual Survey of Manufactures (ASM)
- Construction Spending (Value Put in Place) (monthly)
- County Business Patterns (CBP) (annual)
- Current Industrial Reports (CIR) (monthly, quarterly, and annual)
- E-Commerce Statistics (annual)
- Economic Census (every 5 years)
- Governments, Census and Surveys (Annual Finances Survey, Annual Employment Survey, Organizational Survey, Annual and Quarterly Tax Survey)
- Information and Communication Survey (ICT) (annual)
- International Trade (Exports and Imports)
- Manufacturers' Shipments, Inventories, and Orders (M3) (monthly)
- Manufacturing and Trade Inventories and Sales (MTIS) (monthly)
- Monthly Retail Sales and Inventories
- Monthly Wholesale Trade
- New Home Sales (monthly)
- New Residential Construction (Building Permits, Housing Starts, and Housing Completions) (monthly)
- Nonemployer Statistics (annual)
- Quarterly Financial Report (QFR)
- Quarterly Services Survey (QSS)
- Residential Improvements and Repairs (monthly)
- Retail E-Commerce Sales (quarterly)
- Service Annual Survey (SAS)
- Survey of Business Owners (SBO) (every 5 years)



## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**3a. What kinds of "Population or Housing Characteristics" information were you searching for TODAY? (Mark all that apply.)**

- Ancestry
- Commuting (journey to work)
- Disabilities
- Education
- Employment, occupation, work experience
- Energy consumption
- Family/relationship data
- Genealogy
- General population or housing information
- Health insurance coverage
- Home fuel use, units in structures, housing values
- Home ownership statistics
- Housing affordability
- Income or poverty
- Migration
- Population estimates/projections
- Race/ethnicity
- None of the above

**3b. Which data set TODAY did you MOST OFTEN use to access the information you were seeking?**

- American Community Survey
- Annual Population Estimates
- Decennial Census
- Don't Know



U S C E N S U S B U R E A U  
Helping You Make Informed Decisions

## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**3a. Which of the following "Other kinds of information" do you use? (Mark all that apply).**

- Contracting opportunities
- Information about the agency
- Job/benefits information
- Maps and geographic information
- Media resources (releases, radio features)
- Phone number or email addresses
- Program requirements or regulations
- Workshops or seminars
- None of the above



U S C E N S U S B U R E A U  
Helping You Make Informed Decisions

## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**4. Please indicate which of the following BEST DESCRIBES the kinds of information you PRIMARILY use.**

- Historical statistics
- Latest/current data
- Time series

**5. What geographic levels of information do you use? (Mark all that apply.)**

- National
- States
- Metropolitan Areas
- Congressional Districts
- Counties
- Cities/Towns
- ZIP Codes
- Census Tracts
- School Districts
- Block Groups
- Blocks
- American Indian/Alaska Native Areas or Native Hawaiian Homelands
- International (country-district-port)
- None of the above

**6. What is your intended PRIMARY USE for these Census Bureau products and information you searched for today? (Mark all that apply).**

- For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment)
- For personal interest (e.g., employment/job search, entertainment, personal education, genealogy, looking to relocate)
- To complete a work-related proposal, report, or presentation (e.g., research for a book/freelance writing, newspaper articles, stories, blogs, reports)
- To complete a government form (e.g., to file export information, to respond to economic censuses and surveys, to find Schedule B and Harmonized System numbers, NAICS or SIC codes)
- To provide information requested by a client or patron (e.g., librarian services)
- To analyze/track changes over time (e.g., to support policy decisions, support grant writing)
- To create value-added products/services (e.g., repackaging/combining data)
- To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups)
- To update data bases
- Other, please specify:

**7. Were you able to find the information you were seeking TODAY?**

- I found all of the information I needed
- I found most of the information I needed
- I found some of the information I needed
- I was unable to find any of the information I needed

**8. Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity TODAY?**

- My initial search request, I received exactly the information I sought.
- My initial search request, I received too many results, requiring me to refine my search one or more times.
- My initial search request retrieved no results and I quit searching.
- After several attempts, I received exactly the information I sought.
- After several attempts, I received most of the information I sought.
- After several attempts, I received some of the information I sought.
- After several attempts, none of my results were relevant.
- After several search attempts, I received too many results and I quit searching.





**9b. How important to you are the listed media and features?**

	Very Important	Important	Neutral	Not Important
American FactFinder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Economic Indicators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Population Clocks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
State and County QuickFacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other interactive query tools (e.g., DataFerrett, USA Trade Online)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PDF files	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HTML files	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Downloadable files (e.g., spreadsheets, CSV/text files)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Frequently asked questions (FAQs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Census Bureau search engine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
NAICS Search	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schedule B Search Engine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**10. How satisfied are you with Census Bureau data products?**

	Very Satisfied	Satisfied	Undecided	Dissatisfied	Very Dissatisfied	N/A
Reliability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relevance (e.g., keeping pace with the changing economy)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of detail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**11. How satisfied are you with customer service received from Census Bureau staff?**

	Very Satisfied	Satisfied	Undecided	Dissatisfied	Very Dissatisfied	N/A
Expertise	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**12. Please indicate your level of agreement/disagreement with the following statements:**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A or No Knowledge
I WOULD VISIT the Census Bureau's Web site again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I WOULD RECOMMEND the Census Bureau's Web site to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Language on the Census Web Site was EASY to UNDERSTAND	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internal LINKS HELPED ME FIND what I needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wanted to see MORE CHARTS AND GRAPHS that illustrated the data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I needed MORE EXPLANATIONS about the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web page designs WERE CONSISTENT throughout	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
INFORMATION was EASY TO FIND	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LINKS on the Home Page helped me find what I needed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
ORGANIZATION of the site was easy to follow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I refer regularly to the Census Bureau Product Update (CPU) Newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## Survey of Census Bureau Web Site Visitors September 2008

Completed 

13. Overall, how satisfied are you with the Census Bureau's Web site?

- Very Satisfied    Satisfied    Undecided    Dissatisfied    Very Dissatisfied    N/A

14. Please comment on your satisfaction with electronic access to data you were seeking.

15. What, if anything, should be done to improve the following:

a) Web Site? (Please cite specific features, functions, web pages/URLs)

b) Data Products? (Please cite specific data products, content/features)

c) Customer Service?



## Survey of Census Bureau Web Site Visitors September 2008

Completed 

**16. From the following list, please mark the business sector that BEST DESCRIBES your work.**

- Individual (student of any age, or other person with no business affiliation)
- Federal government
- State, county, local, or tribal government
- College/university
- Finance, insurance or real estate
- Retail/wholesale company
- Media (radio, TV, print)
- Market research, advertising, or consulting
- Religious, civic or political organization
- Trade or professional association
- Other business

**17. Please indicate which of the following BEST DESCRIBES your occupation.** If you feel that none of the answer choices adequately describes what you do, please mark "None of the above."

- Student (K through grade 6)
- Student (7 through 12)
- Student (college or university)
- Professor/teacher
- Librarian
- Administrator
- Computer programmer, system analyst/administrator, computer technician
- Economist or social scientist
- Health professional (physician, nurse, physiotherapist, etc.)
- Journalist
- Marketing or sales professional
- Management consultant
- Policy analyst
- Senior Management (president, vice-president, director), partner, or business owner
- Scientist/engineer
- Statistician
- Do unpaid work at home
- Not currently employed but NOT a full-time student
- None of the above



U S C E N S U S B U R E A U  
Helping You Make Informed Decisions

## Survey of Census Bureau Web Site Visitors September 2008

---

18. Your responses are important to us. If you would allow the Census Bureau to follow up with you regarding your responses, please provide us with the following information:

Name:

Organization:

Telephone Number:

E-mail Address:



Send  
Answers

---

U S C E N S U S B U R E A U  
*Helping You Make Informed Decisions*

## Survey of Census Bureau Web Site Visitors September 2008

---

Your responses have been received. We will use results to help guide our decisions about programs and services to better meet your needs. Thank you for participating.

To close this window, click the X in the upper right corner of the window.

---

U S C E N S U S B U R E A U  
*Helping You Make Informed Decisions*