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

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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	○	○	○	○
Using statistical information	○	○	○	○
Accessing Census Bureau information	○	○	○	○
Using Census Bureau data	○	○	○	○
Accessing the American FactFinder (AFF) data access tool	○	○	○	○
Working with data from the American Community Survey in AFF	○	○	○	○
Working with Population Finder in AFF	○	○	○	○
Working with Detailed Data Tables/Data Sets in AFF	○	○	○	○
Working with Thematic Maps in AFF	○	○	○	○
Downloading data sets (via FTP) in AFF	○	○	○	○

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

◀ ❚❚ ▶

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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

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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)

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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

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

- [ ] Contracting opportunities
- [ ] Information about the agency
- [ ] Job/benefitsnformation
- [ ] 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

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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.

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7a. If you did not find all of the information you were looking for TODAY, what specific information were you seeking?

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You are asked to rank your satisfaction with the Census Bureau's media and features in Question 9a. In Question 9b you are asked to indicate their importance to you. For those who may want to refresh their memories of these media and features, we are including links to them here.

American FactFinder | Economic Indicators | Population Clocks | State and County QuickFacts | Other Interactive Query Tools | Frequently Asked Questions | Census Bureau Search Engine | NAICS Search | Schedule B Search Engine

9a. How satisfied are you with access to Census Bureau data using the listed media and features?

	Very Satisfied	Satisfied	Undecided	Dissatisfied	Very Dissatisfied	N/A
American FactFinder	○	○	○	○	○	○
Economic Indicators	○	○	○	○	○	○
Population Clocks	○	○	○	○	○	○
State and County QuickFacts	○	○	○	○	○	○
Other interactive query tools (e.g., DataFerrett, USA Trade Online)	○	○	○	○	○	○
PDF files	○	○	○	○	○	○
HTML files	○	○	○	○	○	○
Downloadable files (e.g., spreadsheets, CSV/text files)	○	○	○	○	○	○
Frequently asked questions (FAQs)	○	○	○	○	○	○
Census Bureau search engine	○	○	○	○	○	○
NAICS Search	○	○	○	○	○	○
Schedule B Search Engine	○	○	○	○	○	○

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

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

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

	Very Satisfied	Satisfied	Undecided	Dissatisfied	Very Dissatisfied	N/A
Reliability	○	○	○	○	○	○
Relevance (e.g., keeping pace with the changing economy)	○	○	○	○	○	○
Timeliness	○	○	○	○	○	○
Ease of use	○	○	○	○	○	○
Level of detail	○	○	○	○	○	○
Overall quality	○	○	○	○	○	○

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

	Very Satisfied	Satisfied	Undecided	Dissatisfied	Very Dissatisfied	N/A
Expertise	○	○	○	○	○	○
Courtesy	○	○	○	○	○	○
Responsiveness	○	○	○	○	○	○
Accessibility	○	○	○	○	○	○
Timeliness	○	○	○	○	○	○

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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	○	○	○	○	○	○
I WOULD RECOMMEND the Census Bureau's Web site to others	○	○	○	○	○	○
Language on the Census Web Site was EASY to UNDERSTAND	○	○	○	○	○	○
Internal LINKS HELPED ME FIND what I needed	○	○	○	○	○	○
I wanted to see MORE CHARTS AND GRAPHS that illustrated the data	○	○	○	○	○	○
I needed MORE EXPLANATIONS about the information	○	○	○	○	○	○
Web page designs WERE CONSISTENT throughout	○	○	○	○	○	○
INFORMATION was EASY TO FIND	○	○	○	○	○	○
LINKS on the Home Page helped me find what I needed	○	○	○	○	○	○
ORGANIZATION of the site was easy to follow	○	○	○	○	○	○
I refer regularly to the Census Bureau Product Update (CPU) Newsletter	○	○	○	○	○	○

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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?

◀ ❚❚ ▶

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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

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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:

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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.

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