

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). The objective of this research is to conduct usability testing to evaluate the American Community survey (ACS) English-language Web instrument.

Between October and November of 2010, staff from the Center for Survey Methods Research (CSMR) will conduct usability testing with a maximum of 50 interviews. Attachment A contains images of each screen of the online ACS instrument. During the session, the participants will complete the ACS online. Participants' eye and mouse movements will be tracked using a Tobii eye tracker to obtain empirical evidence about which areas of the ACS Internet interface they look at as well as about important elements that they overlook. We will also evaluate how they use the mouse to interact with the interface. We expect that the eye-tracker will not be able to calibrate some participants' eyes. We will continue without eye tracking for those participants whose eyes do not calibrate. We will also track participants' mouse movements using a Java application to investigate the pattern of movements made by the participants as they interact with the interface. We plan to measure user efficiency, accuracy, and user satisfaction with this interface. The test protocol can be found in Attachment B.

All sessions will be conducted in the Usability Lab at the Census Headquarters in Suitland, MD. Participants will be recruited from the general public using the SRD Usability Lab's recruiting database and will be reimbursed \$40 for their participation.

All participants will be asked to provide commentary on their experience during a retrospective debriefing. The Debriefing Questionnaire is included as part of the protocol in Attachment B. Participants will also be asked to complete a background survey about their demographics and computer experience (Attachment C). Additionally, they will be asked to complete a paper-and-pencil questionnaire designed to measure their satisfaction with the online form (Attachment D).

These sessions will be video-recorded, with the participants' permission, to facilitate summary of the results. All participants will be informed that their response is voluntary and that the information they provide is confidential.

The estimated time for completion of each of the usability sessions is an hour and a half. Thus, the estimated burden for this research is 75 hours.

The contact person for questions regarding data collection and study design is:

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