

Tasks 1Q2012

Note: we plan to randomize the task order

- 1) What is the total population of the United States?
- 2) What is the total population for Miami, Florida?
- 3) A. You would like to know what percentage of the population is living in poverty in the US. How would you find this information?
B. How would you find this information for your own state?
- 4) You'd like to know what the average household income is for people living in Springfield, Ohio.
- 5) You'd like to know how many people have bachelor's degrees in Springfield, Ohio.
- 6) You are a city planner in Springfield, Ohio and you would like to know how many homes are vacant in Springfield. How would you find this information?
- 7) You would like to find out information on 2011 population numbers but you can't find it anywhere on the site... You know it should be there because you found the same information for the 2010 numbers. What would you do?
- 8) You've just got a new job and will be moving to Arlington, VA. You would like to compare how much it would cost to rent an apartment versus what it would cost to purchase a place in the area.
- 9) A. (*For novice and intermediate users*) You are interested in knowing the number of people who graduated from college for all counties within Florida.
B. (*For an extractor --high expert-- user*): You'd like to know how many African Americans are living in census tracts within Rockville, Maryland.
- 10) *For an extractor (high expert) user*: You are working on a research project and need to have the population counts for all blocks in the country. What would you do?

Note to OMB: If there is time within the hour, we will ask a subset of the tasks below. We will randomly choose the tasks we ask them to do from the list below. We expect, depending on the flow of the interview, that we might be able to do an extra 2 or 3 tasks from the list below.

Tasks from 4Q2011

For a research project examining poverty in the southern United States, find information on women in poverty in Georgia and South Carolina in 2005.

Notice if they try quick start or the topics first as the initial way into site.

You are doing a study on how children from Wales adapt to living in America. As such you would like to know how many children of Welsh background are in the United States?

You are thinking about opening a bakery and want to know how much money commercial bakeries make in California and Maryland. How would you find this information?

You are working on a project that involves work environments in the United States, and you are interested in the history of coal mining. How many coal mining companies were in the United States in 2007?

Tasks from Iteration 1: Conceptual Design 2009

What percent of the population in California and Texas were White and college educated in 2006?

Tasks from Iteration 2: Capabilities and Functions: 2010

You are doing a report on education in the United States and want to know what percent of the men in Nevada were White and college educated in 2006.

For a project you are working on, you would like to know the most lucrative retail store industry in the United States.

Tasks from Iteration 3: High Fidelity; not all data sets loaded: 2010

You want to find information on women in poverty in Maryland and Virginia in 2005.

Extra task on housing topic:

You would like to know how most people in the US heat their homes. E.g., is it with gas, with electricity, with oil, with coal, with wind power?