

## Tasks for Plain Language - Baseline Usability Test on Census Terminology

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- 1.** How does the Census Bureau define poverty? How would you put that in your own words? Is there an official measure of poverty you should use in a report?
  - a. <http://www.census.gov/hhes/www/poverty/poverty.html>
  - b. <http://www.census.gov/hhes/www/poverty/about/overview/measure.html>
  
- 2.** You are interested in knowing how ancestry and ethnicity are different. How does the Census Bureau Website address this?
  - a. <http://www.census.gov/population/www/ancestry/ancoverview.html>
  - b. <http://www.census.gov/population/www/ancestry/anc-faq.html>
  - c. <https://ask.census.gov/>
  
- 3.** You read on the Census form that Hispanic was not considered a race. Can you find an explanation for why Hispanic is not considered a race on the Web site?
  - a. <http://www.census.gov/population/www/socdemo/compraceho.html>
  - b. <http://www.census.gov/population/race/about/faq.html>
  - c. <http://www.census.gov/population/www/socdemo/hispanic/about.html>
  
- 4.** You went to FedEx to mail a shipment and they asked you to provide them a Schedule B number. What information can you find out about Schedule B on the different urls from our Webs site? What is a Schedule B for? Where would you find a Schedule B number on our Web site?
  - a. <http://www.census.gov/foreign-trade/index.html>
  - b. <http://www.census.gov/foreign-trade/schedules/b/index.html>
  - c. [http://www.census.gov/foreign-trade/statistics/notices/20100305\\_schedulebsearch.html](http://www.census.gov/foreign-trade/statistics/notices/20100305_schedulebsearch.html)
  - d. <https://ask.census.gov/faq.php?dept=765&id=5000>
  
- 5.** What is the difference between establishment and firm? What about companies? What about businesses?
  - a. <http://www.census.gov/econ/economywide.html>
  - b. <http://www.census.gov/econ/susb/definitions.html>
  
- 6.** What is the Gross Domestic Product (GDP)? Where can you find information about the GDP?
  - a. <https://ask.census.gov/>
  - b. <http://www.census.gov/econ/>

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7. Answer the following questions based on the Annual Capital Expenditures Survey  
Web site: <http://www.census.gov/econ/aces/>
- a. What is a capital expenditure?
  - b. What is a respondent?
  - c. Where on this page might you go for a definition of these terms? (open definitions page if they don't find a def...ask them if the definitions make sense and if they can put them in their own words)
  - d. How often is the survey conducted?
  - e. Where could you click to find out how the survey is conducted?
  - f. Where could you click to see a copy of the questionnaire used in this survey?
  - g. When was the survey first conducted?
  - h. Is there a law requiring businesses to answer this survey?
  - i. What is the year of the latest data?
  - j. When will the data be released next?
8. Create your own task on a topic that is of interest to you. How would you learn more about your topic, (using our Website)?
- a. Based on what you have seen with the site, create a topic question of interest to you.