

The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

The Census Bureau's Customer and Marketing Services Office, Education, Training and Dissemination Branch is planning a survey to measure customer satisfaction with the training Web Site <<http://www.census.gov/mso/www/training/>>. The Census Bureau, through the training Web Site, offers on-line training materials and provides information about upcoming workshops and other sessions held in the Washington D.C. area designed to help increase customer awareness, access, understanding and use of information collected by the Census Bureau. The feedback from this survey, along with other evaluative measures, will help the Census Bureau identify future Web Site strategies.

In August through September 2011, we will post the survey on a web server and it will be presented to potential respondents via a "pop-under" window when the user closes any of the Census Bureau's training pages listed below:

<<http://www.census.gov/mso/www/training/>>,
<<http://www.census.gov/mso/www/ufs/info2.html>>,
<<http://www.census.gov/mso/www/training/pol.htm>>,
<<http://www.census.gov/mso/www/tsw/>>,
<<http://www.census.gov/mso/www/tsw/info.htm>>.

On average, these pages receive 3400 Web site visitors per month. Based on our experience conducting similar surveys, we expect a 30 percent response rate. Therefore, we expect to receive 2,040 responses over the two month period during which the survey will be posted.

The Customer and Marketing Services Office staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. We estimate respondent burden at 5 minutes per questionnaire for a total respondent burden of 170 hours.

We plan to maximize response rates by promoting the survey on the Census Bureau's Facebook and Twitter accounts.

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