Questionnaire Management Guidelines

Goals:

- One consolidated document to track all model and CQ changes throughout the life of the project
- Questionnaire always matches the live survey
- Easy and error-free way to submit CQ changes
- All changes tracked and reflected in one document (DOT will help)

Basic rules:

- 1 This questionnaire has to match the live survey
- **2** All changes to the live measure need to be tracked and archived in **one document**
- **3 All CQ change requests** have to be submitted using this document
 - SRA: 1) marks up changes and submits the entire document to DOT
 - DOT: 1) archives change request on separate tab
 - 2) implements change(s)
 - 3) updates the document to reflect all implemented changes in the "clean" questionnaire SRA can send to the client and use for future CQ changes
- 4 DOT safeguards correct formats your next CQ changes have to be submitted using one survey document with appropriate color-coding

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7/16/2010

Date:

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			WICE:					
	Skip					Single		
	Logic		Answer Choices	Skip		or	Required	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Y/N	Special Instructions
EDO04377		Before today how many times have you visited the Census Bureau's	, , , , , , , , , , , , , , , , , , , ,		Radio button, one-up vertical	Single	N	
1 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5 - 5 -		before today flow fliarly times have you visited the Cerisus bureaus	Once		Radio buttori, orie-up vertical	Sirigic	IN IN	
			2-5 Times					
			6-9 Times					
			10 or more Times					
EDO04378		What is your main reason for coming to this site today?	Find population or household information (age, education,		Radio button, one-up vertical	Single	N	
			occupation, home, ownership)					
			Find business or government information (business					
			establishments, industries, imports/exports, sales, governments)					
			Research geography information					
			Look up latest news releases					
			Subscribe to news releases					
			Find statistical data					
			Research business opportunities with Census					
			Learn about US Census Bureau					
			Find a publication					
			Browse the catalogs					
			Purchase educational and training products					
			Order/purchase other catalog(s)					
			Use the data tools					
			Find employment					
			See what's new on the site					
			Other place enecify:	Δ				
ED004270	Α.	Other reacen	Other, piease specify.		Toyt field <100 char		NI	
ED004379	A	NAME - t	Now on the site		Padia button, and un vertical	Cinale	N	
ED004380		What area of this site are you primarily visiting today?	New on the site		Radio button, one-up vertical	Single	IN	
			Data finders and access tools					
			American FactFinder					
			Jobs@Census					
			Catalog					
			Publications					
			Are you in the Survey					
			About the Bureau					
			Regional offices					
			Doing business with us					
			Related sites					
			2010 Census					
			2010 Partner With Us					
			2010 Census In Schools					
			2010 Census Jobs					
			American Community Survey					
			Data Ferrett					
			People and households					
			Business and industry					
			Geography					
			Newsroom					
			Special topics					
			Other, please specify:	Α				
EDO04381	Α	Other area			Text field, <100 char		N	
EDO04382	-	What is your intended primary use for these Census Bureau	For a school-related assignment (e.g., teaching aids,		Checkbox, one-up vertical	Multi	N	
LDC04382		products and information you searched for today?	academic/scholarly research, student homework assignment)		Checkbox, one-up vertical	IVIUILI	14	
		production for countries.	Solidary rootalon, cladent nomework assignment)					
			For personal interest (e.g. ampleument/ich coors-					
			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)					

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Date:

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#REF! underlined & italicized: RE-ORDER
#REF! pink: ADDITION

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OID	Skip Logic Label	Ouestion Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
QiD	Laber	Question rext	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)	ιο	Type (Select Holli list)	Multi	17/14	Special instructions
			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., insurance underwriting)					
			To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups)					
			To update data bases					
ED004000	•	04	Other, please specify	Α	T-:+f-14 4100 -b		N.	
EDO04383 EDO04384	Α	Other primary use for products or information	I had the page bookmarked, and went right to the info I needed		Text field, <100 char Radio button, one-up vertical	single	N n	
ED004364		What was you primary method used today to search for information on www.census.gov?	I flau the page bookmarked, and went fight to the into r fleeded		Radio buttori, orie-up vertical	Sirigie	"	
			I manually entered the URL I used links on the page from which I was referred to your site					
			I used links on the page from which I was referred within your site					
			I telephoned the Customer Services Call Center (1-800-923-8282)					
			I used Data tools to find the info I needed					
			I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page					
			I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html)					
			I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page					
			I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page					
			I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html)					
			I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the NAICs 2002 Search (www.census.gov/epcd/www/naics.html)					
			I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search					
			I just browsed the site I used the State and County QuickFacts Data Finder in the right					
			hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section					
EDO04385		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	
EDO04386		Did you find the information you were looking for ?	I found all the information I needed I found most of the information I needed		Radio button, one-up vertical	Single	N	
			I found some of the information I needed I was unable to find any information I needed					
EDO04387		If you were unable to find information, what specifically were you trying to find today ? Please specify.	i was unable to find any mormation i needed		Text area, no char limit	Single	N	
EDO04388		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity	My initial search request retrieved no results and I quit searching		Radio button, one-up vertical	Single	N	

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7/16/2010 Date:

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	Skip Logic		Answer Choices	Skip		Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Ý/N	Special Instructions
			After several search attempts, I received too many results and I					
			quit searching On my first search request, I received exactly the information I					
			Sought On my first search request, I received too many results, requiring					
			me to refine my search one or more times 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					
			Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	А				
EDO04389	Α	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
EDO04390		Please rank the top 3 factors that brought you to the website today. (Rank 1 = Most important)	Message or recommendation from a friend on a social network		Drop down, select one	Single	Y	Rank Group
		(Rank 1 = Wost Important)	Video I saw on YouTube	1				Adjust Template/Style Sheet
			Internet blogs or discussion forums	1				Randomize
			Advertising on social networks (Facebook, Twitter)	1				Tanasini 25
			Message directly from the Census Bureau on a social network	1				
			Mobile phone text messages or alerts	1				
			Instant Message from a friend or colleague	-				
			Familiarity with Census Bureau					
			Promotional email(s) from the Census Bureau Search engine results	1				
			Word of mouth recommendation from someone I know	1				
			TV, radio, newspaper, or magazine advertising					
			Internet advertising	1				
			Don't know	1				Anchor
			Other					Anchor
EDO04391		Rank 2	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					Adjust Template/Style Sheet
			Internet blogs or discussion forums					Randomize
			Advertising on social networks (Facebook, Twitter)	4				
			Message directly from the Census Bureau on a social network					
			Mobile phone text messages or alerts					
			Instant Message from a friend or colleague					
			Familiarity with Census Bureau					
			Promotional email(s) from the Census Bureau	-				
			Search engine results Word of mouth recommendation from company Linguis					
			Word of mouth recommendation from someone I know TV, radio, newspaper, or magazine advertising					
			Internet advertising					
			Don't know					Anchor
			Other					Anchor
EDO04392		Rank 3	Message or recommendation from a friend on a social network		Drop down, select one	Single	N	Rank Group
			Video I saw on YouTube					Adjust Template/Style Sheet
			Internet blogs or discussion forums	1				Randomize
			Advertising on social networks (Facebook, Twitter)					
			Message directly from the Census Bureau on a social network					
			Mobile phone text messages or alerts					

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Date: 7/16/2010

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			Instant Message from a friend or colleague					
			Familiarity with Census Bureau	1				
			Promotional email(s) from the Census Bureau	1				
			Search engine results	1				
			Word of mouth recommendation from someone I know	1				
			TV, radio, newspaper, or magazine advertising	1				
			Internet advertising	1				
			Don't know					Anchor
			Other					Anchor
EDO04393		If you heard about this website from a social network, please specify the site (i.e. Facebook, Twitter)			Text area, no char limit		N	
EDO04394		How satisfied are you with	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04395		Economic Indicators	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04396		Population Clocks	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					i i
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04397		State and County QuickFacts	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04398		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04399		PDF files	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04400		HTML files	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04401		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied		Drop down, select one	single	N	Multiple List
		, ,	Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
								•

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO04402		Census Bureau search engine	Very satisfied		Drop down, select one	single	N	Multiple List
		3	Satisfied		, , , , , , , , , , , , , , , , , , , ,			
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04403		Frequently asked questions (FAQs)	Very satisfied	-	Drop down, select one	single	N	Multiple List
			Satisfied	-				
			Undecided Dissatisfied	-				
			Very dissatisfied					
			N/A					
EDO04404		NAICS Search	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					·
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04405		Schedule B Search Engine	Very satisfied	-	Drop down, select one	single	N	Multiple List
			Satisfied	-				
			Undecided Dissatisfied	+				
			Very dissatisfied					
			N/A					
EDO04406		How important to you are the listed	Very important		Drop down, select one	Single	N	Multiple List
22001100		Substige from important volucings to you are the notice	Important		Brop domi, coloctone	J Cilligio	.,	marapie ziet
			Neutral					
			Not important					
EDO04407		Economic Indicators	Very important		Drop down, select one	Single	N	Multiple List
			Important					
			Neutral	_				
			Not important					
EDO04408		Population Clocks	Very important	-	Drop down, select one	Single	N	Multiple List
			Important Neutral	-				
			Not important	-				
EDO04409		State and County QuickFacts	Very important		Drop down, select one	Single	N	Multiple List
LDC04403		State and County Quicki acts	Important	1	Drop down, select one	Single	14	Walapic List
			Neutral					
			Not important					
EDO04410		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important		Drop down, select one	Single	N	Multiple List
			Important					
			Neutral	4				
			Not important					
EDO04411		PDF Files	Very important	-	Drop down, select one	Single	N	
			Important	+				Multiple List
			Neutral Not important	+				
EDO04412		HTML Files	Not important Very important		Drop down, select one	Single	N	Multiple List
LD004412		TITIME TITOS	Important		Drop down, select one	Jillyle	14	widiupic List
			Neutral					
			Not important					
EDO04413		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important		Drop down, select one	Single	N	Multiple List
		,	Important					
			Neutral					
			Not important					
EDO04414		Census Bureau search engine	Very important		Drop down, select one	Single	N	Multiple List
			Important	4				
			Neutral					

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) Not important	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
EDO04415		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
EDO04416			Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
DO04417			Very important Important Neutral Not important		Drop down, select one	Single	N	Multiple List
DO04418		How satisfied are you with the:	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04419			Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04420			Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04421			Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04422		LEVELS OF DETAIL of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04423		OVERALL QUALITY of Census Bureau data products?	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04424		How satisfied are you with customer service received from Census	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single	N	Multiple List
DO04425		Courtesy	Very satisfied Satisfied Undecided Dissatisfied		Drop down, select one	single	N	Multiple List

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	Skip Logic		Answer Choices	Skip		Single or	Required	
QID	Label	Question Text	(limited to 50 characters)	to	Type (select from list)	Multi	Ý/N	Special Instructions
			Very dissatisfied					
			N/A					
EDO04426		Responsiveness	Very satisfied Satisfied		Drop down, select one	single	N	Multiple List
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04427		Accessibility	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided Dissatisfied					
			Very dissatisfied					
			N/A					
EDO04428		Timeliness	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					·
			Undecided					
			Dissatisfied					
			Very dissatisfied					
ED004400		NAME AT IT AND ADDRESS OF THE PARTY OF THE P	N/A		Tarabasa sa abas Basis	Circula.	N.I	
EDO04429		What, if anything, should be done to improve the Web Site ? (Please cite specific features, functions, web pages/URLs)			Text area, no char limit	Single	N	
EDO04430		What, if anything, should be done to improve the Data Products ? (Please cite specific data products, content/features)			Text area, no char limit	Single	N	
EDO04431		What, if anything, should be done to improve the Customer Service ?			Text area, no char limit	Single	N	
EDO04432		From the following list, please mark the business sector that best describes your work .	Individual (students of any age, or other person with no business affiliations)		Radio button, one-up vertical	Single	N	
			Federal government					
			State, county, local or tribal government					
			College/university					
			Finance, insurance or real estate Retail/wholesale company					
			Media					
			Market research, advertising or consulting					
			Religious, civic or political organization					
			Trade or professional association					
			Other					
EDO04433		Please indicate which of the following best describes your	Student (K-6)		Radio button, one-up vertical	Single	N	
			Student (K7-12)					
			College/university student Professor/teacher					
			Librarian					
			Administrator					
			Computer programmer, system analyst/administrator, computer technician					
			Economist or social scientist					
			Health professional (physician, nurse, etc.)					
			Journalist					
			Marketing or sales professional					
			Management consultant					
			Policy analyst Senior management (president, VP, director, partner, etc.)					
			Scientist/engineer					
			Statistician					
			Self employed					
			Unemployed					
			Other					
EDO04434		Do you have any other comments about this site?			Text area, no char limit	Single	N	

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violet (bold): SKIP-LOGIC

QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
7974		Before today how many times have you visited the Census	Never		Radio button, one-up vertical	Single	N	
		Bureau's Web site in the past six months?	Once		radio sation, one up vertical	og.o		
		•	2-5 Times					
			6-9 Times					
			10 or more Times					
7978		What is your main reason for coming to this site today?	Find population or household information (age,		Radio button, one-up vertical	Single	N	
			education, occupation, home, ownership)		radio sallori, one ap vertical	Cirigio		
			Find business or government information (business establishments, industries, imports/exports, sales, governments)					
			Research geography information					
			Look up latest news releases					
			Subscribe to news releases					
			Find statistical data					
			Research business opportunities with Census					
			Learn about US Census Bureau					
			Find a publication					
			Browse the catalogs					
			Purchase educational and training products					
			Order/purchase other catalog(s)					
			Use the data tools					
			Find employment					
			See what's new on the site					
7077			Other		5 5 5 5	0: 1		
7977		What area of this site are you primarily visiting today?	New on the site		Radio button, one-up vertical	Single	N	
			Data finders and access tools					
			American FactFinder					
			Jobs@Census					
			Catalog					
			Publications					
			Are you in the Survey					
			About the Bureau					
			Regional offices					
			Doing business with us					
			Related sites					
			2010 Census					
			2010 Partner With Us					
			2010 Census In Schools					
			2010 Census Jobs					
			American Community Survey					
			Data Ferrett					
			Census 2000					
			People and households					
			Business and industry					
			Geography					
			Newsroom					
			Special topics					
			Other					
7979	1	What is your intended primary use for these Census Bureau	For a school-related assignment (e.g., teaching aids,		Checkbox, one-up vertical	Multi	N	
1919		products and information you searched for today ?	academic/scholarly research, student homework assignment)		Checkbox, one-up vertical	Mulu	IN .	
			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)					

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	Skip				Type (select from list)	Single	Required	Special
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to		or Multi	Y/N	Instruction
			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., insurance underwriting)					
			To analyze markets and/or make projections- including sales forecasting (e.g., area/master planning, business startups)					
			To update data bases	Α				
7980	Α	Other, please specify	Other, please specify	A	Text field, <100 char	Single	N	
ED03385		What was you primary method used today to search for information on www.census.gov?	I had the page bookmarked, and went right to the info I needed		radio	single	n	
			I manually entered the URL I used links on the page from which I was referred to your site					
			I used links on the page from which I was referred within your site					
			I telephoned the Customer Services Call Center (1-800-923-8282)					
			I used Data tools to find the info I needed					
			I clicked on the Census Bureau's Search Engine (search.census.gov) within the dark blue top menu bar of the page					
			I clicked on the Census Bureau's Subjects A to Z (www.census.gov/main/www/subjects.html)					
			I clicked on the Census Bureau's FAQs(ask.census.gov) within the dark blue top menu bar of the page					
			I clicked on the Census Bureau's Help (www.census.gov/main/www/help.html within the dark blue top menu bar of the page					
			I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html)					
			I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used theNAICs 2002 Search (www.census.gov/epcd/www/naics.html)					
			I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search					
			I just browsed the site					
			I used the State and County QuickFacts Data Finder in the right hand column of www.census.gov					
			I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section					
FB00357		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
			I found most of the information I needed					
			I found some of the information I needed					
			I was unable to find any information I needed					
7983		If you were unable to find information, what specifically were you trying to find today ? Please specify.			Text area, no char limit	Single	Ν	
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your	My initial search request retrieved no results and I quit searching		Radio button, one-up vertical	Single	N	
		search activity TODAY:	After several search attempts, I received too many results and I quit searching					
			On my first search request, I received exactly the information I sought					
			On my first search request, I received too many					
			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					
			Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	Α				
KFB00359	Α	Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:			Text field, <100 char	Single	N	
KR1896		How satisfied are you with access to Census Bureau data	Very satisfied		Drop down, select one	single	N	Multiple L
		using the listed media and features?	Satisfied	_				
		American FactFinder	Undecided	-				
			Dissatisfied	-				
			Very dissatisfied	-				
KR1897			N/A		Duna danna aalaat aaa	-11-	N.	N.A. alabada 1
KK1897		Economic Indicators	Very satisfied Satisfied		Drop down, select one	single	N	Multiple L
			Undecided	-				
			Dissatisfied	1				
			Very dissatisfied	-				
			N/A	1				
KR1898		Population Clocks	Very satisfied		Drop down, select one	single	N	Multiple L
			Satisfied		,	3 -		
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
KR1900		State and County QuickFacts	Very satisfied		Drop down, select one	single	N	Multiple Li
			Satisfied					
			Undecided					
			Dissatisfied	_				
			Very dissatisfied	-				
			N/A	1		l		
KR1901		Other interactive query tools (e.g., DataFerrett, USA Trade	Very satisfied	4	Drop down, select one	single	N	Multiple Li
		Online)	Satisfied	-				
			Undecided	4				
			Dissatisfied	-				
			Very dissatisfied	4				
	-		N/A	1				
KR1902		PDF files	Very satisfied Satisfied	4	Drop down, select one	single	N	Multiple Li

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	Skip				Type (select from list)	Single	Required	Special
	Logic		Answer Choices		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	or	Ý/N	Instruction
QID	Label	Question Text	(limited to 50 characters)	Skip to		Multi		
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1903		HTML files	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided					
			Dissatisfied Very dispatisfied					
			Very dissatisfied N/A					
AKR1904		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied		Drop down, select one	single	N	Multiple Lis
11111304		Downloadable liles (e.g., spreadsheets, CSV/text liles)	Satisfied		Drop down, selectione	Sirigic	IN IN	Multiple Lis
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1906		Census Bureau search engine	Very satisfied		Drop down, select one	single	N	Multiple Lis
		· · · · · · · · · · · · · · · · · · ·	Satisfied			1		
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1905		Frequently asked questions (FAQs)	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
4KR1907		NAICS Search	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR1899		Schedule B Search Engine	Very satisfied		Drop down, select one	single	N	Multiple Lis
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied N/A					
7984		How important to you are the listed made and features?			Drop down, select one	Cinglo	N	Multiple Lie
7984		How important to you are the listed media and features? American FactFinder	Very important Important		Drop down, select one	Single	IN IN	Multiple Lis
		American'i acti maci	Neutral					
			Not important					
AKR1908		Economic Indicators	Very important		Drop down, select one	Single	N	Multiple Lis
AKKI		Economic marcators	Important		Drop down, Sciect one	Sirigic		Widitipic Lis
			Neutral					
			Not important					
AKR1909		Population Clocks	Very important		Drop down, select one	Single	N	Multiple Lis
		•	Important		, , , , , , , , , , , , , , , , , , , ,	1		
			Neutral					
			Not important					
AKR1911		State and County QuickFacts	Very important		Drop down, select one	Single	N	Multiple Lis
		7 C · · · · · · · · · · · · · · · · · · ·	Important					
			Neutral					
			Not important					
AKR1912		Other interactive query tools (e.g., DataFerrett, USA Trade	Very important		Drop down, select one	Single	N	Multiple Lis
		Online)	Important		. ,			
	1		Neutral			1	l	l

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	Cliffer				Type (colort from lint)	Cipala	Dogrinos!	Cnasial
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instruction
ŲΙD	Laber	Question Text		Skip to		Water		
7985		PDF Files	Not important		Dron down coloct one	Cinalo	N	
1985		PDF Files	Very important Important		Drop down, select one	Single	l IN	Multiple Lis
			Neutral					wulliple Lis
7986		HTML Files	Not important		Dran dayın galaştana	Single	N	Multiple Lis
1980		HTML FileS	Very important		Drop down, select one	Sirigle	l IN	Multiple Lis
			Important Neutral					
7987		Downloadable Files (e.g. careadabasts equitavt files)	Not important Very important		Drop down, select one	Cinglo	N	Multiple Lis
1981		Downloadable Files (e.g., spreadsheets, csv/text files)			Drop down, Select one	Single	l IN	Multiple Lis
			Important					
			Neutral					
7000			Not important		5 1 1 1	0: 1	-	
7989		Census Bureau search engine	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral					
	1		Not important				<u> </u>	
7988		Frequently Asked Questions (FAQs)	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral					
			Not important					
AKR1913		NAICS Search	Very important		Drop down, select one	Single	N	Multiple Lis
			Important					
			Neutral					
			Not important					
AKR1910		Schedule B Search Engine	Very important		Drop down, select one	Single	N	Multiple Lis
		g -	Important		,	" "		
			Neutral					
			Not important					
		How satisfied are you with the RELIABILITY of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products?	Satisfied		Drop down, selectione	Sirigic		
		Baroad data producto.	Undecided		1			
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the RELEVANCE of Census	Very satisfied		Drop down polest one	oingle	N	
		Bureau data products and services (e.g. keeping pace with the	Satisfied		Drop down, select one	single	IN	
		changing economy)?						
		changing economy):	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the TIMELINESS of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products and service releases (e.g. keeping pace	Satisfied					
		with the changing forms of media access)?	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the EASE OF USE of Census	Very satisfied		Drop down, select one	single	N	
		Bureau data products and services (e.g. keeping pace with	Satisfied		•			
		emerging technologies)?	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		How satisfied are you with the LEVELS OF DETAIL of	Very satisfied		Drop down, select one	single	N	
		Census Bureau data products?	Satisfied		Drop down, Select offe	Sirigie	1.4	
		Census Bureau data products:	Cationed					
		Census Bureau data products:	Undecided Dissatisfied					

Date:

5/27/2009

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			N/A					
		How satisfied are you with the OVERALL QUALITY of	Very satisfied		Drop down, select one	single	N	
		Census Bureau data products?	Satisfied Undecided	_				
				-				
			Dissatisfied Very dissatisfied	-				
			N/A	-				
		How satisfied are you with customer service received from	Very satisfied		Drop down, select one	single	N	Multiple List
		Census Bureau staff?	Satisfied		Drop down, selectione	Sirigic	IN .	Widitipic List
		Expertise	Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Courtesy	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Responsiveness	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
		Accessibility	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied					
			Undecided Dissatisfied	-				
				-				
			Very dissatisfied N/A	-				
		Timeliness	Very satisfied		Drop down, select one	single	N	Multiple List
		Tilleliless	Satisfied		Drop down, select one	Sirigic	I V	Wulliple List
			Undecided					
			Dissatisfied					
			Very dissatisfied					
			N/A					
AKR0656-		Please tell me whether you agree or disagree with the	Agree		Drop down, select one	Single	N	Multiple List
		following opinions. (Check one for each):-	Disagree					
AKR0657		Masterage survershagensus recognition and based sendential the control of the con	Agree		Drop down, select one	Single	N	Multiple List
			Disagree					
AKR0658		The census is very important to the country	Agree		Drop down, select one	Single	N	Multiple List
			Disagree					
AKR0659		Only politicians and business persons benefit from the census	Agree		Drop down, select one	Single	N	Multiple List
ALCROSCO			Disagree					
AKR0660		The census is an invasion of privacy	Agree	4	Drop down, select one	Single	N	Multiple List
AL/DOCC1	-		Disagree					
AKR0661		People's answers to the census cannot be used against them	Agree	4	Drop down, select one	Single	N	Multiple List
AKR0662	1	em and a second	Disagree	+	5 1	0		
ARRUDOZ		Filling out the census form is a patriotic thing to do	Agree	4	Drop down, select one	Single	N	Multiple List
AKR0663	-	The course of th	Disagree		Daniel design	Cir. I		N. A. Jahr J. J. S. S.
AIRTOUUS		The census serves no good purpose that I can see	Agree	-	Drop down, select one	Single	N	Multiple List
AKR0664	+	The consus helps people in my community	Disagree	+	Drop down coloct	Cinal-	N	Multiple List
7.11110004		The census helps people in my community	Agree	+	Drop down, select one	Single	N	Multiple List
AKR0665	1	In your opinion, how much do you think we can trust the	Disagree Just about always		Radio button, one-up vertical	Single	N	
		government in Washington to do what is right?	Most of the time	\dashv	Tadio button, one up vertical	Singit	"	
		government in washington to do what is right:	Company of the atime	\dashv				

Some of the time

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	Skip				Type (select from list)	Single	Required	Special
QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	or Multi	Y/N	Instruction
•		,	Almost never		1			
			Don't know					
7990		Please indicate the age category that best describes you.	Under 18		Radio button, one-up vertical	Single	N	
			18-24			_		
			25-34					
			35-44					
			45-54					
			55-64					
			65 or older					
7991		What, if anything, should be done to improve the Web Site ? (Please cite specific features, functions, web pages/URLs)			Text area, no char limit	Single	N	
		What, if anything, should be done to improve the Data Products? (Please cite specific data products, content/features)			Text area, no char limit	Single	N	
		What, if anything, should be done to improve the Customer Service ?			Text area, no char limit	Single	N	
7975		From the following list, please mark the business sector that best describes your work.	Individual (students of any age, or other person with no business affiliations)		Radio button, one-up vertical	Single	N	
			Federal government					
			State, county, local or tribal government					
			College/university					
			Finance, insurance or real estate					
			Retail/wholesale company					
			Media					
			Market research, advertising or consulting					
			Religious, civic or political organization					
			Trade or professional association					
7976		Please indicate which of the following best describes your	Other Student (K-6)		Radio button, one-up vertical	Single	N	
1910		occupation/role.	Student (K7-12)		Radio buttori, orie-up vertical	Sirigle	IN IN	
		occupation of c.	College/university student					
			Professor/teacher	1				
			Librarian					
			Administrator					
			Computer programmer, system	•				
			analyst/administrator, computer technician					
			Economist or social scientist	1				
			Health professional (physician, nurse, etc.)					
			Journalist					
			Marketing or sales professional					
			Management consultant	1				
			Policy analyst					
			Senior management (president, VP, director, partner, etc.)					
			Scientist/engineer					
			Statistician					
			Self employed					
			Unemployed					
			Other					
7992		Do you have any other comments about this site?			Text area, no char limit	Single	N	

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#REF! pink: ADDITION
blue +-->: REWORDING
violet (bold): SKIP-LOGIC

Date: 8/4/2008

			#REF!					
	Skip					Single		
QID 7974	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	or Multi	Required Y/N	Special Instruc
1514		Before today how many times have you visited the Census Bureau's Web site in the past six months?	Once Never		Radio button, one-up vertical	Single	N	
			2-5 Times 6-9 Times	-				
			10 or more Times					
<u>7978</u>		What is your main reason for coming to this site today?	Find population or household information (age, education, occupation, home, ownership)		Radio button, one-up vertical	Single	N	
			Find business or government information (business	1				
			establishments, industries, imports/exports, sales, governments)					
			Research geography information					
			Look up latest news releases Subscribe to news releases					
			Find statistical data Research business opportunities with Census	-				
			Learn about US Census Bureau	1				
			Find a publication Browse the catalogs	1				
			Purchase educational and training products Order/purchase other catalog(s)	-				
			Use the data tools					
			Find employment See what's new on the site					
7077		What area of this site are you primarily visiting today?	<u>Other</u>		Dadia buttan ana una una dia d	Cinada		
<u>7977</u>		many visiting today?	New on the site Data finders and access tools	1	Radio button, one-up vertical	<u>Single</u>	N	
			American FactFinder Jobs@Census	1				
			Catalog	1				
			Publications Are you in the Survey	1				
			About the Bureau	1				
			Regional offices Doing business with us	1				
			Related sites	1				
			Census 2000 People and households	1				
			Business and industry Geography	+				
			Newsroom					
			Special topics Other					
<u>7979</u>		What is your intended primary use for these Census Bureau products and information you searched for today ?	For a school-related assignment (e.g., teaching aids, academic/scholarly research, student homework assignment).		Checkbox, one-up vertical	<u>Multi</u>	N	
			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., insurance underwriting)					
			To analyze markets and/or make projections-including sales forecasting (e.g., area/master planning, business startups)					
			To update data bases Other, please specify	<u>A</u>				
7980 7981	Α	Other information usage What is your primary method of searching for information on this	Census Bureau search engine		Text field, <100 char Radio button, one-up vertical	Single Single	N N	
.001		site?	Links in the page	1	batton, one-up venteur	O. Igic	.,	
			Data tools Frequently asked questions (FAQs)	1				
			Subjects A to Z QuickFacts	-				
			Just browsing the site	1				
				1			1	1
			American FactFinder					
FB00356		If you used a search feature TODAY on www.census.gov, which	American FaetFinder Other I did not use a search feature today		Radio button, one-up vertical	Single	N	
-B00356		If you used a search feature TODAY on www.census-gov, which search feature did you use?	American FaetFinder Other I-did-not-use a search feature today I-do-not-teeal FAQs-(Frequently-Asked-Questions, Question and Answer		Radio button, one-up vertical	Single	N	
FB00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	American FactFinder Other Hild not use a search feature today Hild not recall FAQs (Frequently Asked Questions, Question and Answer Center)		Radio button, one-up vertical	Single	N	
-B00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	American FaetFinder Other Hidl not use a search feature today Hidl not recall FAQs (Frequently Asked Questions, Question and Answer Center) Geogle powered Search Help		Radio button, one-up vertical	Single	N	
-B00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	American FastFinder Other I-did not use a search feature today I-de not receil FAQs (Frequently Asked Questions, Question and Answer Genter) Google powered Search		Radio button, one-up vertical	Single	N	
-B00356		If you used a search feature-TODAY on www.census-gov,-which search feature did you use?	American FactFinder Other Hidi not use a search feature today Hidi not treeal FAQs (Frequently Asked Questions, Question and Answer Center) Google powered Search Help NAICS 2007 Search NAICS 2002 Search Staff Search		Radio button, one-up vertical	Single	N	
-B00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	American FastFinder Other Iddi not use a search feature today Idd not recall FAQs (Frequently Asked Questions, Question and Answer Center) Google powered Search Help NAICS 2007 Search NAICS 2007 Search Staff Search		Radio button, one-up vertical	Single	N	
	8	search feature did you use?	American FastFinder Other I-did not use a search feature today I-do not receil FAQs Frequently Asked Questions, Question and Answer Genete) Geostle powered Search Help NAICS 2007 Search NAICS 2007 Search Staff Search Staff Search Staff Search State and County QuickFacts Subjects A-to-Z View Maps (View. Geazetteer)		Radio button, one-up vertical			
	8	If you used a search feature-TODAY on www.eensus.gov, which search feature did you use? What was you primary method used today to search for information on www.census.gov?	American FaetFinder Other I-did not use a search feature today I-do not recall FAQs (Frequently Asked Questions, Question and Answer Center) Google-powered-Search Help NAICS 2007 Search NAICS 2007 Search Staff Search Staff Search Staff Search I had the page bookmarked, and went right to the info I needed		Radio button, one-up vertical	Single	n n	
	8	search feature did you use? What was you primary method used today to search for information	American FaetFinder Other I-did not use a search feature today I-de not recall FAQs (Frequently Asked Questions, Question and Answer Center) Geogle powered Search Help NAICS 2007 Search NAICS 2007 Search State and County QuickFeats Subjects A to Z View Maps (U.S. Cazetteer) I had the page bookmarked, and went right to the info I needed I manually entered the URL. I used links on the page from which I was referred to your site					
FB00356	8	search feature did you use? What was you primary method used today to search for information	American FaetFinder Other I-did not use a search feature today I-do not recall FAQs (Frequently Asked Questions, Question and Answer Center) Google-powered-Search Help NAICS 2007 Search NAICS 2007 Search Staff Search Staff Search Staff Search I had the page bookmarked, and went right to the info I needed					
	8	search feature did you use? What was you primary method used today to search for information	American FaetFinder Other I-did not use a search feature today I-de not recall FAQs (Frequently Asked Questions, Question and Answer Center) Geogle powered Search Help NAICS 2007 Search NAICS 2007 Search State and County QuickFeats Subjects A to Z View Maps (U.S. Cazetteer) I had the page bookmarked, and went right to the info I needed I manually entered the URL. I used links on the page from which I was referred to your site					
	8	search feature did you use? What was you primary method used today to search for information	American FaelFinder Other I-did not use a search feature today I-de not receil FAQs-Frequently Asked Questions, Question and Answer Genete) Rooste powered Search Help NAICS-2007-Search NAICS-2002-Search Staff-Search Staff-Search Staff-Search Staff-Search I-de August Staf					
	8	search feature did you use? What was you primary method used today to search for information	American FaelFinder Other I-did not use a search feature today I-do not receil FAQs Frequently Asked Questions, Question and Answer Genete) Geogle powered Search Help NAICS 2007 Search NAICS 2007 Search Staff Search Staff Search Staff Search Staff Search I-do Not Not Search I-do Not Se					
	8	search feature did you use? What was you primary method used today to search for information	American FaelFinder Other I-did not use a search feature today I-do not treeal FAQs (Frequently Asked Questions, Question and Answer Center) Google powered Search Help NAICS 2007 Search NAICS 2007 Search NAICS 2007 Search State and County QuickFaets Subjects Ato 2 View Maps (U.S. Cazetteer) I had the page bookmarked, and went right to the info 1 needed I manually entered the URL I used links on the page from which I was referred to your site I used links on the page from which I was referred within your site I telephoned the Customer Services Call Center (I-800-923- 3282) Lused Data tools to find the info I needed I clicked on the Census Bureau's Search Engine (search census, 90) within the dark blue top menu bar of the					

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Date: 8/4/2008

			#REF!					
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters) I clicked on the Census Bureau's Help	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions
			(www.census.gov/main/www/help.html within the dark blue top menu bar of the page I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used the 2007 NAICS Search (www.census.gov/epcd/www/naics.html) I clicked on NAICs under Business and Industry on the Census Bureau's home page, then used theNAICs 2002					
			Search (www.census.gov/epcd/www/naics.html) I clicked on About the Bureau in the left navigation bar of the Census Bureau's home page, then clicked on Staff Search Liust browsed the site I used the State and County QuickFacts Data Finder in the					
			right hand column of www.census.gov I Viewed Maps using the US Gazetteer under the home page's Geography Topics Section					
KFB00357		Please enter the search term(s) you used in your search request (separated by commas):			Text area, no char limit	Single	N	
7982		Did you find the information you were looking for ?	I found all 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 information I needed		Radio button, one-up vertical	Single	N	
7983		If you answered "No" for finding information, what specifically were you trying to find today? Please specify.			Text area, no char limit	Single	И	
KFB00358		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 retrieved no results and I quit searching After several search attempts, I received too many results and I quit searching On my first search request, I received exactly the information I sought On my first search request, I received too many results, requiring me to refine my search one or more times 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, I received some of the information I sought After several attempts, I received the my first were relevant Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	A	Radio button, one-up vertical	Single	N	
KFB00359	Δ	Or, please enter your own statement that MOST CLOSELY	,			Single	N	
AKR1896	Α	Or, please enter your own statement mat MOST CLOSELY MATCHES the results of your search effort and results: How satisfied are you with access to Census Bureau data using	Very satisfied		Text field, <100 char Drop down, select one	Single	N N	Multiple List
AKR1897		the listed media and features? American FactFinder Economic Indicators	Satisfied Undecided Dissatisfied Very dissatisfied Very statisfied N/A Very satisfied Satisfied Undecided Undecided Dissatisfied		Drop down, select one	single	N	Multiple List
AKR1898		Population Clocks	Very dissatisfied N/A Very satisfied Satisfied Undecided Dissatisfied Used Satisfied Undecided Undecided Undecided		Drop down, select one	single	N	Multiple List
AKR1900		State and County QuickFacts	NIA Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied Very dissatisfied NIA		Drop down, select one	single	N	Multiple List
<u>AKR1901</u>		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	<u>single</u>	N	<u>Multiple List</u>
<u>AKR1902</u>		PDF files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	<u>single</u>	N	Multiple List
AKR1903		HTML files	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	single.	N	Multiple List
<u>AKR1904</u>		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	<u>single</u>	N	<u>Multiple List</u>
AKR1906		Census Buteau search engine	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	<u>single</u>	N	Multiple List
<u>AKR1905</u>		Frequently asked questions (FAQs)	Very satisfied Satisfied Undecided Dissatisfied Very dissatisfied N/A		Drop down, select one	<u>single</u>	N	<u>Multiple List</u>
AKR1907		NAICS Search	Very satisfied		Drop down, select one	single	N	Multiple List
			Satisfied			Foro		

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Date: 8/4/2008

#REF Skip Logic Label Answer Choices (limited to 50 characters) OID **Question Text** Skip to Type (select from list) Multi Special Instructions Undecided Dissatisfied Very dissatisfied Drop down, select one AKR1899 Schedule B Search Engine Multiple List Very satisfied single Ν Satisfied Undecided Dissatisfied Very dissatisfied N/A 7984 How important to you are the listed media and features?

>American FactFinder
>br>
> Very important Single Ν Multiple List Not important Drop down, select one AKR1908 Economic Indicators Multiple List Very important Single Ν Not important Drop down, select one AKR1909 Population Clocks Multiple List Very important Single Important lot important AKR1911 State and County QuickFacts Drop down, select one Single Ν Multiple List Important AKR1912 Other interactive query tools (e.g., DataFerrett, USA Trade Online) Drop down, select one Multiple List Very important Neutral PDF Files 7985 Drop down, select one Single N Very important <u>Important</u> Not important HTML Files Drop down, select one 7986 Single Ν Multiple List Important Not important Downloadable Files (e.g., spreadsheets, csv/text files) Drop down, select one 7987 Very important Single Ν Multiple List Not important Census Bureau search engine Drop down, select one 7989 Very important Sinale Ν Multiple List Frequently Asked Questions (FAQs) Drop down, select one Multiple List 7988 Very important Single Ν Not important NAICS Search Drop down, select one AKR1913 Single Very important Ν Multiple List Important AKR1910 Schedule B Search Engine Drop down, select one Single Ν Multiple List Very important Important Neutral Please tell me whether you **agree** or **disagree** with the following opinions. (Check one for each): Most people answer the census questions only because the law says they have to AKR0656 Multiple List Single Drop down, select one Disagree Drop down, select one Single AKR0657 The Census Bureau's promise of confidentiality can be trusted Agree Disagree The census is very important to the country Agree Single Ν Multiple List isagree AKR0659 Only politicians and business persons benefit from the census Drop down, select one Single N Multiple List Agree Disagree AKR0660 Drop down, select one The census is an invasion of privacy Single Multiple List Agree Disagree AKR0661 People's answers to the census cannot be used against them Drop down, select one Multiple List Agree Disagree AKR0662 illing out the census form is a patriotic thing to do Multiple List Agree Single Disagree AKR066 Drop down, select on The census serves no good purpose that I can see Agree Single N Multiple List Disagree AKR0664 Drop down, select one The census helps people in my community Agree Disagree AKR0665 Radio button, one-up vertical In your opinion, how much do you think we can trust the government in Washington to do what is right? Just about always Sinale N Most of the time Some of the time Almost never Don't know Radio button, one-up vertical 7990 Please indicate the age category that best describes you. Under 18 Single N 25-34 35-44 45-54 7991 If you can make one improvement to this site, what would it be Single Text area, no char limit 7975 From the following list, please mark the business sector that best Individual (students of any age, or other person with no Radio button, one-up vertical Sinale Ν business affiliations) State, county, local or tribal government College/university Finance, insurance or real estate Retail/wholesale company Market research, advertising or consulting Religious, civic or political organization ease indicate which of the following best describes your 7976 Student (K-6) Radio button, one-up vertical Single

Student (K7-12)

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	
			College/university student Professor/teacher						
			<u>Librarian</u>]					
			<u>Administrator</u>						
			Computer programmer, system analyst/administrator, computer technician						
			Economist or social scientist						
			Health professional (physician, nurse, etc.)						
			<u>Journalist</u>						
			Marketing or sales professional						
			Management consultant						
			Policy analyst						
			Senior management (president, VP, director, partner, etc.)	-					
			<u>Scientist/engineer</u>	-					
			Statistician Self employed	1					
			Unemployed						
			Other	1					
7992		Do you have any other comments about this site?	O. M. C.		Text area, no char limit	Single	N		

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
		Before today how many times have you visited the Census Bureau's	Never	
7974		Web site in the past six months?		
			Once	
			2-5 Times	
			6-9 Times	
			10 or more Times	
7975	7975	From the following list, please mark the business sector that best describes your work .	Individual (students of any age, or other person with no business affiliations)	
			Federal government	
			State, county, local or tribal government	
			College/university	
			Finance, insurance or real estate	
			Retail/wholesale company	
			Media	
			Market research, advertising or consulting	
			Religious, civic or political organization	
			Trade or professional association	
			Other	
7976		Please indicate which of the following best describes your occupation/role.	Student (K-6)	
			Student (K7-12)	
			College/university student	
			<u>Professor/teacher</u>	
			Librarian	
			Administrator	
			Computer programmer, system analyst/administrator, computer technician	
			Economist or social scientist	
			Health professional (physician, nurse, etc.) Journalist	
			Marketing or sales professional	
			Management consultant	
			Policy analyst	
			Senior management (president, VP, director, partner, etc.)	
			Scientist/engineer	
			Statistician	
			Self employed	
			Unemployed	
			Other	
7977		What area of this site are you primarily visiting today?	New on the site	
			Data finders and access tools	
			American FactFinder	
			Jobs@Census	
			Catalog	
			Publications	
			Are you in the Survey	
			About the Bureau	
			Regional offices	
	I		Doing business with us	

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	Skip			
	Logic		Answer Choices	.
QID	Label	Question Text	(limited to 50 characters)	Skip to
			Related sites	
			Census 2000	
			People and households	
			Business and industry	
			Geography	
			Newsroom	
			Special topics	
		What is your main reason for coming to this site today?	Other	
7978		What is your main reason for coming to this site today?	Access Census Bureau information	
			Find population or household information (age, education, occupation, home, ownership)	
			Find business or government information (business establishments, industries, imports/exports, sales, governments)	
			Research geography information	
			Look up latest news releases	
			Subscribe to news releases	
			Find statistical data	
			Research business opportunities with Census	
			Learn about US Census Bureau	
			Find a publication	
			Browse the catalogs Purchase educational and training products	
			Order/purchase other catalog(s)	
			Use the data tools	
			Find employment	
			See what's new on the site	
			Other	
7979		What is your intended primary use for these Census Bureau products and information you searched for today ?	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., insurance underwriting)	
			To analyze markets and/or make projections-including sales forcasting (e.g., area/master planning, business startups)	
			To update data bases	
			Other, please specify	Skip to A
7980	Α	Other, please specify		
7981		What is your primary method of searching for information on this site?	Census Bureau search engine	
			Links in the page	
			1	

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	Skip			
	Logic		Answer Choices	
QID	Label	Question Text	(limited to 50 characters)	Skip to
			Frequently asked questions (FAOs)	
			Subjects A to Z	1
			OuickFacts	7
			Just browsing the site	1
			American FactFinder	7
			Other	1
KFB00356		If you used a search feature TODAY on www.census.gov, which search feature did you use?	I did not use a search feature today	
			I do not recall	7
			I telephoned the Customer Services Call Center (1-800-923-8282)	1
			FAOs (Frequently Asked Questions, Question and Answer Center)	1
			Google-powered Search	1
			Help	1
			NAICS 2007 Search	1
			NAICS 2002 Search	†
			Staff Search	1
			State and County QuickFacts	1
			Subjects A to Z	†
			View Maps (U.S. Gazetteer)	†
KFB00357		Please enter the search term(s) you used in your search request	View Images (e.g. Caretices)	1
20000.		(separated by commas):		
KFB00358		Please read all statements below and then select the statement that MOST CLOSELY MATCHES the result of your search activity ITODAY:	My initial search request retrieved no results and I quit searching	
			After several search attempts, I received too many results and I quit searching	†
			On my first search request, I received exactly the information I sought	1
			On my first search request, I received exactly the information I sought	†
			After several attempts, I received exactly the information I sought	†
			After several attempts, I received exactly the information I sought	+
			After several attempts, I received most of the information I sought	1
			After several attempts, none of my results were relevant	†
			Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:	†
			or, please effect your own statement that most closely materials the results of your search effort and results.	Skip to A
KFB00359		Or, please enter your own statement that MOST CLOSELY MATCHES the results of your search effort and results:		
7982		Did you find the information you were looking for ?	I found all the information I needed	+
1902			I found most of the information I needed	+
			I found some of the information I needed	1
			I was unable to find any information I needed	†
7983		If you answered "No" for finding information, what specifically were	I was unable to find any information i needed	1
1300		you trying to find today ? Please specify.		
		How satisfied are you with access to Census Bureau data using	Very satisfied	
		the listed media and features? American FactFinder	Satisfied	
		and notice interior and realistics. Afficiently deligible	Undecided	-
			Dissatisfied	
			Very dissatisfied	
			N/A	
		Economic Indicators	Very satisfied	
		Economic mulcators	very satisfied	

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			##CEL	
QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		Population Clocks	Very satisfied	
			Satisfied	
			Undecided	_
			Dissatisfied	
			Very dissatisfied	
			N/A	
		Schedule B Search Engine	Very satisfied	
			Satisfied	
			Undecided	
			Dissatisfied	-
			Very dissatisfied	-
			N/A	
		State and County QuickFacts	Very satisfied	-
			Satisfied	-
			Undecided Dissatisfied	-
			Very dissatisfied	-
			very dissausified	-
		Other interactive query tools (e.g., DataFerrett, USA Trade	Very satisfied	
		Online)	Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		PDF files	Very satisfied	
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		HTML files	Very satisfied	
			Satisfied	
			Undecided Dissatisfied	
			Very dissatisfied	
		Downloadable files (e.g., spreadsheets, CSV/text files)	Very satisfied	
		Downloadable liles (e.g., spreadsfieets, CSV/text liles)	Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		Frequently asked questions (FAQs)	Very satisfied	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		Census Bureau search engine	Very satisfied	
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
		NAICS Search	Very satisfied	
			Satisfied	
			Undecided	
			Dissatisfied	
			Very dissatisfied	
			N/A	
7984		How important to you are the listed media and features? American FactFinder	Very important	
			Important	
			Neutral	
			Not important	
		Economic Indicators	Very important	
			Important	
			Neutral	
			Not important	
		Population Clocks	Very important	
			Important	
			Neutral	
			Not important	
		Schedule B Search Engine	Very important	
			Important	
			Neutral	
			Not important	
		State and County QuickFacts	Very important	
			Important	
			Neutral	
			Not important	
		Other interactive query tools (e.g., DataFerrett, USA Trade Online)	Very important	
			Important	
			Neutral	
			Not important	
7985		PDF Files	Very important Very important	
			Important	
			Neutral	
			Not important	
7986		HTML Files	Very important	

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to
			Important Neutral Not important	-
7987		Downloadable Files (e.g., spreadsheets, csv/text files)	Very important Important Neutral Not important	
7988		Frequently Asked Questions (FAQs)	Very important Important Neutral Not important	
7989		Census Bureau search engine	Very important Important Neutral Not important	
		NAICS Search	Very important Important Neutral Not important	
AKR0656		Please tell me whether you agree or disagree with the following opinions. (Check one for each): Most people answer the census questions only because the law says they have to	Agree Disagree	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	This answer used to be "To develop a proposal, a report, or presentation"
Text field, <100 char Radio button, one-up vertical		N N	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Text area, no char limit			
		N	
Radio button, one-up vertical			
Text field, <100 char		Ν	
Radio button, one-up vertical		N	
Text area, no char limit		N	
Radio button, one-up vertical Radio button, one-up vertical	single	N	
radio button, one-up vertical	single	N	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical	single	N	
Radio button, one-up vertical	single	N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	

Type (select from list)	Single or Multi	Required Y/N	Special Instructions
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Radio button, one-up vertical		N	
Drop down, select one		N	Matrix

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QID	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
CQ0004444		How frequently do you visit this site?	Daily Two to three times per week About once a month Every few months Every 6 months or less often This is my first time visiting this site		Dropdown (Select-one)	Single
CQ0004444		Are you a registered user on this site?	I am registered I am not registered, and do not intend to I am not registered, but intend to register during my visit today	A	Radio button, one-up vertical	Single
CO0004444	Α	Please explain why you do not intend to register?			Text area, no char limit	Single
CQ0004444			Researching products for possible inclusion in a design Gathering information on a product or manufacturer specified in a design Other (please specify)	B C A	Radio button, one-up vertical	Single
CQ0004444	Α	Other primary reason			Text area, no char limit	Single
CQ0004444	В	What type of information were you looking for when researching products for the possible inclusion in a design ?	Spec 3D models Product application Green information Manufacturer's contacts Cost Other		Checkbox, one-up vertical	Multi
CQ0004444	С	What type of information were you looking for when researching products for the possible inclusion in a design ?	Spec 3D models Green information Product application Manufacturer's contacts Cost		Checkbox, one-up vertical	Multi

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Date: 3/1/2008

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QID	Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi
			Other			
CQ0004444		How were you primarily seeking information on sweets.com?	Search by keyword feature		Radio button, one-up vertical	Single
			Browse by master format feature			
			Other (please specify)	Α		
CQ0004444	Α	Other reason seeking information			Text field, <100 char	Single
CQ0004444		Were you able to find what you were looking for today?	Yes		Radio button, one-up vertical	Single
			No	В		
			Not sure	C,D		
CQ0004444	Α	Why were you not able to find what you were looking for?	I could not find the manufacturer I was looking for		Radio button, one-up vertical	Single
			I could not find the product I was looking for			
			I haven't completed my search on sweets.com yet			
			The search results did not appear relevant			
			Other			
CQ0004444	В	Since you could not find what you were looking for, what do you plan to do next?	Continue looking for the information at this site		Drop down, select one	Single
			Call Sweets.com customer service			
			E-mail Sweets.com customer service			
			Return to this site later and try again			
			Conduct a new internet search			
			Visit other building product sites	Е		
			Other			
CQ0004444	С	Why were you not sure?	I haven't completed my search on sweets.com yet		Radio button, one-up vertical	Single
			I am not sure how to find the product I am looking for			
			Could not find the product I was looking for under the division it should be listed in			
			The search results did not appear relevant	1		
000004444		Circumstant and a second a second and a second a second and a second a second and a second and a second and a	Other		Drop down, select one	Cira ed
CQ0004444	D	Since you were not sure, what do you plan to do next?	Continue looking for the information at this site	-	Diop down, select one	Single
			Call Sweets.com customer service	1		
			E-mail Sweets.com customer service	-		
			Return to this site later and try again	1		
			Conduct a new internet search	F		
			Visit other building product sites	-		
CQ0004444	E	What other site(s) do you plan to visit?	Other		Text area, no char limit	Single
CQ0004444 CQ00044444	F	What other site(s) do you plan to visit? What other site(s) do you plan to visit?			Text area, no char limit	Single
CQ0004444 CQ0004444	F	What other sources do you use to search for construction product information?	Google		Checkbox, one-up vertical	Multi
		product information:	Other search engine (i.e.: Yahoo!, Teoma, Dogpile, etc.)	1		
			Reed First Source	1		
				+		
			4specs Arcat	+		

Required Y/N	Special Instructions
Y	
Y	Randomize
N	
Y	
N	
Y	
Y	

Requir Y/N	red S	Special structions
Y		
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