

We would like your help evaluating new section titles for the Occupational Outlook Quarterly (OOQ), a publication produced by the Bureau of Labor Statistics (BLS) four times a year.

The OOQ provides practical information on jobs and careers. Articles include data from the Bureau of Labor Statistics and are written in straightforward, non-technical language to cover a wide variety of career and work-related topics, such as tips for jobseekers, careers by industry, and unusual occupations. Its target audience includes students, teachers, school and career counselors, and anyone seeking occupational information.

Your responses will help determine the new section titles and contribute to the redesign of the OOQ publication and its website.

We estimate it will take you approximately 5 minutes to complete this voluntary survey. The OMB control number for this survey is 1220-0141. Without a currently valid number BLS would not be able to conduct this survey. The current expiration date for this control number is February 28, 2015.

This survey is being administered by SurveyMonkey.com and resides on a server outside of the BLS Domain. BLS cannot guarantee the protection of survey responses and advises against the inclusion of sensitive personal information in any response.

Thank you for your help. Click *Next* below when you are ready to continue.

On the following pages, you will read brief descriptions of sections of the Occupational Outlook Quarterly. You will then be presented with two potential titles for each section. Please select the name that you most prefer. You will also have an opportunity to suggest your own name for each section.

The current title of the publication is "Occupational Outlook Quarterly." It features practical information on jobs and careers, as well as resources for students and teachers.

1. Which of the following titles do you prefer?

- Occupational Outlook Quarterly *[current name]*
- Career Outlook

2. Which of the following titles do you prefer?

- Occupational Outlook Quarterly *[current name]*
- Career Focus

3. Which of the following titles do you prefer?

- Career Outlook
- Career Focus

4. If you have a different suggestion for the title, please enter the name in the space below.

You're a *what?*

The section of the website ***You're a what?*** explores unusual occupations by taking a look at the career of someone in that occupation. Recent articles have covered occupations such as: font designer, acupuncturist, rodeo clown, and massage therapist.

Below is a sample excerpt from a recent 'You're a *what?*' feature:

Font designer

We all know that words convey information. But did you know that the appearance of the letters can also speak?

The way letters look can change how we perceive words. It can convey an emotion, add formality, or even elicit a cultural response. “The words on traffic signs, for example, always look the same to help you recognize them quicker,” says font designer Rich Roat of Yorklyn, Delaware. “If they looked different, traffic signs would seem strange to us.”

Letters with a consistent aesthetic use the same font or typeface. But a font is more than letters. It’s a collection of all text characters, known as glyphs. Glyphs include numbers, symbols, and punctuation marks, as well as letters. Font designers package these glyphs into a cohesive font.

monitors. They must also stand out from the competition, which increasingly includes free fonts online.

Font design requires a lot of trial and error. Most font designers draw directly on a computer using a pen tablet and a font design program. Font designers who prefer to draw by hand must later scan and trace their drawings on a computer. Computers help designers experiment, manage different versions, and maintain a database of relevant glyphs.

The font design process can take one month to several years, depending on a font’s complexity. The more variations—such as bold or italics—and languages the font must support, the more complex it is, and the more glyphs a designer must create. A simple font might need 256 glyphs, but a complex one, such as Arial, might need more than 6,000.

5. Which of the following titles for this section do you prefer?

- You're a *what?* [current name]
- Not Your Average Job

6. If you have a different suggested title for the *You're a what?* section, please enter the name in the space below.

My Career

The section of the website **My Career** consists of an interview with a worker that describes, in question and answer format, his or her career path. Some recent interviews have been with a snack bar attendant and web operations engineer.

Below is a sample excerpt from a recent 'My Career' section that featured a snack bar attendant:

Snack bar attendant

Tamika Dorris



Champaign, Illinois

BLS fast facts: Counter attendants (cafeteria, food concession, and coffee shop)

- May 2012 employment: 434,220 (excludes self-employed)
- 2010–20 projection: 6 percent growth (slower than average)
- May 2012 median wage: \$8.92 hourly, \$18,560 annually
- Typical education and training: Short-term on-the-job training
- May 2012 top employing industries: Restaurants and other eating places, special food services, motion picture and video industries, elementary and secondary schools, and other amusement and recreation industries.

What do you do?

I work in the cafe of an academic building at the University of Illinois. I do it all: grill, cook, work the cash register, work in the dish room, and supervise student workers when my boss isn't available.

But my job is mostly using the grill or the oven to fix precooked foods like grilled chicken breast, canned beef stew, and frozen mac and cheese. Our hard-boiled eggs come already boiled and peeled. In my job, I don't

fix anything that uses a recipe, so all the food I make is already prepared.

How did you get this job?

The specifics about the job were not advertised. It was just advertised as a food-service position. The ad didn't even say where it was on campus. But I wanted to work at the university because it has great benefits, and I wanted to get a foot in the door. Once you get a job at the university, you can move around. There's a lot of opportunity.

7. Which of the following titles for this section do you prefer?

- Interview with a *Snack Bar Attendant*
- Q & A with a *Snack Bar Attendant*

8. If you have a different suggested title for the *My Career* section, please enter the name in the space below.

9. How old are you?

Years:

10. What is your sex?

- Male
- Female

11. Which of the following best describes you?

- Student
- Educator
- Business leader
- Professional
- Jobseeker
- Human resources
- Consumer
- Other (please specify)

12. Please indicate any additional comments, whether you had any difficulties completing this assignment, and any suggestions to improve it in the space below.

Please enter code: 98 in Mechanical Turk

Thank you for your participation! Please click *Done* to exit the survey.