

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?

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

3. Which of the following titles do you prefer?

- Career Focus
- Career Outlook

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

Grab Bag

The section **Grab Bag** presents brief items of interest to counselors and students (e.g., financial aid, job searches, volunteer opportunities).

An excerpt from a Grab Bag feature on volunteer opportunities is below:

Finding volunteer opportunities

Find local and online volunteer opportunities from among thousands of participating organizations at www.volunteermatch.org

5. Which of the following titles for the *Grab Bag* section do you prefer?

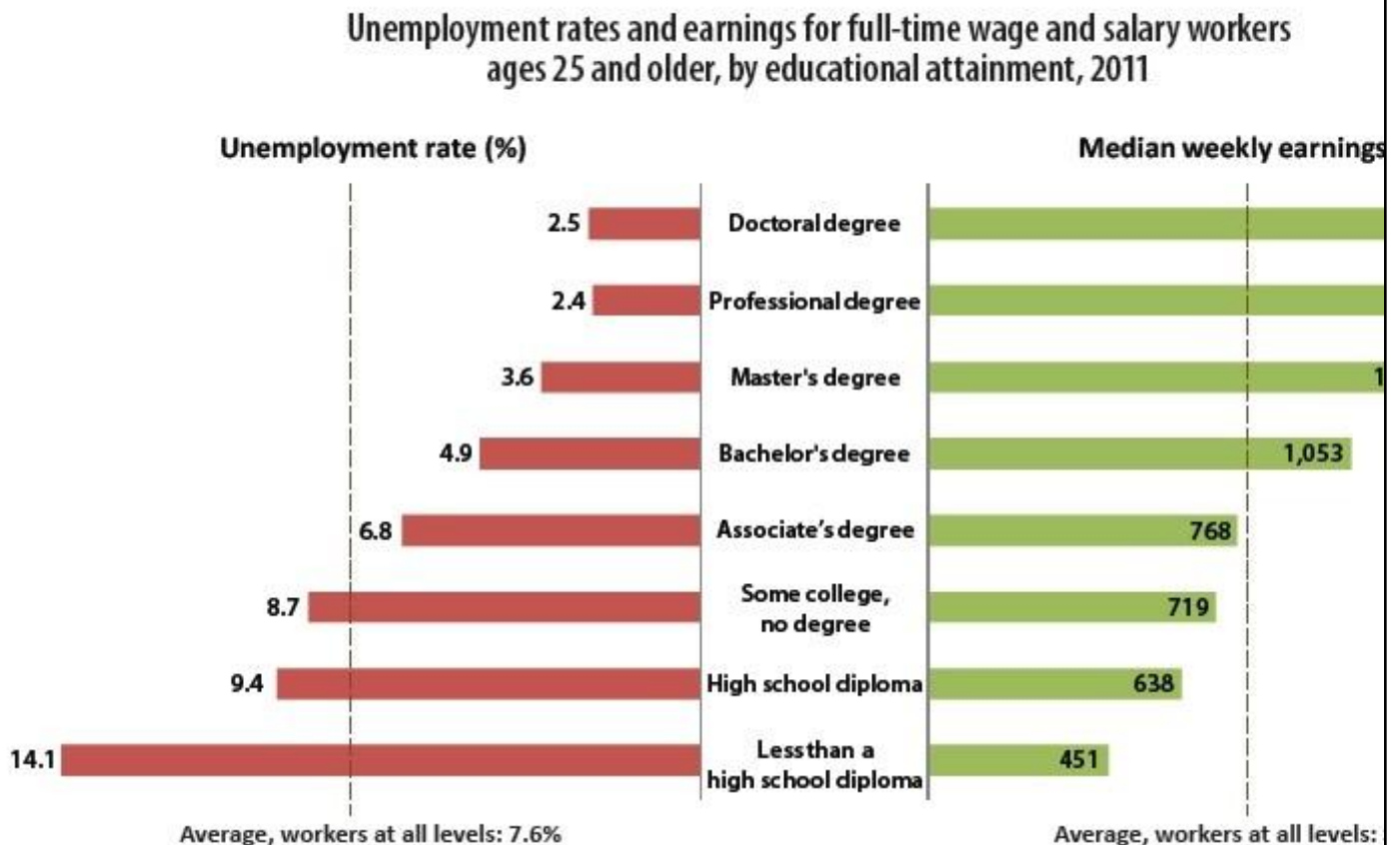
- FYI
- Quick Tips

6. If you have a different suggested title for the *Grab Bag* section, please enter the name in the space below.

OOChart

The section **OOChart** is a graphic presentation of data of interest to counselors and students (e.g., employment and wage information for different occupations, job projections for different industries, earnings and education).

A recent OOChart feature that examined the relationship between education, earnings, and employment is below:



Source: BLS, Current Population Survey.

New school year, old story: Education pays

Wondering if your studies will pay off? Recent data from the U.S. Bureau of Labor Statistics (BLS) suggest that they will. As past studies have shown, as workers' level of education increases, their earnings rise and unemployment rates fall.

The chart groups workers' earnings and unemployment by their highest level of educational attainment. Workers with a bachelor's degree, for example, earned about \$415 more a week than workers whose highest level of education is a high school diploma. And the rate of unemployment for workers with a bachelor's degree

was about half that of those with no education beyond high school.

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

- Data on Display
- Picture This

8. Which of the following titles for the *OOChart* section do you prefer?

- Picture This
- Visualizing: *Education, earnings, and employment*

9. Which of the following titles for the *OOChart* section do you prefer?

- Data on Display
- Visualizing: *Education, earnings, and employment*

10. If you have a different suggested title for the *OOChart* section, please enter the name in the space below.

11. How old are you?

Years:

12. What is your sex?

- Male
- Female

13. Which of the following best describes you?

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

14. 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.