

The Loop11 application will be used to display the test website and to collect usability data. Included in this document are the tasks/questions for the participants, screenshot example of the Loop11 application, and the test webpages (versions A and B).

Participant Tasks:

1. What type of device are you using to participate in this study?
 - PC (desktop or laptop)
 - Tablet
 - Smartphone
 - Other

2. What is your overall opinion of the U.S. Census Bureau?
 - Very favorable
 -
 -
 -
 - Very unfavorable

3. How willing would you be to complete a survey from the U.S. Census Bureau if you received a letter in the mail with the URL for the online survey?
 - Very willing
 -
 -
 -
 - Very unwilling

4. (Website is presented) Take a moment to explore this webpage and then click or touch an item on the webpage that most interests you. (Some items will take you off the webpage and some will not. After you have selected something, select Task Complete on the upper right.)

5. (Website is presented again) Take a moment to decide what you would be least likely to engage or interact with on this webpage. Please click or touch this item.

6. Now, that you have interacted with that webpage, what is your overall opinion of the U.S. Census Bureau?

- Very favorable
-
-
-
- Very unfavorable

7. What do you think is the purpose of that webpage?

[open-ended box with 500 characters max]

8. Think about the Census webpage that you were just interacting with. Please recall and type as much information as you can remember about what you saw on that page.

[open-ended box with 500 characters max]

9. (Website is presented again) Pretend that you wanted to respond to the American Community Survey. Starting from this page, find the American Community Survey. You may navigate off the page. Once you have found the American Community Survey, select Task Complete on the upper right.

10. Given that experience of finding the American Community Survey from that webpage, what is your overall opinion of the U.S. Census Bureau?

- Very favorable
-
-
-
- Very unfavorable

11. Given that experience, how willing would you be to complete a survey from the U.S. Census Bureau if you received a letter in the mail with the URL for the online survey?

- Very willing
-
-
-
- Very unwilling

12. If you have any other comments you would like to share about the webpage or your experience with the webpage, please do so in the space below.

Loop11 Example: The tasks/questions will be displayed in the green box at the top of the screen and the webpage being tested will be displayed similar to this example.

0% Complete 2. You have received a notice in the mail regarding your participation in the American Community Survey. Using the website, find out if you have to respond. Abandon Task Task Complete

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United States Census Bureau

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Census.gov > American Community Survey

American Community Survey

Main | About the Survey | Guidance for Data Users | Data & Documentation | Methodology | Library

Question Corner for Survey Respondents

Why is the Census Bureau calling me?

If you don't mail back your form or if you leave questions blank, we may call you. [More](#).



What is the American Community Survey?

The American Community Survey (ACS) is a mandatory, ongoing statistical survey that samples a small percentage of the population every year -- giving communities the information they need to plan investments and services. [Learn more.](#)



How do I respond to the survey?

Learn ways to [respond to the ACS](#) or [get help with the survey](#). Learn more about how we [protect your privacy](#); why you were selected; why it's important to [participate](#); why we ask specific questions and more in [About the Survey](#).



How do I get started using ACS data?

We release new data every year — get the latest on [American FactFinder](#), or get advice on choosing the right [tool or data table](#) for your needs. Learn more about our annual data releases or browse the supporting [documentation](#).

SEARCH

Current Data Profiles

Social, Economic, Housing and Demographic Characteristics

United States

Your Help Needed

Participate in a brief [online usability test](#) to improve this website

Website Feedback

Tell us how to make this website better. 

[< Prev](#) [Next >](#)

Call Us

General 1-800-923-8282
Questionnaire 1-800-354-7271
¿Ayuda? 1-877-833-5625

Language Brochures

Questions and Answers about the American Community Survey in 11 languages. [pdf format]

العربية Arabic

Data Products Survey 2009-2013 Data Released **Respond Online** Upcoming Events 3-Year Discontinued

Respond Online



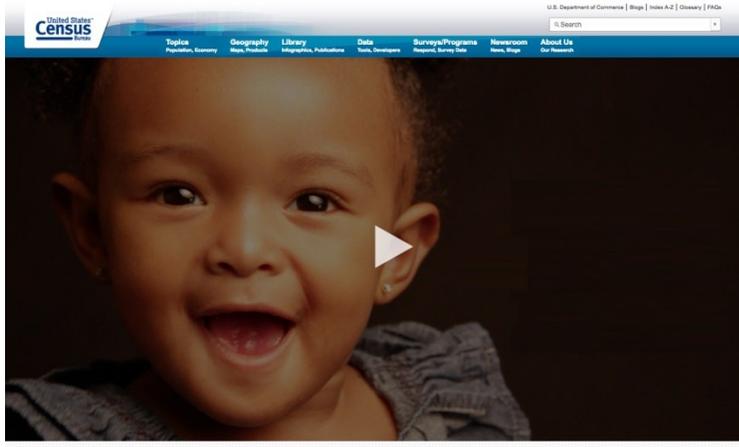
- ▶ It's confidential & secure.
- ▶ It's economical.

Data by Topic

People

- Age and Sex / Aging
- Ancestry
- Disability

Webpage Version A:



We are the Census Bureau.

We count what matters. And it all starts with you.



TODAY IN AMERICA

WE COUNT WHAT MATTERS TO YOU

COUNTING ON YOU



PROTECTING YOUR PRIVACY
The Census Bureau is committed to protecting your privacy and the information you entrust with us. When you respond to a survey, your answers will be kept confidential.



WHAT WE COLLECT
Population figures. Housing data. Employment numbers. Even data on construction projects and libraries. The Census Bureau collects a vast wealth of data, conducting more than 130 surveys each year.



ACCESSING CENSUS DATA
This data is available for everyone, from government agencies to city councils, to businesses and individuals. Click here to learn more.

Learn More About Census Bureau Data



Our country has always been a place where many different types of people come together. Data on age, gender, race, migration, ancestry, health, education, employment, and income help identify community needs.



We are a nation of people who are always on the move. Information about where people are and how communities and their economies change is important for targeting public resources that impact everyday lives.



Business and industry are integral to the health of our economy. Data about their performance and operations help managers and policymakers identify opportunities for economic growth and improvement.



ABOUT US Ask Us in a Survey? FAQ Director's Corner Regional Offices History Research Security Integrity Census Outreach Diversity & Inclusion Business Opportunities Congressional and Intergovernmental Census Use	FINED DATA Quick Facts American Fact Finder Easy Stats Population Finder 2010 Census Economic Census Interactive Maps Training & Workshops Data Tools Developers Catalog Publications	BUSINESS & INDUSTRY Help With Your Forms Economic Indicators Economic Census E-Stats International Trade Export Guides NAICS Classifications Labor Employment Dynamics Survey of Business Census	PEOPLE & HOUSEHOLDS 2010 Census 2010 Census American Community Survey Income Poverty Population Estimates Population Projections Health Insurance Housing International Demography	SPECIAL TOPICS Adoption, Children and Research Programs Multiracial in America Vital Records (VARS) Emergency Preparedness National Health Special Census Program Voting and Voting Data Presidential Inquiries & Surveys Recovery Act USA.gov BusinessUSA.gov	NEWSROOM News Releases Release Schedule Press for Features Staff for Stories Blog
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