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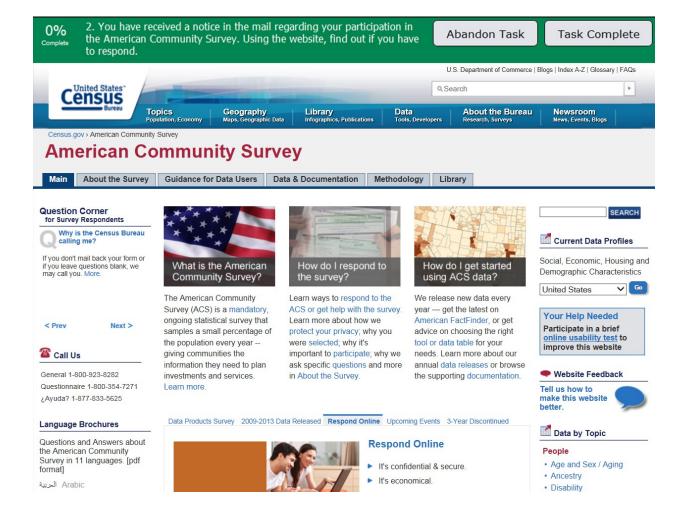
6. Now, that you have interacted with that webpage, what is your overall opinion of the U.S. Census Bureau?

- 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?
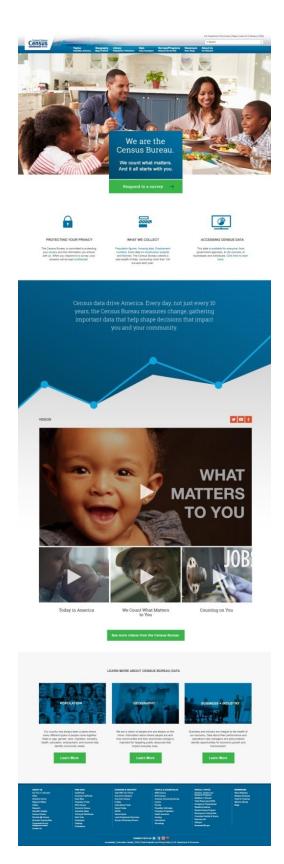
- Very willing
-
-
-
- Very unwilling

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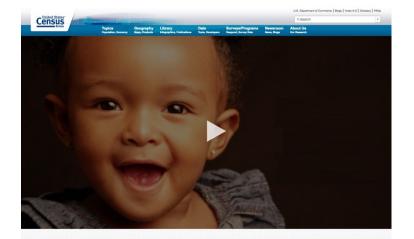
Loop11 Example: The tasks/questions will be displayed in the green box at the top of the screen and the webpage being tested will be displayed similar to this example.

Webpage Version A:

Webpage Version B:

United States Census Bureau

Search

Topics Population, Economy
Geography Maps, Products
Library Infographics, Publications
Data Tools, Developers
Surveys/Programs Respond, Survey Data
Newsroom News, Blogs
About Us Our Research

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

POPULATION

GEOGRAPHY

BUSINESS + INDUSTRY

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
Are You in a Survey?
FAQs
Director's Corner
Regional Offices
History
Research
Scientific Integrity
Census Careers
Diversity @ Census
Business Opportunities
Congressional and Intergovernmental
Contact Us

FIND DATA
QuickFacts
American FactFinder
Easy Stats
Population Finder
2010 Census
Economic Census
Interactive Maps
Training & Workshops
Data Tools
Developers
Catalogs
Publications

BUSINESS & INDUSTRY
Help With Your Forms
Economic Indicators
Economic Census
E-Stats
International Trade
Export Codes
NAICS
Governments
Local Employment Dynamics
Survey of Business Owners

PEOPLE & HOUSEHOLDS
2020 Census
2010 Census
American Community Survey
Income
Poverty
Population Estimates
Population Projections
Health Insurance
Housing
International
Genealogy

SPECIAL TOPICS
Advisors, Centers and Research Programs
Statistics In Schools
Tribal Resources (AIAN)
Emergency Preparedness
Statistical Abstract
Special Census Program
Reusing and Linking Data
Fraudulent Activity & Scams
Recovery Act
USA.gov
BusinessUSA.gov

NEWSROOM
News Releases
Release Schedule
Facts for Features
Stats for Stories
Blogs

CONNECT WITH US

Accessibility | Information Quality | FOIA | Data Protection and Privacy Policy | U.S. Department of Commerce