

Enclosure 2: Study

The Loop11 application will be used to display the test website and to collect data. Included in this document are the tasks/questions for the participants and a screenshot example of the Loop11 application.

Introductory Text:

Thank you for agreeing to participate in this study. On the next screens, you will be asked to find information online about the U.S. Census Bureau. After each of these tasks, you will be asked a few questions. Please complete each task and answer each question to the best of your abilities. This study will take 10 minutes or less to complete.

Task 1:

- Website presented: <http://census.gov/>
- Task: Pretend that you received a letter asking you to participate in a survey conducted by the Census Bureau. You want to know if your information is confidential when you respond to surveys conducted by the Census Bureau. Find information about this on the Census website. Take a moment to read the page with this information. After you have found and read this information, select "Task Complete" on the upper right.
- Follow-up questions:
 - Based on what you found, is your information kept confidential when you respond to surveys conducted by the Census Bureau? If so, how is it kept confidential? If you could not find information on this topic, you may leave this question blank. [open-ended box with 500 characters max]
 - How easy or difficult was it to find information on this topic?
 - Very difficult
 - Somewhat difficult
 - Neither difficult nor easy
 - Somewhat easy
 - Very easy
 - Please read the following statement. In your own words, what is this message saying?: "We collect data for statistical purposes only. We combine your responses with information from other households or businesses to produce statistics, which never identify your household or business. Your information is CONFIDENTIAL. We never identify you individually." [open-ended box with 500 characters max]

Task 2:

- Website presented: <http://census.gov/>
- Task: Pretend the letter you received mentioned a law called Title 13. Find out more information about Title 13 on the Census website. Take a moment to read the page with

this information. After you have found and read this information, select "Task Complete" on the upper right.

- Follow-up questions:
 - Based on what you found, what is Title 13? How is it relevant to you as someone responding to the survey? If you could not find information on this topic, you may leave this question blank. [open-ended box with 500 characters max]
 - How easy or difficult was it to find information on this topic?
 - Very difficult
 - Somewhat difficult
 - Neither difficult nor easy
 - Somewhat easy
 - Very easy
 - In your own words, what is this message saying?: "Census Bureau employees are sworn to protect confidentiality. People sworn to uphold Title 13 are legally required to maintain the confidentiality of your data. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law are applicable for a lifetime." [open-ended box with 500 characters max]

Task 3:

- Website presented: <http://census.gov/programs-surveys/acs/>
- Task: Pretend that the letter you received asked you to participate in the American Community Survey (ACS). You want to know why you were selected for the ACS. Find information about this on the Census website. Take a moment to read this page. After you have found and read this information, select "Task Complete" on the upper right.
- Follow-up questions:
 - Based on what you found, how would you have been selected for the American Community Survey (ACS)? If you could not find information on this topic, you may leave this question blank. [open-ended box with 500 characters max]
 - How easy or difficult was it to find information on this topic?
 - Very difficult
 - Somewhat difficult
 - Neither difficult nor easy
 - Somewhat easy
 - Very easy
 - Please read the following statement. In your own words, what is this message saying?: "Your address was selected as a part of a sample and represents thousands of other households like yours." [open-ended box with 500 characters max]

Additional Questions

What type of device are you using to participate in this study?

- PC (desktop or laptop)

- Tablet
- Smartphone
- Other

Given your experience in this study, what is your overall opinion of the Census Bureau webpage?

- Very favorable
- Somewhat favorable
- Neither favorable nor unfavorable
- Somewhat unfavorable
- Very unfavorable

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. [open-ended box with 500 characters max]

Demographics

Are you male or female?

- ☐ Male
- ☐ Female

What is your age?

- ☐ Less than 18 years old
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 or older

Are you of Hispanic or Latino origin?

- ☐ Yes
- ☐ No

What is your race? *You may select one or more.*

- ☐ White
- ☐ Black or African American
- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Native Hawaiian or other Pacific Islander

What is your highest level of education?

- ☐ Less than high school degree
- ☐ High school degree or equivalent (e.g., GED)
- ☐ Some college but no degree
- ☐ Associate degree
- ☐ Bachelor degree
- ☐ Graduate degree

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 underneath, 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

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

Search

United States Census Bureau

Topics

Population, Economy

Geography

Maps, Geographic Data

Library

Infographics, Publications

Data

Tools, Developers

About the Bureau

Research, Surveys

Newsroom

News, Events, Blogs

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](#).

< Prev

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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



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](#).

Current Data Profiles


Social, Economic, Housing and Demographic Characteristics

United States

Go

Your Help Needed

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

 **Website Feedback**

Tell us how to make this website better. 

 **Data by Topic**

People

- Age and Sex / Aging
- Ancestry
- Disability

Data Products Survey

2009-2013 Data Released

Respond Online

Upcoming Events

3-Year Discontinued



Respond Online

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

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