

October 27, 2010 (revised)
Survey for ACSO's Web Redesign

1The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

The Census Bureau's American Community Survey Office (ACSO), Data Analysis and User Education Branch, is planning a survey to determine the effectiveness and usability of its redesigned Website. The feedback from this survey will help the Census Bureau decide whether Web visitors are able to find what they need, how easily they are able to find what they need, what additional Website improvements are needed, and when and how to implement a subsequent redesign.

In September 2010, we will release publicly the redesigned ACS Website and will sample 2,500 persons from those who visit the Website. We will post a link on the ACS main page (www.census.gov/acs) to the feedback form. It will state "Give us feedback on our new website." The user will need to click on the link to open a page that host the survey.

ACSO and Systems Support Division staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. We estimate respondent burden at 10 minutes per questionnaire for a total respondent burden of 417 hours. We will post the survey on the website for 3 month period.

For further information about this study, please contact Anna Owens at anna.m.owens@census.gov.