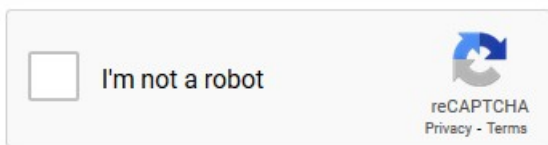


Greetings,

Thank you for agreeing to participate in this survey, which should take about 15 minutes to complete. The information you provide will contribute valuable feedback for the continued improvement of the U.S. Census Bureau's website, data.census.gov.

We are conducting this voluntary survey under the authority of Title 44, U.S.C., Section 3501 et seq. Federal law protects your privacy. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Send comments regarding the 15-minute estimate or any other aspect of this survey, including suggestions for reducing the time it takes to complete this survey to cedsci.feedback@census.gov. This collection has been approved by the Office of Management and Budget (OMB). This eight-digit OMB approval number, 0690-0030, confirms this approval and expires on 07/31/2026. We are required to display this number to conduct this survey. By proceeding, you give your consent to participate in this study.



Research question that will not be shown to respondents: **What are common profiles of current data.census.gov users (e.g., age, education, employment, knowledge of Census data, level of experience)?**

1. When looking for Census Bureau data, how often do you use data.census.gov?
 - Daily
 - 1-4 times per week
 - 1-3 times per month
 - Periodically throughout the year
 - Once per year or less
 - This is my first time
 - Never
2. We continue our work in making improvements to data.census.gov. When thinking about changes made to data.census.gov over the last two years, how confident are you that these changes improve your experience on the site?

● 1 Not at all confident ● ● ● ● ● 7 Extremely confident

3. How did you first learn about data.census.gov?
 - The U.S. Census Bureau, including www.census.gov
 - An instructor, friend, or colleague
 - An online publication
 - Something else *Please specify*

Research question that will not be shown to respondents: **What are common goals for users in visiting data.census.gov?**

4. What products at data.census.gov primarily interest you?
 - Quick answers/single number or statistic
 - Tables
 - Maps/geographic products
 - Data visualizations like Geography Profiles or Population Pyramids
 - Download one or more tables or datasets
 - Explore Census data without looking for anything specific
 - Public use microdata
 - Something else *Please specify*
5. How do you use data retrieved from data.census.gov?
(Open text field)

Research question that will not be shown to respondents: **How do users use the site to accomplish their task (e.g., use profiles, maps, filters)?**

6. From what website do you typically navigate to data.census.gov?
 - Directly from my web browser (type in "data.census.gov")
 - A Census Bureau website such as www.census.gov
 - A search engine
 - A social media site
 - Another media site such as a blog or newspaper
7. Once you arrive on data.census.gov, typically, what is the first thing you do?
 - Enter table ID, keyword, or question into the search bar
 - Use the Explore Filters option
 - Click a link on the main landing page (not including the Explore Filters button)
 - Something else *Please specify*
8. If you don't find your desired data, typically, what do you do next?
 - The same thing as the first attempt but use different criteria
 - Enter table ID, keyword, or question into the search bar
 - Use the Explore Filters option
 - Follow a suggested link on the website (not including the Explore Filters button)
 - Exit and use a different website to search
 - Something else *Please specify*

Research question that will not be shown to respondents: **How often are users successful in accomplishing their task?**

9. How often do you find what you are searching for on data.census.gov?

- Always
- Most of the time
- About half of the time
- Less than half of the time
- Never

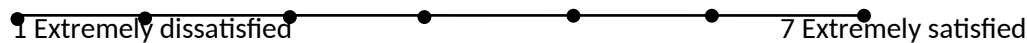
10. How long does it typically take you to find what you are looking for on data.census.gov?

- Less than a minute
- 1-3 minutes
- 4-9 minutes
- 10-20 minutes
- Longer than 20 minutes
- I never find it

Research question that will not be shown to respondents: **How satisfied are users with different aspects of data.census.gov?**

What improvements do users want implemented in data.census.gov?

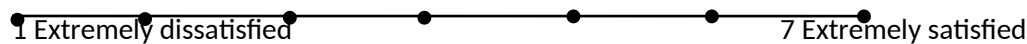
11. How satisfied are you with the **performance of data.census.gov**?



12. When thinking about the **performance of data.census.gov**, what improvement(s) would be the most important to you?

(Open text field)

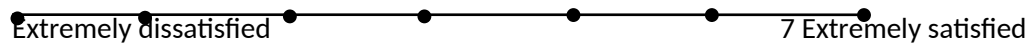
13. How satisfied are you with the **availability of data in data.census.gov**?



14. When thinking about the **availability of data in data.census.gov**, what additional datasets, surveys or programs would be most important to include?

(Open text field)

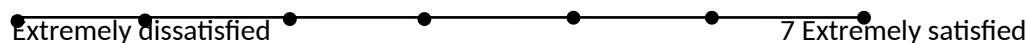
15. How satisfied are you with the **navigation of data.census.gov**?



16. When thinking about the **navigation of data.census.gov**, what improvement(s) would be most important to you?

(Open text field)

17. How satisfied are you with the **table display in data.census.gov**?



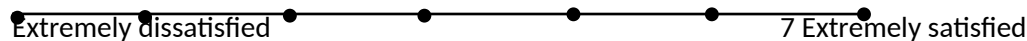
18. When thinking about the **table display in data.census.gov**, what improvement(s) would be the most important to you?

(Open text field)

19. Do you use the mapping features in data.census.gov?

- Yes
- No

20. How satisfied are you with the **mapping features in data.census.gov**?



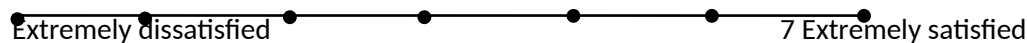
21. When thinking about **the mapping features in data.census.gov**, what improvement(s) would be most important to you?

(Open text field)

22. Do you use the Geography Profiles in data.census.gov?

- Yes
- No

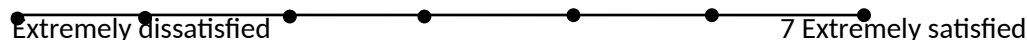
23. How satisfied are you with the **Geography Profiles in data.census.gov**?



24. When thinking about **Geography Profiles in data.census.gov**, what improvement(s) would be most important to you?

(Open text field)

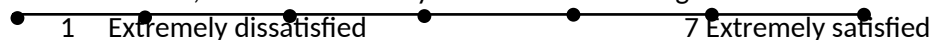
25. How satisfied are you with the **features and functionality in data.census.gov**?



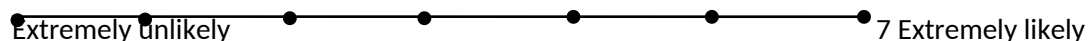
26. When thinking about the **features and functionality in data.census.gov**, what improvement(s) would be the most important to you?

(Open text field)

27. Overall, how satisfied are you with data.census.gov?



28. How likely are you to encourage other people to use data.census.gov?



29. Is there anything else you would like to tell us about your experience with data.census.gov?

(Open text field)

Research question that will not be shown to respondents: **What are common profiles of current data.census.gov users (e.g., age, education, employment, knowledge of Census data, level of experience)?**

We have just a few more questions for you. These are general questions about you and are not specific to your use of data.census.gov.

30. What type of organization are you currently employed (or most recently employed)?

- For-profit company or organization
- Non-profit organization (including tax-exempt and charitable organizations)
- Local government (for example: city or county school district)
- State government (including state colleges/universities)
- Federal government
- Owner of business, professional practice, or farm
- Not employed in past 5 years
- Full-time student

31. What is the highest level of education you completed?

- Less than high school
- High school graduate
- Some college
- Associates degree (for example: AA, AS)
- Bachelor's degree (for example: BA, BS)
- Master's degree (for example: MA, MS, MEng, Med, MSW, MBA)
- Professional degree beyond bachelor's degree (for example: MD, DDS, DVM, LLB, JD)
- Doctorate degree (for example: PhD, EdD)

We thank you for your time spent taking this survey. Your response has been recorded.

If you have any questions on using data.census.gov, please contact us at census.data@census.gov. Additional guidance on using data.census.gov can be found on our Resources page at <https://www.census.gov/data/what-is-data-census-gov.html>.