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Screening Criteria

A participant is coded as **ineligible**:

- If the participant doesn't agree to participate (Intro =2)
- If the participant is born after 2008 (Q2 Year > 2008)
- If the participant's education is less than high school (Q5 education =1)
- If the participant's internet comfort is very uncomfortable (Q11 Internet comfort = 1)
- If **all** of the following:
 - If the participant does not use data (Q12.1 data use = 2)
 - If participant never analyzes data (Q14 data analysis frequency = 5)

After ineligibles are coded out of the eligible sample, **experts** are identified by how many years of experience they have working with data.census.gov (Q17.2 data.census.gov years) greater than or equal to 2 OR use the site 'Daily' or 'Weekly' (Q17.3 data.census.gov frequency = 1 or 2).

In addition to having 2 years of experience and frequent usage of the web application, expert participants should **not** meet the following conditions:

- Participant does not use data (Q12.1 data use = 2)
- Participant never downloads or manipulates data (Q13 data work frequency =5)

All other eligible cases are coded as **novices**. This includes participants who have used the site for 2 or more years but use the site 'Less than Monthly', or 'Never' (Q17.3 data.census.gov frequency = 4 or 5).

Introduction and consent

Web intro/consent

We are conducting usability testing on behalf of the U.S. Census Bureau to improve one of its websites.

You have volunteered to take part in a study to improve the usability of the Census Website. To have a complete record of your comments, your usability session will be recorded. We plan to use these sessions to improve the design of the website. Only staff directly involved in the project will have access to the recordings. Your participation is voluntary and your answers will remain strictly confidential. Failure to provide the information required to complete the screener means you will not be able to participate in the usability testing.

To determine if you are eligible for the interview, we will ask you a few screening questions about your experience using data. Eligible participants can receive a \$40 incentive for participating in the interview.

To determine if you are eligible for the interview, we will ask you a few screening questions about your experience using data. These interviews will last approximately 60 minutes.

If you are eligible for the testing, we will call or email you to schedule a time for the interview.

Your participation in the following eligibility screening is completely voluntary. You may stop at any time or skip questions that you do not want to answer.

Privacy Act Statement:

The purpose of collecting this information is to optimize the data application's usability through iterative usability evaluations during the entire lifecycle of the product design and development. The authority for the collection of the CEDSCI Usability Evaluation (0690-0030) is provided under 44 U.S.C. § 3506(d)(2). Personally identifiable information collected includes name, address, telephone/cell phone number, DOB or age, and email address. Disclosure of the information provided to us is permitted under the Privacy Act of 1974 (5 U.S.C. § 552a) and may be shared with other Census Bureau staff for work-related purposes. Disclosure of this information is also subject to all of the published routine uses as identified in the Privacy Act System of Records Notice DEPT-20, Biographical Files and Social Networks. Furnishing this information is Voluntary. Failure to do so will result in the inability of the program area to determine if the application is easy to navigate for all users. Employees and contractors received training on privacy and confidentiality policies and practices. Access to PII/BII is restricted to authorized personnel only and FedRAMP-approved computer systems that maintain sensitive information are in compliance with the Federal Information Security Management Act. Only staff, contractors, and sponsors associated with this project have access to the information.

The Census Bureau can only use your responses to produce statistics and is not permitted to publicly release your responses in a way that could identify you, your business, organization, or institution.

We estimate that completing these screening questions will take 10 minutes on average. This information collection has been approved by the Office of Management and Budget (OMB). You can validate that this survey is legitimate using the Office of Management and Budget's approval number 0607-0725. We are required to tell you this number to conduct this survey.

Send comments regarding this estimate or any other aspect of this survey, including suggestions for reducing the time it takes to complete this survey, to ced.cedsci.usability.list@census.gov.

Consent to Participate

Do we have your permission to ask you a few questions to find out if you are eligible for this usability testing?

If you agree to participate, please click “Yes, I agree” below and then the “NEXT” button to continue. If you choose not to participate, please click “Exit” and then the “NEXT” button to exit the survey.

- ☐₁ Yes, I agree [Skip to Q1]
- ☐₂ Exit [Skip to REFUSAL]

|-----NEXT SCREEN-----|

Module 1: Key Eligibility Screener

Q1. Location

In what city, state, and ZIP code do you currently live?

City:

State:

ZIP code:

[PROGRAMMER: CITY – TEXTBOX with 50 characters Max.; State – DROPDOWN;
ZIP code – 5 digits NUMERIC ENTRY ONLY]

[CALCULATE NORTH_CAROLINA. If State = “NC”; NORTH_CAROLINA = 1; ELSE
NORTH_CAROLINA = 0.]

|-----NEXT SCREEN-----|

Q2. Age

In what year were you born?

[PROGRAMMER: NUMERIC ENTRY ONLY; RANGE = (1900-2026)]

[If Q2>2008, skip to INELIGIBLE]

|-----NEXT SCREEN-----|

Q3. Federal Employee

Are you employed by the Federal Government? If you are a federal contractor, please select No.

☐₁ Yes

☐₂ No

|-----NEXT SCREEN-----|

Module 2: Demographic characteristics

Q4. Sex

What is your sex?

- ☐₁ Male
☐₂ Female

|-----NEXT SCREEN-----|

Q5. Education

What is the highest grade of school you have completed, or the highest degree you have received?

- ☐₁ Less than high school
☐₂ Completed high school
☐₃ Some college, no degree
☐₄ Associate's degree (AA, AS, or equivalent)
☐₅ Bachelor's Degree (BA, BS, or equivalent)
☐₆ Post-Bachelor's degree (MA, MS, Ph.D, JD, etc.)

[PROGRAMMER: If Q7 = 1 skip to INELEGIBLE]

|-----NEXT SCREEN-----|

Q6.1. Student Status¹

Are you currently enrolled in a degree seeking program (associate, bachelor, master, or doctoral degrees)?

- ☐₁ Yes
☐₂ No

|-----NEXT SCREEN-----|

¹

Q6.2. Year of College

[If Q7 = [3,4,5,6] & Q8.1= 1] How many years of college have you completed?

[_____]

Q6.3. College Major

[If Q7 = [3,4,5, 6] & Q8.1= 1] What is your major?

[_____]

[PROGRAMMER: TEXTBOX with 500 characters Max]

|-----NEXT SCREEN-----|

Q7. Employment

Are you working for pay full-time, part-time, or are you not working for pay at this time?

☐₁ Full-time

☐₂ Part-time

☐₃ Not working for pay at this time

[PROGRAMMER: If Q9 = 3, skip to Q11]

|-----NEXT SCREEN-----|

Q8. Employer/Job Title

[If Q9 = 1, 2] What is the name of your employer?

[_____]

[PROGRAMMER: JOBTITLE – TEXTBOX with 200 characters Max.]

[If Q9 = 1, 2] What is your current job title or job description?

[_____]

[PROGRAMMER: JOBTITLE – TEXTBOX with 200 characters Max.]

|-----NEXT SCREEN-----|

Module 3: Internet Usage and electronic device ownership

Q9.1. Electronic device ownership

We will now collect information regarding what electronic devices you own. Do you own any of the following devices? *Please select all that apply.*

- ☐₁ Smartphone
- ☐₂ Desktop
- ☐₃ Laptop
- ☐₄ Tablet
- ☐₅ None of the above

[PROGRAMMER: If only “1” (“Smartphone”) is selected, skip to Q11.2. If only “4” (“Tablet”) is selected, skip to Q11.3. If “1” and “4” are selected, display Q11.2 and Q11.3)

|-----NEXT SCREEN-----|

Q9.2. Smartphone

[If Q11.1 = 1] Is your smart phone an iPhone, Android, Blackberry, Windows phone, or are you not sure?

- ☐₁ Apple iPhone (iOS)
- ☐₂ Google Pixel, Samsung, LG, etc. (Android)
- ☐₃ Blackberry
- ☐₄ Windows phone
- ☐₅ Something else
- ☐₆ Not sure

|-----NEXT SCREEN-----|

Q9.3. Tablet

[If Q11.1 = 4] Is your tablet an iPad, Android, Amazon Kindle, Windows Surface, or are you not sure?

- ☐₁ Apple iPad
- ☐₂ Android (Samsung Galaxy Tab, Google Nexus, etc.)
- ☐₃ Amazon (Kindle, Fire, etc.)
- ☐₄ Windows (Surface, etc.)
- ☐₅ Something else

☐₆ Not sure

[PROGRAMMER: IF Q11.2 AND Q11.3 ARE DISPLAYED, DISPLAY IN THE SAME SCREEN]

|-----NEXT SCREEN-----|

Q10 Internet Frequency

	Never				Almost Constantly
How frequently do you use the internet?	☐ ₁	☐ ₂	☐ ₃	☐ ₄	☐ ₅

Q11 Internet Comfort

	Very Uncomfortable				Very Comfortable
How comfortable are you navigating the internet?	☐ ₁	☐ ₂	☐ ₃	☐ ₄	☐ ₅

|-----NEXT SCREEN-----|

Module 4 Data Experience

Q12.1 Data Use

The following questions are about your experience using data.

Do you have any experience working with data?

☐₁ Yes

☐₂ No

|-----NEXT SCREEN-----|

Q12.2. Data Use Years

[If Q14.1 = 1] Approximately, how many years of experience do you have working with data?

[_____]

[PROGRAMMER: NUMERIC ENTRY ONLY; RANGE = (0-50)]

|-----NEXT SCREEN-----|

Q12.3. Data Use Propose

[If Q14.2 = 1] What is the purpose of your experience working with data? *Please select all the apply.*

☐₁ School

☐₂ Work

☐₃ Other, please describe:

[PROGRAMMER: WHEN 3 (“Other”) IS SELECTED, DISPLAY “please describe” TEXTBOX.]

|-----NEXT SCREEN-----|

Q13. Data Work Frequency

How often, if at all, do you work with data or statistics, either in a personal or professional setting?

- ☐₁ Daily
- ☐₂ Weekly
- ☐₃ Monthly
- ☐₄ Less than Monthly
- ☐₅ Never

Q14. Data Analysis Frequency

How often, if at all, do you conduct statistical analyses (e.g., Excel, SPSS, SAS, R, etc.)?

- ☐₁ Daily
- ☐₂ Weekly
- ☐₃ Monthly
- ☐₄ Less than Monthly
- ☐₅ Never

|-----NEXT SCREEN-----|

Q15. Analysis Years

[If Q16= 1, 2, 3] Approximately, how many years of experience do you have conducting statistical analyses?

[_____]

[PROGRAMMER: NUMERIC ENTRY ONLY; RANGE = (0-50)]

Q16.1. Census Experience

Do you or have you ever used data or information produced by the U.S. Census Bureau?

- ☐₁ Yes
- ☐₂ No

[PROGRAMMER: If Q18.1 = 2, skip to Q20]

|-----NEXT SCREEN-----|

Q16.2. Census Frequency

[If Q18.1 = 1] How often do you use Census data, products, or information?

- ☐₁ Daily
- ☐₂ Weekly
- ☐₃ Monthly
- ☐₄ Less than Monthly
- ☐₅ Never

-----NEXT SCREEN-----

Q16.3. Data Tasks

Do you do any of the following tasks with the data from the Census website or other statistical sites?

	Yes	No
Get a number(s) for a paper or report	☐ ₁	☐ ₂
Get a piece of data for greater understanding of a problem / topic of interest	☐ ₁	☐ ₂
In business to plan for a new commercial/retail site	☐ ₁	☐ ₂
Download Census data	☐ ₁	☐ ₂
Conduct historical research	☐ ₁	☐ ₂
Analyze social or economic trends	☐ ₁	☐ ₂

-----NEXT SCREEN-----

Q17.1. data.census.gov Experience

Do you have any experience working with the Census Bureau's data platform, data.census.gov?

☐₁ Yes

☐₂ No

[PROGRAMMER: If Q19.1= 2, skip to Q20]

|-----NEXT SCREEN-----|

|-----NEXT SCREEN-----|

Q17.2. data.census.gov Years

[If Q19.1 = 1] Approximately, how many years of experience do you have working with data.census.gov?

[_____]

[PROGRAMMER: NUMERIC ENTRY ONLY; RANGE = (0-40)]

|-----NEXT SCREEN-----|

Q17.3 data.census.gov Frequency

[If Q19.1 = 1] How often do you visit data.census.gov to view or extract Census data?

☐₁ Daily

☐₂ Weekly

☐₃ Monthly

☐₄ Less than Monthly

☐₅ Never

Module 5: Contact info

Finally, we just have a few more questions about your contact information. If you are eligible and selected to participate in the study, we will use the information to contact you to schedule an interview.

Q18. Name

What is your full name?

Name:

|-----NEXT SCREEN-----|

Q19. Email

What is your email address?

[PROGRAMMER: email verification; IF EMAIL = EMPTY, DISPLAY ERROR MESSAGE "To conduct this interview, we need your email address to send you the meeting details. please enter your email address"]

Q20. Phone

What is the best telephone number to reach you?

Phone ([) [] - [

|-----NEXT SCREEN-----|

Q21. Best Time to Schedule

Please enter the best times of the week to schedule a 60-minute interview with you via Microsoft Teams, a web-based video conferencing tool.? Please provide days and times between Monday and Friday.

[PROGRAMMER: textbox character limit: 50]

|-----NEXT SCREEN-----|

Q22. Time zone

What time zone do you currently live in?

[_____]

[PROGRAMMER: Drop down menu]

|-----NEXT SCREEN-----|

Q23. Advertisement source

How did you hear about this study? *Please check all that apply*

- ☐₁ Emails from the online discussion/listserv of my professional association
- ☐₂ Census Bureau employee
- ☐₄ Friends or family (but not a Census Bureau employee)
- ☐₅ Craigslist
- ☐₆ Facebook
- ☐₇ MTurk
- ☐₈ Other – specify: _____

|-----NEXT SCREEN-----|

Q24. Further contact

The Census Bureau is also interested in inviting you to participate in additional research activities.

Do we have your permission to allow additional Census Bureau staff to contact you to solicit your participation in other research activities?

- ☐₁ Yes
- ☐₂ No

|-----NEXT SCREEN-----|

Closing Questions/Messages

Exit/Completion

Thank you for taking the time to answer our questions today. We will get back to you soon if you are eligible for an interview.

Refusal/Screened out

Based on your responses, you are not eligible to participate in this study. Thank you for taking the time to answer our questions today.