

The Census Barriers, Attitudes and Motivators Survey (CBAMS)

V11

LANDLINE SCREENER

Greeting. Hello, this is _____ calling from Macro International. We are conducting a brief survey to help plan for the upcoming Census and we'd like to have you participate.

I want to assure you that your answers will be kept completely anonymous. IF NEEDED: I will not ask for your name, address, or other personal information that can identify you. We will only ask for your opinions.

Script for answering machines: CATI DISPLAY ON 2nd and 4th ATTEMPT:
We are conducting a brief survey to help plan for the upcoming Census and we'd like to have you participate. Please call 1-800-XXX-XXXX to let us know what day and time would be convenient for us to call you. Please clearly state your telephone number so we will be able to return your call. Thanks!

S1. May I please speak with the adult in the household who most frequently opens the mail?

[DO NOT READ]

- 1 Person on the phone is the correct person (Skip to INTRO)
- 2 Transferred to correct person (Reread greeting; Skip to

INTRO)

- 3 Correct person not available (Thank and schedule callback)
- 99 Refused (Thank and terminate)

[If S1=3 ASK S1a]

S1a. I would like to call you at a more convenient time. What day and time would be best?

[INTERVIEWER: set up call-back].

CELL PHONE SCREENER

Greeting. Hello, this is _____ calling from Macro International. We are conducting a brief survey with cell phone users to help plan for the upcoming Census and we'd like to have you participate. As a thank you for your time, we will give you a \$10 Amazon.com® gift certificate if you qualify for the survey and complete the interview.

I want to assure you your answers will be kept completely anonymous. IF NEEDED: I will not ask for your name, address, or other personal information that can identify you. We will only ask for your opinions.

Script for answering machines: CATI DISPLAY ON 2nd and 4th ATTEMPT:
We are conducting a brief survey with cell phone users to help plan for the upcoming Census. We'd like to have you participate. As a thank you for your time, we will give you a \$10 Amazon.com® gift certificate if you qualify for the survey. Please call 1-800-XXX-XXXX to let us know what day and time would be convenient for us to call you. Please clearly state your telephone number so we will be able to return your call. Thanks!

S1. Your safety is important. Are you driving in a car, walking down the street, in a public place or other location where talking on the phone might distract you or jeopardize your safety?

- 1 Yes (Thank and schedule callback)
- 2 No
- 99 Refused (Thank and terminate)

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[If S1=1 ASK S1a]

S1a. I would like to call you at a more convenient time. What day and time would be best?

[INTERVIEWER: set up call-back].

S2. What is your age?

- __ years old [90=90 or more]
98 Don't know
99 Refused

[IF S2<18 THANK AND TERMINATE; IF S2=98, 99 ASK S2a; 18<=S2<=90 GO TO INTRO]

S2a. In which of these age categories do you belong?

[READ LIST]

- 0 Less than 18
1 18-24
2 25-34
3 35-44
4 45-54
5 55-64
6 65 or older

[DO NOT READ]

99 Refused

[IF S2a=0 THANK AND TERMINATE; IF S2a=99 ASK S2b; IF S2a=1, 2, 3, 4, 5, 6 GO TO S3]

S2b. Are you at least 18 years old?

- 1 Yes
2 No (Thank and terminate)
99 Refused (Thank and terminate)

[If S2b=2, 99 THANK AND TERMINATE; OTHERWISE GO TO S3]

S3. Are you the person who most frequently opens the mail for your household?

- 1 Yes
2 No
98 Don't know
99 Refused

INTRO

Your participation in this survey is voluntary, but your responses are important. You can choose not to answer any question and you can end the interview at any time. The survey takes approximately 20 to 25 minutes to complete. It has been approved by U.S. Office of Management and Budget approval number 0607-xxxx, expiring on MMM DD, YYYY. Without this number, we could not conduct this survey.

If you have any questions about this survey, please call **1-XXX-XXX-XXXX**. If you have comments about the survey, you may send them to an address I will provide at the conclusion. This call may be monitored for quality assurance.

A. UNAIDED AWARENESS

A1. Have you ever heard of the Census of the United States?

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-
- 1 Yes
 - 2 No (skip to A3)
 - [DO NOT READ]
 - 98 Don't Know (skip to A3)
 - 99 Refused (skip to A3)

A2. In your own words, how would you describe what the purpose of the Census of the United States is?

Record Answer

[Go to B1]

[If A1=2,98,99]

A3. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

- 1 Yes (skip to B1)
- 2 No
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[READ ONLY IF A3=2,98,99]

A4. The Census, which will be carried out in 2010, collects information from households to determine representation in Congress and help local communities plan for improvements. Based on that information, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[READ ONLY IF A4=3,2,1,98,99]

A5. Could you explain why you wouldn't mail in your Census form?

Record Answer

[IF A4=3, 4, 5, 98, 99 GO TO F1; IF A4=1, 2 GO TO H1]

B. INTENT

B1. If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not

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-
- 1 Definitely will not
 - [DO NOT READ]
 - 98 Don't know
 - 99 Refused

[ASK B2 IF B1=3,2,1,98,99]

B2. Could you explain why you might not mail in your Census form?

Record Answer

B3. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[READ ONLY IF B3=3,2,1,98,99]

B4. Could you explain why you might not recommend participating in the 2010 Census?

Record Answer

B5. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important
- [DO NOT READ]
- 98 Don't know
- 99 Refused

C. AWARENESS

C1. Have you seen or heard anything recently—within the last month or so—about the Census?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

C2. Overall, how would you describe your general feelings about the Census? Do you feel...?

[READ LIST, RECORD ONE ANSWER]

- 5 Highly favorable
- 4 Moderately favorable

- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable
- [DO NOT READ]
- 98 Don't know
- 99 Refused

C3. In general, how familiar are you with the way Census data impacts you and your community. Would you say...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very familiar
- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all
- [DO NOT READ]
- 98 Don't know
- 99 Refused

C4. People have different ideas about what the Census is used for. I am going to read some of them to you. As I read each one, please tell me by indicating yes or no whether you think that the Census is used for that purpose. Is the Census used...?

[PLEASE READ]

- 1 Yes
- 2 No
- 98 Don't Know
- [DO NOT READ]

99 Refused

[ROTATE LIST]

- a. To decide how much money communities will get from the government?
- b. To decide how many representatives each state will have in Congress?
- c. To see what changes have taken place in the size, location and characteristics of the people in the United States?
- d. To determine property taxes?
- e. To help the police and FBI keep track of people who break the law?
- f. To help businesses and governments plan for the future?
- g. To locate people living in the country illegally?
- h. To determine state income tax rates?
- i. To count both citizens and non-citizens?
- j. To determine the rate of unemployment

C6. Most people will receive their Census form in the mail. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer will try to visit your home to gather the necessary information?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

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C7. The Census Bureau Interviewer who visits your home will show proper identification. How comfortable would you be allowing a Census Bureau interviewer to collect your answers at your doorstep? Would you be...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very Comfortable
- 3 Somewhat Comfortable
- 2 Somewhat Uncomfortable
- 1 Very Uncomfortable

[DO NOT READ]

- 97 Neither comfortable nor uncomfortable
- 98 Don't Know
- 99 Refused

D. LEGAL ISSUES

D1. As far as you know, does the law require you to answer the Census questions?

- 1 Yes, its required
- 2 No, it is not required

[DO NOT READ]

- 98 Don't know
- 99 Refused

D2. As far as you know, is the Census Bureau required by law to keep information confidential?

- 1 Yes, its required
- 2 No, it is not required

[DO NOT READ]

- 98 Don't know
- 99 Refused

E. Attitudes

E1. Next I'm going to read some opinions that some people may have about the Census. As I read each one please tell me if you strongly agree, agree, disagree, or strongly disagree.

[READ LIST, RECORD ONE ANSWER]

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree

[DO NOT READ]

- 97 Neither agree nor disagree/No opinion
- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. The Census is an invasion of privacy.
- b. It is important for everyone to be counted in the Census.
- c. The Census Bureau would never let another government agency see my answers to the Census.
- d. People's answers to the Census cannot be used against them.
- e. Taking part in the Census shows I am proud of who I am.
- f. Filling out the Census form will let the government know what my community needs.
- g. I just don't see that it matters much if I personally fill out the Census form or not.

-
- h. It is a civic responsibility to fill out the Census form.
 - i. The Census Bureau's promise of confidentiality can be trusted.
 - j. I am concerned that the information I provide will be misused.
 - k. I prefer to stay out of sight and not be counted.
 - l. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
 - m. I'll never see results from the Census in my neighborhood.
 - n. It takes too long to fill out the Census information, I don't have time.
 - o. I don't like to fill out paper forms or use the mail because I prefer to do everything online.
 - p. The Census is only for people who speak English.
 - q. Computer "hackers" could obtain Census information about you if they really tried.

F. Potential Motivators

F1. The following are true statements about the Census. We would like to know the degree to which these facts affect your likelihood to participate in 2010 Census. Does knowing each of the following make you more likely to participate, less likely to participate, or wouldn't affect your participation? The first one is...

[READ LIST AS NECESSARY, RECORD ONE ANSWER]

- 3 More likely to participate
- 2 Less likely to participate
- 1 Wouldn't affect your participation

[DO NOT READ]

98 Don't know

99 Refused

[ROTATE LIST]

- a. Census counts decide a community's share of \$300 billion in federal funds for schools and other programs
- b. The Census determines the number of representatives in Congress each state gets
- c. The law requires everyone to participate in the Census.
- d. Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as healthcare, school programs, day care and job training
- e. Information from the Census helps the government plan for the future improvements to schools, roads, fire and police stations
- f. If you don't fill out your Census form, your family and local community might not get their fair share of benefits
- g. To see what changes have taken place in the size, location and characteristics of the people in the United States

- h. The Census 2010 form doesn't ask for sensitive information, it only asks a few questions such as name, sex, age, date of birth, how people are related, race and origin
- i. The Census is more accurate if everyone participates
- j. U.S. Census employees are subject to jail term, a fine, or both, for disclosing personal information
- k. Mailing your Census form early helps the government save millions in taxpayer dollars that would otherwise go toward following up with you if you don't mail it back

G. RANKING MESSAGES

G1. Your participation in the Census helps determine funding for a number of programs and services. I am going to read you a list of programs and services. Please rate how

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important funding of each one is to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important.

- 5 Very important
 - 4
 - 3
 - 2
 - 1 Not at all important
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

[ROTATE LIST]

- 1 Schools and the education system
- 2 Hospitals and healthcare
- 3 Care for the elderly
- 4 Roads and highways
- 5 Job training programs
- 6 Daycare for children
- 7 Public transportation
- 8 Fire and police stations
- 9 Political representation in Congress

H. CIVIC PARTICIPATION

H1. I am going to read you a list of activities. Please tell me whether or not you participated in the activity in the last 12 months. [As needed: By participation, I mean attending meetings or working at sponsored events.]

- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

[ROTATE LIST]

- a. A school group, neighborhood, or community association such as PTA or neighborhood watch group? [As needed: Did you participate in this kind of activity in the past 12 months?]
- b. A service or civic organization such as American Legion or Lion's Club? [As needed: Did you participate in this kind of activity in the past 12 months?]
- c. A church, synagogue, mosque or other religious institution or organization? [As needed: Did you participate in this kind of activity in the past 12 months?]
- d. A blood drive? [As needed: Did you participate in this kind of activity in the past 12 months?]
- e. Any other type of organization that I have not mentioned? [As needed: Did you participate in this kind of activity in the past 12 months?]

H1a. Please tell me how often you participated in...

- [DO NOT READ, RECORD ONE ANSWER]
- 1 Once a year
 - 2 Several times a year
 - 3 Once a month

-
- 4 Several times a month
 - 5 Once a week
 - 98 Don't know
 - 99 Refused

[LIST 'Yes' responses from H1]

H2. How often do you vote in elections?

[READ LIST, RECORD ONE ANSWER]

- 5 Always
- 4 Almost always
- 3 Usually
- 2 Seldom
- 1 Never

[DO NOT READ]

- 98 Don't know
- 99 Refused

H3. Now I am going to read you a list of information sources. Please tell me which of these are sources that you'd depend on for information.

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

Would you depend on...

[ROTATE LIST]

- a. Television [If needed: Would you depend on this source for information - yes or no?]
- b. Newspapers [If needed: Would you depend on this source for information - yes or no?]
- c. Radio [If needed: Would you depend on this source for information - yes or no?]
- d. Internet or websites [If needed: Would you depend on this source for information - yes or no?]
- e. Local or community leaders [If needed: Would you depend on this source for information - yes or no?]
- f. Friends or Family [If needed: Would you depend on this source for information - yes or no?]
- g. Religious Leaders, churches, religious or faith-based groups [If needed: Would you depend on this source for information - yes or no?]
- h. Government Officials [If needed: Would you depend on this source for information - yes or no?]
- i. TV or radio talk shows [If needed: Would you depend on this source for information - yes or no?]
- j. AARP [If needed: Would you depend on this source for information - yes or no?]
- k. Ethnic or race-based organizations (e.g., NAACP, Tribal Pow-wows) [If needed: Would you depend on this source for information - yes or no?]
- l. Entertainers, celebrities, or other personalities [If needed: Would you depend on this source for information - yes or no?]
- m. Local town hall meetings [If needed: Would you depend on this source for information - yes or no?]
- n. Neighborhood businesses or gathering places [If needed: Would you depend on this source for information - yes or no?]

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-
- o. Military or veterans organizations (e.g., VFW, American Legion) [If needed: Would you depend on this source for information – yes or no?]
 - p. Unions or union leaders [If needed: Would you depend on this source for information – yes or no?]
 - q. Some other source – specify [If needed: Would you depend on this source for information – yes or no?]

H4. Now I'd like you to think about obtaining information about the census. I am going to read to you the list of sources you said you depend on for information. After each one, please rate the importance to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important. How important is...?

- 5 Very important
 - 4
 - 3
 - 2
 - 2 Not at all important
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

[READ LIST]

[LIST 'Yes' responses from H3] [If needed: How important to you is this for obtaining information about the Census?]

I. DEGREE OF COMMUNITY "STAKEDNESS"/ATTACHMENT

I1. Please indicate your level of agreement or disagreement with the following statements.

[READ LIST, RECORD ONE ANSWER]

- 4 Strongly agree
 - 3 Agree
 - 2 Disagree
 - 1 Strongly disagree
- [DO NOT READ]
- 97 Neither agree nor disagree/No opinion
 - 98 Don't know
 - 99 Refused

[ROTATE LIST]

- a. I feel like part of my neighborhood and community
- b. I know many of my neighbors
- c. If I had to move away from my neighborhood, I would miss it

I2. How long have you lived at your address?

[READ LIST IF NECESSARY, RECORD ONE ANSWER]

- 1 Less than 1 year
 - 2 1-3 years
 - 3 4-7 years
 - 4 8-10 years
 - 5 More than 10 but not whole life
 - 6 All of my life
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

J. MEDIA EXPOSURE

J1. On the average day, about how many hours do you watch television?

[READ LIST IF NECESSARY]

- 0 0 None
 - 1 1 Hour
 - 2 2 Hours
 - 3 3 Hours
 - 4 4 Hours
 - 5 5 Hours
 - 6 6 Hours
 - 7 7 Hours
 - 8 8 Hours
 - 9 9 Hours
 - 10 10 Hours
 - 11 More than 10 hours
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

[ASK J2 ONLY IF J1=1-11]

J2. Now I'm going to read you some types of television programs. Please tell me if you watch each.

- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

[READ AND ROTATE LIST 1-11]

- 1 Local news
 - 2 National news
 - 3 Sports
 - 4 Sitcoms
 - 5 Dramas
 - 6 Soap operas
 - 7 Reality TV (e.g Survivor)
 - 8 Talk Shows (Oprah, Sally Jesse Raphael)
 - 9 Political Talk Shows (Meet the Press, Larry King)
 - 10 Movies
 - 11 Game Shows
- [DO NOT READ]
- 12 Other _____ (Record Answer)
 - 98 Don't know
 - 99 Refused

[ASK J2a IF MORE THAN 3 SELECTIONS IN J2]

J2a. Of the types of programs you watch, please tell me which three you watch the most.

[READ LIST IF NECESSARY; ALLOW UP TO 3 RESPONSES]

[LIST 'Yes' responses from J2]

J3. On the average day, about how many hours do you spend listening to the radio?

[READ LIST IF NECESSARY]

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-
- 0 0 None
 - 1 1 Hour
 - 2 2 Hours
 - 3 3 Hours
 - 4 4 Hours
 - 5 5 Hours
 - 6 6 Hours
 - 7 7 Hours
 - 8 8 Hours
 - 9 9 Hours
 - 10 10 Hours
 - 11 More than 10 hours
 - [DO NOT READ]
 - 98 Don't know
 - 99 Refused

[ASK J4 ONLY IF J3=1-11]

J4. Now I'm going to read you some types of radio programs. Please tell me if you listen to each.

[READ AND ROTATE 1-6, RECORD UP TO THREE ANSWERS]

- 1 Music
- 2 News
- 3 Sports
- 4 Sports talk shows
- 5 Political talk shows
- 6 Religious talk shows
- 7 Other talk shows
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[ASK J3a IF MORE THAN 3 SELECTIONS IN J3]

J3a. Of the types of programs you listen to, please tell me which three you listen to the most.

[READ LIST IF NECESSARY; ALLOW UP TO 3 RESPONSES]

[LIST 'Yes' responses from J3]

J5. Do you currently subscribe to satellite radio?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

J6. How often do you read the newspaper, either in paper form or on the internet?

[READ LIST IF NECESSARY]

- 1 Every day
- 2 A few times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never
- [DO NOT READ]

- 98 Don't know
- 99 Refused

J7. On average, do you read one magazine a month, more than one, or none?

[Do NOT READ LIST]

- 1 1 magazine
- 2 More than one
- 3 None; I do not read magazines

[DO NOT READ]

- 98 Don't know
- 99 Refused

J8. On an average day, about how many hours do you use the Internet either at home, work or somewhere else?

0 0 None [**Interviewer:** 0 = Respondent does not *use* Internet or does not *have* Internet]

- 1 1 Hour
- 2 2 Hours
- 3 3 Hours
- 4 4 Hours
- 5 5 Hours
- 6 6 Hours
- 7 7 Hours
- 8 8 Hours
- 9 9 Hours
- 10 10 Hours
- 11 More than 10 hours

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ASK J9-J 11 ONLY IF J8=01-11]

J9. For the following activities or types of web sites, please indicate how often you use or visit them.

[READ LIST]

- 5 Very often
- 4 Often
- 3 Somewhat often
- 2 Not very often
- 1 Not at all

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. News, map directions, job hunting, reviews, or other information research or gathering.
- b. Myspace, Facebook, blogging, or other social networking.
- c. Paying bills, shopping or other financial transactions
- d. Emailing, instant messaging, telephone calls or other means of communication
- e. Viewing videos, downloading music or podcasts, or other forms of entertainment.

J10. How often do you click on advertisements on internet web sites?

- 1 Very often
- 2 Sometimes
- 3 Not very often
- 4 Never
- [DO NOT READ]
- 98 Don't know
- 99 Refused

J11a. When you are online, would you expect to locate information about the Census in search engines?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

J11b. How about banner ads? [IF NEEDED: When you are online, would you expect to locate information about the Census in banner ads?]

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

J11c. How about emails? [IF NEEDED: When you are online, would you expect to locate information about the Census in emails?]

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

J11d. How about social networking sites? [IF NEEDED: When you are online, would you expect to locate information about the Census on social networking sites?]

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

J11e. How about bulletin and message boards ? [IF NEEDED: When you are online, would you expect to locate information about the Census on bulletin and message boards?]

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

K. PAST PERSONAL CENSUS EXPERIENCE

Now I am going to ask you a few questions about your experience with the most recent U.S. Census in the year 2000.

K1. Do you recall receiving the 2000 Census form?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

[IF K1=2, 98, 99 GO TO L]

K1a. If you can remember, did you complete and return the Census form?

- 1 Yes
- 2 No
- [DO NOT READ]
- 97 Completed during a personal visit
- 98 Don't Know
- 99 Refused

L. PHONE QUESTIONS

Cell phone/landline questions—will depend on the collection modes.

For Cell Phone Survey

L2. In addition to your cell phone, is there at least one telephone inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes (DUAL USER)
- 2 No (CELL ONLY)
- [DO NOT READ]
- 98 Don't know (CELL ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L2a IF L2=1]

L2a. How many? [**IF NEEDED**: Telephone lines inside your home.]

- _____ Telephones [**6 = 6 or more**]
- [DO NOT READ]
- 98 Don't know
- 99 Refused

For Landline Survey

L3. In addition to your residential landline telephone, do you also use one or more cell phone numbers?

- 1 Yes(DUAL USER)
- 2 No (LANDLINE ONLY)
- [DO NOT READ]
- 98 Don't know (LANDLINE ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L3a IF L3=1]

L3a. How many? [**IF NEEDED**: Cell phones do you use.]

- ___ Cell phones [6 = 6 or more]
[DO NOT READ]
98 Don't know
99 Refused

For In-person survey

L4. Is there at least one telephone line inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes
2 No
[DO NOT READ]
98 Don't know
99 Refused

[ASK L4a IF L4=1]

L4a. How many? [IF NEEDED: Telephone lines inside your home.]

- ___ Telephones [6 = 6 or more]
[DO NOT READ]
98 Don't know
99 Refused

L5. Do you use one or more cell phone numbers?

- 1 Yes
2 No
98 Don't know
99 Refused

[ASK L5a IF L5=1]

L5a. How many? [IF NEEDED: Cell phones do you use.]

- ___ Cell phones [6 = 6 or more]
[DO NOT READ]
98 Don't know
99 Refused

IF L4=1 AND L5=1 THEN DUAL USER

IF L4=2 AND L5=1 THEN CELL ONLY

IF L4=1 AND L5=2 THEN LANDLINE ONLY

IF L4=2 AND L5=2 THEN NO PHONE

ALL OTHERS ARE UNCLASSIFIED

[ASK L6 DUAL USER OR UNCLASSIFIED]

L6. Of all the telephone calls that you receive, are ...

- [READ LIST]
01 All or almost all calls received on a cell phone?
02 Some received on a cell phone and some on a regular landline phone?
03 Very few or none received on a cell phone?
[DO NOT READ]
87 Don't have a regular landline phone (CELL ONLY)
88 Don't have a cell phone (LANDLINE ONLY)

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-
- 89 Don't have any phone (NO PHONE)
 - 98 Don't know
 - 99 Refused

ASK L7 IF CELL ONLY, DUAL USER OR UNCLASSIFIED

L7. Do you use your cell phone for anything besides making and receiving phone calls?

- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't Know
 - 99 Refused

[IF L7=1 THEN ASK L7a]

L7a. Please select how often you perform the following activities on your cell phone?

[READ LIST IF NECESSARY]

- 5 Very often
- 4 Often
- 3 Somewhat often
- 2 Not very often
- 1 Not at all

[DO NOT READ]

- 88 Don't have a cell phone (LANDLINE ONLY; SKIP TO M)
- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. Text Messaging
- b. Widgets
- c. Emailing
- d. Photos
- e. Internet
- f. Multimedia
- g. Music
- h. Podcast
- i. Video

M. DEMOGRAPHICS

Now I am going to ask you some questions regarding your demographic information.

M1. Including yourself, how many people live in your household?

Record Answer [must topcode recorded answers at 20]

M2. Do you have children in school who are under 18 living at home with you?

- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't Know
 - 99 Refused

M3. What is your marital status?

- 1 Now married
- 2 Widowed

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-
- 3 Divorced
 - 4 Separated
 - 5 Never married
 - [DO NOT READ]
 - 98 Don't Know
 - 99 Refused

M4. What is the highest grade or year of regular school you completed?

- [READ LIST IF NECESSARY]
- 1 Less than grade school
- 2 Less than high school graduate
- 3 High school graduate
- 4 Some college
- 5 College graduate
- 6 Postgraduate
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

M5. Are you Hispanic or Latino?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

M6. Which of these categories best describes your race?

- [READ LIST, ALLOW MULTIPLE RESPONSES]
- 1 American Indian or Alaska Native
- 2 Asian
- 3 Native Hawaiian or other Pacific Islander
- 4 Black or African-American
- 5 White
- [DO NOT READ]
- 6 Other
- 98 Don't Know
- 99 Refused

M7. What language is spoken most often in this household?

- [READ LIST IF NECESSARY]
- 1 English
- 2 Spanish
- 3 An Asian or Pacific Islander language (e.g., Chinese, Japanese, Tagalog, Vietnamese)
- 4 Other
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

M8. Were you born in the United States?

- 1 Yes
- 2 No

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[DO NOT READ]

98 Don't Know

99 Refused

M9. Do you rent or own your house/apartment?

1 Rent

2 Own

[DO NOT READ]

3 Other

98 Don't Know

99 Refused

M10. For last year- 2007- what was the total income of your household BEFORE TAXES?

[READ LIST IF NECESSARY]

1 Less than \$25,000

2 \$25,000 to less than \$50,000

3 \$50,000 to less than \$75,000

4 \$75,000 or more

[DO NOT READ]

98 Don't know

99 Refused

[IF CELL PHONE SURVEY GO TO M12]

M11. What is your age?

__ years old [90=90 or more]

[DO NOT READ]

98 Don't know

99 Refused

[IF M11=98, 99 ASK M11a]

M11a. In which of these age categories do you belong?

[READ LIST]

1 18-24

2 25-34

3 35-44

4 45-54

5 55-64

6 65 or older

[DO NOT READ]

99 Refused

M12. Sex of respondent [RECORD; ASK ONLY IF UNSURE]

1 Male

2 Female

PSYCHO-GRAPHIC QUESTIONS

N1. Now I am going to read you a few statements. Please tell me if you agree a lot, a little, neither, disagree a little, or disagree a lot with the following statements...

[READ LIST IF NECESSARY]

5 Agree a lot

4 Agree a little

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-
- 3 Neither agree nor disagree
 - 2 Disagree a little
 - 1 Disagree a lot
 - [DO NOT READ]
 - 98 Don't Know
 - 99 Refused

[ROTATE LIST; [DO NOT ASK a-d IF J8=00]

- a. I like to go to websites I have never been to before
- b. I like websites that protect my privacy
- c. I spend less time watching television on my television set because of the internet
- d. When I need information the first place I look is the internet
- e. I try to keep up with developments in technology
- f. My friends often ask for my advice before buying electronic equipment
- g. I keep up to date with the latest fashion trends

CLOSING

That was my last question. Thank you for your time and effort today. Do you want the address where you can provide comments on this survey?

IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-XXXX, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-XXXX" as the subject.