

Census Copy Testing Research
OMB Control Number: 0607-0950
ICR Reference Number: 200809-0607-005

Screener

MAYA GROUP SCREENER
Maya Project Number 08029

Interviewer: _____	Date: _____

Time began: _____	Time ended: _____

Name: _____	

Address: _____	

City: _____	State: _____ Zip: _____

Telephone (H): _____ (W) _____	

INTRODUCTION: Hello, I'm (first and last name) from (your facility name). We're conducting a survey among people in your area for the Census Bureau. Please be assured we are not selling anything and that the information gathered will remain confidential and be used for research purposes only. If you qualify, we may want to include your opinions, for which you would be compensated.

Who is the person in your household who would be most likely to open and read the mail?

(ALL RESPONDENTS MUST SAY THAT THEY ARE)

- a) Myself Continue
- b) Someone else Ask to speak to person who does and start over.

FOR VIETNAMESE GROUPS, MUST SPEAK TO MALE HEAD OF HOUSEHOLD

What is your gender?

a) Male

b) Female

RECRUIT A MIX

What is your exact age? _____ (ALL MUST BE BETWEEN 18-64 YEARS OLD)

- a) Under 18 years old (TERMINATE)
- b) 18 - 24 years old
- c) 25 - 34 years old
- d) 35 - 39 years old
- e) 40 - 44 years old RECRUIT A MIX
- f) 45 - 50 years old
- g) 51 - 55 years old
- h) 56-64 years old
- i) 65 years old or older (TERMINATE)

MINDSET ALGORITHM

ALGORITHM QUESTIONS

- Have you ever heard of the Census of the United States?
- The Census is the count of all the people who live in the United States. Have you ever heard of that before?
- How likely are you to recommend participating in the Census to a family member or friend?
- Overall, how would you describe your general feelings about the Census?
- In general, how familiar are you with the way Census data impacts you and your community.
- If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form.
- 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...?
 - a. To determine property taxes?
 - b. To help the police and FBI keep track of people who break the law?
 - c. To locate people living in the country illegally?
 - d. To determine state income tax rates?
 - e. To determine the rate of unemployment
- As I read each one please tell me if you strongly agree, agree, disagree, or strongly disagree.
 - a. The Census is an invasion of privacy.
 - b. People's answers to the Census cannot be used against them.
 - c. Taking part in the Census shows I am proud of who I am.
 - d. I just don't see that it matters much if I personally fill out the Census form or not.
 - e. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
 - f. I'll never see results from the Census in my neighborhood.
 - g. It takes too long to fill out the Census information, I don't have time.

- h. The Census is only for people who speak English.
- i. Computer "hackers" could obtain Census information about you if they really tried.

ALGORITHM PLACEHOLDER

Results from algorithm

- a. Leading Edge
- b. Head Nodders
- c. Insulated
- d. Unacquainted
- e. Cynical Fifth

What language do you, yourself, primarily speak at home? **DO NOT READ LIST**

- a. Arabic
- b. Cantonese
- c. English
- d. French/Creole
- e. Hindi/English
- f. Japanese
- g. Khmer
- h. Korean
- i. Mandarin
- j. Polish
- k. Russian
- l. Spanish
- m. Tagalog
- n. Vietnamese
- o. Other language **WRITE**

IN _____
 p. Don't know/refused **TERMINATE**

(IF RESPONDENT SAYS CHINESE ASK WHICH DIALECT: Mandarin or Cantonese?)

During an average week, approximately how many hours do you spend watching television, listening to the radio or reading newspapers and/or magazines in **[READ NAME OF LANGUAGE SPOKEN AT HOME]**?

(READ LIST; MUST SAY AT LEAST 8 HOURS TO QUALIFY)

- a. Less than two hours **TERMINATE**
- b. Two to five hours **TERMINATE**

- c. Five to eight hours **TERMINATE**
- d. Over eight hours

[ASK ONLY IF ENGLISH NOT LANGUAGE SPOKEN AT HOME:] In what language do you prefer to read, listen and watch media, English or **[READ NAME OF LANGUAGE SPOKEN AT HOME]**?

- a. English always **TERMINATE**
- b. English mostly **TERMINATE**
- c. Both English and your language equally **TERMINATE**
- d. Your language mostly
- e. Your language always

Were you born in the United States?

- a. Yes
- b. No

[ASK ONLY IF NOT BORN IN US] Where did you live prior to coming to the US. **[IF NECESSARY]** In what country did you spend the most time prior to coming to the US?

- a. African country
- b. Caribbean country
- c. Central/South American country
- d. Cuba
- e. Mexico
- f. Other country

SEE LISTS BELOW OF AFRICAN COUNTRIES, CARIBBEAN COUNTRIES, AND CENTRAL/SOUTH AMERICAN COUNTRIES

Are you Hispanic or Latino? **(READ LIST)**

- a. Yes
- b. No
- [DO NOT READ]**
- c. Don't know
- d. Refused

Which of these categories best describes your race? (**READ LIST, ALLOW MULTIPLE RESPONSES**)

- a. American Indian or Alaska Native
- b. Asian
- c. Native Hawaiian or other Pacific Islander
- d. Black or African-American
- e. White
- f. [DO NOT READ]
- g. Other
- h. Don't Know
- i. Refused

CHECK ALL THAT APPLY
FOR MASS AUDIENCE GROUPS RECRUIT A PROPORTIONAL MIX

Which of the following was the last grade of school you completed? **READ LIST.**

- a. Some high school
- b. High school graduate
- c. Trade/Vocational school **RECRUIT A MIX**
- d. Some college
- e. College graduate
- f. Post graduate
- g. Refused

What is your current marital status? **DO NOT READ LIST**

- a. Single
- b. Married
- c. Separated or Divorced **RECRUIT A MIX**
- d. Widowed
- e. Other
- f. Refused

Do you currently have any children under 18 years of age living with you in your home?

- a. Yes
- b. No **RECRUIT A MIX**
- c. Refused

Which of the following includes your annual household income?
(READ LIST)

- a. Less than \$25,000
- b. \$25,000-\$49,999
- c. \$50,000-\$74,999
- d. \$75,000-\$99,999
- e. \$100,000+
- f. Refused

RECRUIT A MIX

How well do you read and speak [LANGUAGE OF FOCUS GROUP]? **READ LIST**

- a. I do not speak or read any [LANGUAGE OF FOCUS GROUP]
TERMINATE
- b. I speak and read some [LANGUAGE OF FOCUS GROUP]
TERMINATE
- c. I speak and read [LANGUAGE OF FOCUS GROUP] well
CONTINUE
- d. I am fluent in [LANGUAGE OF FOCUS GROUP] and can read it well
CONTINUE

We are interested in talking with people from a variety of professions. Do you, any friends, any member of your household, or extended family work for ... **(READ LIST)**

- a. a marketing company or marketing department?
- b. a market research firm or a market research department?
- c. a public relations or advertising agency?
- d. any branch of radio or television broadcasting?
- e. working directly for a newspaper or consumer magazine?
- f. any online media new/media outlet
- g. working for a government agency and/or office?

If Yes to any one of the above _____ **Terminate**

None of the above _____ **Continue**

TERMINATE AND TALLY ANY RESPONDENTS WHO DO NOT SPEAK CLEARLY AND FLUENTLY, THOSE WHO HAVE A STRONG ACCENT, THOSE WHO APPEAR TO HAVE DIFFICULTY UNDERSTANDING WHAT YOU ARE ASKING, OR APPEAR AT ALL UNWILLING TO DISCUSS THEIR THOUGHTS/OPINIONS.

INVITATION

We would like to invite you to participate in a casual group discussion. The entire session will last about 2 hours. We are interested in including your opinions and believe you will find the session very enjoyable. All of your comments will be kept in strict confidence. This is not a sales pitch, and you will not be asked to buy any products. For taking part, you will be given \$ _____.

Read available sessions. Can you join us?

- a) Yes

b) No

This invitation is for you and you only. Friends, relatives, or family members may not join the session with you, nor may they take your place. **If you wear glasses, please bring them with you.**

We are located at (FACILITY ADDRESS). We will be sending you a confirmation letter with directions to our facility. (THANK RESPONDENT AND RECONFIRM SESSION DATE AND TIME. MAKE ARRANGEMENTS TO SEND DIRECTIONS).