Quantitative Questionnaire

ELECTRONIC QUESTIONNAIRE

EXPOSURE TO TEST AD/CONCEPT # 1

What effect, if any, did this ad/concept have on your interest in participating in the upcoming Census?

- 1. Increased your interest a lot
- 2. Increased your interest somewhat
- 3. Had/concept no effect one way or another
- 4. Decreased your interest somewhat
- 5. Decreased your interest a lot

Which of the following statements comes closest to describing how you feel about this ad/concept for the 2010 Census?

- 1. You like it very much
- 2. You like it somewhat
- 3. You have no feelings about it one way or another
- 4. You dislike it somewhat
- 5. You dislike it very much

Thinking about the ad/concept you just saw, please tell me whether or not you agree with the following statements.

The ad/concept captured my attention.

- 1. Yes
- 2. No

The ad/concept made me feel like they were talking to me.

- 1. Yes
- 2. No

The ad/concept left me with a good feeling about the Census.

- 1. Yes
- 2. No

The ad/concept told me something new that I did not know before.

- 1. Yes
- 2. No

The ad/concept was hard to follow; I wasn't sure what was going on.

- 1. Yes
- 2. No

The ad/concept had nothing to do with me or my needs.

- 1. Yes
- 2. No

The ad/concept was hard to believe.

- 1. Yes
- 2. No

Now I would like to read you a series of statements. Based on the ad/concept you just saw, please tell me how much you agree or disagree with each statement using the following scale:

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

The Census is used to determine where public programs and services are needed.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

The ad/concept made me think about the Census in a more positive way.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

It is important for you/me to mail in your Census form.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

The ad/concept left me with a better understanding of what the Census is about.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

The ad/concept speaks specifically to me and others in my community

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

The Census is more important for some other people than it is for me.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

If you don't participate in the Census, you/me and your/my community could miss out on things like education, healthcare and job training.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

It is important for everyone to be counted in the Census.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

Answering the Census is an opportunity to do something that can make things better for my family and future generations.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

It is easy to fill out the Census form.

- 1. Strongly Agree
- 2. Somewhat Agree

- 3. Somewhat Disagree
- 4. Strongly Disagree

Answering the Census is an opportunity to say what your community needs.

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

By law, every household in the US is required to participate in the Census. (For ASIAN groups)

- 1. Strongly Agree
- 2. Somewhat Agree
- 3. Somewhat Disagree
- 4. Strongly Disagree

REPEAT SERIES OF QUESTIONS FOR EACH ADDITIONAL EXECUTION.

DEMOGRAPHICS

Gender

- 1. Male
- 2. Female

Age

- 1. Under 18 years old
- 2. 18-25 years old
- 3. 25-34 years old
- 4. 35-44 years old
- 5. 45-54 years old
- 6. 55 + years old

Country of birth

See Master List on Screener

Ethnic Background See Master List on Screener

What is your employment status outside the home?

- 1. Full-time employed
- 2. Part-time employed
- 3. Not employed outside the home
- 4. Retired

What is your marital status?

- 1. Single, never been married
- 2. Married
- 3. Divorced/Widowed/Separated

What is the last year of school you completed?

- 1. Less than high school graduate
- 2. High school graduate
- 3. Some college
- 4. College graduate
- 5. Advanced degree

Group Number

1. Group 1	City	Group time	Segment
2. Group 2	City	Group time	Segment
3. Group 3	City	Group time	Segment
4. Group 4	City	Group time	Segment

5. ETC.