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Census 2010 Usability Research – Phase I **- Final Screener 07.20.09 (English) -**

- **THESE INTERVIEWS WILL BE RECRUITED IN ENGLISH**

ASK TO SPEAK TO HOUSEHOLD MEMBER AGED 18-65

Hello, my name is _____ from _____, a national research company. We are currently conducting a very short survey, and we would like to ask you a few questions. Please be assured, we are not trying to sell you anything, and we are simply interested in your opinions. This should last no more than five minutes.

1. First of all, which of the following categories includes your age?

Less than 18 years old	1	THANK AND TERMINATE
18-21	2	
22-25	3	
26-29	4	
30-34	5	
35-39	6	
40-44	7	
45-49	8	
50-54	9	
55-59	10	
60-65	11	
66 or older	12	THANK AND TERMINATE
Refused	Y	THANK AND TERMINATE

NOTE:

- **RECRUIT A GOOD MIX OF AGES**
- **RECRUIT AT LEAST ONE RESPONDENT IN EACH AGE CATEGORY**

2. Do you or does anyone in your immediate family or household work in any of the following industries? (READ LIST. CIRCLE ALL THAT APPLY)

Advertising	1
Retail	2
Marketing/marketing research	3
Newspapers	4
Online media or websites	5
Public relations	6
Radio	7
Television	8
Federal government	9

NOTE:

- **IF “YES” TO ANY OF THESE, THANK AND TERMINATE**

3a. In an average week, how many hours do you personally spend using the Internet at home, work or elsewhere for personal reasons, in total? Would you say...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

Do not use the Internet <u>for personal reasons</u>	1	THANK AND TERMINATE
Less than two hours per week	2	THANK AND TERMINATE
Between two and five hours per week	3	
Six or more hours per week	4	

3b. Where do you access the Internet from? (READ LIST. CIRCLE ALL THAT APPLY)

Home	1
Work	2
Friend’s or relative’s home	3
Library	4
Internet café	5
A mobile device or cell phone	6
Somewhere else	7

NOTE:

- **MAJORITY MUST SAY “HOME”**

ASK Q.3C ONLY IF RESPONDENT SAYS “HOME” AT Q.3B

3c. How do you connect to the Internet **at home**? (READ LIST)

- | | |
|---------------------------|---|
| High-speed / Cable | 1 |
| High-speed / DSL | 2 |
| Dial-up / Telephone modem | 3 |
| Other / Don't Know | 4 |

4. I am going to read you a short list of activities that you can do online. Please tell me which of these, if any, you regularly use the Web for. (READ LIST. CIRCLE ALL THAT APPLY)

- | | |
|--|---|
| General research using search engines such as Google or Yahoo! | 1 |
| Shopping | 2 |
| Looking for recipes | 3 |
| Searching for travel and vacation ideas | 4 |
| Looking for news, weather and/or sports | 5 |
| Banking or investing | 6 |
| Looking for health- and/or wellness-related information | 7 |
| Searching for local events and activities | 8 |
| Watching videos or TV clips | 9 |

NOTE

- **ALL MUST SAY “YES” FOR AT LEAST ONE OF THESE ACTIVITIES**

5. How familiar are you with the Census of the United States? Would you say you...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

- | | |
|--------------------------------------|---|
| Know a lot about the Census | 4 |
| Know a little about the Census | 3 |
| Know almost nothing about the Census | 2 |
| Know nothing about the Census | 1 |

6. Overall, how would you describe your opinion of the Census? Would you say...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

- | | |
|---|---|
| Very favorable | 5 |
| Somewhat favorable | 4 |
| Neutral | 3 |
| Somewhat unfavorable | 2 |
| Very unfavorable | 1 |
| I don't know enough about the Census to have an opinion of it | Y |

7a. If the Census were held today, how likely would you be to participate? By “participate,” I mean fill out and mail in a Census form. (READ LIST. CIRCLE ONE RESPONSE ONLY)

Definitely would participate	5	
Probably would participate	4	
Might or might not participate	3	
Probably would not participate	2	ASK Q.7B
Definitely would not participate	1	ASK Q.7B
(DO NOT READ) Don't Know	Y	

7b. What are the reasons you would not participate? (RECORD ANSWER)

And finally, a few questions about you.

8. (RECORD GENDER FROM VOICE)

Male	1
Female	2

NOTE

- **HALF OF THE RESPONDENTS SHOULD BE FEMALE, AND HALF SHOULD BE MALE**

9a. Please tell me which of the following languages you speak and read fluently.
(READ LIST. CIRCLE ALL THAT APPLY)

English	1
Spanish	2
French	3
German	4
Arabic	5
Cantonese	6
Japanese	7
Korean	8
Mandarin	9
Other	X

NOTE:

- **ALL MUST SAY “YES” FOR “ENGLISH”**
- **IF “YES” FOR “ENGLISH” ONLY OR “ENGLISH” AND LANGUAGES 3-X, SKIP TO Q.10A**
- **IF YES FOR “SPANISH,” CONTINUE TO Q.9B**

9b. Which of the following phrases best describes how you communicate at home?

I always speak in Spanish	1	THANK AND TERMINATE
I speak more Spanish than English	2	THANK AND TERMINATE
I speak Spanish as often as I speak English	3	THANK AND TERMINATE
I speak more English than Spanish	4	
I always speak English	5	

9c. How many hours per week do you watch Spanish-language television?

0-2 hours	1
3-5 hours	2
6-9 hours	3
10 or more hours	4

9d. Do you visit Spanish-language websites on a regular basis?

Yes	1
No	2

9e. Please tell me some of the Spanish-language websites you visit on a regular basis.
(RECORD ANSWERS)

10a. Were you born in the US?

Yes	1	SKIP TO Q.11A
No	2	CONTINUE TO Q.10B

NOTE:

- **ATTEMPT TO RECRUIT 2 OR 3 WHO SAY “NO”**

10b. Which country were you born in? (RECORD ANSWER BELOW)

11a. Do you consider yourself Latino or Hispanic?

Yes	1	CONTINUE TO Q.11B
No	2	SKIP TO Q.11D

NOTE:

- **RECRUIT 2-3 WHO SAY “YES”**

11b. Which do you consider your Latino country of origin?

- Argentina 1
- Bolivia 2
- Chile 3
- Colombia 4
- Costa Rica 5
- Cuba 6
- Dominican Republic 7
- Ecuador 8
- Guatemala 9
- Honduras 10
- Mexico 11
- Nicaragua 12
- Panama 13
- Paraguay 14
- Peru 15
- Puerto Rico 16
- El Salvador 17
- Spain 18
- Uruguay 19
- Venezuela 20
- Other X

THANK AND TERMINATE

NOTE:

- **IF RESPONDENT SAYS “USA,” ASK THE COUNTRY WHERE THEIR LATINO HERITAGE COMES FROM – DO NOT ACCEPT “USA”**
- **RECRUIT A MIX AND PREFERABLY NO MORE THAN ONE PER CATEGORY**

11c. And how long have you been living here in the United States?

- Less than five years 1 SKIP TO Q.12
- Between five and ten years 2 SKIP TO Q.12
- More than ten years 3 SKIP TO Q.12

NOTE:

- **RECRUIT A MIX**

11d. What is your race? Please select one or more. (READ LIST. CIRCLE ALL RESPONSES.)

White	1
Black or African American	2
Asian	3
Native Hawaiian or other Pacific Islander	4
American Indian or Alaska Native	5

NOTE:

- **RECRUIT 8 WHO ARE “WHITE”**
- **RECRUIT 5-6 WHO ARE “BLACK/AFRICAN AMERICAN”**
- **RECRUIT 4-6 WHO ARE “ASIAN” or “NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER”**

ASK Q.11E ONLY IF “ASIAN” AT Q.11D.

ASK Q.11F ONLY IF “NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER” AT Q.11D.

ALL OTHERS, SKIP TO Q.12

11e And what is your specific Asian ethnicity? (READ LIST. CIRCLE ALL RESPONSES)

Cambodian	1
Chinese	2
Indian	3
Japanese	4
Korean	5
Laotian	6
Southeast Asian	7
Thai	8
Vietnamese	9
Other Asian (SPECIFY)	10

11f And what is your specific Pacific Islander ethnicity? (READ LIST. CIRCLE ALL RESPONSES)

Filipino	1
Guamanian	2
Native Hawaiian	3
Samoan	4
Other Pacific Islander (SPECIFY)	5

NOTE:

- **RECRUIT NO MORE THAN ONE PERSON IN EACH OF THE ASIAN OR PACIFIC ISLANDER ETHNIC SUBCATEGORIES IN 11e and 11f.**

12. And which of the following categories best describes your total annual household income? Would you say...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

- | | | |
|---------------------------------|---|---------------------|
| Less than \$20,000 | 1 | THANK AND TERMINATE |
| Between \$20,000 and \$49,999 | 2 | |
| Between \$50,000 and \$74,999 | 3 | |
| Between \$75,000 and \$99,999 | 4 | |
| Between \$100,000 and \$124,999 | 5 | |
| \$125,000 or higher | 6 | |

NOTE:

- **RECRUIT A GOOD MIX OF INCOMES**

13. Are you...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

- | | |
|---------------------------------|---|
| Married / Living with a partner | 1 |
| Single, never married | 2 |
| Divorced / Separated | 3 |
| Widowed | 4 |

NOTE:

- **RECRUIT A MIX**

14. How many children under the age of 18 do you have who are living at home with you? (RECORD EXACT RESPONSE BELOW)

_____ CHILDREN UNDER THE AGE OF 18

NOTE:

- **RECRUIT A MIX OF THOSE WITH AND WITHOUT CHILDREN**

15. What is the highest level of education that you completed? (READ LIST)

Less than high-school graduate	1	THANK AND TERMINATE
High-school graduate	2	
Some college	3	
Two-year college degree	4	
Four-year college degree	5	
Post-graduate work	6	
Post-graduate degree	7	

NOTE:

- **RECRUIT A MIX OF EDUCATION LEVELS**

16. And when was the last time that you participated in a market-research interview or focus group? Would you say...? (READ LIST. CIRCLE ONE RESPONSE ONLY)

Within the past three months	1	THANK AND TERMINATE
Between three and six months ago	2	THANK AND TERMINATE
Between six and twelve months ago	3	CONTINUE
More than a year ago	4	CONTINUE
Never	5	CONTINUE

REFER TO RECRUITMENT NOTES BEFORE PROCEEDING

We are conducting a series of interviews about people's opinions of the Census. We would very much like you to attend one of the sessions, and think that you would find it enjoyable and interesting. The interview will last approximately 45 minutes and you would be compensated \$___ for your time. The interview will be conducted in English and all of your comments will be kept strictly confidential.

The interview will take place on _____ at _____, at our offices located at _____.

If you commit to this appointment it is very important that you attend, as we invite only a very limited number of people.

17. Would you like to attend?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

**IF YOU NEED GLASSES TO READ OR LOOK AT A COMPUTER SCREEN,
PLEASE BRING THEM TO THE SESSION.**

May I please have your full name and home address for our records?

Name: _____

Address: _____

And please could I have your daytime and evening phone numbers so that we can remind you of the appointment?

Daytime number: _____

Evening number: _____

If for any reason you need to cancel, please call me as soon as possible before your session, so that we can invite somebody else. My name is _____ and telephone number is _____.

You may leave me a message at any time. Thanks again for your help.

Recruitment Details

- You are recruiting a total of 21 interviews (6 regular respondents and 1 make-up each day)
- Respondents must represent a very wide variety of age, education, income and ethnicity
 - You are recruiting 8 White/Caucasian respondents, 5-6 Black/African American respondents, 2-3 Latino/Hispanic respondents and 4-6 Asian respondents

Schedule

Day 1 – New York City:

11:00 am – Interview 1
11:45 am – Interview 2
12:30 pm – Interview 3
1:15 pm – Interview 4
2:00 pm – Interview 5
2:45 pm – Interview 6
3:30 pm – Make-up Interview

Day 2 – New York City:

11:00 am – Interview 1
11:45 am – Interview 2
12:30 pm – Interview 3
1:15 pm – Interview 4
2:00 pm – Interview 5
2:45 pm – Interview 6
3:30 pm – Make-up Interview

Day 3 – New York City:

11:00 am – Interview 1
11:45 am – Interview 2
12:30 pm – Interview 3
1:15 pm – Interview 4
2:00 pm – Interview 5
2:45 pm – Interview 6
3:30 pm – Make-up Interview

