

*****DRAFT pending OMB approval*****

2010 Census Monitoring & Tracking Areas of Inquiry:

- Familiarity/understanding of the Census
- Relevance of the Census to self and community
- Attitudes towards the Census
- Motivators towards participation
- Barriers towards participation
- Campaign messaging effectiveness
- Benefits of participating in the Census
- Participation intent
- Exploratory Section (rotated weekly)

SCREENER

S1. What is your gender?

- 1 Male
- 2 Female

S2. What is your age?

- 1** Under 18 years old **TERMINATE**
- 2** 18 - 24 years old
- 3** 25 - 34 years old
- 4** 35 - 39 years old
- 5** 40 - 44 years old
- 6** 45 - 50 years old
- 7** 51 - 55 years old
- 8** 56-64 years old
- 9** 65 years old or older **TERMINATE**

S3. Do you live in the USA most of the time?

- 1 Yes
- 2 No **TERMINATE**
- 98 Don't know **TERMINATE**

S4. What state do you live in?

[Show drop-down menu]

S5. What is the highest grade or year of regular school you completed?

- 1 Less than grade school
- 2 Some high school
- 3 Less than high school graduate
- 4 High school graduate
- 5 Some college
- 6 College graduate

- 7 Postgraduate
- 98 Don't Know **TERMINATE**
- 99 Refuse to answer **TERMINATE**

S6. For last year- 2008- what was the total income of your household BEFORE TAXES?

- 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
- 98 Don't know **TERMINATE**
- 99 Refuse to answer **TERMINATE**

MAIN QUESTIONNAIRE

A. AWARENESS: AIDED AND UNAIDED

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

- 1 Yes
- 2 No
- 98 Don't Know

[If A1=2 OR 98]

A2. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

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

B. PARTICIPATION INTENT [BENCHMARK AND AWARENESS PHASES]

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...?

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- 98 Don't know

B2. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...?

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- 98 Don't know

B3. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important
- 98 Don't know

C. FAMILIARITY

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

- 1 Yes
- 2 No
- 98 Don't Know

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

- 5 Highly favorable
- 4 Moderately favorable
- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable
- 98 Don't know

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

- 4 Very familiar

- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all
- 98 Don't know

C4. People have different ideas about what the Census is used for. Below are some ideas that people have. As you read each one, please indicate yes or no whether you think that the Census is used for that purpose. Is the Census used...?

- 1 Yes
- 2 No
- 98 Don't Know

[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

D. Attitudes

D1 Below are some opinions that some people may have about the Census. As you read each one please indicate if you strongly agree, agree, disagree, or strongly disagree.

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree
- 98 Don't know

[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.

E. Motivators

E1. 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...

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

[ROTATE LIST]

- a. Census counts decide a community's share of \$400 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

F. RELEVANCE TO SELF AND COMMUNITY

F1. Your participation in the Census helps determine funding for a number of programs and services. Below are a list of programs and services. Please rate how 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
- 98 Don't know

[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

G. CAMPAIGN MESSAGES

For each of the following statements, please indicate whether you Strongly Agree, Agree, Disagree or Strongly Disagree.

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

[ROTATE LIST]

When I think of the Census 2010 ad campaign, I think...

- G1. filling out the form is easy and quick
- G2. it is important for everyone to be counted
- G3. the Census form needs to be mailed back
- G4. the form will come in mid-March
- G5. it's just 10 simple questions and takes about 10 minutes
- G6. the Census can have a positive impact on your neighborhood
- G7. the Census provides an opportunity to help create more jobs
- G8. the Census provides an opportunity to secure funding for future generations
- G9. it is your civic responsibility to participate
- G10. let's government know what your community needs
- G11. your answers are confidential
- G12. mailing back the form helps the country move forward
- G13. I can make a difference
- G14. returning the form helps communities get better healthcare, education and job training

H. EXPLORATORY SECTION

- H1. [ROTATED WEEKLY BASED ON CURRENT EVENTS]
- H2. [ROTATED WEEKLY BASED ON CURRENT EVENTS]
- H3. [ROTATED WEEKLY BASED ON CURRENT EVENTS]
- H4. [ROTATED WEEKLY BASED ON CURRENT EVENTS]
- H5. [ROTATED WEEKLY BASED ON CURRENT EVENTS]

I. PSYCHO-GRAPHIC QUESTIONS

- I1. Please tell me if you agree a lot, a little, neither, disagree a little, or disagree a lot with the following statements...
 - 5 Agree a lot
 - 4 Agree a little
 - 2 Disagree a little
 - 1 Disagree a lot
 - 98 Don't Know

[ROTATE LIST]

- 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

J. DEMOGRAPHICS

J1. Including yourself, how many people live in your household?

J2. Do you have children in school who are under 18 living at home with you?

- 1 Yes
- 2 No

J3. What is your marital status?

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married
- 98 Don't Know
- 99 Refuse to answer

J5. Are you Hispanic or Latino?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 Refuse to answer

J6. What is your race?

[ALLOW MULTIPLE RESPONSES]

- 1 White
- 2 Black or African American

- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 American Indian or Alaska Native
- 6 Other
- 98 Don't Know
- 99 Refuse to answer

J7. What language is spoken most often in this household?

- 1 English
- 2 Spanish
- 3 An Asian or Pacific Islander language (e.g., Chinese, Japanese, Tagalog, Vietnamese)
- 4 Other
- 98 Don't Know
- 99 Refuse to answer

J8. Were you born in the United States?

- 1 Yes
- 2 No
- 98 Don't Know
- 99 Refuse to answer

J9. Do you rent or own your house/apartment?

- 1 Rent
- 2 Own
- 3 Other
- 98 Don't Know
- 99 Refuse to answer