

**2010 Census Hispanic Spanish-Language Campaign Pre/Post Survey**  
**2/26/10 FINAL**

**Unless otherwise indicated, the interviewer will not read answer choices aloud and "prefer not to say" is never read**

**INTERVIEWER INSTRUCTIONS:** *If the respondent answers the phone in English, read the introductory paragraph and proceed in ENGLISH. If the respondent answers the phone in Spanish, read the introductory paragraph and proceed in SPANISH.*

Hello, I'm \_\_\_\_\_ of Eastern Research Services, a national research firm. We're talking with people in your area today and would like to ask you a few questions on a confidential basis. At no time will we attempt to sell you anything, nor will your participation result in any calls in the future to sell you anything. Please be assured that all of your answers will be completely ANONYMOUS. Therefore, please try to answer these questions as openly and honestly as possible. (DO NOT PAUSE)

**S. SCREENER**

S1. Gender (record by observation)

- 1 Male
- 2 Female

S2. What is your age?

- 1 Under 18 years old **TERMINATE**
- 2 18 - 24
- 3 25 - 34
- 4 35 - 44
- 5 45 - 54
- 6 55 - 64
- 7 65 or older
- 99 Prefer not to say **DO NOT READ TERMINATE**

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

- 1 Yes
- 2 No **TERMINATE**
- 99 Prefer not to say **DO NOT READ TERMINATE**

S4. What state do you live in?

S5. Please tell me which language you speak at home most of time.  
[If respondent is unsure, say "more than half of the time."]

- |   |                  |
|---|------------------|
| 1 English                               | <b>TERMINATE</b> |
| 2 Spanish                               |                  |
| 3 Some other language                   | <b>TERMINATE</b> |
| 2 English and Spanish about equally     |                  |
| 99 Prefer not to say <b>DO NOT READ</b> | <b>TERMINATE</b> |

S6. About how many hours of Spanish language television or Spanish language radio do you watch or listen to in a typical week? {READ ANSWER CHOICES}

- 1 0 to 3 **TERMINATE**
- 2 4 to 7 **TERMINATE**
- 3 8 to 11
- 2 12 or more
- 99 Prefer not to say **DO NOT READ** **TERMINATE**

S7. Are you Hispanic or Latino?

- 1 Yes
- 2 No **TERMINATE**
- 99 Prefer not to say **DO NOT READ** **TERMINATE**

S8. What is your race? Please select one or more. {READ ANSWER CHOICES}

- 1 White
- 2 Black or African-American
- 3 Asian
- 4 Native Hawaiian or Pacific Islander
- 5 American Indian or Alaska Native
- 6 Other **DO NOT READ**
- 99 Prefer not to say **DO NOT READ**

S9. What is the highest grade or year of regular school you completed? {READ ANSWER CHOICES}

- 1 Did not complete high school
- 2 High school graduate
- 3 Some college
- 4 College graduate
- 5 Post graduate education
- 99 Prefer not to say **DO NOT READ**

S10. For last year - 2009 - what was the total income of your household BEFORE TAXES? {READ ANSWER CHOICES}

- 1 Less than \$25,000
- 2 \$25,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 to less than \$150,000

- 5 \$150,000 or more
- 98 Don't know **DO NOT READ**
- 99 Prefer not to say **DO NOT READ**

## MAIN QUESTIONNAIRE

Now I'd like to ask you some questions your opinions or attitudes.

### A. AWARENESS & PARTICIPATION INTENT

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

- 1 Yes
- 2 No
- 98 Don't know **DO NOT READ**

[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 **DO NOT READ**
- [IF A2 = 2 SKIP TO J5]

[IF A1 = 1 OR A2 = 1]  
A3. Have you seen or heard anything recently—within the last week or so—about the Census?

- 1 Yes
- 2 No
- 98 Don't know **DO NOT READ**

[IF A3 = 1]  
A3a. In general, would you say that what you have seen or heard about the Census, that **is not** advertising, is mostly positive, mostly negative or neither positive nor negative?

- 1 Mostly positive
- 2 Mostly negative

3 Neither positive nor negative  
98 Don't know **DO NOT READ**

[IF A3a = 2]

A3b. Why do you say mostly negative?

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[OPEN-END]

[IF A1 = 1 OR A2 = 1]

A3c. Have you seen or heard **any advertising** recently—within the last week or so—about the Census that was in Spanish? This could include on TV, radio, the Internet, in a magazine or newspaper, or outside of your home (on billboards, trains/subways, phone kiosks, etc.).

1 Yes

2 No

98 Don't know **DO NOT READ**

[IF A3c = 1]

A3d. Where have you seen or heard advertising in Spanish about the Census (accept multiple responses)? {READ ANSWER CHOICES}

1 On television

2 On the radio

3 On the Internet

4 In a magazine

5 In a newspaper

6 Outside of your home (on billboards, trains, subways, phone kiosks, etc.)

98 Don't know **DO NOT READ**

### [RANDOMIZE A3e - A3j]

Now I am going to read you some short descriptions of some advertisements you may have seen or heard on TV, heard on the radio, or seen in magazines or in newspapers. For each description I read, please tell me whether or not you have seen or heard the advertisement.

A3e. Have you seen a newspaper or magazine ad with a photo of a big family, sharing a meal at a huge dining table? The headline says:

“Family members and friends also count.” The ad is about the importance of counting everyone who lives in the same home. Have you seen this ad?

- 1 Yes, I remember seeing it
- 2 No, I don't remember seeing it

A3f. Have you seen a television ad that shows a little girl sitting on the floor of her bedroom, playing with clay? While a voice describes what she is doing, we see she is building a model of a city with the clay. We then see that the city she is building comes to life, with people walking around on sidewalks and parks and cars driving on the streets. Have you seen this TV ad?

- 1 Yes, I remember seeing it.
- 2 No, I don't remember seeing it.

A3g. Have you seen a television ad that shows a young man painting a graffiti covered wall? As a voice describes his actions, we see he is painting a mural that contains portraits of different Latinos from all walks of life, such as a fireman, a teacher and a musician. We then see the people on the mural come to life. For example, the fireman puts out a fire and the musician plays music. Have you seen this TV ad?

- 1 Yes, I remember seeing it.
- 2 No, I don't remember seeing it.

A3h. Have you heard a radio ad with a bachata song that lets you know that the 2010 Census is coming in the mail? Later a voice explains that the 2010 Census form will be arriving in the mail. It also describes the benefits of participating in the 2010 Census. Have you heard this radio ad?

- 1 Yes, I remember hearing it.
- 2 No, I don't remember hearing it.

A3i. Have you heard a radio ad with a ranchera song that asks you to fill out your 2010 Census form so that you and your community will benefit? Later a voice explains that the 2010 Census will be arriving in the mail. Have you heard this ad?

- 1 Yes, I remember hearing it.
- 2 No, I don't remember hearing it.

A3j. Have you seen a newspaper or magazine ad with a picture of a landscape sewn in needlepoint, and with words about the benefits of participating in the 2010 Census? There is also a picture of the 2010 Census form. Have you seen this ad?

- 1 Yes, I remember seeing it.
- 2 No, I don't remember seeing it.

[WAVE TWO ONLY]

M1. Have you received a 2010 Census form?

- 1 Yes
- 2 No
- 98 Don't know **DO NOT READ**

[IF M1 = 1]

M2. Have you completed and mailed in the 2010 Census form?

- 1 Yes
- 2 No
- 98 Don't know **DO NOT READ**

[WAVE ONE: ASK ALL RESPONDENTS; WAVE TWO: ASK ONLY IF NOT ALREADY PARTICIPATED]

A4. How likely are you to participate in the 2010 Census? By participate, I mean fill out and mail in a Census form. Would you say you... {READ ANSWER CHOICES}

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

[IF A4 = 1 OR 2]

A4a. Why are you not likely to participate in the Census?

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[OPEN-END]

A5. How likely are you to recommend participating in the Census to a family member or friend in the near future? Would you say you... {READ ANSWER CHOICES}

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

A6. 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 ANSWER CHOICES}

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

A7. Overall, how would you describe your general feelings about the Census? Do you feel... {READ ANSWER CHOICES}

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



## **C. ATTITUDES**

C1. Now I'm going to read you some opinions that some people may have about the Census. As I read each one please indicate if you strongly agree, agree, disagree, or strongly disagree.

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree
- 97 No opinion
- 98 Don't know **DO NOT READ**

[RANDOMIZE]

- C1\_1. The Census is an invasion of privacy.
- C1\_2. It is important for everyone to be counted in the Census.
- C1\_3. The Census Bureau would never let another government agency see my answers to the Census.
- C1\_4. People's answers to the Census cannot be used against them.
- C1\_5. Taking part in the Census shows I am proud of who I am.
- C1\_6. Filling out the Census form will let the government know what my community needs.
- C1\_7. I just don't see that it matters much if I personally fill out the Census form or not.
- C1\_8. It is a civic responsibility to fill out the Census form.
- C1\_9. The Census Bureau's promise of confidentiality can be trusted.
- C1\_10. I am concerned that the information I provide will be misused.
- C1\_11. I prefer to stay out of sight and not be counted.
- C1\_13. I'll never see results from the Census in my neighborhood.
- C1\_14. It takes too long to fill out the Census information, I don't have time.
- C1\_16. The Census is only for people who speak English.

## **E. MESSAGING**

E1. For each of the following statements, please indicate your level of agreement. When you think of the 2010 Census, how much would you agree or disagree that:

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree
- 98 Don't know **DO NOT READ**

[RANDOMIZE]

- E1\_1. Census counts decide a community's share of \$400 billion in federal funds for schools and other programs.
- E1\_2. The Census determines the number of representatives each state gets in Congress.
- E1\_3. If the Census hasn't received your form, someone will come to your door to follow-up.
- E1\_4. 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.
- E1\_5. Information from the Census helps the government plan for the future improvements to schools, roads, fire and police stations.
- E1\_6. If you don't fill out your Census form, your family and local community might not get their fair share of benefits.
- E1\_7. The Census allows everyone to see what changes have taken place in the number, locations and characteristics of the population in the United States.
- E1\_8. Mailing back the form helps your community move forward.
- E1\_9. The Census is more accurate if everyone participates.
- E1\_10. Filling out the form is quick and easy. It's just 10 simple questions and takes about 10 minutes to complete.
- E1\_11. Mailing back Census forms helps save the government millions in taxpayer dollars that would otherwise go toward following up with those who didn't mail it back.
- E1\_12. Your answers are confidential by law.
- E1\_13. The Census lets the government know what your community needs.



**G. CENSUS TIMING**

G1. Based on all you have seen and heard about the Census, which month and year do you think it takes place?

Month \_\_\_\_\_  
Year \_\_\_\_\_

**J. DEMOGRAPHICS**

J5. Were you born in the United States?

- 1 Yes
- 2 No
- 99 Prefer not to say **DO NOT READ**

**K. COMMENTS**

K1. Thank you for your participation!  
If you have any comments about this survey, please share them with me now:

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[OPEN-END]