

**Round 3 Questionnaire and Cognitive Interviewing Protocol for Census 2010 CICPE
Questionnaire**

(8/14/09)

Messaging Items

INTRODUCTION: Thanks for agreeing to do this interview with me. We will be asking you questions related to the advertisements you saw online about a week ago. We would like you to share your thoughts about the items we are constructing. We are not assessing your responses and attitudes; we are only interested in the clarity and wording of the questions and in your willingness to answer them, not in the answers themselves. You may find that some of the questions we are asking may make you feel uncomfortable and you may choose not to answer any question for any reason. You do not have to reveal any specific information about your own experiences unless you choose to do so. You may stop participating at any time, and there are no consequences for you if you choose to stop. I will tape this interview so that I don't have to take extensive notes. The tape will not be shared with anyone outside the project team and will be destroyed at the end of the project.

/* ASK ITEMS 19a THROUGH 19h ABOUT EACH AD SELECTED FOR THIS RESPONDENT. */

19A. Have you recently seen an advertisement that showed [DESCRIPTION OF ADVERTISEMENT, FOR EXAMPLE: various film and music celebrities filling out their Census form or going to mail it in]?

- 1 YES
- 2 MAYBE, NOT SURE
- 3 NO → [SKIP TO NEXT AD]
- 99 REFUSED → [SKIP TO NEXT AD]

19B. What happens in this ad? (DO NOT READ RESPONSE CATEGORIES AND CODE ALL THAT ARE MENTIONED.)

- 1 SPECIFIC CELEBRITIES MENTIONED
- 2 SPECIFIC SLOGAN OR MESSAGE MENTIONED
- 3 SPECIFIC ACTION MENTIONED (COMPLETING FORM, WALKING TO MAILBOX, ETC.)
- 4 SPECIFIC SONG, LOCATION, OR VISUAL IMAGE MENTIONED
- 5 OTHER SPECIFICS MENTIONED
- 6 NO SPECIFICS MENTIONED, GENERAL COMMENTS ONLY
- 7 OTHER, specify:
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. (IF R DIDN'T MENTION ANYTHING ABOUT CHARACTERS/PEOPLE IN THE AD: ASK) Can you describe to me the people in the ad?

C2. (IF R DIDN'T MENTION ANYTHING ABOUT SETTING IN THE AD: ASK) Do you remember the setting of the ad? Where do you think the people in the ad are?

C3. (IF R DIDN'T MENTION ANYTHING ABOUT MESSAGES/TAGLINES IN THE AD: ASK) do you remember the message, theme, or tagline of the ad?

C4. (IF R DIDN'T MENTION ANYTHING ABOUT ACTION OF THE CHARACTERS IN THE AD: ASK) What do you remember people are doing in the ad?

C5: Anything else you remember from the ad?

C6. If I ask you to describe the ad, what would you say?

]

27B. What do you recall as the most important message of the ad? (RECORD VERBATIM)

[COGNITIVE PROBES:

C1. What were you thinking when you answered this question? Were you thinking of any particular words used in the ad? Were you thinking of the tagline? Were you thinking of the story behind the ad?

]

19E. Tell me how much you agree or disagree with the following statement: This ad is convincing. Would you say you strongly agree, agree, disagree, or strongly disagree?

- 1 STRONGLY AGREE
- 2 AGREE
- 3 DISAGREE
- 4 STRONGLY DISAGREE
- 5 NEITHER AGREE NOR DISAGREE
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. How did you come up with the answer?

C2. What were you thinking of when you say you strongly agree/agree/disagree/strongly disagree with the statement?

C3. What about the ad that made it convincing/not convincing to you?

]

19F. Would you say the ad grabbed your attention?

- 1 YES
- 2 NO
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. Which part of the ad grabbed your attention?

]

19G. Would you say the ad gave you good reasons to mail back your Census form?

- 1 YES
- 2 NO
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. How did you come up with the answer?

C2. What were you thinking of when you say the ad gave you/didn't give you good reasons to mail back your Census form?

]

19H. Did you talk to your friends, family, or other people you know about this ad?

- 1 YES
- 2 NO
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. (IF YES TO 19H:) Who did you talk to you?

C2. What did you say to them about the ad?

C3. What did they say about the ad?

]

/*REPEAT 19A TO 19H FOR ALL FIVE ADS*/

[AFTER ALL ADS WERE DISCUSSED, ASK THE FOLLOWING COGNITIVE PROBES:

C1. Are there any other ads you saw that we haven't talked about?

C2 (IF YES TO C1:) Can you describe to me the ads one by one? What do you remember about each ad?

C3. Among all the ads you've seen, which one impressed you the most? What makes you say that?

C4. The ads you viewed on-line were preliminary and not yet finished. Did you find it hard to understand or remember the ads because they were kind of rough? What was hardest to understand about the ads?]

19I. As I read each of the following statements about the Census 2010 ad campaign, tell me if you strongly agree, agree, disagree, or strongly disagree with them.

19i_a: The Census 2010 ad campaign is about receiving your fair share of over \$400 billion in federal funds for

schools and other programs. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19i_b: [Again, thinking about the Census 2010 ad campaign...]

The campaign is about showing I'm proud of who I am. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19i_c. [Again, thinking about the Census 2010 ad campaign...]

The campaign is about letting your voice be represented in Congress. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19i_d. [Again, thinking about the Census 2010 ad campaign...]

The campaign is about making a difference for you, your family and your community

[Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19i_e. What else do you think the Census 2010 ad campaign is about?

[INTERVIEWER: IF R HAS NO COMMENTS, WRITE 55 IN BOX]

- 77 DON'T KNOW
- 99 REFUSED

19J. As I read each of the following statements about the Census 2010 ad campaign, tell me if you strongly agree, agree, disagree, or strongly disagree with them.

19j_a. When I think of the Census 2010 ad campaign, I think filling out the form is easy and quick. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_b. When I think of the campaign, I think it is important for everyone to be counted

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_c. When I think of the campaign, I think the Census form needs to be mailed back.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_d. When I think of the campaign, I think it's just 10 simple questions and takes about 10 minutes

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_e. When I think of the Census 2010 ad campaign, I think the Census can have a positive impact on your neighborhood. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_f. When I think of the campaign, I think the Census provides an opportunity to help create more jobs.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_g. When I think of the campaign, I think the Census form needs to be mailed back.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_h. When I think of the campaign, I think the Census provides an opportunity to secure funding for future generations

y.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19i_e. What else do you think the Census 2010 ad campaign is about?

[INTERVIEWER: IF R HAS NO COMMENTS, WRITE 55 IN BOX]

77 DON'T KNOW

99 REFUSED

19J. As I read each of the following statements about the Census 2010 ad campaign, tell me if you strongly agree, agree, disagree, or strongly disagree with them.

19j_a. When I think of the Census 2010 ad campaign, I think filling out the form is easy and quick. [Do you...]

1 Strongly agree

2 Agree

3 Disagree

4 Strongly Disagree

5 NEITHER AGREE NOR DISAGREE/NEUTRAL

77 DON'T KNOW

99 REFUSED

19j_b. When I think of the campaign, I think it is important for everyone to be counted

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_c. When I think of the campaign, I think the Census form needs to be mailed back.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_d. When I think of the campaign, I think the form will come in mid-March.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_e. When I think of the Census 2010 ad campaign, I think it's just 10 simple questions and takes about 10 minutes. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_f. When I think of the campaign, I think the Census can have a positive impact on your neighborhood.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_g. When I think of the campaign, the Census provides an opportunity to help create more jobs.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_h. When I think of the campaign, I think the Census provides an opportunity to secure funding for future generations.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_i. When I think of the Census 2010 ad campaign, I think it is my civic responsibility to participate. [Do you...]

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_j. When I think of the campaign, I think the Census lets government know what my community needs.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_k. When I think of the campaign, I think my answers are confidential.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_l. When I think of the campaign, I think mailing back the form helps the country move forward.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_m. When I think of the campaign, I think I can make a difference.

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19j_n. When I think of the campaign, I think returning the form helps communities get better healthcare, education and job training.

- 1 Strongly agree
- 2 Agree
- 3 Disagree

- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19K. For the next series of questions, please tell me whether you agree or disagree with each statement. As I read each one, tell me if you strongly agree, agree, disagree, or strongly disagree with each of the statements:

19K_1. I'd show my support for the Census by wearing a Census button or t-shirt. Would you say you:

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

19K_2. The Census 2010 ad campaign is meant for people just like me. Would you say you:

- 1 Strongly agree
- 2 Agree
- 3 Disagree
- 4 Strongly Disagree
- 5 NEITHER AGREE NOR DISAGREE/NEUTRAL
- 77 DON'T KNOW
- 99 REFUSED

[COGNITIVE PROBES:

C1. Do you find any of these statements confusing or unclear? Is there something else you think of when you think of the campaign?

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GENERAL MEDIA USE

Now I have a few questions about how you spend your time in a typical seven day week.

28A. How many hours per **week** do you usually spend working for pay?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
- 2 ONE TO NINETEEN HOURS
- 3 TWENTY TO THIRTY-NINE HOURS
- 4 FORTY AND MORE HOURS

77 DON'T KNOW

99 REFUSED

28B. During a **typical day**, about how many hours do you usually spend watching television, including hours when you are doing something else at the same time?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

1 NONE

2 LESS THAN THREE HOURS

3 THREE HOURS OR MORE

77 DON'T KNOW

99 REFUSED

29. During a **typical 7 day week**, how many hours do you usually spend listening to the radio, either at home, in your car, through the internet, or elsewhere?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 ONE TO NINETEEN HOURS
3 TWENTY OR MORE HOURS
77 DON'T KNOW
99 REFUSED

30. About how many hours in a **typical 7 day week** do you usually spend reading newspapers or magazines?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 ONE TO TWO HOURS
3 THREE OR MORE HOURS
77 DON'T KNOW
99 REFUSED

31. About how many hours in a **typical 7 day week** do you spend using social networking tools such as instant messaging, Facebook or Myspace?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 ONE TO TWENTY HOURS
3 MORE THAN TWENTY HOURS
77 DON'T KNOW
99 REFUSED

32. About how many hours in a **typical 7 day week** do you spend on the Internet doing other things such as checking email, looking for information, shopping or reading, writing or commenting on blogs?

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 ONE TO TWENTY HOURS
3 MORE THAN TWENTY HOURS
77 DON'T KNOW
99 REFUSED

- 32B In a **typical week**, do you spend any time reading newspapers or newsletters produced locally by an ethnic or religious group?

- 1 YES
2 NO
77 DON'T KNOW
99 REFUSED

DEMOGRAPHICS

I just have a few questions left about you and your household.

33. Which of the following best describes your age?

- 1 18 to 29
2 30 to 44
3 45 to 64
4 65 or older
77 DON'T KNOW
99 REFUSED

34. How long have you lived at your current address?

READ LIST IF NECESSARY. RECORD ONE ANSWER.

- 1 Less than 1 year
- 2 1-3 years
- 3 4-7 years
- 4 8-10 years
- 5 More than 10 years but not whole life
- 6 All of my life
- 77 DON'T KNOW
- 99 REFUSED

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

- 1 Less than high school
- 2 Some high school, no diploma
- 3 High school diploma
- 4 Some college, no diploma
- 5 College degree
- 6 Graduate or professional studies after college
- 77 DON'T KNOW
- 99 REFUSED

37. Were you born in the United States?

- 1 YES
- 2 NO
- 77 DON'T KNOW
- 99 REFUSED

38. What is your marital status?

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married
- 77 DON'T KNOW
- 99 REFUSED

39. Do you rent or own your home?

- 1 RENT
- 2 OWN
- 3 OTHER
- 77 DON'T KNOW
- 99 REFUSED

END. Those are all of the questions I have for you today. Thank you very much for speaking with me.