

The Census Bureau plans to conduct research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). Cognitive interviews will be conducted to evaluate the Spanish translation of the Computer Assisted Telephone Interview/Computer Assisted Personal Interview (CATI/CAPI) instrument of the American Community Survey (ACS).

The research will have several aims:

- to examine how Spanish speakers understand and respond to specific questions of the ACS;
- to identify and document problems associated with the translations of specific terms and concepts contained in the CATI/CAPI instrument of the ACS;
- to identify potential alternative translations for the problematic terms and concepts; and
- to test newly-identified terminology.

The cognitive interview results will identify possible revisions to the Spanish translation of the CATI/CAPI instrument of the ACS, and will provide improved translations of the survey questions.

From February 2010 through the end of August 2010, 120 cognitive interviews will be conducted by a contractor. Of the 120 interviews, 20 will be in English. The interviews will be conducted in four phases, each with a different set of ACS questions to test. This request seeks approval for Phases I and II, which will be conducted in two rounds. We will submit a separate letter for Phases III and IV. We will be targeting monolingual Spanish speakers in our recruiting efforts. Respondents will be from a variety of educational level backgrounds and Hispanic origins, and will vary by the amount of time they have lived in the United States, by age and by gender.

Respondents will be recruited through flyers, newspaper advertisements, and through the contractors' ties to local Hispanic communities in Chicago, IL, Raleigh/Durham, NC, Hollywood, FL, Las Colonias/Houston, TX, Cambridge/Hampden, MA, and Puerto Rico. Interviews will be conducted at the offices of community organizations used to recruit respondents, at local public facilities or locations convenient to interviewees. Participants will receive \$40 for their participation in this research.

Interviews will be conducted using the concurrent think-aloud method. Interviews will be audio-taped, with participants' permission, to facilitate analysis of the results. Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by employees involved in the research project.

A copy of the English version of the CATI/CAPI questionnaire and a copy of the English protocol used to conduct the interviews are attached.

We estimate that these interviews will take approximately one hour. Thus, the maximum burden for this research is 120 hours.

The contact person for questions regarding data collection and statistical aspects of the design of this research is listed below:

Herman Alvarado
American Community Survey Office

U.S. Census Bureau
4600 Silver Hill Road
Washington, D.C. 20233
(301) 763-5490
Herman.A.Alvarado@census.gov