

**Round 2 Cognitive Interviewing Protocol for Census 2010 CICCE Questionnaire  
(REVISED 4/5/09)**

**SCREENER AND WAVE 1 QUESTIONNAIRE  
PATH 1**

**>>marked up with recommendations for how to revise questionnaires based on Rd 2  
feedback. No randomization of items. (4/17/09)**

**INTRODUCTION:** Thanks for agreeing to do this interview with me. We will be asking you questions related to media use. 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.

Shall we start?

**SCREENER**

S1. QUESTION OMITTED.

S2. How many adults currently live in your household?  
\_\_\_\_\_ Number of people

**/\*SKIP INSTRUCTION: if S2=1, SKIP TO S9. ELSE, ASK S3.\*/**

S3. Are you one of the main people who usually opens the mail for this household?

1. Yes
  2. No (ASK S4)
- SKIP TO S9

**[COGNITIVE PROBES:**

C1. Please tell me more about who brings in, opens, and handles the mail in your household.

]

S4. These next questions are about the person who usually handles the mail. Is that person male or female?

- 1 Male
- 2 Female

S5. Is (he/she) of Hispanic, Latino or Spanish origin?

1. Yes (Ask S5A)
2. No (SKIP TO S6)

S5a. Is (he/she)...

- 1 Mexican, Mexican American, Chicano;
- 2 Puerto Rican;
- 3 Cuban; or
- 4 or of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on? (ASK S5B)
- 5 DO NOT READ: HISPANIC ORIGIN NOT SPECIFIED
- SKIP TO S6

S5b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)

---

S6. Please choose one or more of the following races that this person considers him/herself to be? (CODE ALL THAT APPLY)

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or other Pacific Islander
5. American Indian or Alaska Native
6. DO NOT READ: OTHER

**/\*SKIP INSTRUCTION: IF S6=1 OR 2, SKIP TO INSTRUCTION BEFORE S7. ELSE SKIP TO INSTRUCTIONS ABOVE S6A.\*!**

**/\*SKIP INSTRUCTION: IF S6=3 THEN ASK S6A. ELSE SKIP TO INSTRUCTION ABOVE S6B\*!**

S6a. Is (he/she)...

- 1 Asian Indian
- 2 Chinese
- 3 Filipino
- 4 Japanese
- 5 Korean
- 6 Vietnamese
- 7 Or another Asian group, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on? (ASK S6A1)

**/\*SKIP INSTRUCTION: IS S6A=7 ASK S6A1. ELSE SKIP TO INSTRUCTION ABOVE S6B\*!**

S6A1. What is the other Asian group? (For example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on)

---

**/\*SKIP INSTRUCTION: IF S6=4, THEN ASK S6B. ELSE SKIP TO INSTRUCTION ABOVE S6C.\*!**

S6b. Is (he/she) ...

- 1 Native Hawaiian
- 2 Guamanian or Chamorro
- 3 Samoan
- 4 Or another Pacific Island group, for example, Fijian, Tongan, and so on (ASK S6B1)

**/\*SKIP INSTRUCTION: IF S6B=4 THEN ASK S6B1. ELSE SKIP TO INSTRUCTION ABOVE S6C.\*!**

s6b1. What is that other Pacific Islander group? (For example, Fijian, Tongan, and so on)

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**/\*SKIP INSTRUCTION: IF S6=5 ASK S6C. ELSE SKIP TO INSTRUCTION ABOVE S6D\*/**  
S6C. What is his/her enrolled or principal tribe?

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**/\*SKIP INSTRUCTION: IF S6=6 ASK S6D. ELSE SKIP TO INSTRUCTION ABOVE S7\*/**  
S6D. What is his/her other race group?

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**SKIP TO WAVE 1 QUESTIONNAIRE STARTING AT Q1.**

S9. CODE RESPONDENT SEX.

ASK IF NEEDED: I am required to ask if you are male or female.

- 1 Male
- 2 Female

S10. Are you of Hispanic, Spanish or Latino origin?

1. Yes (ASK S10A)
2. No (ASK S11)

S10a. Are you...

- 1 Mexican, Mexican American, Chicano;
- 2 Puerto Rican;
- 3 Cuban; or
- 4 of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on? (ASK S10B)
- 5 DO NOT READ: HISPANIC ORIGIN NOT SPECIFIED  
SKIP TO S11

S10b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)

---

S11. Please choose one or more of the following races that you consider yourself to be. (CODE ALL THAT APPLY)

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

**/\*SKIP INSTRUCTION: IF S11=1 OR 2, THEN ASK Q1. ELSE SKIP TO INSTRUCTION ABOVE S11A\*/**

**/\*SKIP INSTRUCTION: IF S11=3 THEN ASK S11A. ELSE SKIP TO INSTRUCTION ABOVE S11B\*/**

S11a. Are you ...

- 1 Asian Indian
- 2 Chinese
- 3 Filipino
- 4 Japanese
- 5 Korean
- 6 Vietnamese
- 7 Or another Asian group, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on?

**/\*SKIP INSTRUCTION: IS S11A=7 ASK S11A1. ELSE SKIP TO INSTRUCTION ABOVE S11B\*/**

S11A1. What is the other Asian group? (For example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on)

---

**/\*SKIP INSTRUCTION: IF S11=4, THEN ASK S11B. ELSE SKIP TO INSTRUCTION ABOVE S11C.\*/**

S11b. Are you...

- 1 Native Hawaiian
- 2 Guamanian or Chamorro
- 3 Samoan
- 4 Or another Pacific Island group, for example, Fijian, Tongan, and so on (ASK S11B1)

**/\*SKIP INSTRUCTION: IF S11B=4 THEN ASK S11B1. ELSE SKIP TO INSTRUCTION ABOVE S11C.\*/**

s11b1. What is that other Pacific Islander group? (For example, Fijian, Tongan, and so on)

---

**/\*SKIP INSTRUCTION: IF S11=5 ASK S11C. ELSE SKIP TO INSTRUCTION ABOVE S11D\*/**

S11C. What is your enrolled or principal tribe?

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**/\*SKIP INSTRUCTION: IF S11=6 ASK S11D. ELSE SKIP TO Q1\*/**

S11D. What is your other race group?

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**WAVE 1 QUESTIONNAIRE (estimated fielding date: Summer/Fall 2009)**

1. I am going to read you a list of activities. Please tell me whether or not you participated in the activity in the last 12 months. [IF NEEDED: by participation, I mean attending meetings or working at sponsored events.]

2. How often did you participate in this type of activity in the past year?

1a. In the last 12 months —that is since [MONTH] of last year —have you attended any meetings or events of a school group, neighborhood, or community association such as PTA or neighborhood watch group?

- 1 YES → ask Q2
- 2 NO

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 Several times a month
- 5 Once a week
- 6 never

1b. How about a community service organization such as a food pantry or a tutoring program?

- 1 YES → ask Q2
- 2 NO

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 Several times a month
- 5 Once a week
- 6 never

1c. In the last 12 months have you attended services or any other events at a church, synagogue, mosque or other religious institution or organization?

- 1 YES → ask Q2
- 2 NO

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 Several times a month
- 5 Once a week
- 6 never

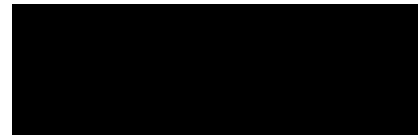
1d. Is there any other type of activity that you have attended meetings for or worked at sponsored events for that I have not mentioned?

- 1 YES → ask Q2
- 2 NO

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 Several times a month
- 5 Once a week
- 6 never

1e. Have you given blood in a blood drive in the last 12 months?

- 1 YES
- 2 NO



From Rupa: consider combining into one frequency question for all e of these options. Also make clear that volunteering does count.

3. Would you say that you vote in elections always, almost always, usually, seldom or never?

- 5 ALWAYS
- 4 ALMOST ALWAYS
- 3 USUALLY
- 2 SELDOM
- 1 NEVER
- 6 DO NOT READ: R NOT ELIGIBLE TO VOTE.

READ LIST.

RECORD ONE ANSWER FOR EACH ITEM.

I'm going to read you two statements that people might make about where they live.	Strongly agree	Agree	Disagree	Strongly disagree	[DO NOT READ] NEITHER / NO OPINION
3a. The first <b>statement</b> is, "I know many of my neighbors" Do you strongly agree, agree, disagree or strongly disagree with this statement?	4	3	2	1	97
3b. The next statement is, "If I had to move away from my neighborhood, I would miss it." [IF NEEDED: Would you say you strongly agree, agree, disagree or strongly disagree with this statement?]		3	2	1	97

4. Next I would like to ask you about three government programs.

4A. (Have you ever heard of ) The Medicare Part D prescription drug benefit?

1 YES

2 NO

4B. (Have you ever heard of ) The No Child Left Behind Act?

1 YES

2 NO

4C. (Have you ever heard of ) The Census?

1 YES (SKIP TO INSTRUCTION ABOVE Q6)

2 NO

**[COGNITIVE PROBES:**

C1. What do you know about each of these programs? Please tell me what you can about each of them.

]

5. 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

**/\*SKIP INSTRUCTION: IF Q4A=1, ASK Q6. ELSE, SKIP TO INSTRUCTION ABOVE Q7.\*/**

6. Have you heard or seen anything recently about the Medicare part D prescription drug benefit?

1 YES

2 NO

**/\*SKIP INSTRUCTION: IF Q4B=1, ASK Q7. ELSE, SKIP TO INSTRUCTION ABOVE Q8.\*/**

7. Have you heard or seen anything recently about the No Child Left Behind Act?

1 YES

2 NO

**/\*SKIP INSTRUCTION: IF Q4C=1 OR Q5=1, ASK Q8. ELSE, SKIP TO Q9.\*/**

8. Have you heard or seen anything recently about Census 2010?

- 1 YES
- 2 NO

**[COGNITIVE PROBES:**

C1. What do you recall having heard or seen about these programs?

C2. How would you define "recently?"

]

**/\*SKIP INSTRUCTION: IF Q5=2 AND Q8=2 THEN SKIP TO Q25\*/**

9. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

- 5 Definitely would
- 4 Probably would
- 3 Might or might not
- 2 Probably would not
- 1 Definitely would not

**[COGNITIVE PROBES:**

C1. Can you talk more how you arrived at this answer? What were you thinking of?

C2. What other factor(s) did you consider while answering this question?

]

10. What about most of your friends and neighbors? If the Census were held today, how likely do you think they would be to participate? By participate, we mean fill out and mail in a Census form. Would you say they ...?

- 5 Definitely would
- 4 Probably would
- 3 Might or might not
- 2 Probably would not
- 1 Definitely would not

**[COGNITIVE PROBES:**

C1. How did you come up with your answer about whether or not your friends and neighbors might participate?

C2. Who were you thinking of when you came up with your answer?

C3. (IF NECESSARY) Were you thinking about a specific individual when you answered this question? Or were you thinking about a type of people?

]

11. 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

**/\*SKIP INSTRUCTION: IF QS2=1 THEN SKIP TO Q12\*/**

11a. Is there someone else in your household who disagrees with you about whether or not your household should complete and return a census form?

- 1 YES
- 2 NO

**[COGNITIVE PROBES:**

C1. Tell me more about how you came up with your answer. Who did you consider, and how much do you know about whether or not that person would want to participate in the Census?]

12. 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

12A. How sure are you that you are [insert response from 12 here] about the census? Would you say very sure, somewhat sure, somewhat unsure, very unsure.

- 1 VERY SURE
- 2 SOMEWHAT SURE
- 3 SOMEWHAT UNSURE
- 4 VERY UNSURE

13. 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

14. So far as you know, does the law require you to answer the census questions?

- 1 YES
- 2 NO

15. People have different ideas about what the Census is used for. I am going to read some of them to you. As I read each one, please tell me by indicating yes or no whether you think that the Census is used for that purpose. Is the Census used...?

	YES	NO
a. To decide how much money communities will get from the government?	1	2
b. To decide how many representatives each state will have in Congress?	1	2
c. To count both citizens and non-citizens.	1	2
d. To determine property taxes?	1	2
e. To help the police and FBI keep track of people who break the law?	1	2
f. To help businesses and governments plan for the future?	1	2
g. To locate people living in the country illegally?	1	2

16. Next, I'm going to read some opinions about the Census. As I read each one, tell me if you strongly agree, agree, disagree, or strongly disagree with each of the statements:

Strongly agree    Agree    Disagree    Strongly disagree    DO NOT READ: NEITHER AGREE NOR DISAGREE /DON'T KNOW

16A. Filling out the Census will let the government know what my community needs.

4                    3                    2                    1                    97

16B. The Census is an invasion of privacy.

4                    3                    2                    1                    97

16C. The Census Bureau's promise of confidentiality can be trusted.

4                    3                    2                    1                    97

16D I am concerned that the information I provide will be misused.

4                    3                    2                    1                    97

16E. Taking part in the Census shows I am proud of who I am.

4                    3                    2                    1                    97

16F. My answers to the Census could be used against me.

4                    3                    2                    1                    97

16G. Answering and sending back the Census matters for my family and community.

4                    3                    2                    1                    97

16H. The government already has my personal information, like my tax returns, so I don't need to fill

4                    3                    2                    1                    97

out a Census form.

16I. I just don't see that it matters much if I personally fill out the Census form or not. 4 3 2 1 97

16J. It takes too long to fill out the Census information, I don't have time. 4 3 2 1 97

**[COGNITIVE PROBES:**

C1. Please think about the questions I just asked you. Do you think each statement is clear?

C2. Thinking about how you feel about the Census. Are all of your feelings described in one of these statements? If not, what feelings do you have about the Census that do not appear on the list?

]

Voting is another way that many people living in the U.S. can participate in American society and how it operates. These next questions are about the election in November, 2008 and what you may have heard or seen about it. I'm interested in information about the importance of voting in that election, not so much about specific candidates.

First I will ask you about advertisements you might have heard or seen in the media, then I'll ask about other stories or features you might have heard or seen. After that, I'll ask you about places in your community you might have heard or seen something about voting in the November election.

**PAID MEDIA CENSUS EXPOSURE (17 to 19H)**

Let us start with advertisements you might have heard or seen in the media.

17. Have you heard or seen advertisements ~~or public service announcements~~ about voting in the November election..

a. on television YES NO

**[COGNITIVE PROBES:**

C1. Would you repeat this question back to me in your own words?

C2. Is there another way to ask about this question that you may find easier to answer?

]

**[CONTINUE QUESTION 17.** Have you heard or seen advertisements ~~or public service announcements~~ about voting in the November election..]

b. on the radio YES NO

c. in magazines YES NO

d. in newspapers YES NO

e. on the Internet YES NO

f. in other places such as coffee cups, billboards or park benches YES NO

**[IF YES TO AT LEAST ONE MEDIUM IN 17A-F:]**

18\_alt1. Thinking about all of the advertisements and public service announcements you heard or saw about voting during October, 2008, how many different times would you say you saw or heard something?

- 1 once or twice
- 2 three to five times
- 3 six to 10 times
- 4 eleven or more

>>Should we increase the ranges or reduce the time period?

**[COGNITIVE PROBES:**

C1. How difficult was it for you to answer these questions? Would you say very difficult, somewhat difficult, or not difficult at all?

C2. Can you talk more about the commercials or public service announcements you saw or heard about voting in the November election?

C3. [if yes to 17e or 17f] Tell me more about the advertisements you saw on the internet or in outdoor advertising about voting in the November election.

C4. Do you remember seeing things on the billboards or other places (not the Internet) that weren't advertisements?

]

**<PAID MEDIA MESSAGING>**

19A. Did you see an advertisement that showed various film and music celebrities going to the polls to cast their ballot?

- 1 YES
- 2 MAYBE, NOT SURE
- 3 NO [SKIP TO NEXT SECTION]
- 9 REFUSED [SKIP TO NEXT SECTION]

19B. What happens in this ad (DO NOT READ RESPONSE CATEGORIES AND CODE ONE ONLY.)?

Record verbatim: \_\_\_\_\_

19C. During the month before the election, how often did you see this advertisement? Would you say...

- 1 OFTEN
- 2 SOMETIMES
- 3 RARELY

4 NEVER

19D. Where did you see this ad?

*Record verbatim* \_\_\_\_\_ -

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

1 STRONGLY AGREE

2 AGREE

3 DISAGREE

4 STRONGLY DISAGREE

5 DO NOT READ: NEITHER AGREE NOR DISAGREE

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

1 YES

2 NO

19G. Would you say the ad gave you good reasons to vote in the November election?

1 YES

2 NO

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

1 YES

2 NO

#### **EARNED MEDIA CENSUS EXPOSURE (23-24)**

**These next questions are about stories or features in newspapers, magazines, television, radio or internet you may have heard or seen about the importance of voting in the November election.**

23. Have you heard or seen anything about the voting in the November election...

a. in a newspaper or magazine article? YES NO

b. on television or radio? YES NO

c. on the internet? YES NO

[IF YES TO 23C, ASK 23d-f: On the internet, did you hear or see anything about voting in the November election on...

d. Internet blogs YES NO

e. Social networking sites (e.g., Facebook, Myspace) YES NO

f. Regular web sites YES NO

[if yes to at least one medium in 23A-C:]

24\_alt1. Thinking about all of the places you heard or saw stories or features about voting in the November election during October, 2008, how many different times would you say you heard or saw something?

- 1 once or twice
- 2 three to five times
- 3 six to 10 times
- 4 eleven times or more

**[COGNITIVE PROBES:**

C1. Please tell me more about the stories or features that you heard or saw about voting in the November election. [PROBE ABOUT EACH MEDIUM SEPARATELY.]

]

**PARTNERSHIP MESSAGING (20-22F)**

**These next questions are about places in your community you may have heard or seen something about voting in the November election.**

20. Have you heard or seen anything about the voting in the November election...
- a. in a meeting of a religious group?            YES    NO
  - b. at an activity of a community organization?        YES    NO
  - c. at a meeting or gathering held by a state, local or tribal government?    YES    NO
  - d. at a speech made by a local leader?            YES    NO
  - e. at a local event like a festival or fair            YES    NO
  - f. on a sign, poster or meeting exhibit?            YES    NO
  - g. in a paystub or utility bill insert?            YES    NO
  - h. how about in conversations with friends, family, or other people that you know, for example at home, at work, or at the barbershop?    YES    NO

>>CONSIDER HOW WE COULD SEPARATE OUT H FROM THE REST OF THIS SERIES SO THAT H DOESN'T DOMINATE THE OTHER PARTNERSHIP ACTIVITIES.

[IF YES TO AT LEAST ONE MEDIUM IN 20, ASK 21. ELSE SKIP TO COGNITIVE PROBES:]

21\_alt1. Thinking about all of the places in your community you heard or saw something about voting in the November election during October, 2008, how many different times would you say you heard or saw something?

- 1 once or twice
- 2 three to five times
- 3 six to 10 times
- 4 eleven times or more

21\_alt2. During October, 2008, how many different times would you say you saw someone with a personal item about voting in the November election -- like a baseball cap, bumper sticker or pen?

- 0 none
- 1 once or twice
- 2 three to five times

- 3 six to ten times
- 4 eleven times or more

**[COGNITIVE PROBES:**

C1. How did you come to your answer estimating the number of times you heard or saw something about voting in the election in the month of October from the list of sources we just mentioned?

C2. Can you describe the meetings/activities/local events from which you heard/saw about voting in the November election?

C3. (SHOW CARD) Let's go through the list I asked about. Can you give me an example of each item on the list, whether or not you have been to one or seen one recently?

C4. (IF YES TO 20F) Can you describe to me the signs/posters/conference exhibits/ billboards that you saw or heard about voting in the November election?

C5. (IF YES TO 20F) Can you say more about what exactly you heard/saw about voting in the November election from signs/posters/exhibits?

C6. In the month before the election, about how many times do you think you heard or saw something about voting in one of those places?

C7. (IF ALREADY ASKED ABOUT PAID MEDIA SECTION: )Earlier, I asked you about advertisements you might have seen on billboards or in other outdoor advertising such as coffee cups or statues. Are you remembering some other kind of materials here, or are these the same as the ones you told me about earlier?

]

**/\*SKIP INSTRUCTION: IF R TALKED WITH SOMEONE IN THE COMMUNITY (q20h=yes ), ASK q22a. ELSE, GO TO NEXT SKIP INSTRUCTION.\*!**

**/\*SKIP INSTRUCTION: IF R REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE CATEGORY (20a through 20g eq yes), ASK Q22. ELSE, SKIP TO Q22D.\*!**

22. Have you spoken to or heard someone in your community talk about voting in the November election?

1 YES (ASK 22A)

2 NO

IF NOT YES, SKIP TO Q22D.

22A. Who in your community have you heard talk about voting in the November election? DO NOT READ CATEGORIES EXCEPT TO PROBE.

RECORD VERBATIM: \_\_\_\_\_

THEN CODE ALL THAT APPLY.

1 GOVERNMENT OFFICIAL

2 RELIGIOUS LEADER

- 3 SOMEONE FROM MY UNION OR WORKPLACE
- 4 SOMEONE FROM A COMMUNITY ORGANIZATION
- 5 A FRIEND, RELATIVE OR NEIGHBOR
- 6 OTHER
- 7 DON'T RECALL/DIDN'T KNOW THEM

[COGNITIVE PROBES:

C1. What messages did you hear in your community about voting in the November election?  
RECORD VERBATIM:

---

]

22B. Would you say the messages you've heard in your community about voting in the November election changed some of what **you** believe about the importance of voting?

- 1 YES
- 2 NO

22B1. Would you say the messages in your community about voting in the November election changed some of what **your friends and family** believe about the importance of voting?

- 1 YES
- 2 NO

22C. Would you say the messages you've heard in your community about voting gave **you** good reasons to cast your vote in the November election?

- 1 YES
- 2 NO

[COGNITIVE PROBES:

C1. What do you think the word "community" referred to in the questions? Can you tell me what "community" means in your own words?

]

**CENSUS IN SCHOOLS EXPOSURE**

22D. Do you have children in your household who attend Kindergarten through 12<sup>th</sup> grade in public, private or tribal school?

- 1. YES (ASK 21E)
- 2. NO (ASK 22a)

22E. Did the student(s) tell you anything about voting in the November election?

- 1. YES
- 2. NO

22F. Did the student (s) show you printed materials or information about voting in the November election?

- 1. YES
- 2. NO

22F\_ALT1. Thinking about all of the ways the students told you or showed you something about voting in the November election during October, 2008, how many different times would you say they told you or showed you something?

- 0 none
- 1 once or twice
- 2 three to five times
- 3 six to 10 times
- 4 eleven times or more

**[COGNITIVE PROBES:**

C1. Please repeat the last question in your own words.

C2. What did the student(s) tell you or show you about voting in the November election?

]

**24A. Did you hear or see anything about voting in advertisements for poll workers for the November election?**

- 1. YES
- 2. NO

24D. How about anywhere else? Did you hear or see a lot about voting in the November election, a little about voting, or nothing about voting on anything else?

SPECIFY: \_\_\_\_\_

**SUMMARY OF EXPOSURE TO ALL SOURCES**

24F\_alt: Thinking about all the possible sources we have just talked about where you have heard or seen about something about voting in the November election, how many different times would you say you saw or heard something during the month of October 2008?

- 1 once or twice
- 2 three to five times
- 3 six to 10 times
- 4 eleven or more

**[COGNITIVE PROBES:**

C1. Where would you say you got most of your information about voting in the November election?

Make this a regular questionnaire question (no longer a probe)C2. Were there any specific groups, people, or sources of information that you relied on the most to learn about voting in the November election? What were these sources?

]



**GENERAL MEDIA USE**

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

25. 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
- 3 TWENTY TO THIRTY-NINE
- 4 FORTY AND MORE

26. During a typical 7-day week, 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 ONE TO NINETEEN
- 3 TWENTY OR MORE

>>convert to hours?

**[COGNITIVE PROBES:**

C1. How did you arrive at your answer?

C1a. What are you including in that number? How about Cable TV, satellite TV, shows you download, DVDs you watch, or other things you watch on a TV or other screens?

C2. Was it easy or difficult to come up with that answer?

C3. How confident are you with your answer?

27. During a typical 7-day week, how many hours do you usually spend listening to the radio, 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
- 3 TWENTY OR MORE

**[COGNITIVE PROBES:**

C1. How did you arrive at your answer?

C2. Was it easy or difficult to come up with that answer?

C3. How confident are you with your answer?

]

28. 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
- 3 THREE OR MORE

**[COGNITIVE PROBES:**

C1. How did you arrive at your answer?

C1a. Did you include any online reading that you did?

C2. Was it easy or difficult to come up with that answer?

C3. How confident are you with your answer?

]

29. 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
- 3 MORE THAN TWENTY

**[COGNITIVE PROBES:**

C1. How did you arrive at your answer?

C2. Was it easy or difficult to come up with that answer?

C3. How confident are you with your answer?

]

30. 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
- 3 MORE THAN TWENTY

**[COGNITIVE PROBES:**

C1. How did you arrive at your answer?

C2. Was it easy or difficult to come up with that answer?

C3. How confident are you with your answer?

C4. This card lists all of the activities I just asked you about. Please tell me which answers you are pretty sure about, and which answers you are less sure about.

]

Potential drop. 31. Do you regularly read newspapers or magazines or watch television that is produced locally for members of your neighborhood or for a local ethnic or religious community that you belong to?

1 YES

2 NO

**[COGNITIVE PROBES:**

C1. What kind of things do you think would count for this question? Do you read a neighborhood newspaper? Do you watch any public TV?

]

**DEMOGRAPHICS**

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

32. Which of the following best describes your age?

1 18 to 29

2 30 to 44

3 45 to 64

4 65 or older

33. How long have you lived at your 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

34. 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

35. In the past six months, have you attended a class in an adult education program, including one in a college or university?

- 1 YES
- 2 NO

**[COGNITIVE PROBES:**

C1. What kinds of classes would you count for this question? How about an art and crafts class or an exercise class, or sports class?

]

36. Were you born in the United States?

- 1 YES
- 2 NO

37. What is your marital status?

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married

38. Do you rent or own your home?

- 1 RENT
- 2 OWN
- 3 OTHER

39. What language is usually spoken in this household?

- 0 ENGLISH
- 1 ARABIC
- 2 CANTONESE
- 3 FRENCH CREOLE
- 4 HINDI
- 5 JAPANESE
- 6 KHMER
- 7 KOREAN
- 8 MANDARIN
- 9 POLISH
- 10 RUSSIAN
- 11 SPANISH
- 12 TAGALOG
- 13 VIETNAMESE
- 14 OTHER (*SPECIFY*)

40. I am going to read you a list of income categories. Please stop me when I reach the category that best describes the combined annual income of all members of this household in the last calendar year, including wages or salary, pensions, interest or dividends, and all other sources before taxes and other deductions?

1. Less than \$25,000
2. \$25,000 to \$59,999
3. \$60,000 to \$119,999
4. \$120,000 or more

**[COGNITIVE PROBES:**

C1. Did you count the income of everyone who lived in your household in 2008>

C2. How certain are you of your answer? Would you say very certain, somewhat certain, or not certain at all?

]

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