# Census 2010 CICCE Questionnaire (REVISED 7/21/09) SCREENER AND WAVE 1 QUESTIONNAIRE

NOTE1 TO REVIEWERS: NORC computer-assisted questionnaires have designated reserve codes for Don't Know and Refused options which would be activated for these questionnaires. These options are not noted explicitly in this draft except where their selection affects skip patterns, or where we propose alternative categories which would replace these options.

NOTE2 TO REVIEWERS: NORC has received instructions from the Bureau regarding specific language that must be used with respect to the Privacy Act, matching with Title 13 data, etc. This language will appear in the consent statement rather than the questionnaire.

NOTE3 TO REVIEWERS: There will be multiple modes of data collection (CATI, CAPI, and possibly web and mail) and this questionnaire is the CATI instrument to be administered by interviewers.

NOTE4 TO REVIEWERS: Cognitive interviews of the instrument have been conducted. The instrument is modified based on results from cognitive interview results.

NOTE5 TO REVIEWERS: Items regarding paid media messaging will be finalized after the paid media campaign is better developed (later in 2009). The Q19 series of items is therefore a placeholder rather than final content.

**INTRODUCTION**: Hello, I'm calling from the University of Chicago to ask people about their attitudes and experiences toward different government programs and how they can be improved.

#### **SCREENER**

S1.	First, I would like to ask you a few questions about your household.
S2.	How many adults currently live in your household?  Number of people  DON'T KNOW  REFUSED
/*SK	IP 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 → SKIP TO S9  ² ☐ NO → (ASK S4)  77 ☐ DON'T KNOW → (ASK S4) 99 ☐ REFUSED → (ASK S4)
S4.	These next questions are about the person who usually handles the mail. Is that person male or female?  1  MALE 2  FEMALE 77 DON'T KNOW 99 REFUSED
S5.	Is (he/she) of Hispanic or Latino origin?  1 ☐ YES → (Ask S5A)  2 ☐ NO → (SKIP TO S6)  77 ☐ DON'T KNOW → (SKIP TO S6)  99 ☐ REFUSED → (SKIP TO S6)
	S5a. Is (he/she)  1 ☐ Mexican, Mexican American, Chicano; → SKIP TO S6  2 ☐ Puerto Rican; → SKIP TO S6  3 ☐ Cuban; → SKIP TO S6  4 ☐ or of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on? → (ASK S5B  5 ☐ HISPANIC ORIGIN NOT SPECIFIED → SKIP TO S6  77 ☐ DON'T KNOW → SKIP TO S6  99 ☐ REFUSED → SKIP TO S6
	S5b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)
	77 DON'T KNOW 99 REFUSED
S6.	Please choose one or more of the following races that this person considers him/herself to be. (CODE ALL THAT APPLY) $_{\rm 1}$ $\Box$ White

<ul> <li>2 ☐ Black or African American</li> <li>3 ☐ Asian</li> <li>4 ☐ Native Hawaiian or other Pacific Islander</li> <li>5 ☐ American Indian or Alaska Native</li> <li>6 ☐ DO NOT READ: OTHER</li> <li>77 ☐ DON'T KNOW</li> <li>99 ☐ REFUSED</li> </ul>					
/*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					
/*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)  77 □ DON'T KNOW 99 □ REFUSED					
/*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)					

		77 □ DON'T KNOW 99 □ REFUSED	
/*SKI	_	RUCTION: IF S6B=4 THEN ASK S6B1. ELSE SKIP TO INSTRUCTION ABOVE	
		S6b1. What is that other Pacific Islander group? (For example, Fijian, Tongan, and so on)	
		77 ☐ DON'T KNOW 99 ☐ REFUSED	
/*SK	IP INST	RUCTION: IF S6=5 ASK S6C. ELSE SKIP TO INSTRUCTION ABOVE S6D*/	
	S6C.	What is his/her enrolled or principal tribe?	
		77 □ DON'T KNOW 99 □ REFUSED	
/*SK	IP INST	RUCTION: IF S6=6 ASK S6D. ELSE SKIP TO INSTRUCTION ABOVE S7*/	
	S6D.	What is his/her other race group?	
		77 DON'T KNOW 99 REFUSED	
-	_	RUCTION: IS THIS HOUSEHOLD ELIGIBLE FOR INCLUSION IN THE STUDY SAMPLING CRITERIA? IF YES, ASK S8. ELSE, READ S7.*/	
S7.	Thank	you for speaking with me today, those are all of the questions that I have for you. INATE INTERVIEW.	
S8.	1 SE 2 SE 77 D	speak with that person now?  ELECTED RESPONDENT AVAILABLE → SKIP TO Q1.  ELECTED RESPONDENT UNAVAILABLE → ASK S8A.  ON'T KNOW → ASK S8A  EFUSED → ASK S8A	

	58A.	directly when I get back in touch?  77 □ DON'T KNOW → ASK S8B 99 □ REFUSED → ASK S8B
	1	Does he/she live at (ADDRESS)?  YES → (APPOINTMENT)  NO → (TERMINATE)  DON'T KNOW→ (APPOINTMENT)  REFUSED→ (APPOINTMENT)
S9.	COD	E RESPONDENT SEX.
	1	· <del></del>
S10.	1 YE 2 NO 77 D	u of Hispanic or Latino origin? ES → (ASK S10A) D → (ASK S11) ON'T KNOW → (ASK S11) EFUSED→ (ASK S11)
	S10a.	Are you  1 ☐ Mexican, Mexican American, Chicano; → SKIP TO S11  2 ☐ Puerto Rican; → SKIP TO S11  3 ☐ Cuban; → SKIP TO S11  4 ☐ of another Hispanic, Latino, or Spanish origin; for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on? → (ASK S10B)  5 ☐ HISPANIC ORIGIN NOT SPECIFIED → SKIP TO S11  77 ☐ DON'T KNOW → SKIP TO S11  99 ☐ REFUSED→ SKIP TO S11

S10b. What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)	
77 ☐ DON'T KNOW 99 ☐ REFUSED	
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 77  DON'T KNOW 99  REFUSED	

/\*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			
/*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)  77 □ DON'T KNOW 99 □ REFUSED			
/*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)  77 ☐ DON'T KNOW  99 ☐ REFUSED			
/*SKIP INSTRUCTION: IF S11B=4 THEN ASK S11B1. ELSE SKIP TO INSTRUCTION ABOVE S11C */			

	and so on)
	77 ☐ DON'T KNOW 99 ☐ REFUSED
/*SKIP INST	RUCTION: IF S11=5 ASK S11C. ELSE SKIP TO INSTRUCTION ABOVE S11D*/
S11C.	What is your enrolled or principal tribe?  77 □ DON'T KNOW 99 □ REFUSED
/*SKIP INST	RUCTION: IF S11=6 ASK S11D. ELSE SKIP TO Q1*/
S11D.	What is your other race group?
	77 DON'T KNOW 99 REFUSED

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

We expect the rest of this interview to take 25 minutes. Your answers will help improve government programs and how people living in the U.S. learn about those programs. 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.

This survey has been approved by U.S. Office of Management and Budget approval number XXXXXX. Without this number, we could not conduct this survey. If you have comments about the survey, you may send them to an address I will provide at the conclusion.

Shall we start?

Sna	Shall we start?							
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, volunteering your time for regular activities, or working at sponsored events.]	pa ac [IF M Of MI Th ac ab	ow often did you articipate in this type of ctivity in the past year? IORE THAN ONE TYPE F ACTIVITY IS ENTIONED, ASK: ninking about all ctivities of this type, yout how often did you articipate in them in the last 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 77 ☐ DON'T KNOW 99 ☐ REFUSED	1	Once a year Several times a year Once a month Several times a month Once a week NEVER DON'T KNOW REFUSED					
1b.	How about a community service organization such as a food pantry or a tutoring program?  1 ☐ YES → ask Q2 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED	1	Once a year Several times a year Once a month Several times a month Once a week NEVER DON'T KNOW REFUSED					
1c.	In the last 12 months have you attended services or any other events at a church, synagogue, mosque or other	1	Once a year Several times a year					

	religious institution or organization?  ¹ ☐ YES → ask Q2 ² ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED	3 ☐ Once a month 4 ☐ Several times 5 ☐ Once a week 6 ☐ NEVER 77 ☐ DON'T KNOW 99 ☐ REFUSED	a month
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? Please count any type of volunteering work you did.  ¹ ☐ YES → ask Q2 ² ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED	Once a year Several times Once a month Several times Once a week Once a week NEVER ON'T KNOW REFUSED	a month
1e.	Have you given blood in the last 12 months?  ¹ ☐ YES  ² ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED		
3.	Would you say that you vote in elections always, almost always  □ ALWAYS  □ ALMOST ALWAYS  □ USUALLY  □ SELDOM  □ NEVER  □ R NOT ELIGIBLE TO VOTE  □ DON'T KNOW  □ REFUSED	ys, usually, seldom o	or never?

	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	Disagre e	Strongly disagree	[DO NOT READ]  NEITHER / NO OPINION

3a.	neigh disag	irst statement is, "I know many of my bors." Do you strongly agree, agree, ree or strongly disagree with this ment?	1 🔲	2 🔲	3 🔲	4 🔲	97 🔲	
3b.	away it." [IF stron	next statement is, "If I had to move from my neighborhood, I would miss NEEDED: Would you say you gly agree, agree, disagree or strongly ree with this statement?]	1 🔲	2 🔲	з 🗌	4 🔲	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 77 ☐ DON'T KNOW 99 ☐ REFUSED							
	4B. (Have you ever heard of ) The No Child Left Behind Act?  ¹ ☐ YES ² ☐ NO  77 ☐ DON'T KNOW 99 ☐ REFUSED							
	4C. (Have you ever heard of ) The Census?  1 ☐ YES → (SKIP TO INSTRUCTION ABOVE Q6)  2 ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED							
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 77  DON'T KNOW 99  REFUSED							
/*SK	/*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 $\square$ YES 2 $\square$ NO							

	77 □ DON'T KNOW 99 □ REFUSED
/*SK	IP 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 77 ☐ DON'T KNOW 99 ☐ REFUSED
/*SK Q9.*/	IP INSTRUCTION: IF Q4C=1 OR Q5=1, ASK Q8. ELSE, SKIP TO INSTRUCTION ABOVE
8.	Have you heard or seen anything recently about the 2010 Census?  ¹ ☐ YES ² ☐ NO  77 ☐ DON'T KNOW 99 ☐ REFUSED
/*SK	IP INSTRUCTION: IF Q5 NOT EQUAL 1 THEN SKIP TO Q28*/
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?  1  definitely would 2  probably would 3  might or might not 4  probably would not 5  definitely would not 77  DON'T KNOW 99  REFUSED
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?  1  definitely would 2  probably would 3  might or might not 4  probably would not 5  definitely would not 77  DON'T KNOW 99  REFUSED

	Would you say you?    definitely will   probably will   might or might not   definitely will not   DON'T KNOW   REFUSED
/*SKI	P 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 77  DON'T KNOW 99  REFUSED
12.	Overall, how would you describe your general feelings about the Census? Do you feel?  ¹ ☐ highly favorable ² ☐ moderately favorable ³ ☐ neutral ⁴ ☐ not too favorable ⁵ ☐ rather unfavorable 77 ☐ DON'T KNOW → SKIP TO 13 99 ☐ REFUSED → SKIP TO 13
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, or very unsure?  1  VERY SURE 2  SOMEWHAT SURE 3  SOMEWHAT UNSURE 4  VERY UNSURE 77  DON'T KNOW 99  REFUSED
13.	In general, how familiar are you with the way Census data impacts you and your community.  Would you say?  very familiar  not very familiar  not very familiar  not familiar at all

	77 □ DON'T KNOW 99 □ REFUSED							
14.	So far as you know, does the law require you to  1 YES 2 NO 77 DON'T KNOW 99 REFUSED	answer th	ie cer	nsus qu	uestio	ons?		
15.	People have different ideas about what the Centhem to you. As I read each one, please tell me the Census is used for that purpose. Is the Central Cent	by indicati	ng ye					at
				YES	NO	DK	REF	
	a. to decide how much money communities the government?	will get fro	m	1	2	77	99	
	b. to decide how many representatives each have in Congress?	state will		1	2	77	99	
	c. to count both citizens and non-citizens?			1	2	77	99	
	d. to determine property taxes?			1	2	77	99	
	e. to help the police and FBI keep track of police break the law?	eople who		1	2	77	99	
	f. to help businesses and governments plar future?	for the		1	2	77	99	
	g. to locate people living in the country illega	ally?		1	2	77	99	
16. N	lext, 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		_	Strongly disagree	NEITHER NOR DIS /DON'T	TREAD: RAGREE SAGREE KNOW
16A.	Filling out the Census will let the government know what my community needs. Do you strongly agree, agree, disagree, or strongly disagree with this statement?	1	2	3		4	97	
16B.	The Census is an invasion of privacy. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	з[		4	97	
16C.	The Census Bureau's promise of confidentiality can be trusted. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3		4	97	
16D.	I am concerned that the information I provide will be misused. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree	1	2	з[		4	97	

	with this statement?)					
16E.	Taking part in the Census shows I am proud of who I am. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
16F.	My answers to the Census could be used against me. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
16G.	Answering and sending back the Census matters for my family and community. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
16H.	The government already has my personal information, like my tax returns, so I don't need to fill out a Census form. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
16I.	I just don't see that it matters much if I personally fill out the Census form or not. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
16J.	It takes too long to fill out the Census information, I don't have time. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	4	97
/*SKI	P INSTRUCTION: IF Q8 NOT EQUAL 1 THEN SE	(IP TO	Q28*/			
	e next questions are about the Census to be held i about it.	n 2010 a	and wha	t you n	nay have I	neard or
you a	I will ask you about advertisements you might have about places in your community you might have heathat, I will ask you about other stories or features yous.	ard or se	een som	ething	about the	Census.
	MEDIA CENSUS EXPOSURE (17 to 19H) s start with advertisements you might have heard o	or seen i	in the mo	edia.		
17. H	lave you heard or seen advertisements about the C	Census				
a. on	television?	1 YES	2 🔲	NO	77 🔲 DK	99□ <sub>REF</sub>

b. on the radio?	1 YES	2	77 🔲 DK	99 REF
c. in magazines?	1 YES	2	77 🔲 DK	99 REF
d. in newspapers?	1 YES	2	77 🔲 DK	99 REF
e. on the Internet?	1 $\square_{YES}$	2	77 🔲 <sub>DK</sub>	99□ <sub>REF</sub>
f. in other places such as coffee cups, billboards or	_			
park benches?	1 YES	2 $\square_{NO}$	77 $\square_{DK}$	99 □ REF
/*IF YES TO AT LEAST ONE MEDIUM IN 17A-F, AS				e etc.
18. Thinking about all of the advertisements you hea		•	•	
Census, how many different times in the past 30 day	<b>/s</b> would you	ı say you s	aw or neard	sometning
about the Census?				
¹ ☐ None				
<sup>2</sup> Donce or twice				
$3 \square$ Three to five times				
$_4$ $\square$ Six to 10 times				
$_{5}$ $\square$ Eleven or more				
77 DON'T KNOW				
99 🔲 REFUSED				

#### PAID MEDIA MESSAGING

/\* IN WAVE 1, THERE WILL BE A SINGLE 'AD' ASKED ABOUT, A 'FALSE' AD THAT WILL CAPTURE ALLEGED REPORTS OF EXPOSURE TO AN AD THAT HAS NOT IN FACT RUN. IN WAVES 2 AND 3, THE SAME SET OF QUESTIONS WILL BE ASKED ABOUT THE INITIAL FALSE AD, AS WELL AS 2 OR 3 TRUE ADS. THESE ITEMS WILL BE SPECIFIED ONCE EXECUTIONS HAVE BEEN FINALIZED BY DRAFTFCB.\*/

19A. filling		you recently seen an advertisement that showed various film and music celebrities in Census form or going to mail it in?  ¹ ☐ YES ² ☐ MAYBE, NOT SURE ³ ☐ NO → [SKIP TO PARTNERSHIP MESSAGING ITEM 20]99 ☐ REFUSED → [SKIP TO PARTNERSHIP MESSAGING ITEM 20]]
	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
	19C.	During the past 30 days, how often have you seen this advertisement? Would you say  1 never 2 noce or twice 3 three to five times 4 six to ten times 4 eleven or more times 77 DON'T KNOW 99 REFUSED
	19D.	Where did you see this ad? (CODE ALL THAT APPLY)  1 TELEVISION 2 RADIO 3 MAGAZINES

	4 ☐ NEWSPAPERS 5 ☐ INTERNET 6 ☐ OTHER PLACES SUCH AS COFFEE CUPS, BILLBOARDS, PARK BENCHES 77 ☐ DON'T KNOW 99 ☐ REFUSED
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
19F.	Would you say the ad grabbed your attention?  ¹ ☐ YES  ² ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED
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
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
	read each of the following statements about the Census 2010 ad campaign, tell me if agree, agree, disagree, or strongly disagree with them.
19i_a 1 2 3 4 5 77	

19i_b: [Again	, thinking about the Census 2010 ad campaign]
The campaign 1	strongly agree Agree Disagree Strongly Disagree NEITHER AGREE NOR DISAGREE/NEUTRAL DON'T KNOW REFUSED
19i_c. [Again	thinking about the Census 2010 ad campaign]
The campaign 1	n is about helping people in my community. [Do you] Strongly agree Agree Disagree Strongly Disagree NEITHER AGREE NOR DISAGREE/NEUTRAL DON'T KNOW REFUSED
19i_d. [Again	, thinking about the Census 2010 ad campaign]
The campaign 1	n is about making sure everyone like me is counted in the Census. [Do you] Strongly agree Agree Disagree Strongly Disagree NEITHER AGREE NOR DISAGREE/NEUTRAL DON'T KNOW REFUSED
19i_e. What e	else do you think the Census 2010 ad campaign is about?

	ach of the following statements about the Census 2010 ad campaign, tell me if you agree, disagree, or strongly disagree with them.
the right  1	/hen I think of the Census 2010 ad campaign, I think returning the Census form is thing to do. [Do you]  Strongly agree  Agree  Disagree  Strongly Disagree  NEITHER AGREE NOR DISAGREE/NEUTRAL  DON'T KNOW  REFUSED
Census  1	/hen I think of the campaign, I think people in my community are all returning the form.  Strongly agree  Agree  Disagree  Strongly Disagree  NEITHER AGREE NOR DISAGREE/NEUTRAL DON'T KNOW REFUSED
1 L 2 L 3 L 4 L	/hen I think of the campaign, I think the Census is about people like me.  Strongly agree  Agree  Disagree  Strongly Disagree  NEITHER AGREE NOR DISAGREE/NEUTRAL  DON'T KNOW  REFUSED
people ii  1	/hen I think of the campaign, I think the Census is trying to improve the lives of my community.  Strongly agree  Agree  Disagree  Strongly Disagree  NEITHER AGREE NOR DISAGREE/NEUTRAL  DON'T KNOW  REFUSED

	s I read (	each one, tell i	s, please tell me was if you strongly				
(RANDOMIZI	E ORDE	R OF 19K_1 A	AND 19K_2)				
you so 1 2 3 4 5 77 99	ay you:	Strongly agree Agree Disagree Strongly Disagree NEITHER AGDON'T KNOW REFUSED  Census 2010 a Strongly agree Agree Disagree Strongly Disagree Strongly Disagree	gree GREE NOR DISAC V d campaign is me e gree GREE NOR DISAC	GREE/NEUTF	RAL e just like m		
These next q something ab	uestions out the	Census.	ces in your comm		ou may ha	ve heard or	seen
_		-	g about the Cens			_	_
o. at an activi	ty of a c	eligious group? ommunity orga hering held by	anization?	1 YES	2 □ NO 2 □ NO	77 □ <sub>DK</sub> 77 □ <sub>DK</sub>	99 ☐ REF 99 ☐ REF
					99 □ REF 99 □ REF		

19j\_e. When you think of the Census 2010 ad campaign, what else do you think?

e. at a local event like a festival or fair? f. on a sign, poster or meeting exhibit? g. in a paystub or utility bill insert?	1 YES 1 YES 1 YES	2	77 □ <sub>DK</sub> 77 □ <sub>DK</sub> 77 □ <sub>DK</sub>	99 REF 99 REF 99 REF
I*IF YES TO AT LEAST ONE MEDIUM IN 20, ASK 21a 21a. Thinking about all of the places in your community times during the past 30 days would you say you heard any of those sources?  1 □ None 2 □ Once or twice 3 □ Three to five times 4 □ Six to ten times 5 □ Eleven or more 77 □ DON'T KNOW 99 □ REFUSED	y we've just	talked abo	ut, how mar	
21b. During the past 30 days, about how many different about the Census with friends, family, or other people y the barbershop?  1 None 2 Once or twice 3 Three to five times 4 Six to ten times 5 Eleven or more 77 DON'T KNOW 99 REFUSED				
21c. During the past 30 days, how many different times personal item about the Census like a baseball cap, but a like a lik	-			with a
/*SKIP INSTRUCTION: IF R TALKED WITH SOMEON ELSE SKIP TO NEXT SKIP INSTRUCTION.*/	E IN THE C	COMMUNIT	Y (21b>0),	ASK 22a.
/*SKIP INSTRUCTION: IF R REPORTS EXPOSURE T LEAST ONE CATEGORY (YES TO 20a THROUGH 20				
22. Have you spoken to or heard someone in your com	nmunity talk	about the (	Census?	

_	□ DON'T KNOW □ REFUSED
IF NOT Y	YES, SKIP TO 22D.
	o in your community have you spoken to or heard talk about the Census? DO NOT READ DRIES EXCEPT TO PROBE.
RECORD	O VERBATIM:
THEN CO	ODE ALL THAT APPLY.
2	☐ GOVERNMENT OFFICIAL ☐ RELIGIOUS LEADER ☐ SOMEONE FROM MY UNION OR WORKPLACE ☐ SOMEONE FROM A COMMUNITY ORGANIZATION ☐ A FRIEND, RELATIVE OR NEIGHBOR ☐ OTHER ☐ DON'T RECALL/DIDN'T KNOW THEM ☐ REFUSED
	Vould you say the messages you've heard in your community about the Census changed ome of what <b>you</b> believe about the Census?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
	Vould you say the messages in your community about the Census changed some of what ends and family believe about the Census?  1  YES 2  NO 77  DON'T KNOW 99  REFUSED
	Vould you say the messages you've heard in your community about the Census gave <b>you</b> ood reasons to complete and mail back a Census form?  1 YES 2 NO 77 DON'T KNOW 99 REFUSED

### **CENSUS IN SCHOOLS EXPOSURE**

22D. Do you have children in your household who attend private or tribal school?  1  YES (ASK 22E) 2  NO (ASK 24) 77  DON'T KNOW (ASK 24) 99  REFUSED (ASK 24)	d Kindergart	ten through	ı 12 <sup>m</sup> grade	in public,
22E. Did the student(s) tell you anything about the 2010  1  YES  2  NO  77  DON'T KNOW  99  REFUSED	Census?			
22F. Did the student (s) show you printed materials or in  1 YES 2 NO 77 DON'T KNOW 99 REFUSED	formation a	bout the 20	010 Census	?
/*SKIP INSTRUCTION: IF Q22E=1 OR Q22F=1, ASK Q	22G. ELSI	E SKIP TO	Q24*/	
22G. Thinking about all of the ways the students told you or showed you something about the Census during the past 30 days, how many different times in the past 30 days would you say they told you or showed you something about the Census?  1 None 2 Once or twice 3 Three to five times 4 Six to ten times 5 Eleven or more 77 DON'T KNOW 99 REFUSED				
23. QUESTION OMITTED.				
EARNED MEDIA CENSUS EXPOSURE (24-25) These next questions are about stories or features in newspapers, magazines, television, radio or internet you may have heard or seen about the Census.				
24. Not including advertisements, have you heard or see Census	en any storie	es or featur	es about the	е
<ul><li>a. in a newspaper or magazine article?</li><li>b. on television or radio?</li><li>c. on the internet?</li></ul>	1 ☐ YES 1 ☐ YES 1 ☐ YES	2 \( \sum_{NO} \) 2 \( \sum_{NO} \) 2 \( \sum_{NO} \)	77 □ DK 77 □ DK 77 □ DK	99 ☐ REF 99 ☐ REF 99 ☐ REF

## /\*IF YES TO 24C, ASK 24d-f, ELSE SKIP TO INSTRUCTION ABOVE 25\*/

24. On the internet, did you hear or see anything about t	he Census	on		
d. internet blogs? e. social networking sites (e.g., Facebook, Myspace)? f. regular web sites?	1 YES 1 YES 1 YES	2 NO 2 NO 2 NO	77 □ DK 77 □ DK 77 □ DK	99 □ REI 99 □ REI 99 □ REI
/*IF YES TO AT LEAST ONE MEDIUM IN 24A-C, ASK 25. Thinking about all of the places you heard or saw st past 30 days, how many different times in the past 30 days something about the Census?  1  None 2  Once or twice 3  Three to five times 4  Six to ten times 5  Eleven or more 77  DON'T KNOW 99  REFUSED	ories or fea	tures abou	t the Censu	
26A. Did you hear or see anything about the Census in (  1  YES 2  NO 77  DON'T KNOW 99  REFUSED	Census job	announcer	ments?	
26b. Thinking about all the possible sources we have just places in your community, and other media, how many of would you say you saw or heard something about the Control of the last place.  1	different tim			
26c. Again thinking about all the possible sources we had people, or sources of information would you say you rely  RECORD VERBATIM THEN CODE:  1  FAMILY MEMBER OR OTHER PERSONAL AS CHANN THE PERSON	On the mo	st to learn a  ANCE CIVIC LEA	about the Co	

	5 🔲 O	TERNET SOURCE (E.G., BLOGS, ON-LINE NEWSPAPER, LISTSERV, ETC.) THER MEDIA SOURCE (E.G., NEWSPAPER, RADIO, MAGAZINES) THER SOURCE  DON'T KNOW REFUSED	
26d.	Have y  1  YE  2  NO  77  99		
<mo< th=""><th>DE SPE</th><th>ECIFIC CUEING ITEMS – THESE ITEMS APPEAR ONLY IN WAVES 2 AND 3&gt;</th></mo<>	DE SPE	ECIFIC CUEING ITEMS – THESE ITEMS APPEAR ONLY IN WAVES 2 AND 3>	
		27. QUESTION OMITTED 27A. QUESTION OMITTED	
	27B.	QUESTION OMITTED	
	27C.	QUESTION OMITTED	
		<end cueing="" items="" mode="" specific=""></end>	
GENERAL MEDIA USE  Now I have a few questions about how you spend your time in a typical seven day week.			
28A.		er 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 <b>typical day</b> , 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 <b>week</b> , 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 <b>typical 7 day week</b> do you usually spend reading newspapers o 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  ONE TO TON'T KNOW 99  REFUSED			
31.	About how many hours in a <b>typical 7 day week</b> 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			

	ONE TO TWENTY HOURS  MORE THAN TWENTY HOURS  DON'T KNOW  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
DEN	1OGRAPHICS
l just	have a few questions left about you and your household.
33.	Which of the following best describes your age?  1
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
36.	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 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
40.	What language is usually spoken in this household?  1
41.	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 77  DON'T KNOW 99  REFUSED
CON	NTACT INFORMATION
42.	I have your street address as {ADDRESS}. Is that correct?  1 ☐ YES → (ASK 43)  2 ☐ NO → (ASK 42A)  77 ☐ DON'T KNOW→ (ASK 42A)  99 ☐ REFUSED→ (ASK 42A)
	42A. What is your correct street address?

	Street
	City State Zip
	77 DON'T KNOW 99 REFUSED
43.	Thank you very much; you've given us some valuable information today. We will be recontacting some participants in this survey to make sure that we collected our data properly and to follow-up on some of the questions that we discussed today. May we contact you in the future?  ¹ ☐ YES → (ASK 44) ² ☐ NO → (ASK43a) 77 ☐ DON'T KNOW→ (ASK43a) 99 ☐ REFUSED→ (ASK43a)
	43A. You always have the right in the future to refuse to speak to us further, or to receive additional information about the value of participating in this study. May I record your contact information so that we may approach you in the future?  1 ☐ YES → (ASK 44) 2 ☐ NO → (END) 77 ☐ DON'T KNOW → (END) 99 ☐ REFUSED → (END)
44.	Please tell me your full name.
	First Last
	77 DON'T KNOW 99 REFUSED
45.	What is the best telephone number for us to reach you?  Telephone (
	77 □ DON'T KNOW → (SKIP TO 46) 99 □ REFUSED → (SKIP TO 46

	45A. Is this a home phone, a cell phone, a phone at your workplace, or another type of phone?  1  HOME 2  CELL/MOBILE 3  WORKPLACE 4  OTHER 77  DON'T KNOW 99  REFUSED
46.	Is there another telephone number where we may try to reach you?
	Telephone (
	77 $\square$ DON'T KNOW $\rightarrow$ (SKIP TO 47)
	99 ☐ REFUSED → (SKIP TO 47)
	46A. Is this a home phone, a cell phone, a phone at your workplace, or another type of phone?
	1 ☐ HOME 2 ☐ CELL/MOBILE
	3 ☐ WORKPLACE
	4 🗆 OTHER 77 🔲 DON'T KNOW
	99    REFUSED
47.	Do you have an e-mail address where we may try to reach you?
	77 DON'T KNOW
	99 REFUSED
48	Please tell me about someone who will always know how to find you. What is that person's
<del>-1</del> 0	name?
	First Last
	77 ☐ DON'T KNOW → (SKIP TO END)
	99 □ REFUSED → (SKIP TO END)

contact you, for example, a telephone nu address.	
Telephone ( )	
77 DON'T KNOW 99 REFUSED	
Email	@
Street	
City State	Zip
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.

Do you want the address where you can provide comments on this survey? IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-0947, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to <a href="mailto:Paperwork@census.gov">Paperwork@census.gov</a>; use "Paperwork Project xxxxxxxx" as the subject.