# **CICPE Wave 2 Questionnaire**

# SU\_ID Street City DD MM YY Date of interview Interviewer Name: First Last

**RESPONDENT INFORMATION:** 

Interviewer ID:

		e questionnaires will be s according to these instru		by a ma	achine,	it is important that you mark the
•	Please fill (	out the questionnaire usi	ng a per	n with b	lack or	blue ink.
•		•	•			record the answer as in question S11C the boundaries of the box.
	S11C.	What is your enrolled or	principa	ıl tribe?		_
		Navajo				
•	Questions		have a d	divided	box as	ı shown below. Write one digit per box.
	•	•				· .
	34.	About how many hour newspapers or magaz	-	pical 7	day we	ek do you usually spend reading
		Number of hours	0	2	4	
•	For questic	ons with check-box respo	nse opt	ions, m	ark the	boxes with an "X" as indicated below:
	· _	·	•			
		ES → ask Q2				
	2 <b>X</b> N	O ON'T KNOW				
		EFUSED				
		00_5				
•	If you make	e a mistake or need to ch	nange ar	n answe	er. fill th	ne entire box and mark the correct box:
	_				.,	
	_	ES → ask Q2				
	2 ■ N	O ON'T KNOW				
		EFUSED				

	SCREENER AND WAVE 2 QUESTIONNAIRE					
attitud	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. Can I speak to someone living in this household who is over 18 years of age?					
	P INSTRUCTION: WAVE 1 PANEL MEMBERS SKIP TO MAIN INTERVIEW (STATEMENT PRE Q4). ELSE, BEGIN WITH ITEM S1.*/					
SCRE	EENER					
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					
	77 □ DON'T KNOW 99 □ REFUSED					
/*SKIF	P 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 $\square$ YES $\rightarrow$ SKIP TO S9  2 $\square$ NO $\rightarrow$ (ASK S4)  77 $\square$ DON'T KNOW $\rightarrow$ (ASK S4)  99 $\square$ REFUSED $\rightarrow$ (ASK S4)					
S4.	These next questions are about the person who usually handles the mail. Is that person male or female?  1					

S5.	1 YES 2 NO 77 DON	e) of Hispanic or Latino origin?  S → (ASK S5A)  → (SKIP TO S6)  N'T KNOW → (SKIP TO S6)  FUSED → (SKIP TO S6)
	S5a.	Is (he/she)  1
	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/hersel be. (CODE ALL THAT APPLY)  White Black or African American  Asian  Native Hawaiian or other Pacific Islander  American Indian or Alaska Native  DO NOT READ: OTHER  REFUSED	

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

/*SKIP INSTRU	JCTION: IF S6=3 THEN ASK S6A. ELSE SKIP TO INSTRUCTION ABOVE S6B*/
S6a.	Is (he/she)  1
/*SKIP INSTRU	JCTION: 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 INSTRU	JCTION: 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
/*SKIP INSTRU	JCTION: 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
/*SKIF	PINSTRU	ICTION: 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
/*SKIF	PINSTRU	ICTION: 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
		ICTION: IS THIS HOUSEHOLD ELIGIBLE FOR INCLUSION IN THE STUDY
BASE	D ON SA	MPLING CRITERIA? IF YES, ASK S8. ELSE, READ S7.*/
S7.		ou for speaking with me today, those are all of the questions that I have for you. IATE INTERVIEW.
S8.	May I sp	peak with that person now?
		LECTED RESPONDENT AVAILABLE > SKIP TO INTRODUCTION BEFORE Q1.
		LECTED RESPONDENT UNAVAILABLE →ASK S8A.  DN'T KNOW → ASK S8A
		FUSED → ASK S8A
	S8A.	May I have the first name of that person so I can ask for them
		directly when I get back in touch?
		77 ☐ DON'T KNOW → ASK S8B
		99 ☐ REFUSED →ASK S8B

	S8B.	Does he/she live at (ADDRESS)?  1 ☐ YES → (APPOINTMENT)  2 ☐ NO → (TERMINATE)  77 ☐ DON'T KNOW→ (APPOINTMENT)  99 ☐ REFUSED→ (APPOINTMENT)
S9.	ASK IF I	MALE ON'T KNOW
S10.	1  YE 2  NC 77  DC	of Hispanic or Latino origin? S → (ASK S10A) D → (ASK S11) N'T KNOW → (ASK S11) FUSED→ (ASK S11)
	S10a.	Are you  1
	S10b.	What is that origin? (For example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.)  77 □ DON'T KNOW 99 □ REFUSED

S11.	11. Please choose one or more of the following races that you consider yourself to be.  (CODE ALL THAT APPLY)  1		
		CTION: IF S11=1 OR 2, SKIP TO INSTRUCTION AFTER S11D. ELSE SKIP TO BELOW.*/	
/*SKIP S11B*		CTION: IF S11=3 THEN ASK S11A. ELSE SKIP TO INSTRUCTION ABOVE	
	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? → (ASK S11A1)  77  ☐ DON'T KNOW  99  ☐ REFUSED	
/*SKIP	INSTRU	CTION: 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	

S11b.	Are you
	1 Native Hawaiian
	2 Guamanian or Chamorro
	3 ☐ Samoan
	<ul> <li>4 ☐ or another Pacific Island group, for example, Fijian,</li> <li>Tongan, and so on → (ASK s11b1)</li> </ul>
	77 DON'T KNOW
	99 ☐ REFUSED
*SKIP INSTRU 611C.*/	ICTION: IF S11B=4 THEN ASK S11B1. ELSE SKIP TO INSTRUCTION ABOVE
s11b1.	What is that other Pacific Islander group? (For example, Fijian, Tongan, and so on)
	77 DON'T KNOW
	99 REFUSED
*SKIP INSTRU	ICTION: 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 INSTRU	ICTION: IF S11=6 ASK S11D. ELSE SKIP TO INSTRUCTION BELOW 11D*/
S11D.	What is your other race group?
	77 DON'T KNOW
	99 REFUSED

**TERMINATE INTERVIEW.\*/** 

## **WAVE 2 QUESTIONNAIRE**

We expect the rest of this interview to take 20 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 0607-0955. 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?

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.]	2.	How often did you participate in this type of activity in the past year?  [IF MORE THAN ONE TYPE OF ACTIVITY IS MENTIONED, ASK: Thinking about all activities of this type, about how often did you participate in them 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 77 ☐ DON'T KNOW 99 ☐ REFUSED	1	Once a year Several times a year Once a month A few times a month Once a week or more 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 A few times a month Once a week or more NEVER DON'T KNOW REFUSED

1c.	In the last 12 months have you attended sevents at a church, synagogue, mosque of institution or organization?  1 ☐ YES → ask Q2  2 ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED			2	Once a mo A few time	nes a year onth es a month eek or more
1d.	Is there any other type of activity that you meetings for or worked at sponsored ever mentioned? Please count any type of voludid.  ¹ ☐ YES → ask Q2 ² ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED	nts for tha unteering v	t I have n	ot 2	Once a mo A few time	nes a year onth es a month eek or more
1e.	Have you given blood in the last 12 month	ns?				
3.	Would you say that you vote in election  1 ☐ ALWAYS  2 ☐ ALMOST ALWAYS  3 ☐ USUALLY  4 ☐ SELDOM  5 ☐ NEVER  6 ☐ R NOT ELIGIBLE TO VOTE  77 ☐ DON'T KNOW  99 ☐ REFUSED	s always,	almost al	ways, us	ually, selc	lom or never?
				READ LIS	_	
		RE	CORD ONE	E ANSWER	FOR EAC	
pec	going to read you two statements that ople might make about where they live.	Strongly agree	Agree	Disagree	Strongly disagree	[DO NOT READ]  NEITHER / NO OPINION
3a.	The first statement is, "I know many of my neighbors." Do you strongly agree, agree, disagree or strongly disagree	1 🔲	2 🔲	3 🔲	4 🔲	97 🔲

	with this	statement?					
3b.	away from miss it." [ you strong	statement is, "If I had to move m my neighborhood, I would IF NEEDED: Would you say igly agree, agree, disagree or disagree with this statement?]	1 🔲	2 🗖	з 🗌	4 🔲	97 🗖
FOR	PANEL	MEMBERS ONLY, READ:					
I appransw progr	reciate you ers will he ams. You pecific info ipating at	ur talking with me again today. In improve government program may choose not to answer any ormation about your own experionally time, and there are no cons	ns and how question ences unl	w people for any re ess you c	living in t eason. Y hoose to	he U.S. le ou do not do so. Y	earn about the have to revea ou may stop
4.	(IF NOT	PANEL MEMBER: Next) I wou	ld like to a	ask you a	bout thre	e governr	nent program
	4A.	Have you ever heard of The M  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED	Medicare F	Part D pre	escription	drug ben	efit?
	4B.	(Have you ever heard of) The	No Child	Left Behi	nd Act?		
	4C.	(Have you ever heard of) The  1 ☐ YES → (SKIP TO INSTE  2 ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED			Q6)		
5.	<ul> <li>The Census is the count of all the people who live in the United States. Have you ever heat of that before?</li> <li>□ YES</li> </ul>						

2 **NO** 

77 ☐ DON'T KNOW 99 ☐ REFUSED

/*SKIF	PINSTRUCTION: 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 77 ☐ DON'T KNOW 99 ☐ REFUSED
/*SKIF	P 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
/*SKIF	P INSTRUCTION: IF Q4C=1 OR Q5=1, ASK Q8. ELSE, SKIP TO Q9.*/
8.	Have you heard or seen anything recently about the 2010 Census?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
INTRO	P INSTRUCTION: IF Q8 NOT ASKED AND Q5 NOT EQUAL 1 THEN SKIP TO DOUCTION ABOVE W2_1. ELSE IF Q8 ASKED OR Q5 EQUAL 1 THEN ASK Q9.*/ P INSTRUCTION: IF INTERVIEW DATE IS ON OR AFTER CENSUS MAILOUT DATE, SKIP STRUCTION BEFORE Q11A.*/
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

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
11.	How likely are you to recommend participating in the Census to a family member or friend?  Would you say you?  definitely would  might or might not  probably would not  definitely would not  REFUSED
/*SKIF	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 3  (PANEL MEMBERS ONLY: ) NO OTHER ADULTS IN HOUSEHOLD 77  DON'T KNOW 99  REFUSED
12.	Overall, how would you describe your general feelings about the Census? Do you feel?  1
12A.	How sure are you that you are [INSERT RESPONSE FROM Q12 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					
1	3. In general, how familiar are you with the way Censu	s data i	mpacts	you ar	nd your	community.
	Would you say?  1 □ very familiar  2 □ somewhat familiar  3 □ not very familiar  4 □ not familiar at all  77 □ DON'T KNOW  99 □ REFUSED					
1	1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED					
1	5. People have different ideas about what the Census them to you. As I read each one, please tell me by it the Census is used for that purpose. Is the Census	ndicatin	g yes o			
		YES	NO	DK	REF	
a.	to decide how much money communities will get from the government?	1	2	77	99	
b.	to decide how many representatives each state will have in Congress?	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 people who	1	2	77 🗌	99	
f.	break the law? to help businesses and governments plan for the future?	1	2	77	99	
g.	to locate people living in the country illegally?	1	2	77	99	]
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:  Strong agree	•	e Disa		itrongl y isagre e	DO NOT READ: NEITHER AGREE NOR DISAGREE /DON'T KNOW
16A.	Filling out the Census will let the government know what my community needs. Do you strongly agree, agree, disagree, or strongly	2	3	]	4	97

	disagree with this statement?					
16B.	The Census is an invasion of privacy. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1	2	3	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 with this statement?)	1	2	3	4	97
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
161.	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

# /\*SKIP INSTRUCTION: IF Q8 NOT EQUAL 1 THEN SKIP TO INTRODUCTION ABOVE W2\_1.\*/

These next questions are about the Census to be held in 2010 and what you may have heard or seen about it.

First I will ask you about advertisements you might have heard or seen in the media. Then I'll ask you about places in your community you might have heard or seen something about the Census.

After that, I will ask you about other stories or features you might have heard or seen about the Census.

# PAID MEDIA CENSUS EXPOSURE

Let us start with advertisements you might have heard or se	een in the m	edia.		
17. Have you heard or seen advertisements about the 0	Census			
<ul> <li>a. on television?</li> <li>b. on the radio?</li> <li>c. in magazines?</li> <li>d. in newspapers?</li> <li>e. on the Internet?</li> <li>f. in other places such as coffee cups, billboards or park benches?</li> </ul>	1 □YES 1 □YES 1 □YES 1 □YES 1 □YES 1 □YES	2 □NO 2 □NO	77 □ DK 77 □ DK 77 □ DK 77 □ DK 77 □ DK	99 REF 99 REF 99 REF 99 REF 99 REF
/*IF YES TO AT LEAST ONE MEDIUM IN Q17A-F, ASK Q		KIP TO O	19A*/	
Thinking about all of the advertisements you heard Census, how many different times in the past 30 desomething about the Census?  ☐ None ☐ Once or twice ☐ Three to five times ☐ Six to ten times ☐ Eleven times or more ☐ DON'T KNOW ☐ REFUSED		•	-	
PAID MEDIA MESSAGING				
19E. Thinking about all the ads you have seen or heard a say you agree or disagree with the following statement: These ads are convincing. Would you say you strondisagree?  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 ads grabbed your attention?  1 ☐ YES  2 ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED
19G.	Would you say the ads 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 these ads?  ¹ ☐ YES ² ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
19L. Do you rei	member any slogan or phrase being used about the census?
	1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
/*SKIP INSTRU	JCTION: IF YES TO Q19L, ASK Q19M. OTHERWISE GO TO Q19N.*/
19M. Can you	tell me what the slogan or phase was?
	77 □ DON'T KNOW 99 □ REFUSED

191.	In answering these next questions, please think about any ads you have seen for the Census – that is, the whole 2010 ad campaign. For each statement, please indicate if you strongly agree, agree, disagree, or strongly disagree.
19i_a:	The Census 2010 ad campaign is about civic participation.  1 ☐ Strongly agree  2 ☐ Agree  3 ☐ Disagree  4 ☐ Strongly Disagree  5 ☐ NEITHER AGREE NOR DISAGREE/NEUTRAL  77 ☐ DON'T KNOW  99 ☐ REFUSED
19i_b:	
-	The campaign is about gathering important information for our country.  1 Strongly agree 2 Agree 3 Disagree 4 Strongly Disagree 5 NEITHER AGREE NOR DISAGREE/NEUTRAL 77 DON'T KNOW 99 REFUSED
19i_c.	The campaign is about helping people in my community.  1 ☐ Strongly agree  2 ☐ Agree  3 ☐ Disagree  4 ☐ Strongly Disagree  5 ☐ NEITHER AGREE NOR DISAGREE/NEUTRAL  77 ☐ DON'T KNOW  99 ☐ REFUSED
19i_d. Tł	ne campaign is about making sure everyone like me is counted in the Census.
	<ul> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly Disagree</li> <li>NEITHER AGREE NOR DISAGREE/NEUTRAL</li> <li>DON'T KNOW</li> <li>REFUSED</li> </ul>

19i_e. The campaign is about receiving our fair share of over \$400 billion in federal funds for schools and other programs.  1 ☐ Strongly agree 2 ☐ Agree 3 ☐ Disagree 4 ☐ Strongly Disagree 5 ☐ NEITHER AGREE NOR DISAGREE/NEUTRAL 77 ☐ DON'T KNOW 99 ☐ REFUSED
19J. For each of the following statements about the Census 2010 ad campaign, please indicate if you strongly agree, agree, disagree, or strongly disagree.
19j_a. When I think of the Census 2010 ad campaign, I think returning the Census form is the right thing to do.  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 people in my community are all returning the Census form.  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 is about people like me.  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.  □ Strongly agree

	<ul> <li>2 ☐ Agree</li> <li>3 ☐ Disagree</li> <li>4 ☐ Strongly Disagree</li> <li>5 ☐ NEITHER AGREE NOR DISAGREE/NEUTRAL</li> <li>77 ☐ DON'T KNOW</li> <li>99 ☐ REFUSED</li> </ul>
19 <u>j</u> f.	When I think of the campaign, I think it's just 10 simple questions and takes about 10 minutes.  1
19 <u>j</u> g	. 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
19 <u>j</u> h	. 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_i.	When I think of the campaign, I think returning the form helps communities get better healthcare, education and job training.  1

	<ul> <li>□ Disagree</li> <li>□ Strongly Disagree</li> <li>□ NEITHER AGREE NOR DISAGREE/NEUTRAL</li> <li>□ DON'T KNOW</li> <li>□ REFUSED</li> </ul>
19K.	I'd show my support for the Census by wearing a Census button or t-shirt.  1 ☐ Strongly agree 2 ☐ Agree 3 ☐ Disagree 4 ☐ Strongly Disagree 5 ☐ NEITHER AGREE NOR DISAGREE/NEUTRAL 77 ☐ DON'T KNOW 99 ☐ REFUSED
19N. Please	tell me what happens in the last Census ad that you saw.
	77 ☐ DON'T KNOW 99 ☐ REFUSED
school yards, ho 1 2 3	ou recently seen an advertisement that showed everything frozen in time (construction sites, espital rooms, and chambers of congress) until a man dropped his census form into a mail box?  ☐ YES ☐ MAYBE, NOT SURE ☐ NO → [SKIP TO INSTRUCTION BEFORE Q20]  9☐ REFUSED → [SKIP TO INSTRUCTION BEFORE Q20]
(DO NOT REA  1. A BRII  2. CONCI  3. SCHOO  4. IN A H  5. CONGI  6. MAN V  7. MAN P	Dense in the ad? For example, can you tell me anything in detail about the people in the ad? Described Response Categories and code all that are mentioned.) Described Construction frozen in time Rete Stopped in Mid-Air Described In Mid-Air Described In A Kick-Ball Game frozen in time Ospital Room nurse frozen with a blanket over a child Ressmen/Legislator stopped in debates Valks to mailbox Puts Census form in mailbox Other than comes to life

- 9. PHRASE: THE ANSWERS YOU PROVIDED TO THE CENSUS HELP DETERMINE WHAT OUR FUTURE WILL BE
- 10. PHRASE: YOUR CENSUS ANSWERS HELP IMPROVE OUR HEALTH CARE, STRENGTHEN OUR SCHOOLS, DESIGNATE REPRESENTATIONS, AND BUILD OUR COMMUNITIES

12	2. SLOGA	N: WE CAN'T MOVE FORWARD UNTIL N: IT'S IN YOUR HANDS CIFICS MENTIONED, GENERAL COMM				
	s <sub>2</sub>	66 □OTHER, pecify: 7 □ DON'T KNOW 9 □ REFUSED				
PAR	TNERSH	IIP MESSAGING				
	•	estions are about places in your commun ut the Census.	ity where y	ou may ha	ve heard or	seen
20.	a. in a b. at a c. at a state d. at a e. at a f. on a	meeting of a religious group? n activity of a community organization? meeting or gathering held by a tribal, e or local government? speech made by a local leader? local event like a festival or fair? a sign, poster or meeting exhibit? paystub or utility bill insert?	SUS  1 YES  1 YES	2 NO	77 □ DK 77 □ DK 77 □ DK 77 □ DK 77 □ DK 77 □ DK 77 □ DK	99 REF
/*IF Y	'ES TO A	T LEAST ONE MEDIUM IN Q20, ASK Q	21a. ELSE	GO ТО Q	21b.*/	
	21a.	Thinking about all of the places in your many different times during the <b>past 30</b> something about the census from any of a large something about the census from any of a large something about the census from any of a large something about the census from any of a large something somet	<b>days</b> wo	ıld you say		

During the **past 30 days**, about how many different times would you say you had conversations about the Census with friends, family, or other people you know, for example at home, at work, or at the barbershop?

1 ☐ None

99 REFUSED

		2 ☐ Once or twice 3 ☐ Three to five times 4 ☐ Six to ten times 5 ☐ Eleven times or more 77 ☐ DON'T KNOW
		99 REFUSED
	21c.	During the <b>past 30 days</b> , how many different times would you say you saw someone with a personal item about the Census like a baseball cap, bumper sticker or pen?  1  None 2  Once or twice 3  Three to five times 4  Six to ten times 5  Eleven times or more 77  DON'T KNOW 99  REFUSED
		CTION: IF R TALKED WITH SOMEONE IN THE COMMUNITY (2 <=21b<=5), ASK IP TO NEXT SKIP INSTRUCTION.*/
OR 99	) AND R F GORY (YE	CTION: IF R DID NOT TALK WITH SOMEONE IN THE COMMUNITY (21b = 1, 77, REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE ES TO AT LEAST ONE OF 20a THROUGH 20g), ASK Q22. ELSE, SKIP TO
OR 99	) AND R F GORY (YE	REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE
OR 99	Have you  1 YES 2 NO 77 DOO	REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE
OR 99 CATE Q22D.	Have you 1 YES 2 NO 77 DOO 99 REF	REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE ES TO AT LEAST ONE OF 20a THROUGH 20g), ASK Q22. ELSE, SKIP TO  a spoken to or heard someone in your community talk about the Census?  S → (ASK Q22A)  → (SKIP TO Q22D)  N'T KNOW → (SKIP TO Q22D)

	THEN CODE ALL THAT APPLY.
	GOVERNMENT OFFICIAL OR POLITICAL LEADER  RELIGIOUS LEADER  SOMEONE FROM MY UNION OR WORKPLACE  SOMEONE FROM A COMMUNITY ORGANIZATION  FINANCIAN A FRIEND, RELATIVE OR NEIGHBOR  CENSUS WORKER  OTHER  OTHER  PON'T RECALL/DIDN'T KNOW THEM/NO SPECIFIC PERSON  REFUSED
22B.	Would you say the messages you've heard in your community about the Census changed some of what <b>you</b> believe about the Census?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
22B1.	Would you say the messages in your community about the Census changed some of what <b>your friends and family</b> believe about the Census?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
22C.	Would you say the messages you've heard in your community about the Census gave <b>you</b> good reasons to complete and mail back a Census form?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED
CENS	SUS 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 Q22E)  2 ☐ NO → (GO TO INTRODUCTION ABOVE Q24)  77 ☐ DON'T KNOW → (GO TO INTRODUCTION ABOVE Q24)  99 ☐ REFUSED → (GO TO INTRODUCTION ABOVE Q24)

22E.	Did the student(s) tell you anything about the 2  1 ☐ YES  2 ☐ NO  77 ☐ DON'T KNOW  99 ☐ REFUSED	2010 Censu	s?		
22F.	Did the student (s) show you printed materials  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED	or informat	ion about t	he 2010 Ce	nsus?
	P INSTRUCTION: IF Q22E=1 <i>OR</i> Q22F=1, ASK /E Q24*/	Q22G. EI	_SE SKIP <sup>-</sup>	TO INTROE	DUCTION
22G. 1	Thinking about all of the ways the students told y Census during the <b>past 30 days</b> , how many di say they told you or showed you something ab  1 None 2 Once or twice 3 Three to five times 4 Six to ten times 5 Eleven times or more 77 DON'T KNOW 99 REFUSED	fferent time	es in the pa		
23.	QUESTION OMITTED.				
These	NED MEDIA CENSUS EXPOSURE  e next questions are about stories or features in let you may have heard or seen about the Censu		s, magazin	es, televisio	on, radio or
24.	Not including advertisements, have you heard Census a. in a newspaper or magazine article? b. on television or radio? c. on the internet?	or seen any  ¹□YES ¹□YES ¹□YES	<sup>2</sup> □NO <sup>2</sup> □NO	features at	99□REF 99□REF 99□REF

/\*IF YES TO Q24C, ASK Q24d-f, ELSE SKIP TO INSTRUCTION ABOVE Q25\*/

24. /*IF YE	d. interne e. social Myspace f. regular	networking sites (e.g., Facebook, )? web sites?	1 □YES 1 □YES 1 □YES	2 □NO 2 □NO 2 □NO	77 □DK	99□REF 99□REF 99□REF
25.	Thinking about all of the places you heard or saw stories or features about the Census in t past 30 days, how many different times in the past 30 days would you say you heard or so something about the Census?  1 None 2 Once or twice 3 Three to five times 4 Six to ten times 5 Eleven times or more 77 DON'T KNOW 99 REFUSED  26A. Did you hear or see anything about the Census in Census job announcements?  1 YES 2 NO 77 DON'T KNOW 99 REFUSED		neard or saw			

200.	advertisements, places in your community, and other media, how many different times during the past 30 days would you say you saw or heard something about the Census?  1  None 2  Once or twice 3  Three to five times 4  Six to ten times 5  Eleven times or more 77  DON'T KNOW 99  REFUSED
26c.	Again thinking about all the possible sources we have talked about, what specific groups, people, or sources of information would you say you rely on the most to learn about the Census?
	RECORD VERBATIM THEN CODE:
	<ul> <li>□ FAMILY MEMBER OR OTHER PERSONAL ACQUAINTANCE</li> <li>□ CLERGY MEMBER, ETHNIC GROUP LEADER, OTHER CIVIC LEADER</li> <li>□ TELEVISION SOURCE (E.G., NEWS, CHANNEL, OR OTHER SHOW)</li> <li>□ INTERNET SOURCE (E.G., BLOGS, ON-LINE NEWSPAPER, LISTSERV, ETC.)</li> <li>□ OTHER MEDIA SOURCE (E.G., NEWSPAPER, RADIO, MAGAZINES)</li> <li>□ CENSUS BUREAU EMPLOYEE OR WEBSITE</li> <li>□ OTHER SOURCE</li> <li>□ NO SPECIFIC SOURCE</li> <li>□ DON'T KNOW</li> <li>□ REFUSED</li> </ul>
26d.	Have you heard or seen anything about the Census in a language other than English?  1 ☐ YES 2 ☐ NO 77 ☐ DON'T KNOW 99 ☐ REFUSED

-110	DE CDE	CIFIC CUFING ITEMS. TUFSE ITEMS ADDEAD ONLY IN WAVE 25
<ivio< th=""><th>DE SPE</th><th>CIFIC CUEING ITEMS - THESE ITEMS APPEAR ONLY IN WAVE 3&gt;</th></ivio<>	DE SPE	CIFIC CUEING ITEMS - THESE ITEMS APPEAR ONLY IN WAVE 3>
27.	QUES	STION OMITTED
	27A.	QUESTION OMITTED
	27B.	QUESTION OMITTED
	27C.	QUESTION OMITTED
		<end cueing="" items="" mode="" specific=""></end>
		RUCTION: IF INTERVIEW DATE IS ON OR AFTER CENSUS MAILOUT DATE, ASK , SKIP TO GENERAL MEDIA USE.*/
	_	Did your household receive a census questionnaire delivered to you at your home in March of this year?  1 YES 2 NO
	_	. [ <b>IF W2=1, READ</b> : Before the questionnaire arrived,] were you expecting to get one?  1  YES 2  NO
/*SK	IP INSTE	RUCTION: IF W2_1=YES, SKIP TO W2_3. ELSE, ASK W2_1B.*/
	_	If you received a Census form today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you?  Definitely will Probably will Might or might not Probably will not Definitely will not
		What about most of your friends and neighbors? If they received Census forms 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?  Definitely will Probably will Might or might not Probably will not Definitely will not

W2_1D. How likely are you to recommend participating in the Census to a family member or friend?  Would you say you?  Definitely will  Might or might not  Probably will not  Definitely will not
/*SKIP INSTRUCTION: IF W2_1=NO, DON'T KNOW OR REFUSED, SKIP TO INSTRUCTION BEFORE GENERAL MEDIA USE.*/
W2_3. Did someone complete and mail back the questionnaire?  ¹ ☐ YES → (SKIP TO GENERAL MEDIA USE) ² ☐ NO
W2_4. Did anyone ever open the envelope?  1 ☐ YES 2 ☐ NO → (SKIP TO W2_7A) 98☐ DON'T KNOW → (SKIP TO W2_7A) 96☐ REFUSED
W2_5. Did anyone start to fill out the census form that was inside?  1  YES 2 NO (READ BELOW) 98 DON'T KNOW 96 REFUSED
/*NOTE TO INTERVIEWER: IF W2_5 IS NO ASK W2_6 THEN SKIP TO W2_7A. IF W2_5 IS YES, DK OR REF, SKIP TO W2_7. */
W2_6 When you first saw the questionnaire, did it look like it would be hard or easy to complete?  1 ☐ HARD 2 ☐ EASY 3 ☐ DO NOT READ: NEITHER 4 ☐ DO NOT READ: NEVER SAW IT
W2_7. Did someone finish filling out the form? <sup>1</sup> ☐ YES <sup>2</sup> ☐ NO → (SKIP TO W2_7A)
W2_7A. Why not? What happened? (DO NOT READ CATEGORIES)  ¹ □ DOESN'T SPEAK ENGLISH

3 4 5 6 7 8 9	☐ COULD NOT READ THE FORM ☐ CONFIDENTIALITY CONCERNS ☐ FORM WAS TOO LONG ☐ FORM WAS TOO DIFFICULT ☐ NEVER GOT A FORM ☐ TOO BUSY ☐ WANTED MORE INFO ON CENSUS (WHY NEED IT?) ☐ OTHER (SPECIFY)
/*SKIP INSTRU	JCTION: IF R COMPLETED WAVE 1, SKIP TO Q42 (CONTACT INFORMATION).*/
GENERAL M	EDIA USE
_	ew questions about how you spend your time in a typical seven day week.
28A.	How many hours per <b>week</b> do you usually spend working for pay?  Number of hours
	<ul> <li>NONE</li> <li>ONE TO NINETEEN HOURS</li> <li>TWENTY TO THIRTY-NINE HOURS</li> <li>FORTY AND MORE HOURS</li> <li>DON'T KNOW</li> <li>REFUSED</li> </ul>
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
Numbe	During a <b>typical 7 day week</b> , how many hours do you usually spend listening to o, either at home, in your car, through the internet, or elsewhere?
IF R UN	IABLE 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 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 <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:
	<ul> <li>NONE</li> <li>ONE TO TWENTY HOURS</li> <li>MORE THAN TWENTY HOURS</li> <li>DON'T KNOW</li> <li>REFUSED</li> </ul>
32.	About how many hours in <b>a typical 7 day week</b> 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:
	<ul> <li>NONE</li> <li>ONE TO TWENTY HOURS</li> <li>MORE THAN TWENTY HOURS</li> <li>DON'T KNOW</li> <li>REFUSED</li> </ul>

32B	In a <b>typical week</b> , 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
DEMOGRAPH	ics
I just have a few	questions left about you and your household.
1 □ 18 t 2 □ 30 d 3 □ 45 t 4 □ 65 c	to 44 o 64 or older N'T KNOW

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		
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 ☐ ENGLISH
	<sup>2</sup> ARABIC
	3 CANTONESE
	4 PRENCH CREOLE
	5 HINDI
	6 DJAPANESE
	7 ☐ KHMER
	8 KOREAN
	9 MANDARIN
	10 POLISH
	11 RUSSIAN
	12 SPANISH
	13 TAGALOG
	14 ☐ VIETNAMESE
	15 OTHER (SPECIFY)
	77 DON'T KNOW
	99 REFUSED

<ul> <li>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?</li> <li>□ Less than \$25,000</li> <li>□ \$25,000 to \$59,999</li> <li>□ \$60,000 to \$119,999</li> <li>□ \$120,000 or more</li> <li>□ DON'T KNOW</li> <li>□ REFUSED</li> </ul>
CONTACT INFORMATION
/*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, ASK 42. ELSE, SKIP TO END.*/
42. I have your street address as {ADDRESS}. Is that correct?  ¹ ☐ YES → (ASK Q43)  ² ☐ NO → (ASK Q42A)  ¹ ☐ DON'T KNOW→ (ASK Q42A)  99 ☐ REFUSED→ (ASK Q42A)
42A. What is your correct street address?
[INTERVIEWER: RECORD AS MUCH ADDRESS INFORMATION AS POSSIBLE. WRITE77 OR 99 AS APPROPRIATE IN FIELDS FOR WHICH NO INFORMATION AVAILABLE.]
Street (Address 1)
Ant Number
Apt. Number (Address 2)
City State Zip
77 ☐ DON'T KNOW 99 ☐ REFUSED

43.	reconta properly	you very much; you've given us some valuable information today. We will be citing some participants in this survey to make sure that we collected our data of and to follow-up on some of the questions that we discussed today. May we contact the future?  1 ☐ YES → (ASK Q44)  2 ☐ NO → (ASK Q43a)  77 ☐ DON'T KNOW→ (ASK Q43a)  99 ☐ REFUSED→ (ASK Q43a)
	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 Q44)  2 ☐ NO → (END)  77 ☐ DON'T KNOW → (END)  99 ☐ REFUSED → (END)
44.	Please tell	me your full name.
	First	Last
		DN'T KNOW EFUSED
45.	What is Telepho	the best telephone number for us to reach you?  one (
		DN'T KNOW→ (SKIP TO Q46) EFUSED→ (SKIP TO Q46)
	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?	
	Telepho	ne ()	
		66 ☐ NO ADDITIONAL PHONE NUMBER → (SKIP TO Q47) 77 ☐ DON'T KNOW → (SKIP TO Q47) 99 ☐ REFUSED→ (SKIP TO Q47)	
	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 h	nave an e-mail address where we may try to reach you?	
		@	
[	[INTERVIEWER: IF NO E-MAIL ADDRESS, WRITE 'NO EMAIL' IN THE BOX ABOVE.]		
	77 □ DO 99 □ RE	N'T KNOW FUSED	
48	Please tell me about someone who will always know how to find you. What is that person's name?		
	First	Last	
		N'T KNOW→ (SKIP TO END) FUSED→ (SKIP TO END)	

48a.	contact you, for example, a telephone number, an e-mail address, or a mailing address.		
	Telephone ( ) — —		
	77 □ DON'T KNOW 99 □ REFUSED		
-	EWER: RECORD AS MUCH ADDRESS INFORMATION AS POSSIBLE. WRITE 77 APPROPRIATE IN FIELDS FOR WHICH NO INFORMATION AVAILABLE.]		
Email	@		
Street (Address	1)		
Apt. Number (Address 2)			
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 0607-0955, 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 0607-0955" as the subject.