



Because these questionnaires will be scanned by a machine, it is important that you mark the questionnaire according to these instructions:

- Please fill out the questionnaire using a pen with black or blue ink.
- For open-ended questions, a box is provided in which to record the answer as in question S11C below. Please clearly print the response and stay within the boundaries of the box.

S11C. What is your enrolled or principal tribe?

Navajo

- Questions with numeric responses have a divided box as shown below. Write one digit per box.

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

Number of hours

0 2 4

- For questions with check-box response options, mark the boxes with an "X" as indicated below:

- 1 YES → ask Q2
2 NO
77 DON'T KNOW
99 REFUSED

- If you make a mistake or need to change an answer, fill the entire box and mark the correct box:

- 1 YES → ask Q2
2 NO
77 DON'T KNOW
99 REFUSED

SCREENER AND WAVE 3 QUESTIONNAIRE

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?

/*SKIP INSTRUCTION: WAVE 1 PANEL MEMBERS SKIP TO MAIN INTERVIEW (STATEMENT BEFORE Q4). ELSE, BEGIN WITH ITEM S1.*

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

77 DON'T KNOW

99 REFUSED

/*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 → 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)... (CODE ONLY ONE)

- 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)

- 1 White
- 2 Black or African American
- 3 Asian
- 4 Native Hawaiian or other Pacific Islander
- 5 American Indian or Alaska Native
- 6 OTHER
- 7 HISPANIC, NO OTHER RACE
- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IF S6=1 OR 2 ONLY, 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)... (CODE ONLY ONE)
- 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)
 - 77 DON'T KNOW
 - 99 REFUSED

/*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) ... (CODE ONLY ONE)
- 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 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)

77 DON'T KNOW

99 REFUSED

/*SKIP INSTRUCTION: 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

/*SKIP INSTRUCTION: 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

/*SKIP INSTRUCTION: IS THIS HOUSEHOLD ELIGIBLE FOR INCLUSION IN THE STUDY BASED ON 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.
TERMINATE INTERVIEW.

S8. May I speak with that person now?

1 SELECTED RESPONDENT AVAILABLE → SKIP TO INTRODUCTION BEFORE Q1.

2 SELECTED RESPONDENT UNAVAILABLE → ASK S8A.

77 DON'T KNOW → ASK S8A

99 REFUSED → 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. CODE RESPONDENT SEX.

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

- 1 MALE
- 2 FEMALE
- 77 DON'T KNOW
- 99 REFUSED

S10. Are you of Hispanic or Latino origin?

- 1 YES → (ASK S10A)
- 2 NO → (ASK S11)
- 77 DON'T KNOW → (ASK S11)
- 99 REFUSED → (ASK S11)

S10a. Are you... (CODE ONLY ONE)

- 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
- 7 HISPANIC, NO OTHER RACE
- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IF S11=1 OR 2 ONLY, SKIP TO INSTRUCTION AFTER S11D. ELSE SKIP TO INSTRUCTION BELOW.*/

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

S11a. Are you... (CODE ONLY ONE)

- 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 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... (CODE ONLY ONE)
- 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.*/

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

- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: 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 INSTRUCTION: IF S11=6 ASK S11D. ELSE SKIP TO INSTRUCTION BELOW 11D*/

S11D. What is your other race group?

- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IS THIS HOUSEHOLD ELIGIBLE FOR INCLUSION IN THE STUDY BASED ON SAMPLING CRITERIA? IF YES, GO TO INTRODUCTION ABOVE Q1. ELSE, TERMINATE INTERVIEW.*/

WAVE 3 QUESTIONNAIRE

We expect the rest of this interview to take about 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 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.]

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

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

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

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 Q2c
- 2 NO -->ask Q1d
- 77 DON'T KNOW-->Ask Q1d
- 99 REFUSED-->Ask Q1d

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

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 A few times a month
- 5 Once a week or more
- 6 NEVER
- 77 DON'T KNOW

99 REFUSED

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

2 NO

77 DON'T KNOW

99 REFUSED

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, usually, seldom or never?

1 ALWAYS

2 ALMOST ALWAYS

3 USUALLY

4 SELDOM

5 NEVER

6 R NOT ELIGIBLE TO VOTE

77 DON'T KNOW

99 REFUSED

	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 statement is, "I know many of my neighbors." Do you strongly agree, agree, disagree or strongly disagree with this statement?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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?]	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>

FOR PANEL MEMBERS ONLY, READ:

I appreciate your talking with me again today. We expect this interview to take about 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?

4. (IF NOT PANEL MEMBER: Next/IF PANEL MEMBER: First) 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 Q8)
- 2 NO -->Ask Q5
- 77 DON'T KNOW-->Ask Q5
- 99 REFUSED-->Ask Q5
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 TO W2_1, PAGE \$\$)
- 77 DON'T KNOW (SKIP TO W2_1, PAGE \$\$)
- 99 REFUSED (SKIP TO W2_1, PAGE \$\$)
8. Have you heard or seen anything recently about the 2010 Census?
- 1 YES

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

- 9. QUESTION OMITTED.
- 10. QUESTION OMITTED.
- 11. QUESTION OMITTED.

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
- 99 REFUSED

13. In general, how familiar are you with the way Census data impacts you and 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

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

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

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	DK	REF
a. to decide how much money communities will get from the government?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>
b. to decide how many representatives each state will	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>

	have in Congress?				
c.	to count both citizens and non-citizens?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>
d.	to determine property taxes?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>
e.	to help the police and FBI keep track of people who break the law?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>
f.	to help businesses and governments plan for the future?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>
g.	to locate people living in the country illegally?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	77 <input type="checkbox"/>	99 <input type="checkbox"/>

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. Do you strongly agree, agree, disagree, or strongly disagree with this statement?	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
16B. The Census is an invasion of privacy. (IF NEEDED: Do you strongly agree, agree, disagree, or strongly disagree with this statement?)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
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 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>
16J. It takes too long to fill out the Census information, I don't have time. (IF NEEDED: Do	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	97 <input type="checkbox"/>

you strongly agree, agree, disagree, or strongly disagree with this statement?)

/*SKIP INSTRUCTION: IF Q8 NOT EQUAL 1 THEN SKIP TO INTRODUCTION ABOVE W2_1.*/

These next questions are about this year's Census 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 seen in the media.

<CONFIRMED AWARENESS>

<FRANK>

19A1. Have you recently seen an advertisement about the 2010 Census that shows a man sitting at home in his bathrobe filling out his Census form?

- 1 YES
- 2 MAYBE, NOT SURE
- 3 NO → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_HISP]
- 99 REFUSED → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_HISP]

19B1. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

- 77 DON'T KNOW
- 99 REFUSED

19C1. During the **past 90 days**, how often have you seen this advertisement? Would you say...?

- 1 never
- 2 once or twice
- 3 3 to 15 times
- 4 16 to 30 times
- 5 31 times or more
- 77 DON'T KNOW
- 99 REFUSED

19D1. Would you say the ad grabbed your attention?

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

19E1. 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

/*IF SAMPLE TYPE=CORE AND RACE/ETHNICITY=HISPANIC THEN ASK 19A2_HISP.
OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A2_BLACK.*/

19A2_HISP. Have you recently seen an advertisement about the 2010 Census in which a mother talks about how her daughter helped to improve the school in her community?

- 1 YES
- 2 MAYBE, NOT SURE
- 3 NO → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_BLACK]
- 99 REFUSED → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_BLACK]

19B2_HISP. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

- 77 DON'T KNOW
- 99 REFUSED

/*IF SAMPLE TYPE=CORE AND RACE/ETHNICITY=BLACK THEN ASK 19A2_BLACK.
OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A2_OTHER.*/

19A2_BLACK. Have you recently seen an advertisement about the 2010 Census that shows a woman named Miss Maybelle walking to the mailbox to mail her Census form?

- 1 YES
- 2 MAYBE, NOT SURE
- 3 NO → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_OTHER]
- 99 REFUSED → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_OTHER]

19B2_BLACK. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

/*IF SAMPLE TYPE=CORE AND RACE/ETHNICITY=NON-HISPANIC AND NON-BLACK THEN ASK 19A2_OTHER. OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A2_ASIAN.*/
19A2_OTHER. Have you recently seen an advertisement about the 2010 Census in which the lines, checkboxes and checks of the census form turn into things in the community?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_ASIAN]

99 REFUSED → [SKIP TO SKIP INSTRUCTION BEFORE 19A2_ASIAN]

19B2_OTHER. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

/*IF SAMPLE TYPE=ASIAN AND RACE/ETHNICITY=ASIAN THEN ASK 19A2_ASIAN. OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A2_NHPI.*/
19A2_ASIAN. Have you recently seen an advertisement about the 2010 Census in which various individuals make the number ten out of everyday items?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO INSTRUCTION BEFORE 19A2_NHPI]

99 REFUSED → [SKIP TO INSTRUCTION BEFORE 19A2_NHPI]

19B2_ASIAN. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

/*IF SAMPLE TYPE=NHPI AND RACE/ETHNICITY=NHPI THEN ASK 19A2_NHPI. OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A2_AIAN.*/

19A2_NHPI. Have you recently seen an advertisement about the 2010 Census that shows native Hawaiians and Pacific Islanders celebrating their traditions, homeland, and existence?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO INSTRUCTION BEFORE 19A2_AIAN]

99 REFUSED → [SKIP TO INSTRUCTION BEFORE 19A2_AIAN]

19B2_NHPI. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

/*IF SAMPLE TYPE=AIAN AND RACE/ETHNICITY=AIAN THEN ASK 19A2_AIAN. OTHERWISE GO TO SKIP INSTRUCTION BEFORE 19A3.*/

19A2_AIAN. Have you recently seen an advertisement about the 2010 Census that shows individuals of American Indian descent in different settings playing/beating a drum?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO Q19A3]

99 REFUSED → [SKIP TO Q19A3]

19B2_AIAN. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

/*IF 19A2_HISP=1,2 OR 19A2_BLACK=1,2 OR 19A2_OTHER=1,2 OR 19A2_ASIAN=1,2 OR 19A2_NHPI=1,2 OR 19A2_AIAN=1,2 THEN ASK 19C2. OTHERWISE SKIP TO 19A3.*/

19C2. During the **past 90 days**, how often have you seen this advertisement? Would you say?

1 never

2 once or twice

3 3 to 15 times

4 16 to 30 times

5 31 times or more

77 DON'T KNOW

99 REFUSED

19D2. Would you say the ad grabbed your attention?

1 YES

2 NO

77 DON'T KNOW

99 REFUSED

19E2. 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

19A3. Have you recently seen an advertisement about the 2010 Census that shows Census takers knocking on the doors of people's homes?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO 19A4]

99 REFUSED → [SKIP TO INTRODUCTION 19A4]

19B3. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

⁷⁷ DON'T KNOW

⁹⁹ REFUSED

19C3. During the **past 90 days**, how often have you seen this advertisement? Would you say?

1 never

2 once or twice

3 3 to 15 times

4 16 to 30 times

5 31 times or more

⁷⁷ DON'T KNOW

⁹⁹ REFUSED

19D3. Would you say the ad grabbed your attention?

1 YES

2 NO

⁷⁷ DON'T KNOW

⁹⁹ REFUSED

19E3. 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

19A4 Have you recently seen an advertisement that showed everything frozen in time (construction sites, school yards, hospital rooms, and chambers of congress) until a man dropped his census form into a mail box?

1 YES

2 MAYBE, NOT SURE

3 NO → [SKIP TO Q17]

⁹⁹ REFUSED → [SKIP TO Q17]

19B4. What happens in the ad? For example, can you tell me anything in detail about the people in the ad?

RECORD VERBATIM:

77 DON'T KNOW

99 REFUSED

17. Now thinking about all advertisements about the Census you may have seen or heard, have you heard or seen any advertisements about the Census...

- | | | | | |
|---|--------------------------------|-------------------------------|--------------------------------|---------------------------------|
| a. on television? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| b. on the radio? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| c. in magazines? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| d. in newspapers? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| e. on the Internet? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| f. in other places such as coffee cups, billboards or park benches? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |

/*IF YES TO AT LEAST ONE MEDIUM IN Q17A-F, ASK Q18. ELSE SKIP TO Q20*/

18. Thinking about all of the advertisements you heard or saw in the **past 3 months** about the Census, how many different times **in the past 3 months** would you say you saw or heard something about the Census?

- 1 None
- 2 Once or twice
- 3 3 to 15 times
- 4 16 to 30 times
- 5 31 times or more
- 77 DON'T KNOW
- 99 REFUSED

PAID MEDIA MESSAGING

19E. Thinking about all the ads you have seen or heard about the Census, how much would you say you agree or disagree with the following statement:

These ads are 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 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

19H1. Thinking of all the ads you have seen or heard about the Census, would you say there have been:

- 1 Far too few ads
- 2 Too few ads
- 3 About the right amount of ads
- 4 Too many ads
- 5 Far too many ads
- 77 DON'T KNOW
- 99 REFUSED

19l. 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: The campaign is about making sure everyone like me is counted in the Census.

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

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

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

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

- 1 Strongly agree
- 2 Agree

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

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

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

PARTNERSHIP MESSAGING

These next questions are about places in your community where you may have heard or seen something about the Census.

20. Have you heard or seen anything about the Census...

- | | | | | |
|---|--------------------------------|-------------------------------|--------------------------------|---------------------------------|
| a. in a meeting of a religious group? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| b. at an activity of a community organization? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| c. at a meeting or gathering held by a tribal, state or local government? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| d. at a speech made by a local leader? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| e. at a local event like a festival or fair? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| f. on a sign, poster or meeting exhibit? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| g. in a paystub or utility bill insert? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |

/*IF YES TO AT LEAST ONE MEDIUM IN Q20, ASK Q21a. ELSE GO TO Q21b.*/

21a. Thinking about all of the places in your community we've just talked about, how many different times during the **past 3 months** would you say you heard or saw something about the census from any of those sources?

- 1 None
- 2 Once or twice
- 3 3 to 15 times
- 4 16 to 30 times
- 5 31 times or more
- 77 DON'T KNOW
- 99 REFUSED

21b. During the **past 3 months**, 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
- 2 Once or twice
- 3 3 to 15 times
- 4 16 to 30 times
- 5 31 times or more
- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IF R TALKED WITH SOMEONE IN THE COMMUNITY (2 <=21b<=5), ASK Q22a. ELSE SKIP TO NEXT SKIP INSTRUCTION.*/

/*SKIP INSTRUCTION: IF R DID NOT TALK WITH SOMEONE IN THE COMMUNITY (21b = 1, 77, OR 99) AND R REPORTS EXPOSURE TO PARTNERSHIP ACTIVITIES FOR AT LEAST ONE CATEGORY (YES TO AT LEAST ONE OF 20a THROUGH 20g) , ASK Q22. ELSE, SKIP TO Q22D.*/

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

- 1 YES → (ASK Q22A)
- 2 NO → (SKIP TO Q22D)
- 77 DON'T KNOW → (SKIP TO Q22D)
- 99 REFUSED → (SKIP TO Q22D)

22A_1. Who in your community have you spoken to or heard talk about the Census? DO NOT READ CATEGORIES EXCEPT TO PROBE.

RECORD VERBATIM:

THEN CODE ALL THAT APPLY.

- 1 GOVERNMENT OFFICIAL OR POLITICAL LEADER
- 2 RELIGIOUS LEADER
- 3 SOMEONE FROM MY UNION OR WORKPLACE
- 4 SOMEONE FROM A COMMUNITY ORGANIZATION
- 5 A FRIEND, RELATIVE OR NEIGHBOR
- 6 CENSUS WORKER
- 7 OTHER
- 8 DON'T RECALL/DIDN'T KNOW THEM/NO SPECIFIC PERSON
- 99 REFUSED

22B. Would you say the messages you've heard in your community about the Census changed some of what **you** 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 **your friends and family** 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 **you** good 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 Kindergarten through 12th 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 2010 Census?

1 YES

2 NO

77 DON'T KNOW

99 REFUSED

22F. Did the student (s) show you printed materials or information about the 2010 Census?

1 YES

2 NO

77 DON'T KNOW

99 REFUSED

/*SKIP INSTRUCTION: IF Q22E=1 OR Q22F=1, ASK Q22G. ELSE SKIP TO INTRODUCTION ABOVE Q24*/

22G. Thinking about all of the ways the students told you or showed you something about the Census, how many different times 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 times or more

77 DON'T KNOW

99 REFUSED

23. QUESTION OMITTED.

EARNED MEDIA CENSUS EXPOSURE

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 seen any stories or features about the Census...

a. in a newspaper or magazine article? 1 YES 2 NO 77 DK 99 REF

b. on television or radio? 1 YES 2 NO 77 DK 99 REF

c. on the internet? 1 YES 2 NO 77 DK 99 REF

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

24. On the internet, did you hear or see anything about the Census on...
- | | | | | |
|---|--------------------------------|-------------------------------|--------------------------------|---------------------------------|
| d. internet blogs? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| e. social networking sites (e.g., Facebook, Myspace)? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |
| f. regular web sites? | 1 <input type="checkbox"/> YES | 2 <input type="checkbox"/> NO | 77 <input type="checkbox"/> DK | 99 <input type="checkbox"/> REF |

/*IF YES TO AT LEAST ONE MEDIUM IN Q24a-c, ASK Q25. ELSE SKIP TO Q26A*/

25. Thinking about all of the places you heard or saw stories or features about the Census in the **past 3 months**, how many different times in the **past 3 months** would you say you heard or saw something about the Census?

- 1 None
 2 Once or twice
 3 3 to 15 times
 4 16 to 30 times
 5 31 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

- 26b. Thinking about all the possible sources we have just talked about, including advertisements, places in your community, and other media, how many different times **during the past 3 months** would you say you saw or heard something about the Census?

- 1 None
 2 1 to 9 times
 3 10 to 29 times
 4 30 to 59 times
 5 60 to 90 times
 6 91 times or more
 77 DON'T KNOW
 99 REFUSED

26c_1. 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:

- 1 FAMILY MEMBER OR OTHER PERSONAL ACQUAINTANCE
- 2 CLERGY MEMBER, ETHNIC GROUP LEADER, OTHER CIVIC LEADER
- 3 TELEVISION SOURCE (E.G., NEWS, CHANNEL, OR OTHER SHOW)
- 4 INTERNET SOURCE (E.G., BLOGS, ON-LINE NEWSPAPER, LISTSERV, ETC.)
- 5 OTHER MEDIA SOURCE (E.G., NEWSPAPER, RADIO, MAGAZINES)
- 6 CENSUS BUREAU EMPLOYEE OR WEBSITE
- 7 OTHER SOURCE
- 8 NO SPECIFIC SOURCE
- 77 DON'T KNOW
- 99 REFUSED

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

Next , I will show you a clip/card and ask you how you feel about the clip/card.

27. Please (take a look at this card/take a look at this clip/listen to this clip) from an ad that has been run in some parts of the country. Do you recall seeing an ad like this one in the last month?

- 1 Yes
- 2 No → SKIP TO INSTRUCTION BEFORE W2_1.

27B. What do you recall as the most important message of the ad?

RECORD VERBATIM:

27C. Did you find this ad convincing?

- 1 Yes
- 2 No

W2_1. Did your household receive a census questionnaire delivered to you at your home in March of this year?

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

W2_1A. [IF W2_1=1, READ: Before the questionnaire arrived,] were you expecting to get one?

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

/*SKIP INSTRUCTION: IF W2_1=YES, SKIP TO W2_3. ELSE, ASK W2_1B.*/

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 ...?

- 1 Definitely will
- 2 Probably will
- 3 Might or might not
- 4 Probably will not
- 5 Definitely will not
- 77 DON'T KNOW
- 99 REFUSED

W2_1C. 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 ...?

- 1 Definitely will
- 2 Probably will
- 3 Might or might not
- 4 Probably will not

- 5 Definitely will not
- 77 DON'T KNOW
- 99 REFUSED

W2_1D. How likely are you to recommend participating in the Census to a family member or friend?
Would you say you...?

- 1 Definitely will
- 2 Probably will
- 3 Might or might not
- 4 Probably will not
- 5 Definitely will not
- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IF W2_1=NO, DON'T KNOW OR REFUSED, SKIP TO w2_8a. ELSE, ASK W2_3*/

W2_3. Did someone complete and mail back the questionnaire?

- 1 YES → (SKIP TO INSTRUCTION BEFORE GENERAL MEDIA USE)
- 2 NO
- 77 DON'T KNOW
- 99 REFUSED

W2_4. Did anyone ever open the envelope?

- 1 YES →SKIP TO W2_5
- 2 NO → ASK W2_4A
- 77 DON'T KNOW → ASK W2_4A
- 99 REFUSED→SKIP TO W2_5

W2_4a. Why did no one ever open the envelope? What happened? (DO NOT READ CATEGORIES. CODE RESPONSE BELOW.)

- 1 DOESN'T SPEAK ENGLISH
- 2 COULD NOT READ THE FORM
- 3 CONFIDENTIALITY CONCERNS
- 4 FORM WAS TOO LONG
- 5 FORM WAS TOO DIFFICULT
- 6 NEVER GOT A FORM
- 7 TOO BUSY
- 8 WANTED MORE INFO ON CENSUS (WHY NEED IT?) _____
- 9 OTHER (SPECIFY) _____
- 77 DON'T KNOW
- 99 REFUSED

W2_5. Did anyone start to fill out the census form that was inside?

- 1 YES
- 2 NO
- (READ BELOW)
- 77 DON'T KNOW
- 99 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
- 77 DON'T KNOW
- 99 REFUSED

W2_7. Did someone finish filling out the form?

- 1 YES →SKIP TO W2_8A
- 2 NO → SKIP TO W2_7A
- 77 DON'T KNOW →SKIP TO W2_8A
- 99 REFUSED →SKIP TO W2_8A

W2_7A. Why not? What happened? (DO NOT READ CATEGORIES. CODE RESPONSE BELOW.)

- 1 DOESN'T SPEAK ENGLISH
- 2 COULD NOT READ THE FORM
- 3 CONFIDENTIALITY CONCERNS
- 4 FORM WAS TOO LONG
- 5 FORM WAS TOO DIFFICULT
- 6 NEVER GOT A FORM
- 7 TOO BUSY
- 8 WANTED MORE INFO ON CENSUS (WHY NEED IT?) _____
- 9 OTHER (SPECIFY) _____
- 77 DON'T KNOW
- 99 REFUSED

W2_8A. Are you aware that if a household doesn't mail back the Census form that a Census Bureau interviewer will try to visit that household to gather the necessary information?

- 1 YES

- 2 NO
77 DON'T KNOW
99 REFUSED

W2_8B. Census Bureau interviewers who visit households will show proper identification. How comfortable would you be allowing a Census Bureau interviewer to collect census information at your doorstep? Would you be...? READ LIST. RECORD ONE ANSWER.

- 1 Very comfortable
2 Somewhat comfortable
3 Somewhat uncomfortable
4 Very uncomfortable
97 DO NOT READ: NEITHER COMFORTABLE NOR UNCOMFORTABLE

/*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, SKIP TO 32C1.*/

GENERAL MEDIA USE

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

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

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 ONE TO NINETEEN HOURS
3 TWENTY TO THIRTY-NINE HOURS
4 FORTY AND MORE HOURS
77 DON'T KNOW
99 REFUSED

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

Number of hours

--	--	--

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

- 1 NONE
2 LESS THAN THREE HOURS
3 THREE HOURS OR MORE
77 DON'T KNOW
99 REFUSED

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

Number of hours

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

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

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

Number of hours

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

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

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

Number of hours

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

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

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

Number of hours

IF R UNABLE TO PROVIDE NUMBER, CODE INTO CATEGORIES:

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

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

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

32C1. Do you speak or understand a language other than English?

- 1 YES
- 2 NO →SKIP TO INSTRUCTION BEFORE DEMOGRAPHICS
- 77 DON'T KNOW →SKIP TO INSTRUCTION BEFORE DEMOGRAPHICS
- 99 REFUSED →SKIP TO INSTRUCTION BEFORE DEMOGRAPHICS

32C2. What languages are those? (DO NOT READ LIST. CODE ALL THAT APPLY.)

- 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*)
- 77 DON'T KNOW
- 99 REFUSED

/*SKIP INSTRUCTION: IF R COMPLETED WAVE 1, SKIP TO CONTACT INFORMATION.*/

DEMOGRAPHICS

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

33. Which of the following best describes your age?

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

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

READ LIST IF NECESSARY. RECORD ONE ANSWER.

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

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

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

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? (SELECT ONLY ONE)

- 1 ENGLISH
- 2 ARABIC
- 3 CANTONESE
- 4 FRENCH CREOLE
- 5 HINDI
- 6 JAPANESE
- 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

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

/*SKIP INSTRUCTION: IF FRESH SAMPLE, SKIP TO END.*/

CONTACT INFORMATION

42. For verification purpose, I have your street address as {ADDRESS}. Is that correct?

- 1 YES → SKIP TO Q43 (below)
- 2 NO → ASK Q42A
- 77 DON'T KNOW → ASK Q42A
- 99 REFUSED → ASK Q42A

42A. What is your correct street address?

INTERVIEWER: Record as much address information as possible. Write 77 or 99 as appropriate in fields for which no information is available.

Street (Address 1)

Apt. Number (Address 2)

City State Zip

- 77 DON'T KNOW
- 99 REFUSED

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 Q47 (next page)

99 REFUSED → SKIP TO Q47 (next page)

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

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 Paperwork@census.gov; use "Paperwork Project 0607-0955" as the subject.