

Revisions made to CICPE draft questionnaires in 4/27/09 versions

S1. Question about where mail is received is no longer viewed as necessary for sampling purposes. Omitted.

Q1. Explicitly includes volunteering in regular activities for these various organizations.

Q2. Added a probe for respondents who participate in more than one example of an activity type.

Q12A. Insert response to Q12 in question text to help respondent comprehension.

New introduction framing the different components before any exposure questions are asked. We had discussed randomizing the components, but found that this introduction was sufficient to remove confusion.

Q17-19h. removed references to 'public service announcements'

Q17-18. The previous sequences asked how much the R had heard (a lot, a little, nothing) on each set of sources, then yes/no questions about sub-sources (e.g., television vs radio vs newspapers). The new questions ask yes/no exposure questions first, then a 'number of times' question about the set of sources (e.g., all paid media). The same substitution is made for earned media and partnerships.

Q19A. we've inserted the placeholder 'false' ad that was used in the cognitive interviews. A replacement false ad will be inserted once more is known about the 'true' ads that will be shown.

Q21b. separated out informal conversations from other partnership activities

Q22e-f. Census in Schools has requested that these questions refer specifically to '2010 Census' although in the rest of the questionnaire we simply say 'Census'

Q26. A new question asking about overall campaign exposure.

Q26c. This was a probe in the cognitive interview protocol, but has been added to the main instrument, especially as a potential means of identifying significant influential partners, such as BET or Telemundo.

Q32. This question tested poorly in various variants, as the interpretation varies widely across respondent. We are waiting revisions from Field Division as to whether the item should be re-worded or omitted. NORC recommends dropping the item.