

Attachment A: Protocol for TCFU Qualitative Interview

8/16/10

Hello, I'm [NAME]. I work for [NAME OF CONTRACTOR] and we are doing some research for the U.S. Census Bureau. We want to know a little bit about your perceptions of the Census and your experience with the Census this time around. This information will help us move forward and make improvements for the next Census in 2020.

Before we start, I will give you a consent form [HAND THE CONSENT FORM TO R] and we'll go over it together. It is consent to make a tape recording of our conversation, but it also tells you about the confidentiality of this interview. Please feel free to ask any questions you might have. This document tells you that because we would like to keep track of everything you say today, we would like to tape-record our conversation. It also says that your answers are confidential and protected by law (Title 13 USC). Only researchers working on this project who have taken an oath and are subject to a jail term, a fine, or both if they disclose any information that could identify you or your household will see your answers or hear the tape. Your participation is voluntary and you may choose not to answer any particular question you don't want to answer.

Now we are ready to start the interview. Do you have any questions before we start?

START TAPE.

[Throughout, probe as necessary: When you say X, what do you mean? Tell me more about X.]

1. So, first of all, what comes to your mind when you think about the Census?
2. Tell me about your experience with the Census in 2010.
3. Tell me about any frustrations or positive experiences that you had with the Census.
4. **(Establish if they were the person who filled out the form.)** Did you complete your Census form? If so, what motivated you to do the Census this time around? If not, who completed it for you?
5. **(If R completed Census form himself/herself, then ask):**
 - a. Do you remember the kinds of questions that they asked you? What did you think about the questions that the Census asked you?
 - b. How did you feel about giving the information that they asked for?
6. Did the Census get a good picture of you and your household? If so, tell me about that. If not, tell me about that. (Trying not to use the word "why" here)

7. What about the Census did you discuss with other family or friends that live in your household?
8. What about the Census did you discuss with other family or friends that do not live in your household?
9. People sometimes live or stay at more than one place, and sometimes they fill out multiple Census forms. Why do you think that a person might list themselves on multiple Census forms? If you had any experience like this, tell me about it.
10. Sometimes people list others on Census forms and the result is that some people are listed on multiple forms. For what reasons do you think this could happen? Describe any experience you have with that.
11. Sometimes people are left off of the Census form, either on purpose or by accident, and are omitted from the census. For what reasons do you think this could happen? Describe any experience you have with that.
12. We are interested in experimenting with a different way of doing the census. It is called an “Event History Calendar.” We would like you to tell us a story about the events that happened to you this year. In this method, we will complete a calendar that documents the significant events that happened in your life this year. <Go to EHC>.
13. How would you prefer to answer Census questions – by mail, by phone, on the Internet, or by an in-person visit? Would the amount of information that you would be willing to provide differ based on whether the questions were asked by mail, phone, Internet, or in-person?
14. Would you have any concerns reporting census information over the phone?
15. Back to the 2010 Census, did you use any Census-based resources, to answer any questions you may have had? The Census Website? The toll-free number? Anything else? If so, what resources did you use?
16. Did you use any other resources, such as libraries, local and state government resources, churches, senior centers, outreach groups, etc., to answer any questions you may have had? If so, what resources did you use?
17. Did you see any Census advertising? If so, what did you think about the advertising? How did that affect how you (or your household) completed your Census form?
18. Is there anything else you would like to tell me about your experience with the Census?

TURN OFF TAPE.