

Alternate Contact Information Test Protocol

July 11, 2012

Note: Probes in **yellow** will be asked directly after the question is answered. Those listed in **grey** will be asked after the entire interview is completed: the interviewer will go back and probe further on these questions.

Introduction:

Hello, I'm _____ and I work for _____. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing. Today we are working on some questions that will be asked of people in a telephone survey. We are very much interested in your own opinions and thoughts today. There aren't any right or wrong answers, I just want to hear things from your perspective. After I ask you the survey questions, I'm really interested in what the questions meant to you, what you think they are getting at, so I'm going to ask you questions about the survey questions. There aren't any right or wrong answers there either. I'm just really interested in your thoughts.

Permission to Tape-Record:

Because it would be hard to keep track of everything you say today, I'm going to tape-record this session. HAND RESPONDENT CONSENT FORM. Please read this over and sign it. I want you to know that your responses will be kept strictly confidential and will only be seen by people working on this project. The tapes will be destroyed after we conduct our analysis. Your participation in this study is completely voluntary and you can decline to answer any particular question.

Do you have any questions before we start?

I am going to pretend that I'm calling you on the phone for this part of the survey.

1. May I speak with someone at least 15 years old who lives here and knows about the people in this household? Would that be you?
 - a. Yes
 - b. No – Ask to speak to this person. If such a person is not home, Thank the respondent and hang up.

2. Hello, I'm (your Name) from the U.S. Census Bureau. We are doing research to make it easier for people to respond to the Census. In the past, for the Census, we have mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of government money. In an effort to reduce cost, we are researching alternative ways of contacting people.

Your responses to these questions are protected by law under Title 13 of the United States Code. This is the same law that protects your privacy. No one outside the Census Bureau will see your answers. This interview will take about 7 minutes to complete.

****All Questions are to be blind coded unless otherwise noted****

3. First, I need to verify your address. Is this _____?
 - a. Yes <go to question 7>
 - b. No <go to question 4>
 - c. Don't know <go to question 4>
 - d. Refuse <go to question 4>
4. Are you familiar with this address?
 - a. Yes <go to question 5>
 - b. No <go to question 6>
 - c. Don't Know <go to question 6>
 - d. Refusal <go to question 6>
5. How are you familiar with it?
 - a. I used to live there
 - b. My parents live there
 - c. My children live there
 - d. Another relative lives there
 - e. I use this address for billing purposes
 - f. I use this as a shipping address
 - g. Other, specify_____ [140 characters explanation]

Probe: Do you know who lives at this address? What sort of relationship do you have with the people who live at this address?

6. What is your address? [WHAT FIELDS DO WE WANT?]

7. We would like to collect the names and ages of the people that usually live and sleep here. Let's start with you,
 - a. What is your name?
 - b. What was your age?
8. Who else lives here?
 - a. Name2, Age2
 - b. Name3, Age3
 - c. Name4, Age4
 - d. Name5, Age5
 - e. Name6, Age6

Name	Age

9. How is <NAME> related to you?

- a. Husband/Wife
- b. s/he is my child
- c. S/he is my parent
- d. s/he is my sibling
- e. s/he is my grandparent
- f. s/he is my grandchild
- g. s/he is another relative
- h. S/he is a roomer/boarder
- i. S/her is a housemate/roommate
- j. S/he is an unmarried partner
- k. S/he is an unrelated person
- l. Other

10. In preparation for the 2020 Census, we are interested in understanding how we might be able to contact people. We do not plan to use this information to contact you, we just want to study the various ways people can be contacted. Do you have a cell phone?

- a. Yes
- b. No
- c. Don't know
- d. Refusal

11. Does NAME have a cell phone? (Repeat for each OVER 18 household member)

- a. Yes
- b. No
- c. Don't know
- d. Refusal

Probe: If respondent replied "No", "Don't Know, or "Refusal" for anyone ask: For REPEAT QUESTION you replied "Don't Know/No/Refused". Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information?

12. Does anyone in this household share a cellphone?

- a. Yes - Who shares a cellphone?
- b. No
- c. Don't know

d. Refusal

Probe: What was this question asking? Was it asking about a device, phone number or calling plan?

13. FOR EACH YES (person that has their own phone or shares a phone):

- a. Do you/does NAME use the cell phone for texting?
 - i. Yes
 - ii. No
 - iii. Don't Know

Probe: If respondent replied "No", "Don't Know, or "Refusal" for anyone ask: For REPEAT QUESTION you replied "Don't Know/No/Refused". Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information?

- b. Do you/does NAME use the cell phone to access the internet?
 - i. Yes
 - ii. No
 - iii. Don't Know

Probe: If respondent replied "No", "Don't Know, or "Refusal" for anyone ask: For REPEAT QUESTION you replied "Don't Know/No/Refused". Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information?

- c. What is your/NAME's cell phone number?

____ - ____ - _____

If respondent says they do not know, interviewer should probe: "Do you have this number stored in your cell phone or in a phone book? Would you mind checking there?"

- d. Do you/Does NAME have a work number?
 - i. Yes
 - 1. What is it?
____ - ____ - _____
 - 2. Do you/Does name have another work number?
 - a. Yes
 - i. What is it?
____ - ____ - _____
 - b. No
 - ii. No

Probe: If respondent replied “No”, “Don’t Know, or “Refusal” for anyone ask: For REPEAT QUESTION you replied “Don’t Know/No/Refused”. Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information?

14. Does this household have a landline?

- a. Yes <go to question 15>
- b. No < go to question 19>
- c. Don’t Know
- d. Refusal

15. What is this landline phone number(s)?

____-____-_____

____-____-_____

____-____-_____

16. Are there any other phone numbers for this household, perhaps a work phone number or an additional line?

- a. Yes <go to question 17>
- b. No <go to question 18>
- c. Don’t Know <go to question 18>
- d. Refusal <go to question 18>

Probe: In your own words, what do you think this question is asking about? Could you give me an example? Do you have any Vontage, Google or Skype phone numbers? If yes, did you list these? Why or why not?

17. What are they?

____-____-_____

____-____-_____

____-____-_____

Probe: If respondent replied “No”, “Don’t Know, or “Refusal” for anyone ask: For REPEAT QUESTION you replied “Don’t Know/No/Refused”. Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information?

18. Are any of these cell or landline numbers unlisted or unpublished?

- a. Yes
 - i. Which ones?

- b. No
- c. Don't Know
- d. Refusal

Probe: If respondent replied "No", "Don't Know, or "Refusal" for anyone ask: For REPEAT QUESTION you replied "Don't Know/No/Refused". Can you tell me a little bit more why you chose this response? Do you find this question sensitive or do you just not have the information? And if some are unlisted/unpublished: Why are these numbers unlisted or unpublished?

19. In looking forward to the 2020 Census respondents may have the option to receive the form via email and fill it out online, as such we also are interested in respondents' emailing habits. Do you have an email address?
- a. Yes <go to question 20>
 - b. No <go to question 22>
 - c. Don't Know No <go to question 22>
 - d. Refusal No <go to question 22>

Probe: In your own words, what do you think this question is asking about?

- 20.
- a. What are your email addresses?

	@		How often?		H / W
	@		How often?		H / W
	@		How often?		H / W
	@		How often?		H / W
	@		How often?		H / W
	@		How often?		H / W
 - b. About how often you check your email (insert response in lines above).
 - c. Let's look at the addresses that you provided. Which ones of these are work email addresses? Personal or home addresses? (Circle H or W) Do you sometimes check work email at home? Home email at work?

21. How often do you check each of these email addresses [Have respondent look at list provided and mark for each address offered]?
- a. Most days
 - b. Most weeks
 - c. Occasionally
 - d. Don't Know
 - e. Refusal

Probe: How did you come up with this answer/list? How was this question different from the last one? Why do you use these emails differently?

22. Does NAME have an email address?
- a. Yes <go to question 23>
 - b. No <go to question 25>
 - c. Don't Know <go to question 25>
 - d. Refusal <go to question 25>

23. What is NAME's primary email address or addresses?

_____@_____._____
_____@_____._____
_____@_____._____

If respondent cannot think of addresses, ask them if they know the domains or part of the addresses. Are any of these addresses used for work?

Probe: How did you come up with this answer/list?

24. How often do you think NAME checks address <1-3>?
- a. Most days
 - b. Most weeks
 - c. Occasionally
 - d. Don't Know
 - e. Refusal

Probe: How easy or difficult was this question for you to answer and why? How do you know about this information?

REPEAT 22-24 FOR EACH OVER 18 HOUSEHOLD MEMBER

25. As mentioned earlier, in the past the Census Bureau has mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of taxpayers' money. In an effort to reduce cost, we are considering alternative ways of contacting people. One such way would be to contact people directly on their cell phones. How would you, personally, feel about the Census Bureau calling you on your cell phone? Would you be
- a. strongly in favor of,
 - b. somewhat in favor of,
 - c. neither in favor nor against,
 - d. somewhat against, or
 - e. strongly against it

PROBE: How did you choose your response? In your own words, what was this question asking?

26. Another way of contacting people would be for the Census Bureau to text you a link to complete your census form. How would you, personally, feel about the Census Bureau texting you a link on your cell phone? Would you be
- a. strongly in favor of,

- b. somewhat in favor of,
- c. neither in favor nor against,
- d. somewhat against, or
- e. strongly against the Census Bureau texting you?

PROBE: How did you choose your response? In your own words, what was this question asking?

27. Another way of contacting people would be for the Census Bureau to email you a link to complete your census form. How would you, personally, feel about the Census Bureau emailing you a link on your cell phone? Would you be
- a. strongly in favor of,
 - b. somewhat in favor of,
 - c. neither in favor nor against,
 - d. somewhat against,
 - e. or strongly against the Census Bureau emailing you?

PROBE: How did you choose your response? In your own words, what was this question asking?

28. In order to count people in the right place, the Census Bureau need detailed geographic information. To assist in our efforts to increase the accuracy of the census and potentially save a lot of taxpayers' money, we could get some of your geographic information from cellphone providers. Would you be willing to allow the Census Bureau to obtain geographic information from your cellular provider?
- a. Yes
 - b. No
 - c. Don't Know
 - d. Refusal

PROBE: How did you choose your response? In your own words, what was this question asking? What does "geographic information" mean to you?

Thank you for your participation in this survey. Your feedback is very helpful in our research.

Debriefing—FIRST GO BACK AND ADMINISTER GRAY PROBES

Besides the email addresses that you reported, do you have other accounts, with other domains, like aol, yahoo, or msn, for example? (You don't have to provide them, I'm just interested as to whether you have other email addresses.)

If new addresses mentioned: Why didn't you list these addresses? What sorts of activities do you use this/these address(es) for?

Do you think people would be more likely to report that they have an email at a specific domain, like yahoo, than providing their actual email address?

If yes, why? (*probe about knowledge vs. privacy*)

If children in HH, do the children in the household have cellphones or emails? Did you mention those?

Look at the roster/email list and ask respondents: Can you please describe how you use your emails, you mentioned some that you check daily and some less often. Can you describe why?]

Verification questions, if appropriate

Pull out list of phone numbers and email addresses and compare it to the Roster list that you made. FAQ: If they ask where this address came from we say:

“For this testing of our questionnaire, the Census Bureau acquired data from a variety of sources. We are evaluating a number of different possible sources of alternative contact information for households that could possibly save a lot of government money.”

Read: We have these phone numbers and email addresses associated with this address. It appears as though there are some differences between this list and the list you provided.

For phone numbers/emails not mentioned but on our list, ask the respondent: Is this phone number/email familiar to you? How do you know it? Is it a way to contact you? Why did you not mention this phone number/email earlier?

Wrap-Up Questions

- Other than what we have already talked about, did you find any of the questions difficult? Are there questions that you think some people would find difficult?
- Did you find any of the questions sensitive? Are there questions that you think some people would find sensitive?
- Do you have anything else you would like to tell us that you haven't had a chance to

mention?

For analysis purposes, we need to get a little more information from you:

1. What is your age? _____
2. Are you of Hispanic origin?
 - a. Yes
 - b. No
3. What is your race? You may choose more than one. Are you:
 - a. White?
 - b. Black or African American?
 - c. American Indian or Alaska Native?
 - d. Asian?
 - e. Native Hawaiian or Other Pacific Islander?
4. What is the highest level of education you have completed?
 - a. Less than high school?
 - b. High school diploma or GED?
 - c. Some college?
 - d. Bachelors' Degree?
 - e. Graduate Degree?
5. Is your household's income:
 - a. Less than \$25,000 a year?
 - b. Between \$25,000 and \$50,000?
 - c. Between \$50,000 and \$100,000?
 - d. Over \$100,000?
6. How many people, including yourself and any adults or children live with you? _____

Roster	#8	#10/11#13a. #13b.			#13c.	#20, 23	#20	
Name	Age	Yes /No	Text	Web	Phone #	Email address	Freq	H/W
1.						1.		
						2.		
						3.		
2.						1.		
						2.		
						3.		
3.						1.		
						2.		

						3.		
4.						1.		
						2.		
						3.		
5.						1.		
						2.		
						3.		
6.						1.		
						2.		
						3.		