REINGOLD

American Community Survey, US Census Bureau
Key Informant Interviews Discussion Guide
As submitted to OMB
(UPDATED v1.1) December 20, 2013

Note:
- Text within ## HASHES ## denotes comments (not read by interviewer). For example, ## IF XX ## indicates certain conditions must be met for the question to be heard.

- Text with /* BRACKETS */ denotes survey logic (also not read by interviewer). For example, /* TERMINATE */ indicates the respondent is not eligible for the survey, and the interview will end. This does not count as a complete.

The Key Informant Interviews consist of n=100 telephone, open-ended/semi-structured discussions with stakeholders representing five key segments. Interviews will be recorded in order to be transcribed.

The interviews are designed to inventory stakeholder knowledge of ACS, identify key information gaps and barriers, discuss potential themes and messages, and assess best communication and outreach channels as it relates to key stakeholders.

All stakeholders interviewed will hold a leadership position in their organization, department, division, or group. In addition, all stakeholders must either use data professionally or work for an organization that conducts outreach to a low-income, minority, or immigrant population. Stakeholders will be sampled using commercially available leadership directories or contact lists.

Towards a goal of interviewing a broad cross-section of stakeholders, we will sample from the following five segments:

- n=15 from Academic / Research
- n=15 from State / Local Government
- n=10 from Tribal Government / Organizations
- n=30 from Advocacy / Community Associations
- n=30 from Private Sector Business

Introduction

/* DISPLAY */ Hello, my name is _____ and I'm calling from PSB Interviewing, an independent research firm working on behalf of the US Census Bureau to help improve communications and program outreach. We are conducting interviews among individuals and organizations like yours and we would like to include your opinions.

Before we start, I want to tell you a few things about the survey. Your participation in this survey is voluntary, but your responses are important. You can choose not to answer any question. I want to assure you your answers will be kept anonymous and we intend to protect your anonymity by not asking for your name, address, or other personal information that could easily identify you.

The survey takes approximately 20 to 25 minutes to complete. It has been approved by US Office of Management and Budget approval number XXX, expiring on XXX. If you have any questions or comments about this survey you may send them to an email address and telephone number I will provide at the conclusion.

I want to inform you that this session will be recorded so that I can have more of a free-flowing discussion with you and not have to pause to take notes.

If you are willing to participate, I would like to start off with a few questions to see if you qualify for this study.

/* QParticipate */ Are you willing to participate in this study?

1) Yes
2) No   **/* TERMINATE */**
3) Don't know **(DO NOT READ)**   **/* TERMINATE */**

Screening questions ## HEARD BY ALL ##

/* QSAMPLE */ /* CODE */Audience
1) ACADEMIC / RESEARCH
2) STATE / LOCAL GOVERNMENT
3) TRIBAL GOVERNMENT / ORGANIZATIONS
4) ADVOCACY / COMMUNITY ASSOCIATIONS
5) PRIVATE SECTOR BUSINESS

1   How many employees currently work for your organization? Your best estimate is fine. **(OPEN END WITH PRECODES, READ CHOICES IF NECESSARY)**

1) 1-9 employees
2) 10-19 employees
3) 20-49 employees
4) 50-99 employees
5) 100-249 employees
6) 250-499 employees
7) 500-999 employees
8) 1,000-4,999 employees
9) 5,000+ employees
10) Don't know **(DO NOT READ)**

2   Which of the following best describes your position in your organization? **(READ CHOICES IF NECESSARY) /* OPEN END */**

1) Senior leadership (i.e. C-level executive)
2) Upper management (i.e. Vice president)
3) Middle management (i.e. Director / Manager) **##TERMINATE IF Q2 =C1-4 ##**
4) Senior worker (i.e. Analyst / Researcher / Account manager / etc.)
   /* TERMINATE */
5) Entry Level **/* TERMINATE */**
6) Don't know **(DO NOT READ) /* TERMINATE */**

3   How often does your work involve the use of social, economic, demographic, or housing related data? **(If necessary, prompt with examples such as age / income / employment data / household sizes data)**

       (OPEN END WITH PRE CODES, ONLY READ IF NECESSARY)

1) Daily   ## **DATA USER** ##
2) 2-3 times per week   ## **DATA USER** ##
3) Once per week   ## **DATA USER** ##
4) 2-3 times per month   ## **DATA USER** ##
5) About once per month   ## **DATA USER** ##
6) 2-3 times per year
7) About once per year
8) Less than once per year
9) Never
10) Don't know **(DO NOT READ)**

4   Is your or your organization's work focus on reaching out to any of the following communities? Please indicate all that apply. **(READ CHOICES)**
/* **RANDOM ROTATE CHOICES** */ /* **MULTIPLE RESPONSES PERMITTED** */

1) Low-income   ## **HIGH-INTEREST COMMUNITY** ##
2) Ethnic or racial minorities   ## **HIGH-INTEREST COMMUNITY** ##
3) Tribal or Native American groups ## **HIGH-INTEREST COMMUNITY** ##
4) Non-English speakers   ## **HIGH-INTEREST COMMUNITY** ##
5) Community development   ## **HIGH-INTEREST COMMUNITY** ##
6) Academic groups
7) Specific types of professions or careers
8) Young people or children
9) Senior citizens or elderly Americans
10) None of the above   /* **DO NOT ROTATE** */ /* **EXCLUSIVE** */

/* **Q_QUALIFY_MP** */ Qualify /* **CODE** */ /* **MULTIPLE RESPONSES PERMITTED** */
1) DATA USER   ## **IF Q5 = C1-C5** ##
2) HIGH-INTEREST COMMUNITY   ## **IF Q6 = C1-C5** ##
3) NEITHER   ## **IF ELSE** ##

/* **Q_QUALIFY_SP** */ Qualify /* **CODE** */
1) ## **IF Q_QUALIFY_SP = C1 OR C2** ## QUALIFIES

2) ## **IF Q_QUALIFY_MP = C3** ## DOES NOT QUALIFY /* **TERMINATE** */

Screening questions: HEARD BY ACADEMIC / RESEARCH SEGMENT ONLY

5   ## **IF ACADEMIC / RESEARCH (QSAMPLE = C1)** ## Which of the following best describes your organization? **(READ CHOICES)**

1) Elementary / Middle school   **/* TERMINATE */**
2) High school / Secondary school   **/* TERMINATE */**
3) Community College
4) 4-year University
5) Think tank / policy institute
6) Research organization
7) Academic association (Association of American Educators, National Social Science Association, etc.)
8) Don't know **(DO NOT READ)**   **/* TERMINATE */**
9) Refused **(DO NOT READ)**   **/* TERMINATE */**

6   ## **IF QPREV = C3 OR 4** ## What is your area of teaching / expertise? **(OPEN END WITH PRE-CODES DO NOT READ ANSWER CHOICES)**

1) Anthropology   **## QUALIFIES ##**
2) Architecture
3) Art (Visual / Performing / etc.)
4) Astronomy
5) Biology
6) Business Administration
7) Chemistry
8) Communications
9) Computer Science
10) Cultural studies   **## QUALIFIES ##**
11) Economics   **## QUALIFIES ##**
12) Engineering
13) English
14) Environmental studies
15) Gender studies   **## QUALIFIES ##**
16) Geography   **## QUALIFIES ##**
17) History   **## QUALIFIES ##**
18) Humanities   **## QUALIFIES ##**
19) International studies
20) Market research   **## QUALIFIES ##**
21) Mathematics

22) Medicine / Nursing / Dentistry
23) Philosophy
24) Political science ## QUALIFIES ##
25) Psychology
26) Sociology ## QUALIFIES ##
27) Statistics ## QUALIFIES ##
28) Survey research ## QUALIFIES ##
29) Other **/* SPECIFY */**

/* QSUBJECT SCREENER */

1) **## IF AT LEAST ONE SUBJECT QUALIFIES ##** Academic / Researcher qualifies
2) **## IF OTHERWISE ##** Does not qualify, end interview **/* TERMINATE */**

Screening questions: HEARD BY STATE / LOCAL GOVERNMENT SEGMENT ONLY

7   **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** Which of the following best describes the level of government you are in? **(READ CHOICES)**

    1) Municipal (City / town)
    2) County
    3) State   **## QUOTA TO NO MORE THAN 5 ##**
    4) Federal   **/* TERMINATE */**

8   **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** How many residents are in your jurisdiction? **(READ CHOICES)**

    1) <25,000 residents   **## QUOTA AT LEAST 3 ##**
    2) 25,000 – 500,000 residents   **## QUOTA AT LEAST 3 ##**
    3) >500,000 residents   **## QUOTA AT LEAST 3 ##**
    4) Don't know / Unsure **(DO NOT READ)** **## QUOTA ≤ 3 ##**

9   **## IF STATE / LOCAL GOVERNMENT (QSAMPLE = C2) ##** What best describes the function of your department or organization? **/* OPEN END */**

Screening questions: HEARD BY TRIBAL GOVERNMENT / ORGANIZATION ONLY

10　　**## IF TRIBAL GOVERNMENT / ORGANIZATION (QSAMPLE = C3) ##** Which of the following best describes your organization? **(READ CHOICES)**

1) National Tribal organization
2) Government or organization for Federally Recognized Tribe
3) Government or organization for State Recognized Tribe
4) Other **(DO NOT READ)**　　　　　　　　　**/* TERMINATE */**
5) Don't know **(DO NOT READ)**　　　　　　　**/* TERMINATE */**

/* Q12a */　## IF FED OR STATE RECOGNIZED TRIBE (Q12 = C2 OR C3) ##
Does your tribal organization represent a single reservation or multiple reservations of the same tribe?
1) A single reservation
2) Multiple reservations of the same tribe
3) Other **/* SPECIFY */**
4) Don't know **(DO NOT READ)**

11　　**## IF TRIBAL GOVERNMENT / ORGANIZATION (QSAMPLE = C3) ##** Code Bureau of Indian Affairs (BIA) region **/* CODE */**

QUESTION WILL BE CODED AUTOMATICALLY FROM SAMPLE

1) Alaska region　　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
2) Northwest region　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
3) Pacific region　　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
4) Western region　　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
5) Navajo region　　　　　　　 **## QUOTA TO NO MORE THAN 3 ##**
6) Rocky Mountain region　　　**## QUOTA TO NO MORE THAN 3 ##**
7) Southwest region　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
8) Great Plains region　　　　 **## QUOTA TO NO MORE THAN 3 ##**
9) Southern Plains region　　　**## QUOTA TO NO MORE THAN 3 ##**
10) Eastern Oklahoma region　　**## QUOTA TO NO MORE THAN 3 ##**
11) Midwest region　　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
12) Eastern region　　　　　　　**## QUOTA TO NO MORE THAN 3 ##**
13) Other

Screening questions: HEARD BY ADVOCACY / COMMUNITY ORGANIZATION ONLY

12   **## IF ADVOCACY / COMMUNITY ORGANIZATION (QSAMPLE = C4) ##**
Which of the following best describes your role in your organization? **(READ CHOICES)**

1) Accounting
2) Clerical / Administrative
3) Communications
4) IT
5) Human Resources
6) Management
7) Outreach
8) Partnerships
9) Program development
10) Strategy
11) Other **(DO NOT READ)** **/* SPECIFY */**

Screening questions: HEARD BY PRIVATE SECTOR BUSINESS ONLY

13   **## IF PRIVATE SECTOR BUSINESS (QSAMPLE = C5) ##** Business size **/* CODE */**

1) Small   **## IF Q2 = C1-4 ##**   **## QUOTA AT LEAST 5 ##**
2) Medium   **## IF Q2 = C5-6 ##**   **## QUOTA AT LEAST 5 ##**
3) Large   **## IF Q2 = C7-9 ##**   **## QUOTA AT LEAST 5 ##**

14   **## IF PRIVATE SECTOR BUSINESS (QSAMPLE = C5) ##** Which of the following best describes your role in your organization? **(READ CHOICES)**

1) Accounting   **/* TERMINATE */**
2) Business development
3) Clerical / Administrative   **/* TERMINATE */**
4) IT   **/* TERMINATE */**
5) Human Resources   **/* TERMINATE */**
6) Management
7) Marketing
8) Research & Development
9) Sales
10) Other **(DO NOT READ) /* SPECIFY */**

15   **## IF PRIVATE SECTOR BUSINESS (QSAMPLE = C5) ##** What is your organization's primary type of business? **(OPEN END WITH PRE-CODES DO NOT READ ANSWER CHOICES)**

1) Agriculture   **/* TERMINATE */**
2) Mining / Oil & Gas extraction   **/* TERMINATE */**
3) Utilities
4) Construction
5) Manufacturing   **/* TERMINATE */**
6) Wholesale trade
7) Retail trade
8) Transportation / Warehousing
9) Information
10) Finance / Insurance
11) Real Estate
12) Professional / Scientific / Technical services
13) Management of companies / enterprises

14) Waste management
15) Education
16) Healthcare
17) Arts / Entertainment / Recreation
18) Accommodations / Food service
19) Other **/* SPECIFY */**

Participant profile questions ## HEARD BY ALL ##

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16   What is your organization's mission? **/* OPEN END */**

/* Q18a */   Who are your primary customers, users, or stakeholders? **/* OPEN END */**

17   How long have you been employed by this organization? **(OPEN END WITH PRE-CODES)**

1) Less than one year
2) 2-3 years
3) 4-5 years
4) 6-9 years
5) 10-19 years
6) 20+ years
7) Don't know **(DO NOT READ)**

Data use, data sources, and unaided ACS awareness
HEARD ONLY BY DATA USERS (Q_QUALIFY_MP = C1)

18   ## **IF DATA USER** ## How do you use social, economic, demographic, or housing related data in your work? **(Probe, if necessary: for example, do you use external data for evaluation or planning purposes, comparing or benchmarking with others, for locating new customers or users?) /* OPEN END */**

19   ## **IF DATA USER** ## What sources of data do you typically use? Where does your data come from? **(Probe: Please list as many examples as you can) (PROBE ON UNFAMILIAR SOURCES)** /* OPEN END */

/* **QCENSUSDATA** */ **(DO NOT READ)** Was Census Bureau data mentioned

        ## **CODED BY INTERVIEWER** ##

        1) Included Census Bureau
        2) Did not include Census Bureau
        3) Don't know **(DO NOT READ)**

20   ## **IF DID NOT INCLUDE CENSUS BUREAU DATA (QCENSUSDATA = C2 OR C3)** ## Have you ever used the US Census Bureau as a source for social, economic, demographic, or housing related data?

        1) Yes
        2) No
        3) Don't know **(DO NOT READ)**

Data use, data sources, and unaided ACS awareness ## HEARD BY ALL ##

/* DISPLAY */ I'm now going to ask you some questions about a specific survey that you may or may not be familiar with.

21   How familiar are you with the American Community Survey, sometimes called the ACS? **(READ CHOICES)**

1) Very familiar
2) Somewhat familiar
3) Not very familiar
4) Not at all familiar
5) Don't know **(DO NOT READ)**

22   **## IF Q23 = C1 – C3 ##** Who conducts the ACS?
       (OPEN END WITH PRE-CODES, DO NOT READ ANSWER CHOICES)

1) US Census Bureau
2) Other **/* SPECIFY */**
3) Don't know **(DO NOT READ)**

/* DISPLAY */ The American Community Survey is an ongoing survey conducted by the US Census Bureau that provides data every year. It gives businesses, non-governmental organizations, Federal, state, local governments, communities, and data providers the updated statistics, even for very small geographic areas. Information from the survey generates data that help determine how more than $450 billion in federal and state funds are distributed each year for schools, hospitals, and transportation.

23   Based on the description you just heard, how interested would you be in learning more about the ACS and the data gathered? **(READ CHOICES)**

1) Very interested
2) Somewhat interested
3) Not very interested
4) Not at all interested
5) Don't know **(DO NOT READ)**

24   Have you ever used data from the American Community Survey (ACS)?

  1) Yes   ## ACS USER (Q26=C1) ##
  2) No
  3) Don't know (DO NOT READ)

THE FOLLOWING QUESTIONS ARE HEARD ONLY BY ACS USERS

25   ## IF ACS USER ## What did you use this data for? (PROBE: What do you use ACS data for most of all) /* OPEN END */

26   ## IF ACS USER ## How did you learn about the ACS / ACS data? /*OPEN END*/

27   ## IF ACS USER ## What do you find most useful about the data provided by ACS? /* OPEN END */

28   ## IF ACS USER ## What do you find least useful about the data provided by ACS? What do you wish was different? /* OPEN END */

THE FOLLOWING QUESTION IS HEARD ONLY BY NON ACS USERS

29   ## IF NOT ACS USER (Q26=C2 OR C3) ## Where do you get your social, economic, demographic, or housing related data? (OPEN END WITH PRE-CODES)
  1) Census
  2) Any other source named /* SPECIFY */

THE FOLLOWING QUESTION IS HEARD BY ALL

30   Which of the following types of data would it help your organization to have more or better access to? (READ CHOICES)
  /* MULTIPLE RESPONSE PERMITTED */ /* RANDOM ROTATE CHOICES */

  1) Demographic data
  2) Housing data
  3) Geographic data
  4) Social data
  5) Economic data (i.e. unemployment rates, household income, poverty data)
  6) Other /* SPECIFY */ (DO NOT READ) /* DO NOT ROTATE */
  7) Don't know (DO NOT READ) /* DO NOT ROTATE */

DATA COLLECTION DRILLDOWN
HEARD ONLY BY INDIVIDUALS WITH HIGH INTEREST COMMUNITY EXPERIENCE (Q-QUALIFY_MP = C2)

/* DISPLAY */ ## IF HIGH INTEREST COMMUNITY ## Many people know that the Census Bureau counts all the people in America once every ten years. However, many people may not know that the Census Bureau collects and releases statistical information about Americans in the years in-between the, ten-year counts, using the data it collects through the American Community Survey also known as the ACS. As a result, when some Americans receive a request to participate in the ACS in the mail from Census Bureau, they are unsure of the legitimacy of the questionnaire and may choose not to participate. The Census Bureau is exploring ways to raise awareness of this survey and increase participation. The following questions will ask for your input around ways to increase participation in the American Community Survey.

31   **## IF HIGH INTEREST COMMUNITY ##** What would you say are the best ways to engage with members of the communities you work with? **(Probe: what have you done in the past that has worked well for your organization?)**
        /* OPEN END */

32   **## IF HIGH INTEREST COMMUNITY ##** What type of outreach and communications from the Census Bureau do you think would work best to reach members of your community? **/* OPEN END */**

33   **## IF HIGH INTEREST COMMUNITY ##** What messages or key points do you think would be most effective to motivate members of your community to participate in the ACS? **/* OPEN END */**

OUTREACH STRATEGIES ## HEARD BY ALL ##

/* DISPLAY */ The Census Bureau and the American Community Survey (ACS) want to
more effectively reach out to community and business leaders in order to
communicate the benefits of the ACS. These next questions look at some
specific benefits to using ACS data.

34   **## IF USES GOVERNMENT DATA (Q23=C1 OR C2 OR C3 OR C4) ##** What do
you think is the biggest benefit your organization receives from using Census or
other government data? */* OPEN END */*

/* METRIC A */ Thinking generally about demographic, housing, geographic, social, or
economic data sources, how appealing are the following traits to your
organization?   Data that is…

1) Very appealing
2) Somewhat appealing
3) Neither appealing nor unappealing
4) Somewhat unappealing
5) Very unappealing
6) Don't know **(DO NOT READ)**

**## FOR ACS USERS, IMMEDIATELY ASK METRIC B QUESTION FOR EACH ITEM
FROM Q38-Q46 AFTER ASKING METRIC A QUESTION ##**

/* METRIC B */ Do you agree or disagree that ACS data is…?
ONLY ASKED IF ACS USER (Q28=C1)

1) Strongly agree
2) Somewhat agree
3) Somewhat disagree
4) Strongly disagree
5) Don't know **(DO NOT READ)**

/* RANDOM ROTATE SERIES */

35   Free to use or download by the public

36   Comprehensive for entire US

37   Available for small geographies like individual ZIP code

38   Compatible with programming interfaces

39   Able to be mapped with a variety of software programs

40   Unbiased and accurate

41   Available with a wide array of customizable filters

42   Available with a greater precision than other sources

43   Updated annually

/* END SERIES */

44   **## IF ACS USER (Q26=C1) ##** What do you believe is the most compelling reason for an organization like yours to use ACS data?
        /* OPEN END */

45   What would be the most effective way for the Census Bureau / ACS to communicate to an organization like yours about new data / information available for use? **## (Probe: email, phone call, in-person visit, advertisements, industry publications, etc.) ##**
        /* OPEN END */

/* DISPLAY */ Now we would like to ask you about the business or organization community at large, and how you think the Census Bureau and the American Community Survey (ACS) might more effectively engage those leaders.

46   What do you think people in your field know about the ACS?
        /* OPEN END */

47   What do you think would be the best way to educate people in your field about the benefits of ACS data? **(PROBE: Do you think they would prefer to be contacted by mail? Email? How frequently would be too often to contact them?) /* OPEN END */**

48   Thank you for participating in this study. Those are all the questions we have. Is there anything else that you would like to add?
        /* OPEN END */

/* DISPLAY */ If you have any questions or comments about this survey you may send to Sam Hagedorn at shagedorn@psasurveys.com. Thank you for participating in this process.

(DO NOT READ: If requested, mailing address is attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20007)