



**American Community Survey, US Census Bureau
Comprehensive Message Testing
Benchmark Questionnaire (n=1,000 completed telephone interviews)
Submitted to OMB**

Note:

- This version reflects the recommended changes from the cognitive interviews
- Text within **## HASHES ##** denotes comments (not read by interviewer)
- Text with **/* BRACKETS */** denotes survey logic (also not read by interviewer)
- **## CBAMS I & III ##** indicates questions from or adapted from CBAMS I & II

Screeners

/* DISPLAY */ Hello, my name is _____ and I'm calling from PSB Interviewing, an independent research firm. We are conducting interviews to learn the public's views on how the government conducts research surveys. This interview will be brief and we are not trying to sell you anything.

(IF NECESSARY) We are conducting this survey on behalf of the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number 0607-0760, expiring on September 30th, 2014.

(IF NECESSARY) Your phone number was randomly selected from all the numbers in the United States to participate.

/* DISPLAY */ Great, before we start, I want to tell you a few things about the survey. Participation is voluntary, but your responses are important. I want to assure you your answers will be kept anonymous and I will not ask for information that could personally identify you. At the end of the interview, I will provide you with an email address where you can send any comments or questions about this survey.

/* QSCREEN */ Are you someone in your household who generally handles the mail?

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

/* QSCREEN2 */ ## IF QSCREEN = C2 OR C3 ## May I please speak with someone in your household who generally handles the mail?

- 1) Yes **## RETURN TO INITIAL DISPLAY WITH NEW RESPONDENT ##**

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

/* TERMINATE */
/* TERMINATE */

1 What language is spoken most often in this household?
(DO NOT READ CHOICES)

- 1) English
- 2) Spanish
- 3) Other **/* SPECIFY */**
- 4) Don't know **(DO NOT READ)**
- 5) Refused **(DO NOT READ)**

/* Q1B */ ## IF Q1 = C2 ## Would you prefer to conduct this interview in Spanish?

- 1) Yes
- 2) No

FLAG FOR SPANISH CALLBACK AND DISCONTINUE

2 In which of these age categories do you belong? Please just stop me when I read the appropriate category.

- 1) 17 and under
- 2) 18-24
- 3) 25-34
- 4) 35-44
- 5) 45-54
- 6) 55-64
- 7) 65 and over
- 8) Don't know **(DO NOT READ)**
- 9) Refused **(DO NOT READ)**

/* TERMINATE */

Awareness of Census / ACS

3 Have you ever heard of the Census of the United States? **## CBAMS I & II ##**

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

/* DISPLAY */ The Census is the count of all the people who live in the United States. It happens every 10 years.

4 **## IF "NO" OR "DON'T KNOW" TO CENSUS AWARENESS ##** Have you ever heard of that before? **## CBAMS I & II ##**

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

5 Overall, how would you describe your general feelings about the Census?

CBAMS I & II

- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Not at all favorable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

6 Have you ever heard of the American Community Survey?

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

/* DISPLAY */ ## IF HAVE HEARD OF ACS ## As you may know, The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and the people in your household. For example, it asks about topics such as your commute time, income, and the age of children.

/* DISPLAY */ ## IF HAVE NOT HEARD OF ACS ## I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as your commute time, income, and the age of children.

7 **## IF "NO" OR "DON'T KNOW" TO ACS AWARENESS ##** Have you ever heard of that before?

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

8 **## PRE-TEST (PRE MESSAGING) ##** Overall, how would you describe your general feelings about the American Community Survey?

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- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Very unfavorable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

Attitudes towards government **## INDICATES POTENTIAL DRILLDOWN CRITERIA ##**

9 Overall, how would you describe your feelings about the federal government?

- 1) Very favorable
- 2) Somewhat favorable
- 3) Somewhat unfavorable
- 4) Very unfavorable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##
##DRILLDOWN CRITERIA##

10 How often do you think you can trust the government in Washington to do what is right?

/* RANDOM REVERSE CHOICES */

- 1) Just about always
- 2) Most of the time
- 3) Only some of the time
- 4) Never (**DO NOT READ**)
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##
##DRILLDOWN CRITERIA##

/* DO NOT ROTATE */

/* DO NOT ROTATE */

11 Which of the following best describes your opinion? **/*RANDOM REVERSE CHOICES*/**

- 1) The federal government **knows too much** about Americans

##DRILLDOWN

CRITERIA##

- 2) The federal government **knows enough** about Americans
- 3) The federal government **knows too little** about Americans
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

/* DO NOT ROTATE */

/* DO NOT ROTATE */

Attitudes towards Census Bureau & ACS

12 **## PRE-TEST (PRE MESSAGING) ##** How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?

- 1) Very likely
- 2) Somewhat likely
- 3) Somewhat unlikely
- 4) Very unlikely

##DRILLDOWN CRITERIA##
##DRILLDOWN CRITERIA##

- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

**/* QInsert1 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, PARTICIPANTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##
/* CODE */ Insert1**

- 1) personally benefit you in any way, personally harm you
- 2) personally harm you in any way, personally benefit you

13 **## PRE-TEST (PRE MESSAGING) ##** Do you believe that answering the American Community Survey could [**personally benefit you in any way, personally harm you OR personally harm you in any way, personally benefit you**] or neither benefit nor harm you?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Personally benefit you
- 2) Personally harm you
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

**/* QInsert2 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, PARTICIPANTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##
/* CODE */ Insert2**

- 1) benefit your community in any way, harm your community
- 2) harm your community in any way, benefit your community

14 **## PRE-TEST (PRE MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could [**benefit your community in any way, harm your community OR harm your community in any way, benefit your community**] or neither benefit nor harm your community?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

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15 **## PRE-TEST (PRE MESSAGING) ##** Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.

(READ CHOICES)

CBAMS I & II

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

##DRILLDOWN CRITERIA##

##DRILLDOWNCRITERIA##

16 As far as you know, are the Census Bureau and the American Community Survey required by law to keep information gathered confidential? **## CBAMS I & II ##**

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

##DRILLDOWN CRITERIA##

##DRILLDOWN CRITERIA##

##DRILLDOWN CRITERIA##

/* QDRILLDOWNCODING1 */ Initial coding **/* CODE */**
/* MULTIPLE RESPONSES PERMITTED */

- 1) **## IF Q11=C3 OR C4 ##** Unfavorable to federal government
- 2) **## IF Q12=C3 OR C4 ##** Never/sometimes trust government to do right the thing
- 3) **## IF Q13=C1##** Government knows too much
- 4) **## IF Q14=C3 OR C4 ##** Unlikely to respond to ACS
- 5) **## IF Q15=C2 ##** ACS could personally harm
- 6) **## IF Q16=C2 ##** ACS could harm community
- 7) **## IF Q17=C1 OR C2##** ACS invasion of privacy
- 8) **## IF Q18=C2-C4 ##** Say not sure of confidentiality

/* QDRILLDOWNCODING 2 */ Secondary coding question **/* CODE */**

- 1) **## IF 3+ CHOICES CODED IN PREVIOUS Q ##** See drilldown section
- 2) **## IF ELSE ##** Do not see drilldown section

Drilldown on Intrusiveness/privacy ## IF QDRILLDOWNCODING2=C1 ##

/* DISPLAY */ I would like to read you some statements about the American Community Survey and the Census Bureau.

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/* METRIC A */ Would you say this statement makes you trust the Census Bureau...?
(READ CHOICES, READ AGAIN IF NECESSARY)

- 1) Much more
- 2) Somewhat more
- 3) Neither more nor less
- 4) Somewhat less
- 5) Much less
- 6) Don't know **(DO NOT READ)**
- 7) Refused **(DO NOT READ)**

/* RANDOM ROTATE SERIES */

- 17 The Census Bureau is different than many other parts of the federal government. They are solely a research organization.
- 18 The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.
- 19 Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.
- 20 By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.
- 21 Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.

/* END SERIES */

Message Testing

/* DISPLAY */ Now I would like to read you some statements and ask your opinion on each. For each statement, I will ask you how believable you find it and I will also ask if that statement would make you more or less likely to complete the American Community Survey.

/* METRIC A */ How believable is this statement?

- 1) Very believable
- 2) Somewhat believable
- 3) Somewhat unbelievable
- 4) Very unbelievable
- 5) Don't know **(DO NOT READ)**
- 6) Refused **(DO NOT READ)**

/* METRIC B */ And when it comes to completing the American Community Survey, would you say this statement makes you... **(READ CHOICES)**

- 1) Much more likely to complete the ACS
- 2) Somewhat more likely
- 3) Neither more nor less likely
- 4) Somewhat less likely
- 5) Much less likely to complete the ACS
- 6) Don't know **(DO NOT READ)**
- 7) Refused **(DO NOT READ)**

/* RANDOM ROTATE SERIES */ ## ASK 6 OF 11 ##

- 22 **## DETERMINING WHERE FUNDING GOES ##**
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.
- 23 **## NON-PARTISAN ##**
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.
- 24 **## ESSENTIAL FOR GOVERNANCE ##**
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.
- 25 **## ACCURATE AND TIMELY DECISION MAKING INFO ##**
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.

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- 26 **## LEARNING ABOUT WHERE THEY LIVE ##**
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.
- 27 **## GOOD FOR THE ECONOMY, PRIVATE SECTOR ##**
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.
- 28 **## OBLIGATED TO RESPOND ##**
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.
- 29 **## ONLY A FEW ##**
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.
- 30 **## LEGACY / PATRIOTISM ##**
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.
- 31 **## EASY/TECHNOLOGY ##**
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.
- 32 **## PRIVACY/SECURITY ##**
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents provide cannot be shared with anyone – not even other government agencies.

/* END SERIES */

Post-Messaging Metrics (compare to Pre-Test/Pre-Message Metrics)

/* DISPLAY */ Thank you. I will now ask you a few brief questions based on what you have just heard.

- 33 **## POST-TEST (POST MESSAGING) ##** Overall, how would you describe your feelings about the American Community Survey?
- 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Not at all favorable
 - 5) Don't know **(DO NOT READ)**
 - 6) Refused **(DO NOT READ)**
- 34 **## POST-TEST (POST MESSAGING) ##** How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?
- 1) Very likely
 - 2) Somewhat likely
 - 3) Somewhat unlikely
 - 4) Very unlikely
 - 5) Don't know **(DO NOT READ)**
 - 6) Refused **(DO NOT READ)**
- 35 **## POST-TEST (POST MESSAGING) ##** Would you say you agree with the following statement? The ACS is an invasion of privacy. **## CBAMS I & II ##**
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Somewhat disagree
 - 4) Strongly disagree
 - 5) Don't know **(DO NOT READ)**
 - 6) Refused **(DO NOT READ)**
- 36 **## POST-TEST (POST MESSAGING) ##** Do you believe that answering the American Community Survey could **[personally benefit you in any way, personally harm you OR personally harm you in any way, personally benefit you]** or neither benefit nor harm you? **## ANSWER CHOICES IN SAME ORDER AS PRE ##**
- 1) Personally benefit you
 - 2) Personally harm you **## DRILLDOWN CRITERIA ##**
 - 3) Neither benefit nor harm
 - 4) Both benefit and harm
 - 5) Don't know **(DO NOT READ)**
 - 6) Refused **(DO NOT READ)**

37 **## POST-TEST (POST MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could [**benefit your community in any way, harm your community OR harm your community in any way, benefit your community**] or neither benefit nor harm your community?

ANSWER CHOICES IN SAME ORDER AS PRE

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

DEMOGRAPHICS, INCLUDING COMMUNICATIONS

/* DISPLAY */ Thank you. These final questions are for statistical purposes only.

38 As best as you can recall, did you or did someone else in your household complete the 2010 Census?

- 1) I completed the 2010 Census
- 2) Someone else in my household completed the 2010 Census
- 3) No one in my household completed the 2010 Census
- 4) Don't know **(DO NOT READ)**
- 5) Refused **(DO NOT READ)**

39 As best as you can recall, have you or someone else in your household completed the American Community Survey?

- 1) I have completed the American Community Survey
- 2) Someone else in my household has completed the American Community Survey
- 3) No one in my household has completed the American Community Survey
- 4) Don't know **(DO NOT READ)**
- 5) Refused **(DO NOT READ)**

40 **(ASK OR VERIFY)** Are you male or female?

- 1) Male
- 2) Female
- 3) Refused **(DO NOT READ)**

41 What is your five digit zip code? **/* OPEN END NUMERIC (00000 TO 99999) */**
CBAMS I & II

42 Do you or someone else in your household have any of the following?

/* MULTIPLE RESPONSES PERMITTED */

- 1) A land-line telephone
- 2) A cell-phone, including smart phone
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

43 **## IF HAS CELL PHONE ##** Do you ever use your cell phone to access the internet?

CBAMS I & II

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

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- 4) Refused (**DO NOT READ**)
- 44 Do you ever use the internet on a tablet, laptop, or a desktop computer? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)
- 45 **## IF USES INTERNET ##** On an average day, about how many hours do you use the internet at home, work or somewhere else? **## CBAMS I & II ##**
- 1) None
 - 2) 1-2 hours per day
 - 3) 3-4 hours
 - 4) 5-6 hours
 - 5) 7-8 hours
 - 6) 9-10 hours
 - 7) More than 10 hours
 - 8) Don't know (**DO NOT READ**)
 - 9) Refused (**DO NOT READ**)
- 46 Including yourself, how many people live in your household?
/* **OPEN END NUMERIC** */ **## CBAMS I & II ##**
- 47 Do you have any children in school who are under 18 living at home with you? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)
- 48 What is the highest grade or year of regular school you completed? **## CBAMS I & II ##**
- 1) Less than grade school
 - 2) Less than high school graduate
 - 3) High school graduate
 - 4) Some college
 - 5) College graduate
 - 6) Post-graduate
 - 7) Don't know (**DO NOT READ**)
 - 8) Refused (**DO NOT READ**)

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- 49 Are you Hispanic or Latino? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 50 Which of these categories describes your race? Please select one or more.
/* MULTIPLE RESPONSES PERMITTED */
- 1) American Indian or Alaska Native
 - 2) Asian
 - 3) Native Hawaiian or other Pacific Islander
 - 4) Black or African American
 - 5) White
 - 6) Other **/* SPECIFY */ (DO NOT READ)**
 - 7) Don't know **(DO NOT READ)**
 - 8) Refused **(DO NOT READ)**
- 51 Were you born in the United States? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 52 Does your household rent or own your house or apartment?
- 1) Rent
 - 2) Own
 - 3) Other
 - 4) Don't know **(DO NOT READ)**
 - 5) Refused **(DO NOT READ)**
- 53 Is your total household income less than \$50,000? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refuse **(DO NOT READ)**

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- 54 **## IF <\$50K ##** Is it less than \$25,000? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 55 **## IF >\$50K ##** Is it more than \$75,000? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 56 **## IF <\$75K ##** Is it more than \$100,000? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 57 **## IF <\$100K ##** Is it more than \$150,000? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know **(DO NOT READ)**
 - 4) Refused **(DO NOT READ)**
- 58 **/* CODE */ Income ## CODED BASED ON PREVIOUS QUESTIONS ##**
- 1) **## IF Q53 = C1 AND Q54 = C1 ##** <25k
 - 2) **## IF Q53 = C1 AND Q54 = C2 ##** 25k-50k
 - 3) **## IF Q53 = C2 AND Q55 = C2 ##** 50k-74k
 - 4) **## IF Q55 = C1 AND Q56 = C2 ##** 75k-100k
 - 5) **## IF Q56 = C1 AND Q57 = C2 ##** 100k-150k
 - 6) **## IF Q57 = C1 ##** >150k
 - 7) **## IF OTHER ##** Undetermined

/* DISPLAY */ Thank you, that concludes our survey. 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)