

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). The objective of this research is to cognitively test questions that will gather data on public understanding of and trust in Federal Statistical Agencies and federal statistics. These public opinion data will enable the Census Bureau to better understand public perceptions, which will provide guidance for communicating with the public and for future planning of data collection that reflects a good understanding of public perceptions and concerns.

From February 2012 through September 2013, the Census Bureau added 25 questions nightly onto an ongoing data collection by the Gallup Daily Tracking Survey. From October 2013 through March 2014, the Census Bureau will add 10 questions to the survey. Five of the 10 questions in the new series will be core questions and five are available for rotation. Core questions focus on awareness of and attitudes towards federal statistics and federal statistical agencies. Monthly, up to five questions may be rotated in the survey. The questions and the pretesting protocol are enclosed.

The set of rotating items that needs to be tested focuses on alternative methods of contact, reminder and response for the 2020 Census. This rotation differs from past rotations because it focuses on the reason for contact and it includes automated voice invitations and reminders as well as the other alternate methods.

These questions will be added to the end of the SIPP Adult and Child Disability Module, which questionnaire was cleared by OMB on September 23, 2013 and for which data collection will begin shortly. Since these questions will be added into another project, no additional respondent honorarium is requested (beyond the \$40 requested for the initial study). Respondents for this study have no special requirements other than normal demographic diversity and are added to the SIPP module for expediency.

The estimated burden for testing these questions is 15 minutes per respondent. Thus, the total burden for this activity is 4 hours.

The contact person for questions regarding data collection and study design is:

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Questions for Gallup Study Protocol

1. For the next census in 2020, how would you prefer to be **contacted** by the Census Bureau with your census form? Would you rather:

- Mailed a paper form
- Emailed a link to the online form
- Called with a recorded message that provides the address for the online form
- Text messaged a link to the online form

2. How would you prefer to be **reminded** to complete your census form? Would you prefer the reminder be:

- Mailed
- Emailed
- Called with a recorded message
- Text messaged

(does not apply –always complete my form right away)
VOLUNTEERED RESPONSE OPTION.

PROBE: In your opinion, what was the difference between the last two questions?

3. Would you prefer to **complete** your census form – by mail, on the Internet, or over the phone?

- By Mail
- On the Internet
- Over the phone - Would you prefer the phone interview to be with an automated interviewer or a personal interviewer?
 - Over the phone with an automated interviewer

Over the phone with a live interviewer

PROBE: In your opinion, how was this question different from the last one?

PROBE: In your own words, what do the following options mean to you:

- Called with a recorded message that provides the address for the online form?
- Text messaged a link to the online form?
- Over the phone with an automated interviewer?
- Over the phone with a live interviewer?

4. For the 2020 Census, would you rather:

the Census Bureau contact you to get your census information in 2020 OR

have the Census Bureau use information you have provided to other government agencies?

PROBE: In your own words, what is this question asking?

5. If asked, would you be willing to provide the Census Bureau with your email address in order to be contacted for the census?

Yes

No

PROBE: Tell me how you choose your answer to this question. What things did you consider while answering?

