

**Project A - Puerto Rico Focus Groups
Moderator's Guide**

Revision History

Date	Version Number & Purpose	Author	Submitted by
3/27/2016	_v1.0	Alisú Schoua-Glusberg Co-lead researcher	
4/1/2016	V2.0	Alisú Schoua-Glusberg Co-lead researcher	

SECTION I. INTRODUCTION - (15 minutes)

Welcome! Thank you for coming to talk with us today. We know we all live busy lives so we really appreciate that you are taking a couple of hours of your day to help us review materials that the Census Bureau has designed and would like to use in the 2017 Puerto Rico Census Test.

Every ten years the United States conducts a census, or count, of everyone who is living in the United States. The next census will take place in the year 2020, but the Census Bureau spends several years preparing for it and doing research to improve the census. Next year there will be a large test in Puerto Rico in preparation for 2020.

This focus group is part of a Census Bureau research project. My name is [MODERATOR NAME] and I will be guiding today's conversation. I work for [RTI International, a non-profit research organization/RSS, a research firm]. The Census Bureau has hired us to conduct this research. Today we will be looking with you at the Census questionnaire for Puerto Rico. We want your opinions about the language and the content of the questions and instructions in the census questionnaire. Your participation is very important because it will help the Census Bureau determine if these questionnaires are designed as necessary for capturing information about Puerto Rico.

Here is a consent form. It explains everything we will be doing and it asks for your authorization to audio and video record our conversation. It also explains that we will keep everything you say today confidential and will only use it for research purposes to improve the Census questionnaire in [TARGET LANGUAGE] for Puerto Rico. Please read the consent form and let me know if you have any questions before signing it.

<DISTRIBUTE CONSENT FORM. ANSWER ANY QUESTIONS. COLLECT SIGNED FORMS.>

AUDIO AND VIDEO RECORDINGS SHOULD START NOW.

Thank you. Some of you may have taken part in focus groups before and for others this may be your first time. Let me mention a few basic rules.

- **First, I will be asking a lot of questions.** There are no right or wrong answers to my questions; we just want your honest opinions. We don't need to have everyone agree. In fact, if you have a view different from others it is especially important for us to hear it because you may be the only person who is representing a different point of view here today.
- **Only one person speaks at a time and we'd like everyone to get a turn.** We need to hear what everyone has to say. Please do not have a side conversation with the person sitting next to you or speak while somebody else is talking. Please speak up and let us know what you are thinking. If you are the type of person who always participates, please give a chance to others to talk.
- **I may have to interrupt.** Due to limited time, I must move the discussion along and may sometimes have to interrupt in order to do so. Please do not be offended – it is my job to cover a certain number of topics during the group period.

- **[IF ROOM WITH ONE WAY MIRROR:] We are in a focus group room** with a one-way mirror. My colleagues who are working with me on this project can watch it from the other room without getting in our way. We are also doing a video and audio recording of the conversation to help us prepare a report.
- **[IF OBSERVERS IN SAME ROOM]** The person(s) you see in that corner are colleagues who are working with me on this project; they will be listening to our discussion today as they are very interested in what you have to say. We are also doing a video and audio recording of the conversation to help us prepare a report.
- **Please keep what everyone says here private.** During the group conversation, we use first names only. We keep what you say entirely confidential and I ask that each of you treat confidentially what others say around the table. Your names are not used in any reports.
- **Make yourselves comfortable.** We will have a short break about half-way through the session. You may leave your seat at any time to use the bathroom or to stretch your legs, but please do so quietly. If you need to leave your phones on, please have them on vibrate.

Does anyone have any questions before we start?

Let's go around the room and have each of you tell us your name, where you were born, and how long you have lived where you live now.

<GO ONE BY ONE AROUND THE ROOM.>

SECTION II. REPORTING PHYSICAL AND MAILING ADDRESS (30 minutes)

The purpose of the decennial census is to count each and every person once and only once, in the place where they live. Resources for different areas and communities are distributed based on the data from the decennial census, so it is very important to have accurate information regarding the physical location of people's dwellings.

For the 2020 Census, people will be able to answer the census questions not only on paper questionnaires as it has always been done, but also on the Internet, accessing the electronic census questionnaire with computers, smartphones, and tablets.

Today we will be talking about how the electronic census questionnaire can best capture address information. Puerto Rico addresses do not always have the same structure as addresses in the mainland U.S. So we are having group discussions like this one in different places of the island to include people with many different types of addresses and make sure the questionnaire is designed to obtain accurate information.

In front of each of you there is an Address Sheet. First, write your participant number which appears on your name card in front of you. I will ask you to write down your address on the sheet. Please write it in the space for Address 1, the way you would normally write it.

MODERATOR: IF YOU HAVE GROUP WITH DIFFERENT ADDRESS TYPES, ASK THREE BULLETED QUESTIONS FOR EACH ADDRESS TYPE REPRESENTED.

- Now I would like us to talk about how you wrote your address. I don't need you to say your address out loud, but let's talk about what you included or did not include.
- What did you write first? I mean, did you first put a street name, a house number... what?
- What did you put next? [CONTINUE PROBING UNTIL THEY HAVE ALL PROVIDED THE ADDRESS COMPONENTS THEY WROTE.]

WRITE ON FLIP CHART ALL THE COMPONENTS ON A LIST TO USE LATER IN SECTION III.

Now look again at the way you wrote your address. Is that the address someone should use to mail you a letter? ASK FOR SHOW OF HANDS AND SAY WHICH PARTICIPANTS SAID YES AND WHICH SAID NO (SO IT GETS AUDIO RECORDED).

IF ADDRESS 1 IS **NOT** MAILING ADDRESS: For those who said No, how would your mailing address be different? Please write down your mailing address where it says Address 2. PROBE FOR ORDER AND PRESENCE OF DIFFERENT COMPONENTS.

IF ADDRESS 1 **IS** MAILING ADDRESS, For those who said your Address 1 is your mailing address, is that also where your home is located or is it in a different place? For those of you whose home is in a different place, please write the address of your home in Address 2.

What do you call the neighborhood where you live? In what cases do you include your (barrio/barriada/sector or sub-barrio/ parcela) in your address?

People sometimes write out their address in different ways depending on who they are giving it to. For instance, when they fill out forms or when they give it to a friend who will be visiting them.

How do you provide your address on local Puerto Rico government forms?

PROBE AS NEEDED:

How do Puerto Rico government forms ask for the address? What spaces do they include and how are they labeled? Do they vary or are they usually the same?

How do you provide your address when you fill out a form at the doctor's office? HAVE THEM WRITE IT ON FORM - IF SAME AS ONE OF THE ABOVE, THEY SHOULD INDICATE SO (E.G. WRITE "DOCTOR = ADDRESS 1")

How do you provide your address when you fill out a job application? HAVE THEM WRITE IT ON FORM - IF SAME AS ONE OF THE ABOVE, THEY SHOULD INDICATE SO. (E.G. WRITE "JOB = ADDRESS 1)

IN NEXT 3 SCENARIOS, EMPHASIZE THE QUESTIONS REFER TO LOCATION SERVICES:

How do you tell your address to a friend that will be coming to visit you? HAVE THEM WRITE IT ON FORM - IF SAME AS ONE OF THE ABOVE, THEY SHOULD INDICATE SO. (E.G. WRITE "VISITOR = ADDRESS 2)

How do you tell your address when you order a pizza? HAVE THEM WRITE IT ON FORM - IF SAME AS ONE OF THE ABOVE, THEY SHOULD INDICATE SO.

How would you tell your address if you call for an ambulance or you call the Fire Department? HAVE THEM WRITE IT ON FORM - IF SAME AS ONE OF THE ABOVE, THEY SHOULD INDICATE SO.

PROBE ON WHY THEY REPORT DOING THIS DIFFERENTLY IN ANY OF THE ABOVE.

People sometimes do not want strangers to know exactly where they live, so when they give their address, they do not fill complete information. In what situations would you do that? What would you give as your address?

SECTION III. PREFERRED ORDER OF FIELDS (5 minutes)

Earlier I wrote down on the flipchart the different components you used in writing your Address 1 on your sheets. Let's look at those for a moment.

MODERATOR: IF YOU HAVE GROUP WITH DIFFERENT ADDRESS TYPES, ASK NEXT QUESTION FOR EACH ADDRESS TYPE REPRESENTED AND PROBE ACCORDINGLY.

What is the best way to organize these in the address question so that it is easiest for you to give your address information?

PROBE ON DIFFERENT VIEWS. SEE IF THERE IS CONSENSUS ON BEST ORDER AND NUMBER EACH COMPONENT IN THE GROUP'S PREFERRED ORDER.

SECTION IV. 2015 NCT SCREENS (15 minutes)

As part of the preparations for 2020, last year the Census Bureau conducted the 2015 National Content Test. This test had screens to capture Puerto Rico addresses and I would like to show them to you now and get your opinions.

DISTRIBUTE PAPER COPIES OF 2015 SCREENSHOTS.

USE ONLY THE VERSIONS THAT APPLY TO THE TYPES OF ADDRESSES INCLUDED IN THE SPECIFIC FG

FOR EACH VERSION SHOWN: Look at this picture of a screen. What do you think about how the questionnaire asks for your address?

PROBE:

What works well here?

What fields or buttons do you find particularly helpful? [SHOW WHAT WE MEAN BY FIELDS AND BY BUTTONS]

Would you fill out everything or would you leave any blanks? IF SO: Why?

Is there anything on this questionnaire that you don't think is necessary, I mean anything you would not use? **PROBE TO SEE IF THEY WOULD LEAVE BLANK PART OF ADDRESS THAT APPLIES BUT THEY THINK IS UNNECESSARY**

SECTION V. 2017 PUERTO RICO CENSUS TEST SCREEN MOCKUPS (20 minutes)

Based on the results of the 2015 National Content Test, the Census Bureau has been trying to improve the content and design of the screens to capture Puerto Rico addresses. Now I would like to show you some possible new screens and I would like to get your opinions about those.

VERSION 1

DISTRIBUTE PAPER COPIES OF 2017 SCREEN MOCKUP: **VERSION 1 - SLIDE 2 - .**

Look at this picture of a screen. What do you think about how the questionnaire asks for your address?

PROBE:

What works well here?

What fields or buttons do you find particularly helpful?

What does not work well here?

Would you fill out everything or would you leave any blanks? IF SO: Why?

Is anything on this questionnaire unnecessary? PROBE TO SEE IF THEY WOULD LEAVE BLANK PART OF ADDRESS THAT APPLIES BUT THEY THINK IS UNNECESSARY

IF NOT DISCUSSED: Did you notice that some fields have a pulldown menu? What do you think will appear if you click on the down arrow at 'Tipo de Comunidad' ? And at 'Tipo de Calle'? And at 'Condo o Res.?

DISTRIBUTE PAPER COPIES OF 2017 SCREEN MOCKUP: **VERSION 1 - SLIDE 3 - .**

What do you think of the contents of the pulldown menus here? What do you like? What do you dislike?

What do you find easy or hard to fill out in this form? Why?

VERSION 2

Now I would like you to look at this other version.

DISTRIBUTE PAPER COPIES OF 2017 SCREEN MOCKUP: **VERSION 2 - SLIDE 5 - .**

What do you think of this one? What do you like or dislike?

Do you find this easier or harder to fill out? Why?

Now compare <SLIDE 2> with <SLIDE 5>. What is different? IF THEY DON'T NOTICE: The difference is where the space for 'Nombre de Condominio o Residencial' is placed.

Which works better for you? Why?

SECTION VI: ADDITIONAL QUESTIONS IF TIME PERMITS (30 minutes)

IF SOME PARTICIPANTS LIVE IN MULTI-UNIT BUILDINGS:

Think of a person who lives in a condominium like (some of) you do.

Would that person always give the number and street name for their address, or would they sometimes just give the condominium name?

For instance, would the person give their address as:

CONDOMINIO GARDEN VIEW
APT. 5
SAN JUAN, PR 00917

Or would they sometimes give the address with street name and number like this:

CONDOMINIO GARDEN VIEW
APT. 5
101 MAIN STREET
SAN JUAN, PR 00917

PROBE ON **WHY** FOR EITHER ANSWER.

Who would they give the first one and who would they give the second one? PROBE IF NECESSARY: Would the person tell a delivery person or a visitor that they are located on a named street with an address number?

Is it enough to give visitors or delivery persons the name of the Condominium, or would they need more information?

IF NECESSARY, ASK: What about new visitors to this person's home, how would they know the location without giving an address number and street name?

IF APPLICABLE GIVEN ADDRESS TYPES REPRESENTED IN THIS GROUP:

When do you need to include the Barrio or Barriada to identify an address?

When do you need to include Comunidad / Sector / Parcela to identify an address?

Are there areas where people use the Barrio, Sub-Barrio or Sector, Barriada, or Parcela name as part of their address, even though there are posted address numbers and posted street signs? For instance, in the address: (WRITE ON FLIPCHART)

BARRIO MARTI

101 CALLE SANTURCE

LOIZA, PR 00956

Is it necessary to include the Barrio name in this address, or is it just done out of habit?

Could a visitor to the respondent's home get to this location without including the BARRIO line?

Now consider an address with two barrio/sub-barrio name, or a barrio and a sector, or two sector names. For example, this address (WRITE ON FLIP CHART)

BARRIO MARTI
PARCELA 10
101 CALLE SANTURCE
LOIZA, PR 00956

Do both, the barrio and parcela, need to be included, or is it just one of the two? Perhaps neither?

ASK EVERYONE:

ADDRESS CONVERSIONS:

Do you know of any areas where house numbers or street names -- or both --were recently changed?

IF ANY YES: Is this something common? Have you heard of many cases? Has this happened in your area?

CHANGED STREET NAMES AND ADDRESS NUMBERS:

Do you know any areas where unnamed streets have recently had street names posted?

What about areas that did not use to have posted house numbers and now have posted house numbers?

Do you know any addresses where the address number had a letter and number --for example G-87-- that now have changed to just a number without the letter?

PAPER QUESTIONNAIRE PLACEMENT OF WRITE-IN FIELDS:

DISTRIBUTE/PROJECT PAPER QUESTIONNAIRE PAGE WITH OVERCOUNT QUESTION

What do you think of the order of the spaces for different things?
Does it make sense to ask first about Barrios/Sub-Barrios and *Urbanizaciones* and Condominium/Residencial? Or should these be separated? IF SEPARATED: How should they be separated?

What do you think of the space to enter Building Number and Apartment Number together in one same space?

Look at the NOTE. Does it make sense to you? What if your address includes a kilometer or hectometer number?

3. CLOSING AND FILL PERSONAL INFO FORM - 10 minutes

We have finished with our group discussion. Does anyone have any questions for me before the meeting ends?

On behalf of the Census Bureau, I want to thank everyone for your participation. By talking to groups like this one we are able to improve census questionnaires and materials and make them better for everyone.

There is one final thing I need from you before you leave. Here is a brief form with just 7 questions. Please complete it and give it to me. Once you are done, you are free to go. Thanks again and good bye.

Appendix A: Address Sheet

Participant #: _____

ADDRESS 1: _____

ADDRESS 5: _____

ADDRESS 2: _____

ADDRESS 6: _____

ADDRESS 3: _____

ADDRESS 7: _____

ADDRESS 4: _____

ADDRESS 8: _____

Appendix B: Information Sheet

Focus Group - PR# _____

Participant # _____

THANK YOU FOR PARTICIPATING IN TODAY'S FOCUS GROUP. PLEASE COMPLETE THE FOLLOWING INFORMATION SHEET SO WE MAY BETTER UNDERSTAND YOUR HOUSEHOLD CHARACTERISTICS.

1. How well do you speak English?
 - a. Very Well
 - b. Well
 - c. Not well
 - d. Not at all

2. How well do you read English?
 - a. Very Well
 - b. Well
 - c. Not well
 - d. Not at all

3. Are you of Hispanic, Latino or Spanish origin?
 - A. Yes
 - B. No

4. What racial group or groups do you consider yourself to be? (Mark all that apply)
 - a. American Indian or Alaska Native
 - b. Asian
 - c. Black or African-American
 - d. Native Hawaiian or other Pacific Islander
 - e. White

5. How many people are living or staying in your household including yourself? _____

6. How long have you lived at your address? _____ Year(s)

7. What was your previous address?
