**CONJOINT EXERCISE #1: SURVEY QUESTIONNAIRE**

August 21, 2015

Thank you for participating! As you know, the U.S. census is conducted every 10 years. This is your opportunity to provide input to the U.S. Census Bureau as it considers new ways to make it easier for people to participate in the census and other government surveys while maintaining or improving the quality of Census Bureau data.

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| 1 | **The Federal Government uses information from the census for a variety of purposes. Which of the following purposes do you think is most important? *Select one.*** |
| ⭘ | Distributing federal funding to communities |
| ⭘ | Distributing seats in the House of Representatives |
| ⭘ | Planning for emergency preparedness |
| ⭘ | No opinion |

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| 2 | **The Census Bureau is considering using data that private businesses and other government organizations already collect about individuals and households to answer certain questions instead of asking people to answer these questions on a survey.**  **For what types of information should the Census consider using outside data instead of asking people directly with survey questions?** ***You may select one or more.*** |
| 🞎 | The number of people living in a household |
| 🞎 | Household income |
| 🞎 | Medical information about household members |
| ⭘ | None of these |

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| 3 | **Which of the following would be acceptable sources of data for filling in information for Census Bureau surveys? *You may select one or more.*** |
| 🞎 | Data from government agencies |
| 🞎 | Data from sources on the Internet |
| 🞎 | Data on consumers from private companies |
| ⭘ | None are acceptable sources |

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| 4 | **There are several different ways that the Census Bureau could describe how it protects your information.**  **Which of the following descriptions of the Census Bureau's promise of confidentiality sounds the best to you? *Select one.*** |
| ⭘ | Your information is protected by U.S. Law |
| ⭘ | Your information is protected under Title 13, Section 193 of the U.S. Code |
| ⭘ | Your information is protected by the Census Bureau’s Certification |
| ⭘ | None sound good to me |

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| 5 | **Different surveys conducted by the Census Bureau can take anywhere from a few minutes to a few hours to complete. Using outside data instead of asking questions could save respondents between 10 minutes and one hour of time.**  **How much time would people have to save to make it worthwhile to use outside data rather than asking the questions directly in a survey? *Select one.*** |
| ⭘ | At least 10 Minutes |
| ⭘ | At least 30 Minutes |
| ⭘ | At least one hour |
| ⭘ | None of these |

**Conjoint Exercise #1**

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| 6 | **The next series of questions show several different ways that the Census Bureau could present uses of outside data to fill in survey information for people. There are two choices on each page. Please pick the best choice on each page.** |

NOTE TO PROGRAMMER: USE THE ‘BEST CHOICE’ MODE FOR PROGRAMMING. ALSO, SHOW ONLY TWO CHOICES PER PAGE. USE LINES OR SHADING TO DIFFERENTIATE ROWS.

Below are two different ways that the Census Bureau could use outside data to fill in survey information instead of asking for it in a survey. Comparing the two descriptions, which one do you prefer?

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|  | Attribute | Level 1 | Level 2 | Level 3 |
| 1 | How the outside data are used. | Distribute federal funding to communities | Distribute seats in the House of Representatives | Plan for Emergency Preparedness |
| 2 | (Time saved by using outside data) | 10 Minutes | 30 Minutes | One hour |
| 3 | What outside data we use. | Number of Household Members | Household Income | Medical Information |
| 4 | Outside data source | Government Agencies | The Internet | Private Companies |
| 5 | Confidentiality protection for the outside data | U.S. Law | Title 13, Section 193 of the U.S. Code | The Census Bureau’s Certification |

**Demographics**

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| 7 | **Are you male or female?** |
| ⭘ | Male |
| ⭘ | Female |

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| 8 | **What is your age?** |
| ⭘ | Less the 18 years old |
| ⭘ | 18-24 |
| ⭘ | 25-34 |
| ⭘ | 35-44 |
| ⭘ | 45-54 |
| ⭘ | 55-64 |
| ⭘ | 65 -74 |
| ⭘ | 75 or older |

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| 9 | **Are you of Hispanic or Latino origin?** |
| ⭘ | Yes > SHOW: “Hispanics can be any race” in Q10 |
| ⭘ | No |

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| 10 | **(IF HISPANIC – YES IN Q9 - SHOW: “Hispanics can be of any race.”) What is your race? *You may select one or more.*** |
| ⭘ | White |
| ⭘ | Black or African American |
| ⭘ | American Indian or Alaska Native |
| ⭘ | Asian |
| ⭘ | Native Hawaiian or other Pacific Islander |

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| 11 | **What is your highest level of education?** |
| ⭘ | Less than high school diploma or GED |
| ⭘ | High school diploma or GED |
| ⭘ | Some college |
| ⭘ | College graduate or professional degree |

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| 12 | **In the last 3 months, have you attended school or college?** |
| ⭘ | Yes |
| ⭘ | No |

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| 13 | **Last week, did you work for pay at a job (or business)?** |
| ⭘ | Yes |
| ⭘ | No |

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| 14 | **Did you work for …** | |
| ⭘ | A government (federal, state, local) office or agency? |  |
| ⭘ | A college or university? |  |
| ⭘ | Another private organization or were self-employed? |  |

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| 15 | **What was your occupation?** |
| ⭘ | Education, training, and library (e.g., teachers, professors) |
| ⭘ | Community and social service (e.g., social workers) |
| ⭘ | Management, business, and science occupations (e.g., human resources workers, economists) |
| ⭘ | Legal occupations |
| ⭘ | Healthcare practitioners and technical occupations |
| ⭘ | Healthcare support occupations |
| ⭘ | Sales and office occupations (e.g., real estate agents, billing clerks) |
| ⭘ | Other: Please specify |

**GO TO CLOSE**

**CLOSE.** Thank you very much for participating in this important study. Your responses will be extremely helpful to the U.S. Census Bureau.