

## 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.

1	<b>The Federal Government uses information from the census for a variety of purposes. Which of the following <u>purposes</u> do you think is most important? <i>Select one.</i></b>
<input type="radio"/>	Distributing federal funding to communities
<input type="radio"/>	Distributing seats in the House of Representatives
<input type="radio"/>	Planning for emergency preparedness
<input type="radio"/>	No opinion

2	<b>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.</b>  <b>For what <u>types of information</u> should the Census consider using outside data instead of asking people directly with survey questions? <i>You may select one or more.</i></b>
<input type="checkbox"/>	The number of people living in a household
<input type="checkbox"/>	Household income
<input type="checkbox"/>	Medical information about household members
<input type="radio"/>	None of these

3	<b>Which of the following would be acceptable <u>sources</u> of data for filling in information for Census Bureau surveys? <i>You may select one or more.</i></b>
<input type="checkbox"/>	Data from government agencies
<input type="checkbox"/>	Data from sources on the Internet
<input type="checkbox"/>	Data on consumers from private companies
<input type="radio"/>	None are acceptable sources

4	<b>There are several different ways that the Census Bureau could describe how it protects your information.</b>  <b>Which of the following descriptions of the Census Bureau's promise of <u>confidentiality</u> sounds the best to you? <i>Select one.</i></b>
<input type="radio"/>	Your information is protected by U.S. Law
<input type="radio"/>	Your information is protected under Title 13, Section 193 of the U.S. Code
<input type="radio"/>	Your information is protected by the Census Bureau's Certification
<input type="radio"/>	None sound good to me

5	<p><b>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.</b></p> <p><b><u>How much time</u> would people have to save to make it worthwhile to use outside data rather than asking the questions directly in a survey? <i>Select one.</i></b></p>
<input type="radio"/>	At least 10 Minutes
<input type="radio"/>	At least 30 Minutes
<input type="radio"/>	At least one hour
<input type="radio"/>	None of these

### Conjoint Exercise #1

6	<p><b>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.</b></p>
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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?

	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

7	<b>Are you male or female?</b>
<input type="radio"/>	Male
<input type="radio"/>	Female

8	<b>What is your age?</b>
<input type="radio"/>	Less the 18 years old
<input type="radio"/>	18-24
<input type="radio"/>	25-34
<input type="radio"/>	35-44
<input type="radio"/>	45-54
<input type="radio"/>	55-64
<input type="radio"/>	65 -74
<input type="radio"/>	75 or older

9	<b>Are you of Hispanic or Latino origin?</b>
<input type="radio"/>	Yes > SHOW: "Hispanics can be any race" in Q10
<input type="radio"/>	No

10	<b>(IF HISPANIC – YES IN Q9 - SHOW: "Hispanics can be of any race.") What is your race? <i>You may select one or more.</i></b>
<input type="radio"/>	White
<input type="radio"/>	Black or African American
<input type="radio"/>	American Indian or Alaska Native
<input type="radio"/>	Asian
<input type="radio"/>	Native Hawaiian or other Pacific Islander

11	<b>What is your highest level of education?</b>
<input type="radio"/>	Less than high school diploma or GED
<input type="radio"/>	High school diploma or GED
<input type="radio"/>	Some college
<input type="radio"/>	College graduate or professional degree

12	<b>In the last 3 months, have you attended school or college?</b>
<input type="radio"/>	Yes
<input type="radio"/>	No

13	<b>Last week, did you work for pay at a job (or business)?</b>
<input type="radio"/>	Yes
<input type="radio"/>	No

14	<b>Did you work for ...</b>	
<input type="radio"/>	A government (federal, state, local) office or agency?	
<input type="radio"/>	A college or university?	
<input type="radio"/>	Another private organization or were self-employed?	

15	<b>What was your occupation?</b>	
<input type="radio"/>	Education, training, and library (e.g., teachers, professors)	
<input type="radio"/>	Community and social service (e.g., social workers)	
<input type="radio"/>	Management, business, and science occupations (e.g., human resources workers, economists)	
<input type="radio"/>	Legal occupations	
<input type="radio"/>	Healthcare practitioners and technical occupations	
<input type="radio"/>	Healthcare support occupations	
<input type="radio"/>	Sales and office occupations (e.g., real estate agents, billing clerks)	
<input type="radio"/>	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.