

## CONJOINT EXERCISE #2: SURVEY QUESTIONNAIRE

August 21, 2015

Thank you for participating! As you know, the U.S. census is conducted every 10 years. This survey is your opportunity to provide input to the U.S. Census Bureau as it considers new ways to encourage people to participate in the census.

1	<b>The Federal Government uses information from the census for a variety of purposes. Which of the following purposes do you think is most important?</b>
<input type="radio"/>	Calculate the number of people eligible for Social Security and Medicare benefits
<input type="radio"/>	Monitor compliance with anti-discrimination laws such as Voting Rights Act and Civil Rights Act
<input type="radio"/>	Help allocate funds to your state, community, and school district for services including education, health care, and new business development.
<input type="radio"/>	Help ensure the political representation of your community by allocating seats in the House of Representatives
<input type="radio"/>	No opinion

2	<b>Which of these statements would compel you to fill out your Census form?</b>
<input type="radio"/>	You are required by law to respond to the Census.
<input type="radio"/>	The Census is required by law (Title 13 U.S. Code Sections 141 and 193).
<input type="radio"/>	Collection of the information is Mandatory and is collected under Title 13 U.S. Code Sections 141 and 193.
	None of these/No opinion

3	<b>Which of these statements would compel you to fill out your Census form?</b>
<input type="radio"/>	If you do not respond, the Census Bureau may use other government records to complete the census for you.
<input type="radio"/>	If you do not respond, a Census Bureau interviewer may visit you to complete the census.
<input type="radio"/>	If you do not respond, a Census Bureau interviewer may visit you to complete the census or we may use other government records to complete the census for you.
<input type="radio"/>	None of these/No opinion

4	<b>There are several different ways that the Census Bureau could describe how it protects your information.</b>  <b>Which of the following do you think is the best way to describe the Census Bureau's promise of confidentiality? Select one.</b>
<input type="radio"/>	The Census Bureau is required by U.S. law to keep your answers confidential. This means that the Census Bureau cannot give out information that identifies you or your household.
<input type="radio"/>	The Census Bureau is required by U.S. law to keep your answers confidential. Your answers will only be used for statistical purposes, and no other purpose.
<input type="radio"/>	The Census Bureau is required by U.S. law (Title 13, Section 193) to keep your answers confidential.
<input type="radio"/>	None of these/No opinion

## Conjoint Exercise #2

5	<b>The next series of questions presents several different ways that the U.S. census could be presented to people. There are two choices on each page. Please pick the best choice on each page.</b>
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NOTE TO PROGRAMMER: USE THE 'BEST CHOICE' MODE FOR PROGRAMMING. ALSO, SHOW ONLY TWO CHOICES PER PAGE. INVESTIGATE USE OF LINES OR SHADING TO DIFFERENTIATE ROWS, AS WELL AS NAMING DIFFERENT CHOICES.

Below are two different ways that the Census Bureau could describe the census. Comparing the two descriptions, which one would you be more likely to respond to?

	Attribute	Level 1	Level 2	Level 3	Level 4
1	Use of Data	Calculate the number of people eligible for Social Security and Medicare benefits	Monitor compliance with anti-discrimination laws such as Voting Rights Act and Civil Rights Act	Help allocate funds to your state, community, and school district for services including education, health care, and new business development.	Help ensure the political representation of your community by allocating seats in the House of Representatives
2	What Is Required	You are required by law to respond to the census.	The census is required by law (Title 13 U.S. Code Sections 141 and 193).	Collection of the information is Mandatory and is collected under Title 13 U.S. Code Sections 141 and 193.	You are required by law to respond to the census.
3	What Happens If You Do Not Respond	The Census Bureau may use other government records to complete the census for you.	A Census Bureau interviewer may visit you to complete the census.	A Census Bureau interviewer may visit you to complete the census or we may use other government records to complete the census for you.	
4	Confidentiality Protection	The Census Bureau is required by U.S. law to keep your answers confidential. This means that the Census Bureau cannot give out information that identifies you or your household	The Census Bureau is required by U.S. law to keep your answers confidential. Your answers will only be used for statistical purposes, and no other	The Census Bureau is required by U.S. law (Title 13, Section 193) to keep your answers confidential.	

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## Demographics

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

7	<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

8	<b>Are you of Hispanic or Latino origin?</b>
<input type="radio"/>	Yes > SHOW: "Hispanics can be any race" in Q9
<input type="radio"/>	No

9	<b>(IF HISPANIC – YES IN Q8 - SHOW: "Hispanics can be of any race.") What is your race? You may select one or more.</b>
<input type="checkbox"/>	White
<input type="checkbox"/>	Black or African American
<input type="checkbox"/>	American Indian or Alaska Native
<input type="checkbox"/>	Asian
<input type="checkbox"/>	Native Hawaiian or other Pacific Islander

10	<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

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

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

13	<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?	

14	<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.