

U.S. DEPARTMENT OF COMMERCE

Geolocation Study Specification Draft

Part of the 2020 small-scale research program

Elizabeth May Nichols

3/9/2016

This survey will need to be mobile optimized following the guidelines used in the 2015 Census Test and the 2015 National Content Test. Many of the screens have been used in prior small-scale research projects with only minor changes to the questions or numbering.

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States
Census Bureau

Census Bureau Research Study

Welcome

Thank you for participating in this survey from the U.S. Census Bureau. We are doing research to make it easier for people to respond to the Census. Please respond accurately to the questions within this survey.

Your responses to these questions are protected by law under Title 13 of the United States Code. This is the same law that protects your privacy. No one outside the Census Bureau will see your answers.

To begin the 5 minute survey, enter your email address below. The email address you enter must match the email address where you received the emailed survey invitation. You may only complete the survey one time per invitation. Once you enter the survey you will not be able to reenter later.

Please Log In

E-mail Address:

Please note: sessions will expire after 15 minutes of inactivity.

The U.S. Census Bureau estimates that, for the average household, this survey will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to Paperwork Reduction Project 0607-0978, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0978" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

**** WARNING ****

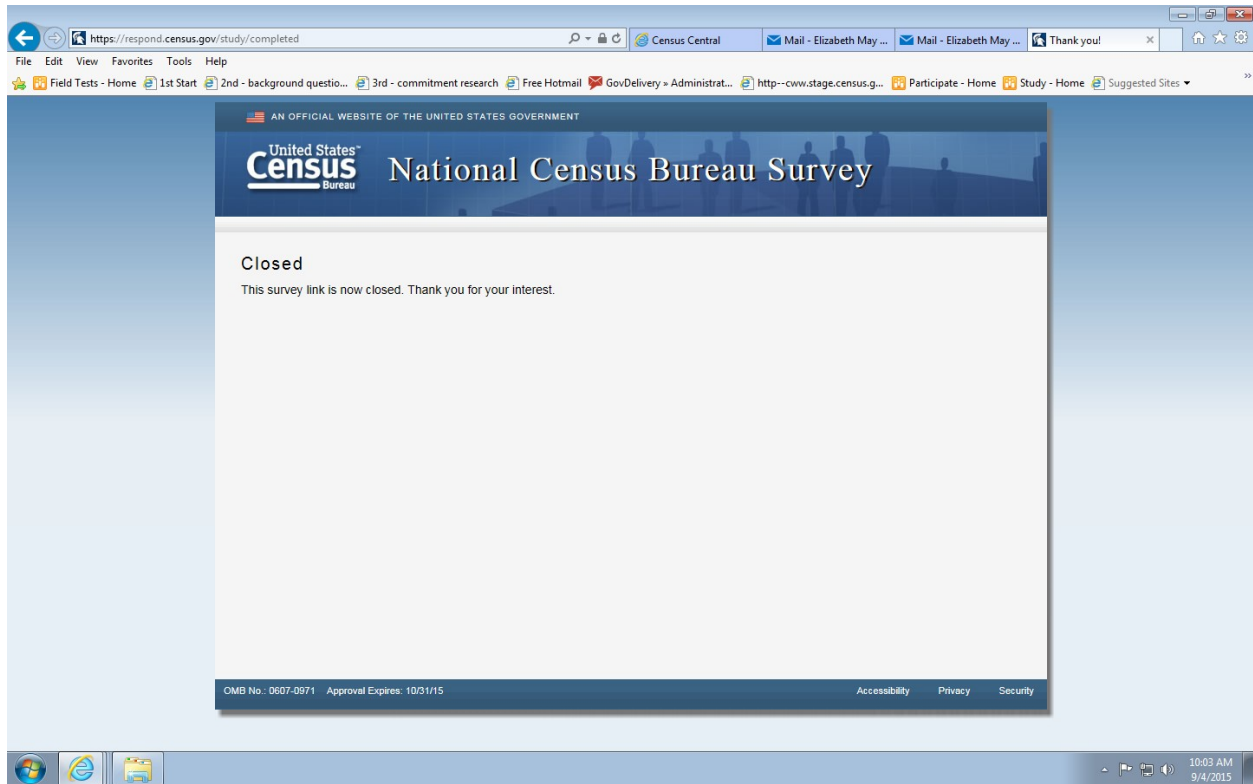
You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has not been extended is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 93-474). System usage may be monitored, recorded, and subject to audit. Any information you enter into this system may be used by the Census Bureau for statistical purposes, including but not limited to improving the efficiency of our data collection programs. For information regarding the use of this system, and how your privacy is protected, visit our online privacy webpage at http://www.census.gov/privacy/privacy_policy/. Use of this system indicates consent to the collection, monitoring, recording, and use of information provided inside this system.

OMB No.: 0607-0978 Approval Expires: 4/30/17

Accessibility Privacy Security

Geolocation small-scale study: Spring 2016

Treatment 1 = Demographics first then address then explicit question about permission for geolocation



Message you get if you try to re-enter the survey.

Geolocation small-scale study: Spring 2016

Treatment 1 = Demographics first then address then explicit question about permission for geolocation

7. Are you male or female?

- Male
- Female

8. What is your age?

- Less than 18 years old
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

9. Are you of Hispanic, Latino or Spanish origin?

- Yes
- No

10. What is your race? You may choose one or more.

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

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

12. In the last 3 months have you attended school or college?

- Yes
- No

Needs to be renumbered starting at "1"

Geolocation small-scale study: Spring 2016

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13. Last week, did you work for pay at a job (or business)?

- Yes
- No - Did not work (or retired)

14. Did you work for -

- a government (federal, state, local) office or agency?
- a college or university?
- another private organization or were self-employed?

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*

[Next](#)

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Continue renumbering

Where do you live?

[\(Help\)](#)

Please select the type of address associated with that residence.

Address Type:

Street Address

Rural Route

P.O. Box

Address Number (For example: 5007)



Street Name (For example: N Maple Ave)

Apt/Unit (For example: "Apt. A" or "Lot 3")

City:

State:

ZIP Code:

Example of mobile-optimized design

Geolocation small-scale study: Spring 2016

Treatment 1 = Demographics first then address then explicit question about permission for geolocation

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United States Census Bureau

Census Bureau Research Study

[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) ("Apt. A" or "Lot 3")

City: State: ZIP Code:

[Previous](#) [Next](#)

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Change question to "Where do you live?"

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #:

City: State: ZIP Code:

[Previous](#) [Next](#)

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: Rural Route #: Box #:

City: State: ZIP Code:

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to “Where do you live?”

Geolocation small-scale study: Spring 2016

Treatment 1 = Demographics first then address then explicit question about permission for geolocation

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United States Census Bureau National Census Bureau Survey

If you have more than one address associated with your residence, please provide the street address if available. For example, if you normally use a P.O. Box, please enter a physical street address such as what you would use to have a package delivered to your home or a 911 emergency address.

For **Street Addresses**, such as 5007 N Maple Ave, you can enter your address into the address fields.

- Address number is the numeric identifier from your street address, for example 5007.
- Street Name is the name of your street, for example N Maple Ave.
- Apt/Unit refers to any unit information that is part of your address, such as an apartment number, unit number, or lot. You will need to enter both the unit type and number. For example, enter "Apt A" or "Lot 3" or "Unit 2-H" or "Room 12".
- If you share the same address with other living quarters, such as a basement or garage apartment, or even a separate structure on the same lot (e.g., a trailer behind the main house), please provide this in the Apt/Unit.

If you use a **P.O. Box** address instead of a street address, you will need to select the P.O. Box address type (by clicking the button to the left of the P.O. Box label) and enter your address into the P.O. Box address fields.

- Provide the number of the Box
- Provide a city, state, and ZIP code

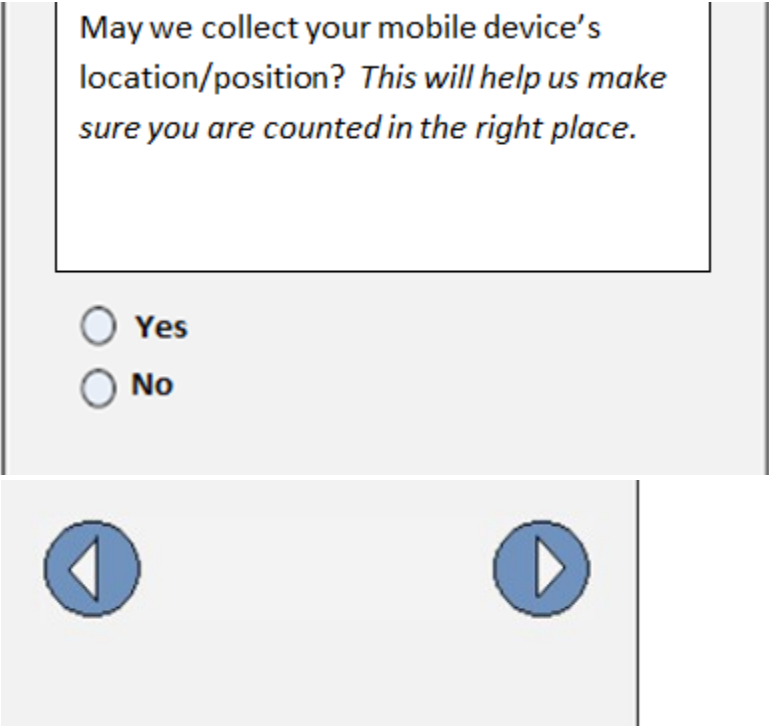
For **Rural Route** addresses, you will need to select the Rural Route address by clicking the button to the left of the Rural Route label then enter your address into the fields.

- Use the drop-down menu to select the Rural Route Descriptor, such as
 - RR - Rural Route
 - HC - Contract Delivery Service Route (formerly Highway Contract Route)
 - SR - Star Route
 - PSC - Postal Service Center
 - RTE - Route
- Provide the number of the Rural Route
- Provide the number of the Box
- Provide a city, state, and ZIP code

[Close Window](#)

9:50 AM
9/4/2015

Banner is incorrect



May we collect your mobile device's location/position? *This will help us make sure you are counted in the right place.*

Yes

No

Navigation buttons: left arrow and right arrow

New screen: Bold the question. (If yes, then engage location service.) If not, don't do that.

Action: If yes next button should take you to the next question which is the are you home question, otherwise skip the are you home question and go directly to the usability question.

Output user agent string regardless of answer

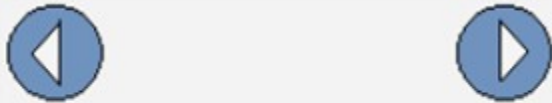
Output x,y coordinates if allowed.

Are you answering this survey from the address you entered earlier or are you answering it from someplace else?

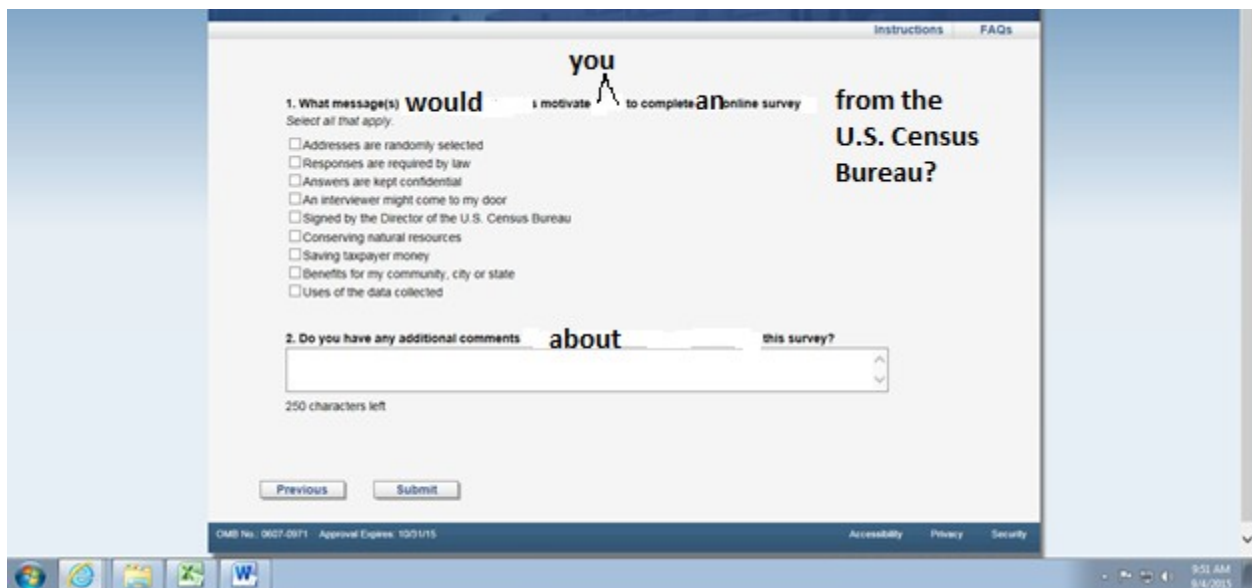
(The reason we ask is because we are testing whether your geolocation maps to the address you provided. This will help us plan for the 2020 Census)

Right now, I'm at that address

Right now, I'm someplace else



New screen: Bold the question.



Instructions FAQs

1. What message(s) would motivate you to complete an online survey from the U.S. Census Bureau?

Select all that apply.

- Addresses are randomly selected
- Responses are required by law
- Answers are kept confidential
- An interviewer might come to my door
- Signed by the Director of the U.S. Census Bureau
- Conserving natural resources
- Saving taxpayer money
- Benefits for my community, city or state
- Uses of the data collected

2. Do you have any additional comments about this survey?

250 characters left

Previous Submit

OMB No. 0607-0071 Approval Expires: 10/01/15 Accessibility Privacy Security

9:51 AM 5/4/2015

Rotation #5 is above – these are the same rotations and categories as the small-scale mailout we conducted in October 2015

Geolocation small-scale study: Spring 2016

Treatment 1 = Demographics first then address then explicit question about permission for geolocation

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Thank you!

Thank you for your participation in this survey. Your responses are very helpful in our research!

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Geolocation small-scale study: Spring 2016

Treatment 2 = Demographics first then address then NO explicit question about permission for geolocation

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E-mail Address:

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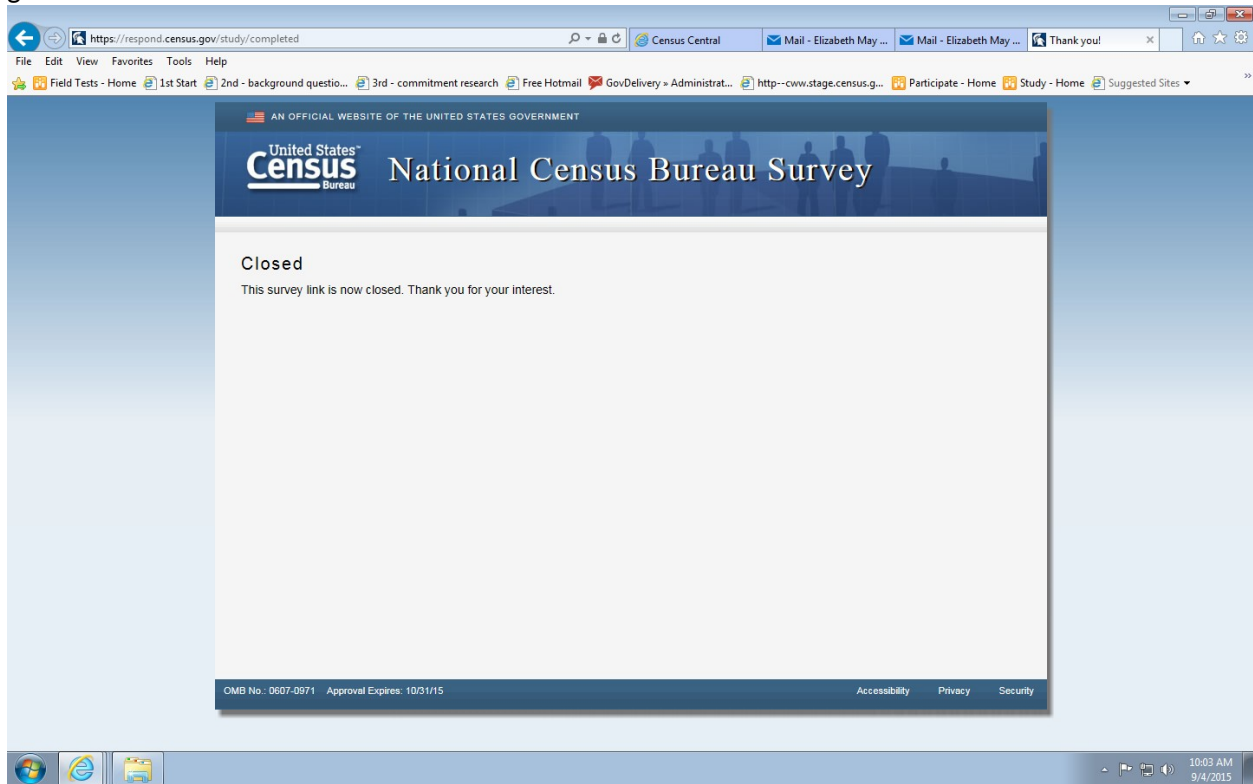
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Accessibility Privacy Security

Geolocation small-scale study: Spring 2016

Treatment 2 = Demographics first then address then NO explicit question about permission for geolocation



Message you get if you try to re-enter the survey.

Geolocation small-scale study: Spring 2016

Treatment 2 = Demographics first then address then NO explicit question about permission for geolocation

7. Are you male or female?

Male
 Female

8. What is your age?

Less than 18 years old
 18-24
 25-34
 35-44
 45-54
 55-64
 65 or older

9. Are you of Hispanic, Latino or Spanish origin?

Yes
 No

10. What is your race? You may choose one or more.

White
 Black or African American
 American Indian or Alaska Native
 Asian
 Native Hawaiian or Other Pacific Islander

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

12. In the last 3 months have you attended school or college?

Yes
 No

Needs to be renumbered starting at "1"

Geolocation small-scale study: Spring 2016

Treatment 2 = Demographics first then address then NO explicit question about permission for geolocation

13. Last week, did you work for pay at a job (or business)?

- Yes
- No - Did not work (or retired)

14. Did you work for -

- a government (federal, state, local) office or agency?
- a college or university?
- another private organization or were self-employed?

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*

[Next](#)

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Continue renumbering

Where do you live?

[\(Help\)](#)

Please select the type of address associated with that residence.

Address Type:

- Street Address
- Rural Route
- P.O. Box

Address Number (For example: 5007)



Street Name (For example: N Maple Ave)

Apt/Unit (For example: "Apt. A" or "Lot 3")

City:

State:

ZIP Code:

Example of mobile-optimized design

Geolocation small-scale study: Spring 2016

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) ("Apt. A" or "Lot 3")

City: State: ZIP Code:

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to "Where do you live?"

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #:

City: State: ZIP Code:

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Change question to "Where do you live?"

Geolocation small-scale study: Spring 2016

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: Rural Route #: Box #:

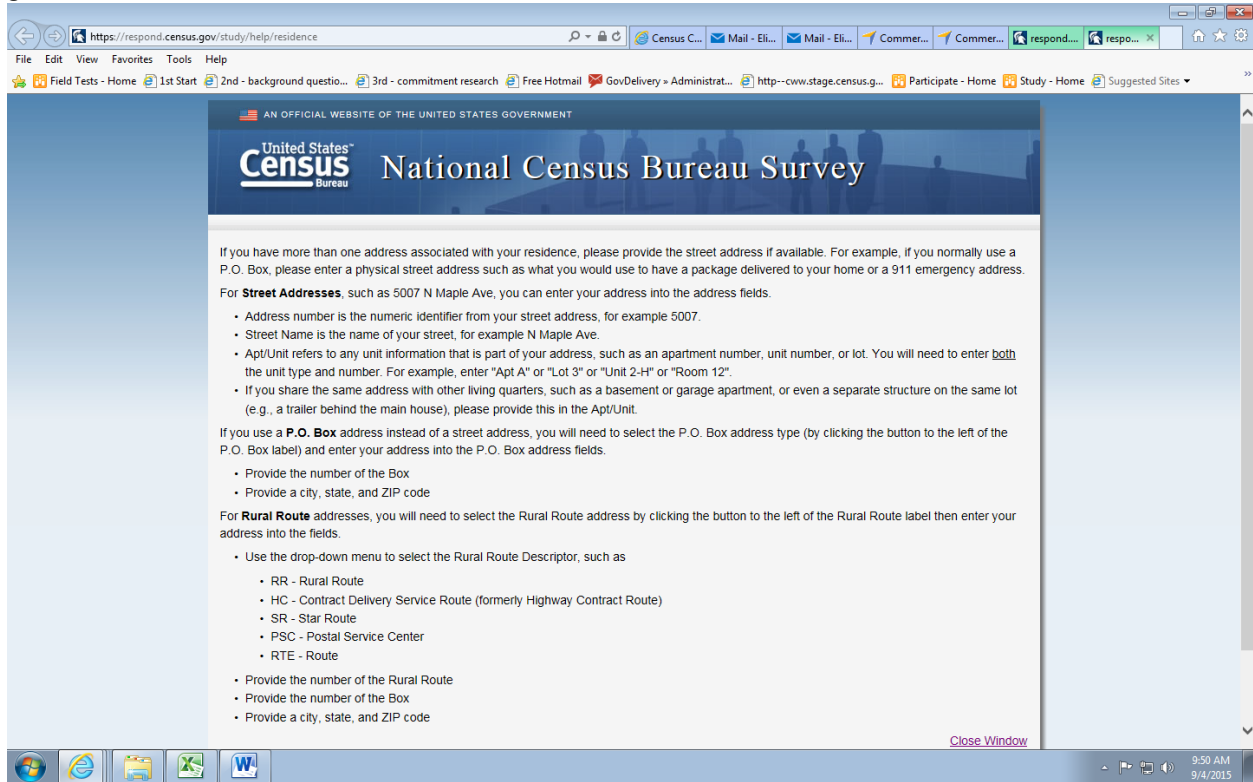
City: State: ZIP Code:

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Change question to "Where do you live?"

Geolocation small-scale study: Spring 2016

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The screenshot shows a web browser window displaying the help page for the United States Census Bureau Survey. The browser's address bar shows the URL <https://respond.census.gov/study/help/residence>. The page content includes the following text:

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States Census Bureau National Census Bureau Survey

If you have more than one address associated with your residence, please provide the street address if available. For example, if you normally use a P.O. Box, please enter a physical street address such as what you would use to have a package delivered to your home or a 911 emergency address.

For **Street Addresses**, such as 5007 N Maple Ave, you can enter your address into the address fields.

- Address number is the numeric identifier from your street address, for example 5007.
- Street Name is the name of your street, for example N Maple Ave.
- Apt/Unit refers to any unit information that is part of your address, such as an apartment number, unit number, or lot. You will need to enter both the unit type and number. For example, enter "Apt A" or "Lot 3" or "Unit 2-H" or "Room 12".
- If you share the same address with other living quarters, such as a basement or garage apartment, or even a separate structure on the same lot (e.g., a trailer behind the main house), please provide this in the Apt/Unit.

If you use a **P.O. Box** address instead of a street address, you will need to select the P.O. Box address type (by clicking the button to the left of the P.O. Box label) and enter your address into the P.O. Box address fields.

- Provide the number of the Box
- Provide a city, state, and ZIP code

For **Rural Route** addresses, you will need to select the Rural Route address by clicking the button to the left of the Rural Route label then enter your address into the fields.

- Use the drop-down menu to select the Rural Route Descriptor, such as
 - RR - Rural Route
 - HC - Contract Delivery Service Route (formerly Highway Contract Route)
 - SR - Star Route
 - PSC - Postal Service Center
 - RTE - Route
- Provide the number of the Rural Route
- Provide the number of the Box
- Provide a city, state, and ZIP code

[Close Window](#)

The browser's taskbar at the bottom shows the system clock as 9:50 AM on 9/4/2015.

Banner is incorrect

Geolocation small-scale study: Spring 2016

Treatment 2 = Demographics first then address then NO explicit question about permission for geolocation

Action: engage the locator service. If allowed, then go to next question “are you home question”

Otherwise, skip and go to the usability question

Output user agent string regardless of answer

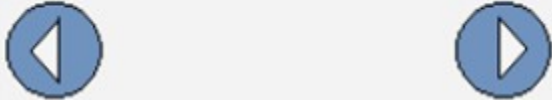
Output x,y coordinates if allowed.

Are you answering this survey from the address you entered earlier or are you answering it from someplace else?

(The reason we ask is because we are testing whether your geolocation maps to the address you provided. This will help us plan for the 2020 Census)

Right now, I'm at that address

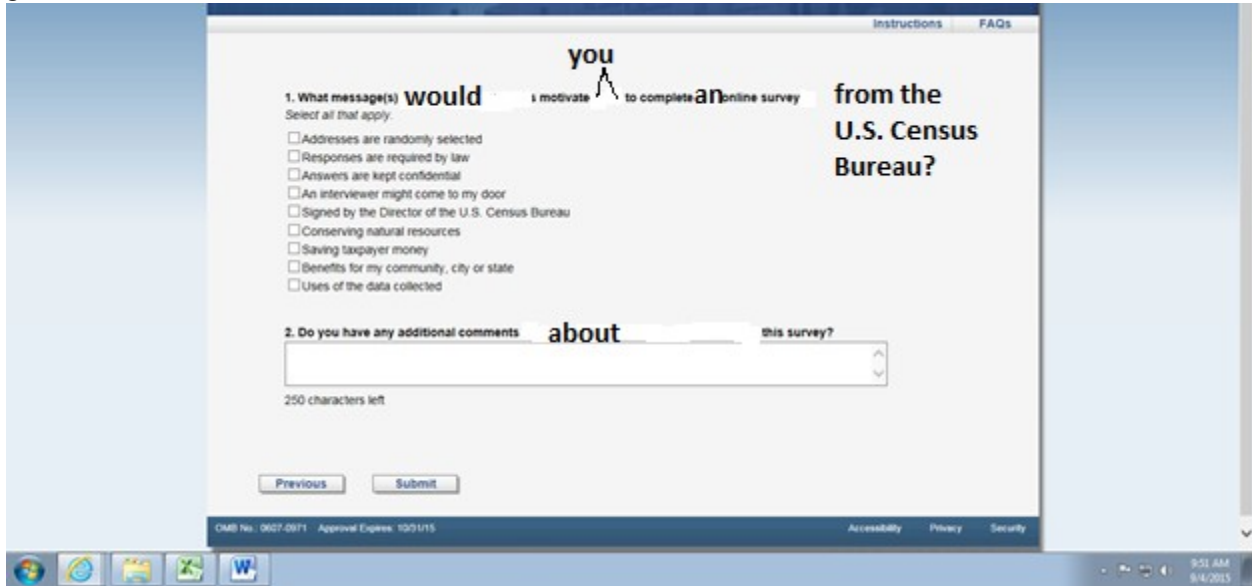
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New screen: Bold the question.

Geolocation small-scale study: Spring 2016

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Rotation #5 is above – these are the same rotations and categories as the small-scale mailout we conducted in October 2015

Geolocation small-scale study: Spring 2016

Treatment 3 = First Address and explicit question about permission for geolocation then demographics

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Thank you!

Thank you for your participation in this survey. Your responses are very helpful in our research!

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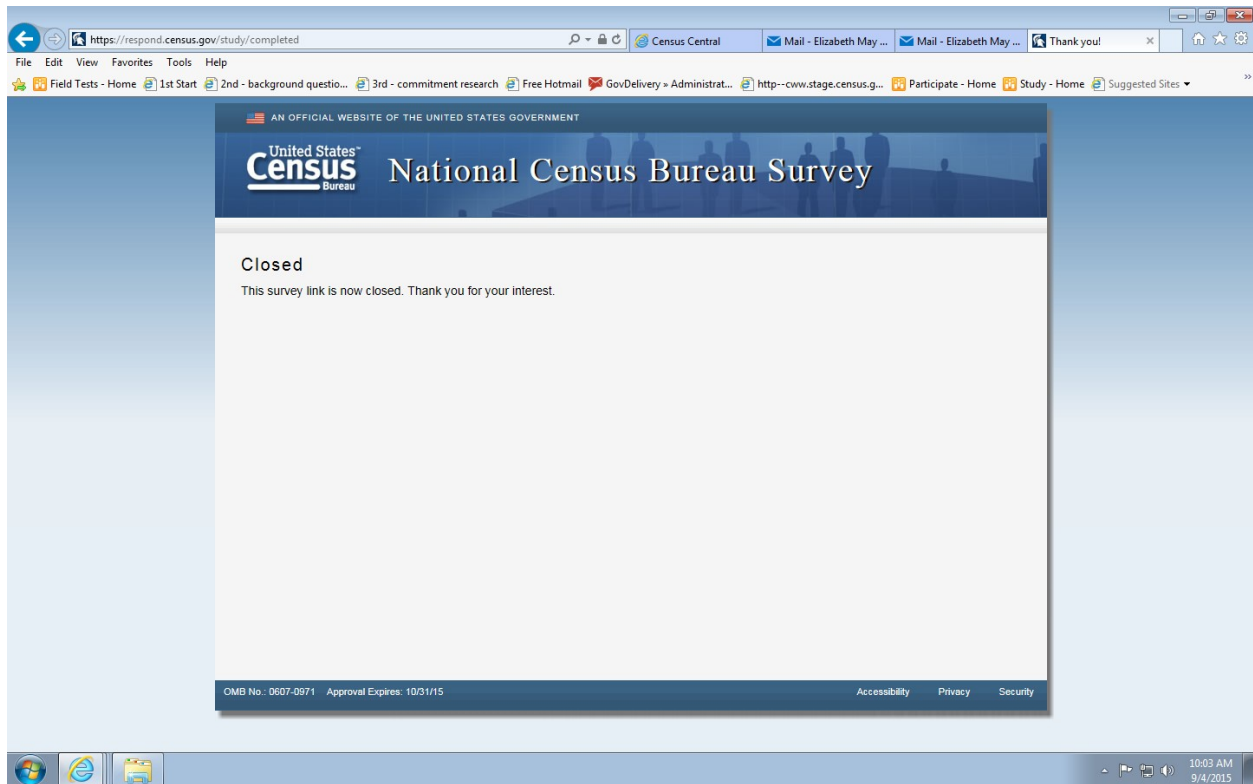
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Message you get if you try to re-enter the survey.

Where do you live?

[\(Help\)](#)

Please select the type of address associated with that residence.

Address Type:

- Street Address
- Rural Route
- P.O. Box

Address Number (For example: 5007)



Street Name (For example: N Maple Ave)

Apt/Unit (For example: "Apt. A" or "Lot 3")

City:

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Example of mobile-optimized design

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Treatment 3 = First Address and explicit question about permission for geolocation then demographics

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[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) (*Apt. A* or *Lot 3*)

City: State: ZIP Code:

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to "Where do you live?"

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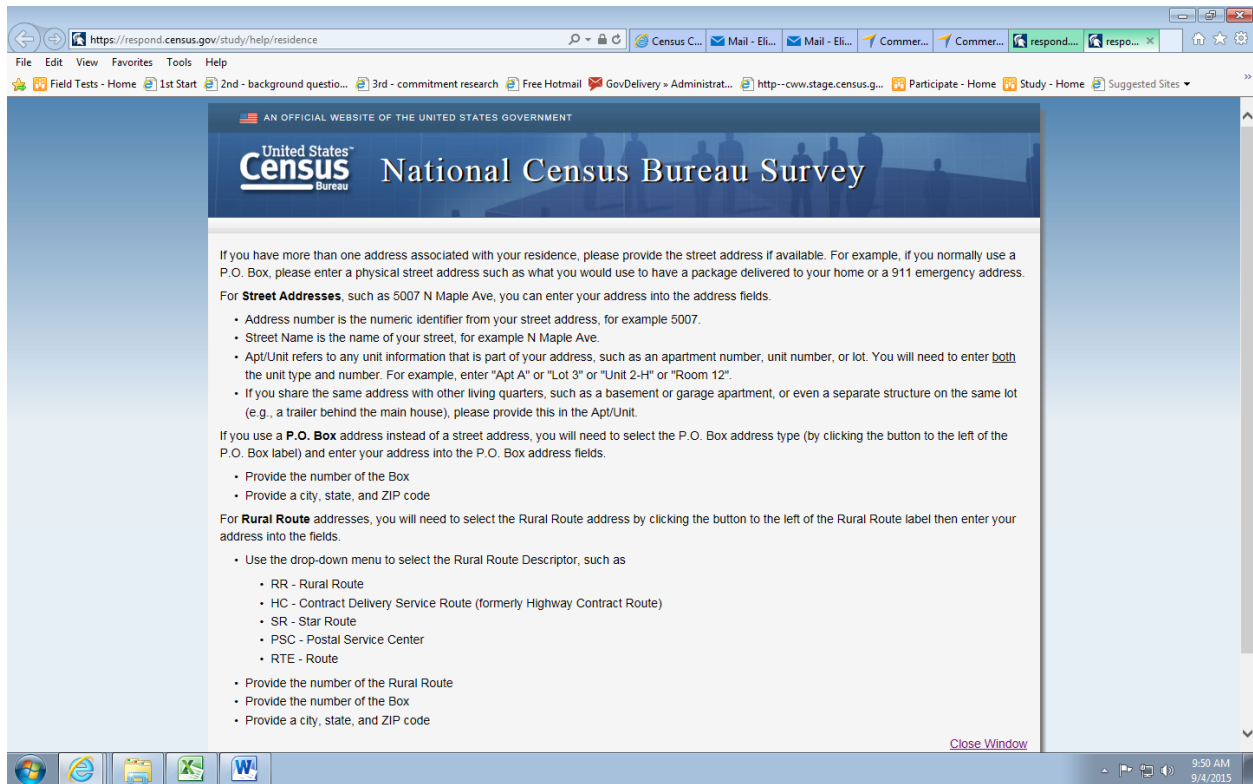
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Geolocation small-scale study: Spring 2016

Treatment 3 = First Address and explicit question about permission for geolocation then demographics



The screenshot shows a web browser window displaying the help page for the National Census Bureau Survey. The browser's address bar shows the URL: <https://respond.census.gov/study/help/residence>. The page header includes the United States Census Bureau logo and the text "National Census Bureau Survey". The main content area provides instructions for entering a residence address. It states: "If you have more than one address associated with your residence, please provide the street address if available. For example, if you normally use a P.O. Box, please enter a physical street address such as what you would use to have a package delivered to your home or a 911 emergency address." It then details instructions for "Street Addresses" and "Rural Route" addresses, including bullet points for address number, street name, unit information, and P.O. Box details. A "Close Window" link is visible at the bottom right of the page content. The Windows taskbar at the bottom shows the system clock as 9:50 AM on 9/4/2015.

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United States[™]
Census
Bureau

National Census Bureau Survey

If you have more than one address associated with your residence, please provide the street address if available. For example, if you normally use a P.O. Box, please enter a physical street address such as what you would use to have a package delivered to your home or a 911 emergency address.

For **Street Addresses**, such as 5007 N Maple Ave, you can enter your address into the address fields.

- Address number is the numeric identifier from your street address, for example 5007.
- Street Name is the name of your street, for example N Maple Ave.
- Apt/Unit refers to any unit information that is part of your address, such as an apartment number, unit number, or lot. You will need to enter both the unit type and number. For example, enter "Apt A" or "Lot 3" or "Unit 2-H" or "Room 12".
- If you share the same address with other living quarters, such as a basement or garage apartment, or even a separate structure on the same lot (e.g., a trailer behind the main house), please provide this in the Apt/Unit.

If you use a **P.O. Box** address instead of a street address, you will need to select the P.O. Box address type (by clicking the button to the left of the P.O. Box label) and enter your address into the P.O. Box address fields.

- Provide the number of the Box
- Provide a city, state, and ZIP code

For **Rural Route** addresses, you will need to select the Rural Route address by clicking the button to the left of the Rural Route label then enter your address into the fields.

- Use the drop-down menu to select the Rural Route Descriptor, such as
 - RR - Rural Route
 - HC - Contract Delivery Service Route (formerly Highway Contract Route)
 - SR - Star Route
 - PSC - Postal Service Center
 - RTE - Route
- Provide the number of the Rural Route
- Provide the number of the Box
- Provide a city, state, and ZIP code

[Close Window](#)

Banner is incorrect

May we collect your mobile device's location/position? *This will help us make sure you are counted in the right place.*

Yes

No

Navigation buttons: back and forward arrows.

New screen: Bold the question. (If yes, then engage location service.) If not, don't do that.

Action: If yes next button should take you to the next question which is the are you home question, otherwise skip the are you home question and go directly to the demographic questions.

Output user agent string regardless of answer



Output x,y coordinates if allowed.

Are you answering this survey from the address you entered earlier or are you answering it from someplace else?

(The reason we ask is because we are testing whether your geolocation maps to the address you provided. This will help us plan for the 2020 Census)

Right now, I'm at that address

Right now, I'm someplace else

New screen: Bold the question.

Geolocation small-scale study: Spring 2016

Treatment 3 = First Address and explicit question about permission for geolocation then demographics

7. Are you male or female?

Male
 Female

8. What is your age?

Less than 18 years old
 18-24
 25-34
 35-44
 45-54
 55-64
 65 or older

9. Are you of Hispanic, Latino or Spanish origin?

Yes
 No

10. What is your race? You may choose one or more.

White
 Black or African American
 American Indian or Alaska Native
 Asian
 Native Hawaiian or Other Pacific Islander

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

12. In the last 3 months have you attended school or college?

Yes
 No

Needs to be renumbered starting at "1"

Geolocation small-scale study: Spring 2016

Treatment 3 = First Address and explicit question about permission for geolocation then demographics

13. Last week, did you work for pay at a job (or business)?

Yes

No - Did not work (or retired)

14. Did you work for -

a government (federal, state, local) office or agency?

a college or university?

another private organization or were self-employed?

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

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Continue renumbering

Geolocation small-scale study: Spring 2016

Treatment 3 = First Address and explicit question about permission for geolocation then demographics

The image shows a screenshot of a web-based survey form. The form is titled "1. What message(s) would motivate you to complete an online survey from the U.S. Census Bureau?". Below the title, it says "Select all that apply." and lists several options with checkboxes: "Addresses are randomly selected", "Responses are required by law", "Answers are kept confidential", "An interviewer might come to my door", "Signed by the Director of the U.S. Census Bureau", "Conserving natural resources", "Saving taxpayer money", "Benefits for my community, city or state", and "Uses of the data collected". Below this list is a text box for "2. Do you have any additional comments about this survey?" with a "250 characters left" indicator. At the bottom of the form are "Previous" and "Submit" buttons. The browser's address bar shows "OMB No. 0607-0871 Approval Expires: 10/31/15" and "Accessibility Privacy Security". The Windows taskbar at the bottom shows the time as 9:51 AM on 5/14/2015.

Rotation #5 is above – these are the same rotations and categories as the small-scale mailout we conducted in October 2015

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics

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Census
Bureau

Census Bureau Research Study

Thank you!

Thank you for your participation in this survey. Your responses are very helpful in our research!

OMB No.: 0607-0978 Approval Expires: 4/30/17

[Accessibility](#) [Privacy](#) [Security](#)

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States
Census Bureau

Census Bureau Research Study

Welcome

Thank you for participating in this survey from the U.S. Census Bureau. We are doing research to make it easier for people to respond to the Census. Please respond accurately to the questions within this survey.

Your responses to these questions are protected by law under Title 13 of the United States Code. This is the same law that protects your privacy. No one outside the Census Bureau will see your answers.

To begin the 5 minute survey, enter your email address below. The email address you enter must match the email address where you received the emailed survey invitation. You may only complete the survey one time per invitation. Once you enter the survey you will not be able to reenter later.

Please Log In

E-mail Address:

Please note: sessions will expire after 15 minutes of inactivity.

The U.S. Census Bureau estimates that, for the average household, this survey will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to Paperwork Reduction Project 0607-0978, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0978" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

**** WARNING ****

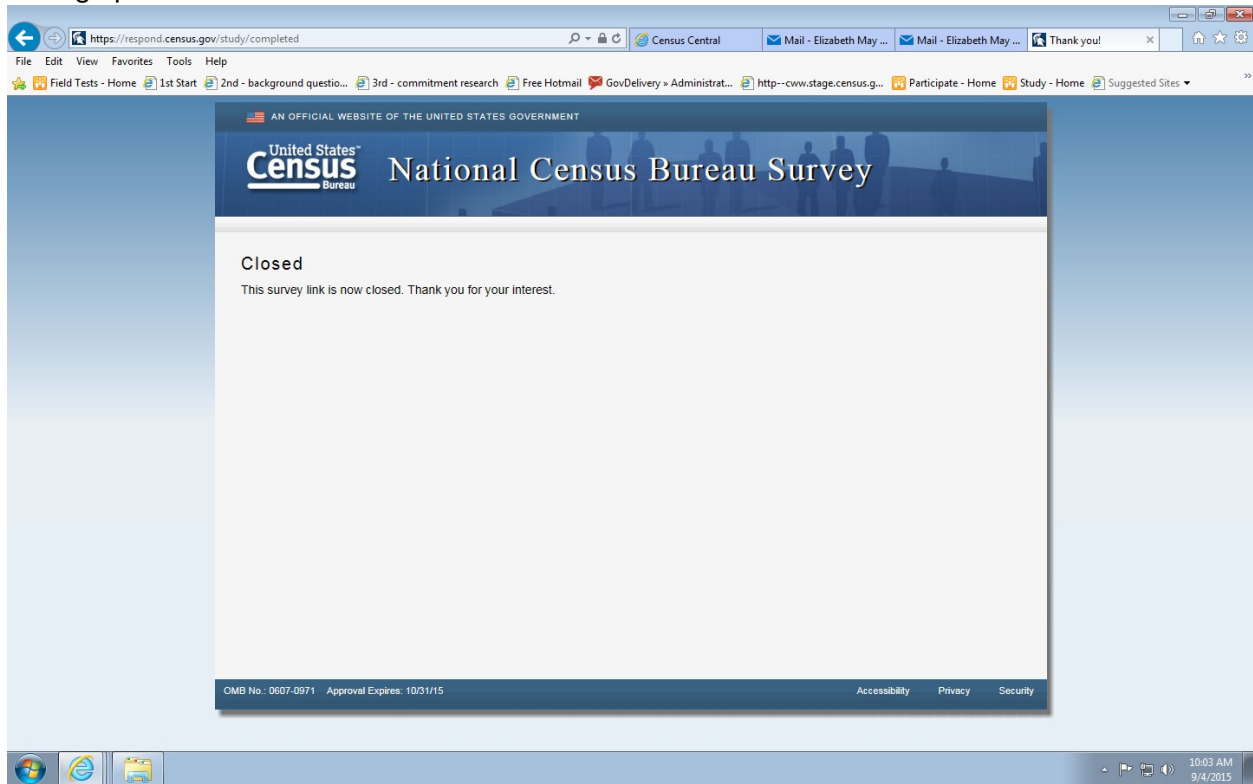
You have accessed a UNITED STATES GOVERNMENT computer. Use of this computer without authorization or for purposes for which authorization has not been extended is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 93-474). System usage may be monitored, recorded, and subject to audit. Any information you enter into this system may be used by the Census Bureau for statistical purposes, including but not limited to improving the efficiency of our data collection programs. For information regarding the use of this system, and how your privacy is protected, visit our online privacy webpage at http://www.census.gov/privacy/privacy_policy/. Use of this system indicates consent to the collection, monitoring, recording, and use of information provided inside this system.

OMB No.: 0607-0978 Approval Expires: 4/30/17

Accessibility Privacy Security

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics



Message you get if you try to re-enter the survey.

Where do you live?

[\(Help\)](#)

Please select the type of address associated with that residence.

Address Type:

- Street Address
- Rural Route
- P.O. Box

Address Number (For example: 5007)



Street Name (For example: N Maple Ave)

Apt/Unit (For example: "Apt. A" or "Lot 3")

City:

State:

ZIP Code:

Example of mobile-optimized design

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics

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United States Census Bureau

Census Bureau Research Study

[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) ("Apt. A" or "Lot 3")

City: State: ZIP Code:

[Previous](#) [Next](#)

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to "Where do you live?"

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United States Census Bureau

Census Bureau Research Study

[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #:

City: State: ZIP Code:

[Previous](#) [Next](#)

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to "Where do you live?"

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States Census Bureau

Census Bureau Research Study

[Instructions](#) [FAQs](#)

Where did you live on August 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: Rural Route #: Box #:

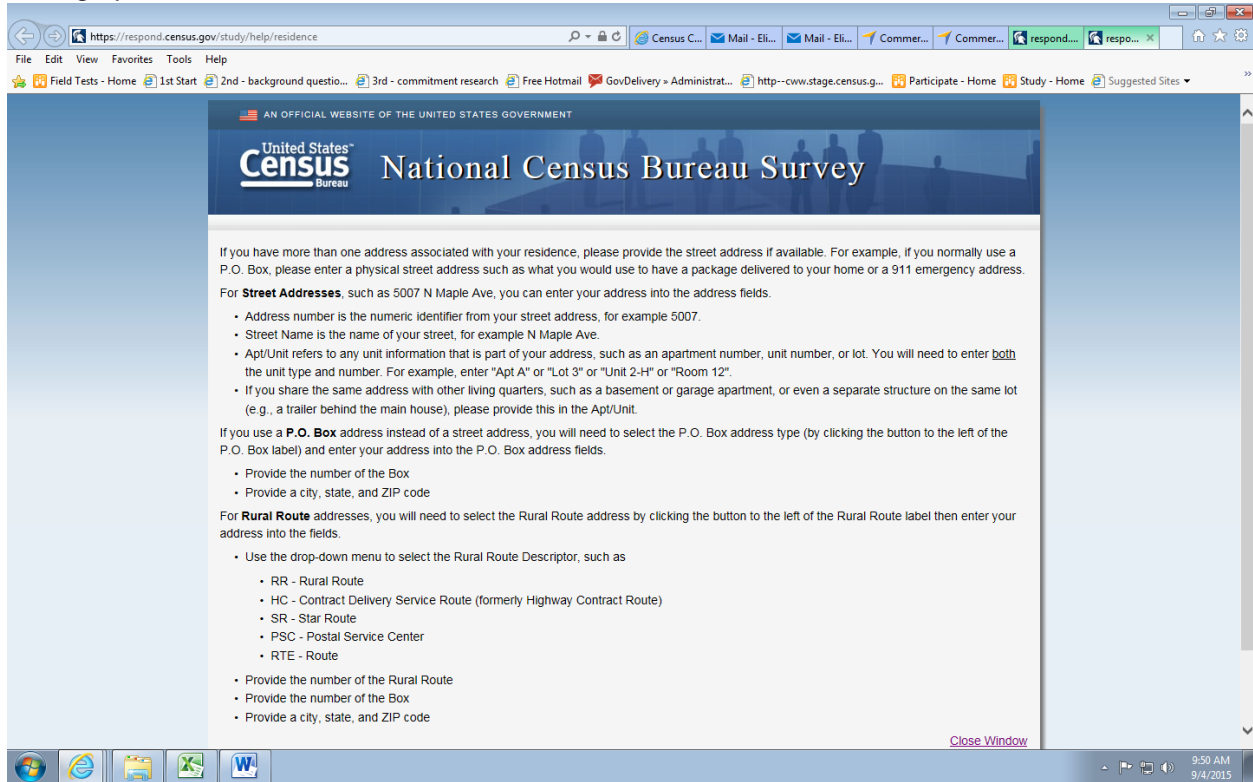
City: State: ZIP Code:

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Change question to “Where do you live?”

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics



The screenshot shows a web browser window displaying the help page for the National Census Bureau Survey. The browser's address bar shows the URL <https://respond.census.gov/study/help/residence>. The page header includes the United States Census Bureau logo and the text "National Census Bureau Survey". The main content area provides instructions for entering multiple addresses, including street addresses, P.O. Box addresses, and Rural Route addresses. The instructions are as follows:

If you have more than one address associated with your residence, please provide the street address if available. For example, if you normally use a P.O. Box, please enter a physical street address such as what you would use to have a package delivered to your home or a 911 emergency address.

For **Street Addresses**, such as 5007 N Maple Ave, you can enter your address into the address fields.

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- Apt/Unit refers to any unit information that is part of your address, such as an apartment number, unit number, or lot. You will need to enter both the unit type and number. For example, enter "Apt A" or "Lot 3" or "Unit 2-H" or "Room 12".
- If you share the same address with other living quarters, such as a basement or garage apartment, or even a separate structure on the same lot (e.g., a trailer behind the main house), please provide this in the Apt/Unit.

If you use a **P.O. Box** address instead of a street address, you will need to select the P.O. Box address type (by clicking the button to the left of the P.O. Box label) and enter your address into the P.O. Box address fields.

- Provide the number of the Box
- Provide a city, state, and ZIP code

For **Rural Route** addresses, you will need to select the Rural Route address by clicking the button to the left of the Rural Route label then enter your address into the fields.

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 - RR - Rural Route
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 - SR - Star Route
 - PSC - Postal Service Center
 - RTE - Route
- Provide the number of the Rural Route
- Provide the number of the Box
- Provide a city, state, and ZIP code

A "Close Window" link is visible in the bottom right corner of the page content.

Banner is incorrect

Geolocation small-scale study: Spring 2016

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Action: engage the locator service. If allowed, then go to next question "are you home question"

Otherwise, skip and go to the demographics question

Output user agent string regardless of answer



Output x,y coordinates if allowed.

Are you answering this survey from the address you entered earlier or are you answering it from someplace else?

(The reason we ask is because we are testing whether your geolocation maps to the address you provided. This will help us plan for the 2020 Census)

Right now, I'm at that address

Right now, I'm someplace else

New screen: Bold the question.

Geolocation small-scale study: Spring 2016

Treatment 4 = First Address and NO explicit question about permission for geolocation then demographics

7. Are you male or female?

Male
 Female

8. What is your age?

Less than 18 years old
 18-24
 25-34
 35-44
 45-54
 55-64
 65 or older

9. Are you of Hispanic, Latino or Spanish origin?

Yes
 No

10. What is your race? You may choose one or more.

White
 Black or African American
 American Indian or Alaska Native
 Asian
 Native Hawaiian or Other Pacific Islander

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

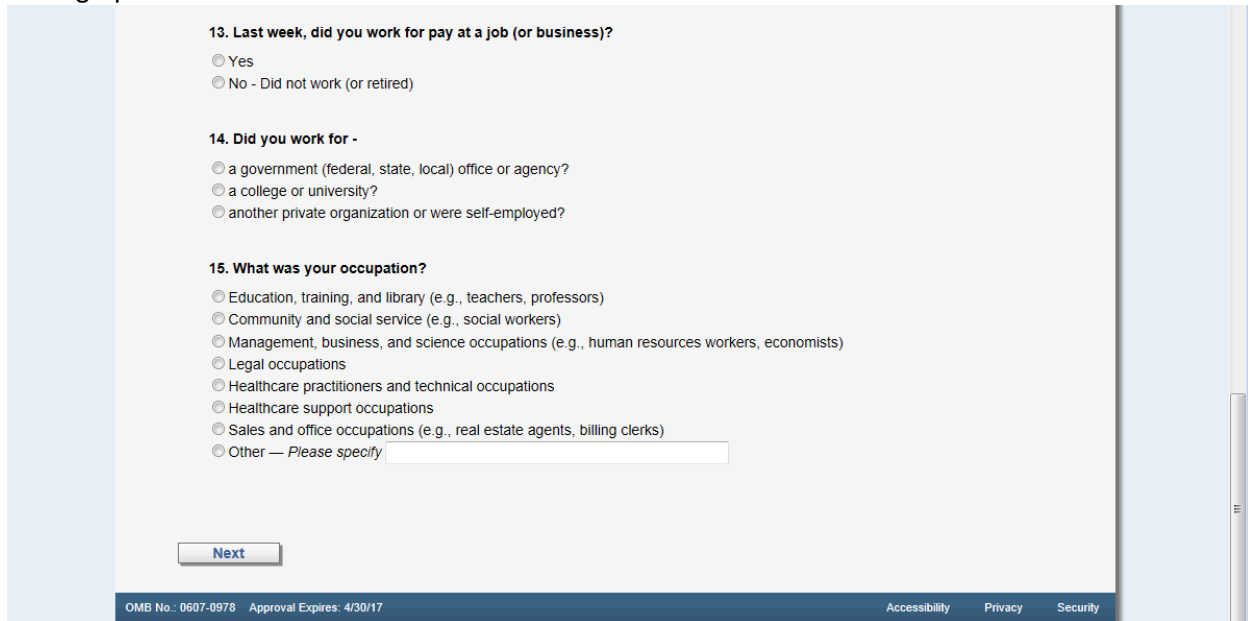
12. In the last 3 months have you attended school or college?

Yes
 No

Needs to be renumbered starting at "1"

Geolocation small-scale study: Spring 2016

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13. Last week, did you work for pay at a job (or business)?

- Yes
- No - Did not work (or retired)

14. Did you work for -

- a government (federal, state, local) office or agency?
- a college or university?
- another private organization or were self-employed?

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*

[Next](#)

OMB No.: 0607-0978 Approval Expires: 4/30/17 [Accessibility](#) [Privacy](#) [Security](#)

Continue renumbering

Geolocation small-scale study: Spring 2016

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The screenshot shows a web browser window displaying a survey form. The form is titled "1. What message(s) would motivate you to complete an online survey from the U.S. Census Bureau?". Below the title, it says "Select all that apply." and lists several checkboxes: "Addresses are randomly selected", "Responses are required by law", "Answers are kept confidential", "An interviewer might come to my door", "Signed by the Director of the U.S. Census Bureau", "Conserving natural resources", "Saving taxpayer money", "Benefits for my community, city or state", and "Uses of the data collected". Below the checkboxes is a text input field for "2. Do you have any additional comments about this survey?" with a "250 characters left" indicator. At the bottom of the form are "Previous" and "Submit" buttons. The browser's taskbar at the bottom shows the time as 9:51 AM on 9/4/2015.

Rotation #5 is above – these are the same rotations and categories as the small-scale mailout we conducted in October 2015

The screenshot shows a web page with a blue header. The header contains the text "AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT" and the "United States Census Bureau" logo. The main heading is "Census Bureau Research Study". Below the heading, the text reads "Thank you!" followed by "Thank you for your participation in this survey. Your responses are very helpful in our research!". At the bottom of the page, there is a footer with "OMB No.: 0607-0978 Approval Expires: 4/30/17" and links for "Accessibility", "Privacy", and "Security".