

The U.S. Census Bureau requests permission to make non-substantive changes to the questionnaire under the clearance for the Federal Statistical System Public Opinion Survey (OMB number 0607-0969). The objective of this research is to gather data on public understanding of and trust in Federal Statistical Agencies and federal statistics. These public opinion data will enable the Census Bureau to better understand public perceptions, which will provide guidance for communicating with the public and for future planning of data collection that reflects a good understanding of public perceptions and concerns.

From February 2012 through September 2013, the Census Bureau added 25 questions nightly onto an ongoing data collection by the Gallup Daily Tracking Survey. From October 2013 through March 2014, the Census Bureau is adding 10 questions to the survey. Five of the 10 questions are core questions and five are available for rotation. Core questions focus on awareness of and attitudes towards federal statistics and federal statistical agencies. Monthly, up to five questions may be rotated in the survey. OMB and Census have agreed that these rotating questions constitute non-substantive changes to this submission. Attached to this letter is the request to make these changes through a single tracking document. This tracking document contains a complete history of all questions asked and the date that each question was or is planned to be asked.

The next set of rotating questions specifically focus on types of 3rd party records that the census could use for the decennial census. This particular topic was requested by our National Advisory Council Working Group on Administrative Records and Third Party Data. For this series, one seventh of the sample each day will receive one of the terms – one focusing only on government records and the other six using different terms that could be used to describe 3rd party records. The goal is to compare within the six 3rd party record terms and compare those to using government records.

We believe that lessons learned within the context of the Census Bureau questions will also provide strategic information to the other participating agencies planning to use administrative records for statistical purposes. We are requesting to field these questions from November 29 through December 29, 2013.

The contact person for questions regarding data collection and study design is:

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