

The purpose of this research is to conduct focus groups with people who are in sample for the 2015 Census Test on issues such as privacy and confidentiality, alternative contact methods, Bring Your Own Device (BYOD), Internet response options, and administrative records use. The testing is sponsored by the Census Bureau 2020 Privacy & Confidentiality Team, and was included in the 2015 Census Test OMB package. This letter is a follow-up, which contains additional information and supplemental materials for the research.

In July 2015, staff from the Center for Survey Measurement (CSM) will conduct four focus groups in Maricopa County, Arizona following the 2015 Census Test. The focus groups in Maricopa will be comprised of people who responded to the 2015 Census Test during nonresponse follow-up as of mid-June. The groups will be differentiated by their age, race, and language proficiency as follows:

1. 18-29, Hispanic
2. 18-29, non-Hispanic White
3. 50+, Hispanic (Spanish language group)
4. 50+, non-Hispanic White

This differentiation will allow us to gather data from groups with differential access to the internet. Each group will consist of 10-12 participants, for a total of 80-96 respondents. We plan to recruit 15 participants for each group in case some participants do not show up, but we will cap the group at 12 participants. Participants who arrive after the maximum number of participants is met will be paid the honorarium and excused.

In these focus groups, participants will be asked about their experiences with the 2015 Census Test. Participants will first be asked to complete a worksheet that is designed to prime them for discussion topics. There are two versions of this worksheet: one for those who identify as Hispanic, and one for those who do not. The worksheet for those who identify as Hispanic contains additional questions that are intended to gauge language proficiency and a slightly modified education question that will translate more easily into Spanish. All participants will also be asked to fill out a worksheet with contact information. We will use this information to verify their response disposition and 2015 Census Test panel assignment following the focus groups. We will not be using that information to contact them. The two worksheets are attached to this memo. Subsequently, we will ask questions on how they felt about being contacted by the Census Bureau using different contact methods (e.g., by email and text message) and the perceived legitimacy of these contacts, as well as their opinions on the use of administrative records by the Census Bureau for the decennial census and Census communications. We will also ask about their opinions and experiences with the 2015 Test and any concerns with government privacy and confidentiality of data generally.

We will use Census Bureau Phone Centers to recruit for these focus groups using existing phone number and email address information for the addresses in sample for the 2015 Census Test. We will provide the phone center with a script to use in recruitment. The telephone script and screener questions are also attached to this memo. The groups will be conducted in a hotel conference room or focus group facility in the Maricopa County, AZ metropolitan area.

All of the attached materials will be translated into Spanish for the Spanish language focus group.

All interviews will be video and audio-recorded to facilitate a summary of the results. Participants will be asked to sign consent forms and give permission to be recorded. All participants will be informed that their response is voluntary and that the information they provide is confidential. Respondents will receive a \$75 stipend after the group concludes.

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

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