

The purpose of this research is to conduct focus groups with people who are in sample for the 2016 Census Test on issues such as privacy and confidentiality, alternative contact methods, Internet response options, and administrative records use. The testing is sponsored by the Census Bureau 2020 Privacy & Confidentiality Team, and was included in the 2016 Census Test OMB package. This letter is a follow-up, which contains additional information and supplemental materials for the research.

In May 2016, staff from the Center for Survey Measurement (CSM) will conduct four focus groups in Harris County, Texas following the 2016 Census Test. The focus groups in Harris County will be comprised of people who self-responded to the 2016 Census Test as of mid-April. The groups will be differentiated by their ethnicity and language proficiency as follows:

1. English speaking, non-Hispanic
2. English speaking, non-Hispanic
3. English speaking, Hispanic
4. Spanish speaking, Hispanic (Spanish language group)

Each group will consist of 10-12 participants, for a maximum of 48 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.

Research questions for these focus groups are as follow:

1. What are respondents' expectations in regards to being contacted to complete a government survey or census? Did the 2016 Census Test match that experience? If not, why not?
2. Were there any issues completing the 2016 Census Test with regard to trust, feelings of privacy, belief in confidentiality of data, or understanding the request?
3. How do respondents react to using administrative records for statistical purposes?
4. This test introduced a postcard telling respondents that they may not receive another personal visit, but they may still self-respond. What is the reaction to this messaging?
5. How might these things differ by Hispanic origin?

In these focus groups, participants will be asked about their experiences with the 2016 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 2016 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 about their opinions and experiences with the 2016 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 2016 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, library meeting room, or focus group facility in the Houston, TX metropolitan area. In order to begin recruitment for the focus groups as planned on April 18, 2016, approval for these materials is needed by April 15, 2016.

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:

Casey Eggleston  
Center for Survey Measurement  
U.S. Census Bureau  
Room 5K020H  
Washington, D.C. 20233  
(301) 763-6144  
Casey.M.Eggleston@census.gov