

[Placeholder for decennial questionnaire]

Privacy Questionnaire

For the next set of questions, I want you to think about the Census Bureau questionnaire you completed earlier and what would happen if someone was able to find out this information about you or your household.

1. Would it concern you if someone was able to find out your **AGE**?
 - Yes
 - No [SKIP TO QUESTION 3]
2. If someone was able to find out your AGE, how concerned would you be?
 - a. Slightly concerned
 - b. Somewhat concerned
 - c. Moderately concerned
 - d. Very concerned
3. Would it concern you if someone was able to find out your **RACE AND ETHNICITY**?
 - Yes
 - No [SKIP TO QUESTION 5]
4. If someone was able to find out your **RACE AND ETHNICITY**, how concerned would you be?
 - Slightly concerned
 - Somewhat concerned
 - Moderately concerned
 - Very concerned
5. Would it concern you if someone was able to find out the **NUMBER OF PEOPLE IN YOUR HOUSEHOLD**?
 - Yes
 - No [SKIP TO QUESTION 7]
6. If someone was able to find out the **NUMBER OF PEOPLE IN YOUR HOUSEHOLD**, how concerned would you be?
 - Slightly concerned
 - Somewhat concerned
 - Moderately concerned
 - Very concerned

7. Would it concern you if someone was able to find out the **AGE(S) OF OTHERS IN YOUR HOUSEHOLD**?
- Yes
 - No [SKIP TO QUESTION 9]
8. If someone was able to find out the **AGE(S) OF OTHERS IN YOUR HOUSEHOLD**, how concerned would you be?
- Slightly concerned
 - Somewhat concerned
 - Moderately concerned

 - Very concerned
9. Would it concern you if someone was able to find out the **RACE AND ETHNICITY OF OTHERS IN YOUR HOUSEHOLD**?
- Yes
 - No [SKIP TO QUESTION 11]
10. If someone was able to find out the **RACE AND ETHNICITY OF OTHERS IN YOUR HOUSEHOLD**, how concerned would you be?
- Slightly concerned
 - Somewhat concerned
 - Moderately concerned

 - Very concerned
11. Would it concern you if someone was able to find out the **RELATIONSHIP BETWEEN YOU AND OTHER PEOPLE IN YOUR HOUSEHOLD**?
- Yes
 - No [SKIP TO QUESTION 13]
12. If someone was able to find out the **RELATIONSHIP BETWEEN YOU AND OTHER PEOPLE IN YOUR HOUSEHOLD**, how concerned would you be?
- Slightly concerned
 - Somewhat concerned
 - Moderately concerned

 - Very concerned
13. Would it concern you if someone was able to find out whether you **OWN OR RENT YOUR HOME**?

- Yes
- No [SKIP TO QUESTION 15]

14. If someone was able to find out whether you **OWN OR RENT YOUR HOME**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

15. Would it concern you if someone was able to find out your **CITIZENSHIP STATUS**?

- Yes
- No [SKIP TO QUESTION 17]

16. If someone was able to find out your **CITIZENSHIP STATUS**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

17. Would it concern you if someone was able to find out the **CITIZENSHIP STATUS OF OTHER PEOPLE IN YOUR HOUSEHOLD**?

- Yes
- No [SKIP TO QUESTION 19]

18. If someone was able to find out the **CITIZENSHIP STATUS OF OTHER PEOPLE IN YOUR HOUSEHOLD**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

19. Would it concern you if someone was able to find out your **FULL NAME**?

- Yes
- No [SKIP TO QUESTION 21]

20. If someone was able to find out your **FULL NAME**, how concerned would you be?

- Slightly concerned

- Somewhat concerned
- Moderately concerned
- Very concerned

21. Would it concern you if someone was able to find out the **FULL NAME(S) OF OTHER PEOPLE IN YOUR HOUSEHOLD**?

- Yes
- No [SKIP TO QUESTION 23]

22. If someone was able to find out the **FULL NAME(S) OF OTHER PEOPLE IN YOUR HOUSEHOLD**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

23. Would it concern you if someone was able to find out **ALL OF THE INFORMATION** included in the Census Bureau questionnaire?

- Yes
- No [SKIP TO END OF SECTION]

24. If someone was able to find out the **ALL OF THE INFORMATION** included in the Census Bureau questionnaire, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

END OF SECTION

----- **STOP AND WAIT FOR INTERVIEWER** -----

Every 10 years, the Census Bureau collects information about people living in the United States. Before making any of this information available to the public, the Census Bureau removes information that could be used to identify individuals (such as names and addresses). Although the Census Bureau makes every effort to protect your information, it may be possible for someone to link information you provide to the Census Bureau to your personal identity or address. One way that this could happen is if your information was stolen from the Census Bureau with your identifying details still connected to your responses. This is known as a **DATA BREACH** or **HACKING**.

25. Have you ever heard of information being stolen through hacking or a data breach?

Yes

No

26. How worried are you about information you give to the Census Bureau being stolen through hacking or a data breach?

Not at all worried

A little worried

Moderately worried

Very worried

27. How likely do you think it is that information you give the Census Bureau will experience hacking or a data breach?

Not at all likely

A little bit likely

Moderately likely

Very likely

Though hacking and data breaches have received a lot of media attention lately, they are not the only way that your identifying information could be accessed. It could also be possible for someone to use anonymous Census Bureau data and combine it with another information source to figure out identifying information about a person or address. For example, someone could combine Census data about a small geographic area with other publicly-available information to find out that the household on a particular block with seven people living in it has three renters or two adopted children. This practice of finding out identifying information by combining anonymous information with some other data is called **RE-IDENTIFICATION**.

28. Have you ever heard of information about individuals being discovered through re-identification?

- Yes
- No

29. How worried are you about information you give to the Census Bureau being discovered through re-identification?

- Not at all worried
- A little worried
- Moderately worried
- Very worried

30. How likely do you think it is that the information you give to the Census Bureau will experience re-identification?

- Not at all likely
- A little bit likely
- Moderately likely
- Very likely

----- **STOP AND WAIT FOR INTERVIEWER** -----

31. Policy makers, businesses, and researchers use information collected from government surveys to make important decisions. The more detailed the data provided by households like yours, the more useful that information is. This might mean reporting data by ZIP code instead of by state. But providing more detail may increase the risk that an individual household's information will be identified, even if that risk is low.

In general, how much are you willing to risk your confidentiality so the government can produce useful data and statistics for policy makers, businesses and researchers to use?

- Not at all willing
- Slightly willing
- Somewhat willing
- Moderately willing
- Very willing

Now please think about some types of information that *will not* be collected in the 2020 Census, but you might provide to other organizations or businesses.

32. Would it concern you if someone was able to find out your **SOCIAL SECURITY NUMBER**?

- Yes
- No [SKIP TO QUESTION 34]
- Not applicable

33. If someone was able to find out your **SOCIAL SECURITY NUMBER**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

34. Would it concern you if someone was able to find out your **INCOME**?

- Yes
- No [SKIP TO QUESTION 36]

35. If someone was able to find out your **INCOME**, how concerned would you be?

- Slightly concerned
- Somewhat concerned
- Moderately concerned
- Very concerned

----- **STOP AND WAIT FOR INTERVIEWER** -----

36. Which of the following statements, if any, comes closest to your opinion?

- A. I am happy sharing information about my interests and past activities online so that government can provide me with services tailored to me, even if it means organizations and government knowing more about me. [SKIP TO QUESTION 37]
- B. I would rather keep my interests and past activities online private even if it means I do not get personalized services and relevant recommendations. [SKIP TO QUESTION 38]
- C. Agree equally with both / Don't agree with either. [SKIP TO QUESTION 39]

37. How much more do you agree with statement A than statement B above?

- Agree much more with A than B
 - Agree a little more with A than with B
- [SKIP TO QUESTION 39]

38. How much more do you agree with statement B than statement A above?

- Agree much more with B than A
- Agree a little more with B than with A

39. As you may know, different government departments and services collect data about individuals, for example your tax records and health records. People have different views about how much this data should be used for new purposes after it has been collected. Using this data can bring benefits, such as finding more effective medical treatments or using information about local communities to plan local schools or roads etc. But some people worry that finding new uses for data will be a risk to their privacy and security, by linking different types of data together and potentially allowing them to be identified.

Overall, which of the following statements is closest your view?

- A. "Government should find new ways to use data because it benefits public services and society." [SKIP TO QUESTION 40]
- B. "Government should not find new ways to use data due to the risks to people's privacy and security." [SKIP TO QUESTION 41]
- C. Agree equally with both / Don't agree with either. [SKIP TO QUESTION 42]

40. How much more do you agree with statement A than statement B above?

- Agree much more with A than B
 - Agree a little more with A than with B
- [SKIP TO QUESTION 42]

41. How much more do you agree with statement B than statement A above?

- Agree much more with B than A
- Agree a little more with B than with A

42. Do you think the Census Bureau does a good job of providing information to the public about the statistics it creates?

- Yes
- No
- Don't know/Refuse

43. Do you think the Census Bureau does a good job of providing information to the public about how it keeps data confidential?

- Yes
- No
- Don't know/Refuse

44. How much of the time do you think you can trust the Census Bureau to do what is right?

- Just about always
- Most of the time
- Only some of the time
- None of the time
- Don't know/Refuse