

**TEAM Y&R AND CENSUS  
2020 CENSUS ATTITUDES SURVEY  
QUESTIONNAIRE  
Feb 7, 2019**

Form 1/Form 2: each a random half sample  
FORM A/FORM B: each a random half sample

**LANDLINE INTRO:**

Hello, I am \_\_\_\_\_ calling on behalf of PSB Research. We are conducting a telephone opinion survey about some important issues facing this country today. I'd like to ask a few questions of the **[RANDOMIZE: "YOUNGEST MALE, 18 years of age or older, who is now at home." AND "YOUNGEST FEMALE, 18 years of age or older, who is now at home."]** **[IF NO MALE/FEMALE, ASK: May I please speak with the YOUNGEST FEMALE/MALE, 18 years of age or older, who is now at home?]** **GO TO MAIN INTERVIEW**

**CELL PHONE INTRO:**

Hello, I am \_\_\_\_\_ calling on behalf of PSB Research. We are conducting a telephone opinion survey about some important issues facing this country today. This is not a sales call. **[IF R SAYS DRIVING/UNABLE TO TAKE CALL: Thank you. We will try you another time...]**

**VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO VOICEMAIL):** Hello. I am calling on behalf of PSB Research. We are conducting a national opinion survey. This is NOT a sales call. We will try to reach you again. Thank you.

**SCREENING INTERVIEW:**

**S1.** Are you under 18 years old, OR are you 18 or older?

- 1. Under 18
- 2. 18 or older
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**IF S1=2, CONTINUE WITH MAIN INTERVIEW**

**IF S1=1, 98, 99, THANK AND TERMINATE:** This survey is limited to adults age 18 and over. I won't take any more of your time...

**READ TO ALL CELL PHONE**

**INTRODUCTION TO MAIN INTERVIEW:** If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

**INTERVIEWER:**

**IF R SAYS IT IS NOT A GOOD TIME, TRY TO ARRANGE A TIME TO CALL BACK.**

**MAIN INTERVIEW**

**[PROGRAMMING NOTE: Split sample for first month to test Awareness intro]**

**ASK FORM 1:**

**Awareness1.** The next few questions are about the 2020 Census, which will occur on April 1st, 2020. How much have you seen or heard recently - within the last week or so - about the 2020 Census? Would you say a great deal, some, a little, or nothing at all? *GALLUP 2010*

1. A great deal
2. Some
3. A little
4. Nothing at all
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK FORM 2:**

**Awareness2.** Every ten years, the United States Census Bureau conducts a nationwide census, or a count of all individuals living in the United States. The next few questions are about the 2020 Census, which will occur on April 1st, 2020. How much have you seen or heard recently - within the last week or so - about the 2020 Census? Would you say a great deal, some, a little, or nothing at all? *GALLUP 2010 with intro from Gallup 2012-2018*

1. A great deal
2. Some
3. A little
4. Nothing at all
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL BEGINNING MARCH 2020:**

**Answered.** Have you or anyone in your household answered the 2020 Census questions, or has that not happened yet?

1. Yes, has happened
2. No, has not happened
98. **VOL:** Don't know
99. **VOL:** Refused

[PROGRAMMING NOTE: Split sample first month to test 2010 vs. revised stem with “someone else in household”. Beginning in March 2020 this is asked only of people who have not yet responded and those who have skipped these questions]

**ASK FORM A:**

**IntentA.** How likely are you to participate in the 2020 Census? By participate we mean answer the questions on the census form. Would you say you definitely will, probably will, might or might not, probably will not, or definitely will not participate? *GALLUP 2010 modified for web completion*

1. Definitely will
2. Probably will
3. Might or might not
4. Probably will not
5. Definitely will not
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK FORM B:**

**IntentB.** How likely do you think it is that someone in your household will answer the questions on the census form? Would you say you definitely will, probably will, might or might not, probably will not, or definitely will not participate? *GALLUP 2010 modified stem “or someone else in your household”*

1. Definitely will
2. Probably will
3. Might or might not
4. Probably will not
5. Definitely will not
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK IF AT ALL LIKELY (INTENTA or INTENTB = 1, 2, 3, 4):**

**Mode.** Your household could answer the census questions either on the Internet or by filling out a paper form to mail in. Is your household more likely to answer the questions on the Internet or on a paper form? *New*

1. Internet
2. Paper form
3. **VOL:** By talking to an interviewer over the phone
4. **VOL:** Equally likely to fill out on Internet and paper
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Personally\_counted.** How much, if at all, do you think it matters if you personally are counted in the 2020 Census? **[READ]** *CBAMS modified response scale to match awareness*

1. A great deal
2. Some
3. A little
4. Not at all
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Confidentiality.** How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential? **[READ]** *CBAMS*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Share\_data.** How concerned are you, if at all, that the Census Bureau will share answers to the 2020 Census with other government agencies? **[READ]** *CBAMS*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Used\_against.** How concerned are you, if at all, that the answers you provide to the 2020 Census will be used against you? **[READ] CBAMS**

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Unauthorized\_Use.** How concerned are you, if at all, that an unauthorized person from outside the Census Bureau will access your answers to the census? **[READ] New**

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Without\_doc.** How likely do you think it is, if at all, that the answers to the census will be used to find people living in the U.S. without documentation? **[READ] CBAMS modified**

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not too likely
5. Not at all likely
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Msg\_aware1.** Have you heard that the census [placeholder for campaign tagline or message] or have you not heard that? **GALLUP 2010**

1. Yes, have heard
2. No, not heard
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Msg\_aware2.** Have you heard that the census [placeholder for campaign tagline or message] or have you not heard that? *GALLUP 2010*

1. Yes, have heard
2. No, not heard
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Citizenship.** Have you heard or read that the 2020 Census may ask whether each person living in your household is a citizen of the United States or have you not heard or read that? *New*

1. Yes, have heard/read
2. No, not heard/read
98. **VOL:** Don't know
99. **VOL:** Refused

**ALT TO PRETEST:** As far as you know, will the 2020 Census ask whether each person living in your household is a citizen of the United States, or will it not ask this?

1. Yes will ask
2. No will not ask
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**AdHoc\_GovtShut.** Have you heard [placeholder for trending story about 2020 Census = "that the government shutdown will decrease the number of staff working at the U.S. Census Bureau"] or have you not heard that? *New*

1. Yes, have heard
2. No, not heard
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Use\_fed\_stats.** The census, the number of deaths in the U.S. by different diseases, the crime rate, and the unemployment rate are examples of federal statistics produced by federal statistical agencies that are part of the federal government. Have you ever *used* federal statistics for study or work? *Gallup trend item*

1. Yes
2. No
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Trust\_fed\_stats.** Personally, how much trust do you have in the federal statistics in the United States? Would you say that you tend to trust federal statistics or tend not to trust them? *Gallup trend item*

1. Tend to trust
2. Tend not to trust
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**GSS\_Vol.** During the past 12 months, how often have you done volunteer work for a charity? **[READ]**  
*GSS modified to be standalone (Codebook PAGE 1563 VAR VOLCHRTY)*

1. More than once a week
2. Once a week
3. Once a month
4. At least 2 or 3 times in the past year
5. Once in the past year
6. Not at all in the past year
98. **VOL:** Don't know
99. **VOL:** No Answer

**ASK ALL:**

**CPS\_Vote\_Local.** This question is about LOCAL elections, such as for mayor or a school board. Do you always vote in local elections, do you sometimes vote, do you rarely vote, or do you never vote? *CPS CEVL supplement*

1. Always vote
2. Sometimes vote
3. Rarely vote
4. Never vote
5. **VOL:** Other
98. **VOL:** Don't remember/Don't Know
99. **VOL:** Refused

**ASK ALL:**

Now, just a few questions for statistical purposes only.

**Age.** What is your age? *Pew*

- \_\_\_\_\_ years
97. 97 or older
  98. **VOL:** Don't Know
  99. **VOL:** Refused

**ASK ALL:**

**Sex.** [ENTER RESPONDENT'S SEX:] *Pew*

1. Male
2. Female

**ASK ALL:**

**Hisp.** Are you of Hispanic, Latino, or Spanish origin? [READ] *ACS p. 285*

1. Yes
2. No
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Race.** I'm going to read a list of race categories. You may choose one or more races. Are you White; Black or African American; American Indian or Alaska Native; Asian; Native Hawaiian or Other Pacific Islander; or Some other race? *ACS p. 290*

[INTERVIEWER NOTE: For this survey, Hispanic origin is not a race.]

1. White
2. Black or African American
3. American Indian or Alaska Native
4. Asian
5. Native Hawaiian or Other Pacific Islander
6. Some other race
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Education.** What is the highest degree or level of school you have completed? [READ] *CBAMS*

1. No high school
2. Some high school
3. High school graduate or equivalent (for example GED)
4. Some college, but degree not received or is in progress
5. Associate degree (for example AA, AS)
6. Bachelor's degree (for example BA, BS, AB)
7. Graduate degree (for example master's, professional, doctorate)
98. **VOL:** Don't know
99. **VOL:** Refused



**ASK ALL:**

**Marital\_status.** Are you married, widowed, divorced, separated or never married? [ACS p. 477]

1. Now married
2. Widowed
3. Divorced
4. Separated
5. Never married
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Lang\_Eng.** Do you speak a language other than English at home? ACS p. 449

1. Yes
2. No
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK IF Lang\_Eng = 1:**

**Lang\_Spoken.** What is this language? ACS p. 450

- \_\_\_\_\_ Enter response
98. **VOL:** Don't know
  99. **VOL:** Refused

**ASK IF Lang\_Eng = 1:**

**Eng\_Well.** How well do you speak English - very well, well, not well, not at all? ACS p. 451

1. Very well
2. Well
3. Not well
4. Not at all
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**HH\_Size.** How many people, including yourself, live or stay in your household?

**INTERVIEWER NOTE: HOUSEHOLD MEMBERS INCLUDE PEOPLE TEMPORARILY STAYING AND THOSE WHO THINK OF THIS HOUSEHOLD AS THEIR PRIMARY PLACE OF RESIDENCE, INCLUDING THOSE WHO ARE TEMPORARILY AWAY ON BUSINESS, VACATION, IN A HOSPITAL, OR AWAY AT SCHOOL. THIS INCLUDES INFANTS, CHILDREN, AND ADULTS. Pew**

- \_\_\_\_\_ Enter number 1-7
8. 8 or more
  100. **VOL:** Don't know

101. **VOL:** Refused

**ASK IF MORE THAN ONE PERSON IN HH (HH\_Size>1):**

**HH\_Adult.** How many, including yourself, are adults, age 18 and older? *Pew*

\_\_\_\_\_ Enter number 1-7

- 8. 8 or more
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**ASK IF HH\_Size>HH\_Adult.**

**Young\_Child.** Are there any children 5 years old or younger (including babies) currently living in your household? *CBAMS*

- 1. Yes
- 2. No
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**ASK ALL LANDLINE SAMPLE:**

**Indv\_Cell.** Now thinking about your telephone use... Do you have a working cell phone? *Pew*

- 1. Yes, have cell phone
- 2. No, do not
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**ASK IF NO CELL PHONE AND MULTI-PERSON HOUSEHOLD (Indv\_Cell =2, 98, 99 AND HH\_Size>1):**

**HH\_Cell.** Does anyone in your household have a working cell phone? *Pew*

- 1. Yes, someone in household has cell phone
- 2. No
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**ASK ALL CELL PHONE SAMPLE:**

**Landline.** Now thinking about your telephone use... Is there at least one telephone INSIDE your home that is currently working and is not a cell phone? *Pew*

- 1. Yes home telephone
- 2. No, home telephone
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

**ASK ALL:**

**Own\_Rent.** Do you rent, own, or occupy without payment of rent your house or apartment? [READ] *CBAMS modified to include "occupied without payment of rent" in the question stem*

1. Own
2. Rent
3. Occupied without payment of rent
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**Internet.** About how often do you use the internet? [READ] *CBAMS*

1. Almost constantly
2. Several times a day
3. About once a day
4. Several times a week
5. Once a week
6. Less than once a week
7. Never
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**LGB.** Which of the following best represents how you think of yourself? [READ] *CBAMS*

1. Lesbian or gay
2. Straight, that is not lesbian or gay
3. Bisexual
4. Something else, please specify [SPECIFY]
98. **VOL:** Don't know
99. **VOL:** Refused

**ASK ALL:**

**ZIP.** May I please have your ZIP code? *Gallup 2010*

\_\_\_\_\_Enter 5 digit ZIP code

98. **VOL:** Don't know
99. **VOL:** Refused

[PROGRAMMING NOTE: CODE CENSUS REGION AND URBAN/SUBURBAN/RURAL FROM ZIP]