

Selected items For the Online Probing for Pre-testing of the 2020 Census Attitudes Survey

(Internal name: 2020 Census Tracking Survey)

SECTION 1. INTRODUCTION

The U.S. Census Bureau is conducting research for a public opinion survey that will be conducted in 2019. This study will help us understand how to communicate more clearly with you – members of the public.

We are most interested in the process you go through your mind when answering the questions. There are no right or wrong answers.

Your responses will help us make sure that everyone understand the questions the same way.

The survey will take 10 minutes or less to complete.

Programming notes:

Form 1/Form 2: each a random half sample for English and Spanish

FORM A/FORM B: each a random half sample for English and Spanish

Respondents CANNOT skip items

Respondents go through the 2020 Census Tracking Survey in its entirety and then they go through the probes

Each probe must appear in a separate screen

The stem of the question will be inserted as a reminder below each online probing

SECTION 2. DEMOGRAPHIC QUESTIONS (Online panel participants are used to have these questions at the beginning of a survey)

ASK ALL:

Age. What is your age? *Pew*

_____ years

[PROGRAMMING NOTE: Terminate under 18 yrs]

ASK ALL:

Hisp. Are you of Hispanic, Latino, or Spanish origin? *ACS p. 285 modified for web*

1. Yes, Hispanic, Latino, Spanish origin
2. No, not of Hispanic, Latino, or Spanish origin

ASK ALL:

Race. What is your race? *Please select all that apply. ACS p. 290 modified for web*

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

ASK ALL:

Education. What is the highest degree or level of school you have completed? *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)

ASK ALL:

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

1. Yes
2. No

ASK IF Lang_Eng = 1:

Lang_Spoken. What is this language? *ACS p. 450*

_____ Enter language

ASK IF Lang_Eng = 1:

Eng_Well. How well do you speak English? *ACS p. 451*

1. Very well
2. Well
3. Not well
4. Not at all

SECTION 3. SELECTED ONLINE QUESTIONS FOR PRE-TESTING

AWARENESS. CRAT'S RESEARCH QUESTIONS:

For all participants:

1. How do people interpret the term “2020 Census”?

Programming notes: Form 1/Form 2: each a random half sample for English and Spanish

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?

GALLUP 2010 modified for web

1. A great deal
2. Some
3. A little
4. Nothing at all

[PROBES]

1. This question mentions the “2020 Census,” based on your understanding, what is the 2020 Census?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

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? *GALLUP 2010 with intro from Gallup 2012-2018 modified for web*

1. A great deal
2. Some
3. A little
4. Nothing at all

[PROBES]

2. This question mentions the 2020 Census, based on your understanding, what is the 2020 Census?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

INTENT. CRAT'S RESEARCH QUESTIONS:

1. What does the concept of “questions on the census form” mean to respondents?
2. How do respondents react to the different versions of the question?

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. *GALLUP 2010 modified for web*

1. Definitely will
2. Probably will
3. Might or might not
4. Probably will not
5. Definitely will not

[PROBES]

3. What comes to mind when you see the phrase “questions on the census form” in this question?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

ASK FORM B:

IntentB. How likely do you think it is that someone in your household will answer the questions on the census form? *GALLUP 2010 modified stem “or someone else in your household” and for web*

1. Definitely will
2. Probably will
3. Might or might not
4. Probably will not
5. Definitely will not

[PROBES]

4. What comes to mind when you see the phrase “questions on the census form” in this question?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

4.1. The question asked you about “someone in your household,” who were you thinking about when you answered this question?

Programming notes:

Add the original question below the probe “The previous question was [“question”]”

Add this question as an open-ended with the following options:

1. **Husband or wife**
2. **Biological son or daughter**
3. **Adopted son or daughter**
4. **Stepson or stepdaughter**

5. Brother or sister
6. Father or mother
7. Grandchild
8. Parent-in-law
9. Son-in-law or daughter-in-law
10. Other relative
11. Roomer or boarder
12. Housemate or roommate
13. Unmarried partner
14. Foster child
15. Other nonrelative [Add open field text]

MODE. CRAT'S RESEARCH QUESTIONS:

1. How easy or difficult is to answer this question?

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. Equally likely to fill out on Internet and paper

[PROBES]

5. Why do you think your household will be more likely to answer on [add selected answer]?

Programming notes: Add the original question below the probe "The previous question was ["question"]"

WITHOUT DOCUMENTATION. CRAT'S RESEARCH QUESTIONS:

1. What does "without documentation" mean to respondents?

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? *CBAMS modified*

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not too likely
5. Not at all likely

[PROBES]

6. What does the phrase “without documentation” mean to you in the context of this question?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

MESSAGE AWARENESS

Programming notes: Randomize messages for the English and Spanish samples. We should have approximately 50 respondents for each message

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

[PROBES]

7. In your own words, what is this question asking?

Programming notes: Add the original question below the probe “The previous question was [“question”]”

Placeholder in Msg_aware1 will be filled prior to testing. For a list of possible messages in Msg_aware1 see “Attachment 6: 2020 Census Tracking Survey List of messages.”

SECTION 5. END OF THE SURVEY

Thank you for your participation! If you have any additional thoughts on this survey, please provide them in the space below. _____

Programming notes: Add a field text at the end of the thank you note.