

2020 Census Attitudes Survey

(Internal name: 2020 Census Tracking Survey)

Online probing for pre-testing

LIST OF CAMPAING MOCK-UP MESSAGES/TAGLINES FOR PLACEHOLDER

1. Participating in the 2020 Census is required by law. [To be tested in person and online]
2. An accurate 2020 Census determines who represents you and your community in Congress. [To be tested in person and online]
3. It's important to be counted in the 2020 Census . [To be tested online]
4. An accurate census count helps ensure your community's needs are heard. [To be tested online]
5. It's easy to respond to the 2020 Census. [To be tested online]
6. The census helps to ensure that civil rights laws are enforced. [To be tested online]
7. Answering the census is my civic duty. [To be tested online]
8. Answering the census helps determine funding for public services in my community [To be tested online]
9. The census is a safe activity, where respondent data is protected and used properly [To be tested online]
10. Answering the census shows that I am proud of my cultural heritage [To be tested online]