

Appendix A: Online Testing Questionnaire

Introduction

/* DISPLAY */ PSB, an independent research firm, is conducting interviews on opinions of the census.

Participation is voluntary, but your responses are important. Answers will be kept anonymous and the survey will not ask for information that could personally identify you. At the end of the interview, you will be provided with an email address where you can send any comments or questions about this survey. This survey has been approved by U.S. Office of Management and Budget approval number 0607-0978, on behalf of the U.S. Census Bureau, expiring on August 31, 2020.

If you agree to participate, we will begin by asking you a few questions to see if you qualify to participate in the study. If you are eligible, the survey will take approximately 15 minutes to complete.

GP and HTC Screeners

/* QSAMPLE */ Audience Sample Codes /* CODE */

- 1) General Populations (GP) **## QUOTA 1,500 ##**
- 2) Hard-to-Count (HTC) **## QUOTA 300 ##**

SOFT PROMPTS ## ## Respondents will not be required to respond to all questions - if they skip questions they will be prompted with 'ARE YOU SURE YOU WANT TO SKIP QUESTION X' and if so they can skip ahead. They must complete 70% of the survey.

/* QORDER */ ## THIS QUESTION WILL RANDOMLY ASSIGN PARTICIPANTS TO SEE SCALES IN THE ORDER THEY ARE WRITTEN IN THESE REQUIREMENTS (FOR E.G., CHOICE 1 TO CHOICE 5), OR TO SEE THEM IN REVERSE ORDER (FOR E.G., CHOICE 5 TO CHOICE 1) ##

- 1) Written **## SHOW SCALES AS THEY ARE WRITTEN ##**
- 2) Reverse **## SHOW SCALES IN REVERSE ORDER ##**

/* QMARKET */ In the past 5 years, have you or anyone in your household worked for any of the following industries? **/* MULTIPLE RESPONSES PERMITTED */ /* RANDOM ROTATE CHOICES */**

- | | |
|------------------------------------|--|
| 1) Advertising or public relations | /* TERMINATE */ |
| 2) Marketing or market research | /* TERMINATE */ |
| 3) Federal government | /* TERMINATE */ |
| 4) Journalism, media or the press | /* TERMINATE */ |
| 5) Education | |
| 6) Medicine | |
| 7) Engineering | |
| 8) Other | /* SPECIFY */ /* DO NOT ROTATE */ |

9) None of the above/Don't know /* EXCLUSIVE */ /* DO NOT ROTATE */

/* QGENDER */ Are you...

- 1) Male ## IF QSAMPLE=C1 QUOTA TO 750 ## ## IF QSAMPLE=C2 QUOTA TO 150 ##
- 2) Female ## IF QSAMPLE=C1 QUOTA TO 750 ## ## IF QSAMPLE=C2 QUOTA TO 150 ##
- 3) Prefer to self-describe /* SPECIFY */

/* QAGE */ Please enter your age. /* OPEN END NUMERIC (0 TO 100) */ ## 3 DIGITS ## ## TERMINATE IF UNDER 18 ##

/* QAGECODE */ /* CODE */ Age brackets for quotas

- 1) ## IF QAGE OE NUMERIC RESPONSE = 18 THRU 34 ## 18-34 ## IF QSAMPLE=C1 QUOTA TO 470 ## ## IF QSAMPLE=C2 QUOTA TO 120 ##
- 2) ## IF QAGE OE NUMERIC RESPONSE = 35 THRU 44 ## 35-44 ## IF QSAMPLE=C1 QUOTA TO 260 ## ## IF QSAMPLE=C2 QUOTA TO 70 ##
- 3) ## IF QAGE OE NUMERIC RESPONSE = 45 THRU 64 ## 45-64 ## IF QSAMPLE=C1 QUOTA TO 520 ## ## IF QSAMPLE=C2 QUOTA TO 130 ##
- 4) ## IF QAGE OE NUMERIC RESPONSE = 65 OR GREATER ## 65+ ## IF QSAMPLE=C1 QUOTA TO 310 ## ## IF QSAMPLE=C2 QUOTA TO 80 ##

/* QZIP */ What is your five digit zip code? /* OPEN END NUMERIC (00000 TO 99999) */

/* QSTATE */ /* CODE */ /* STATE */ ## AUTOCODE BASED ON QZIP ##

/* QREGION */ /* CODE */ Region

- 1) Northeast ## CT, ME, MA, NH, RI, VT, NJ, NY, PA ## ## IF QSAMPLE=C1 QUOTA TO 280 ## ## IF QSAMPLE=C2 QUOTA TO 70 ##
- 2) Midwest ## IN, IL, MI, OH, WI, IA, KS, MN, MO, NE, ND, SD ## IF QSAMPLE=C1 QUOTA TO 330 ## ## IF QSAMPLE=C2 QUOTA TO 80 ##
- 3) South ## DE, DC, FL, GA, MD, NC, SC, VA, WV, AL, KY, MS, TN, AR, LA, OK, TX ## IF QSAMPLE=C1 QUOTA TO 580 ## ## IF QSAMPLE=C2 QUOTA TO 130 ##
- 4) West ## AZ, CO, ID, NM, MT, UT, NV, WY, AK, CA, HI, OR, WA ## IF QSAMPLE=C1 QUOTA TO 370 ## ## IF QSAMPLE=C2 QUOTA TO 90 ##

/* AREA_CODE */ /* CODE */ Code urbanicity using zip code

- 1) Urban
- 2) Suburban
- 3) Rural

/* QHISP */ Do you consider yourself to be of Latino or Hispanic origin?

- 1) Yes
- 2) No

/* QRACE */ What is your race? You may provide more than one group. **/* MULTIPLE RESPONSES**

PERMITTED */

- 1) White
- 2) Black or African American
- 3) Asian
- 4) American Indian or Alaska Native
- 5) Native Hawaiian or Other Pacific Islander
- 6) Some other race **/* SPECIFY */**

/* QRACE_CODE */ **/* CODE */** Race

- 1) **## QHISP = C1 ##** Hispanic, Latino, or Spanish **## IF QSAMPLE=C1 QUOTA TO 270 ##**
IF QSAMPLE=C2 QUOTA TO 60
- 2) **## IF QRACE = C1 AND QHISP = C2 ##** White **## IF QSAMPLE=C1 QUOTA TO 980 ##**
IF QSAMPLE=C2 QUOTA TO 250
- 3) **## IF QRACE = C2 AND QHISP = C2 ##** Black or African American **## IF QSAMPLE=C1**
QUOTA TO 190 ## ## IF QSAMPLE=C2 QUOTA TO 50 ##
- 4) **## IF ELSE ##** Other **## IF QSAMPLE=C1 QUOTA TO 104 ## ## IF QSAMPLE=C2**
QUOTA TO 40 ##

/* QADULT */ How many total adults currently live in your household, including yourself (for example, if you live alone, enter 1) **/* OPEN END NUMERIC (1 TO 40) */**

/* QCHILDREN */ How many children of any age currently live in your household? **/* OPEN END NUMERIC (0 TO 40) */**

/* QCHILDREN2 */ **## IF QCHILDREN >= 1 ##** Are any of them aged 4 years old or younger?

- 1) Yes
- 2) No

/* CHILDREN_CODE */ Code children

- 1) **## IF QCHILDREN2 = C1 ##** Household with young children
- 2) **## IF ELSE ##** Household without young children

/* LARGE_HH_CODE */ **/* CODE */** Household with 6 or more people

- 1) **## IF QADULT + QCHILDREN >= 6 ##** Large HH
- 2) **## IF QADULT + QCHILDREN < 6 ##** Traditional HH

/* FEMALE_HOUSEHOLDER_CODE */ **/* CODE */** Coding Female Householder, No Husband Present

- 1) **## IF QGENDER = C2 AND QMARRIAGE =C2-C5 AND QADULT > 1 ##** Female Householder, No Husband Present
- 2) **## IF ELSE ##** NOT Female Householder

/* QMARRIAGE */ **## QSAMPLE = C2 ## ## HARD-TO-COUNT ##** What is your marital status?

- 1) Now married
- 2) Divorced

- 3) Separated
- 4) Widowed
- 5) Never married

/* QRENT */ Do you rent or own your house or apartment?

- 1) Owned or being bought by you or someone in your household
- 2) Rented by you or someone in your household
- 3) Occupied without payment of rent

/* RENT_CODE */ **/* CODE */** Code renting

- 4) **## IF QRENT = C1 ##** Own
- 5) **## IF QRENT = C2 OR C3 ##** Rent

/* QEDU */ What is the highest degree or level of school you have completed?

- 1) Less than 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)
- 8) Prefer not to answer

/* EDU_CODE */ **/* CODE */** Education Attainment

- 1) **## IF QEDU = C1 OR C2 ##** Less than High School **## IF QSAMPLE=C1 QUOTA TO 200 ## ## IF QSAMPLE=C2 QUOTA TO 45 ##**
- 2) **## IF QEDU = C3 ##** High School Graduate **## IF QSAMPLE=C1 QUOTA TO 425 ## ## IF QSAMPLE=C2 QUOTA TO 100 ##**
- 3) **## IF QEDU = C4 OR C5 ##** Some College **## IF QSAMPLE=C1 QUOTA TO 480 ## ## IF QSAMPLE=C2 QUOTA TO 120 ##**
- 4) **## IF QEDU = C6 OR C7 ##** College + **## IF QSAMPLE=C1 QUOTA TO 450 ## ## IF QSAMPLE=C2 QUOTA TO 110 ##**

/* QHOME */ Which best describes the building of your primary residence?

- 1) A mobile home
- 2) A one-family house detached from any other house
- 3) A one-family house attached to one or more houses
- 4) A building with 2 or more apartments
- 5) Boat, RV, van, etc.

/* QHOME_STRUCTURE_CODE */ **/* CODE */** Coding home structure

- 1) **## IF QHOME = C2 ##** Single home
- 2) **## IF ELSE ##** Not single home

/* QMOVE */ How many years ago did you move into the home you are currently living in? **/* DROP */**

- 1) Less than a year ago

- 2) More than a year ago

/* QINCOME */ ## IF QSAMPLE=2 ## ## HARD TO COUNT ## In 2017, what was your total household income before taxes?

- 1) Less than \$25,000 **## IF QSAMPLE=C1 QUOTA TO 330 ## ## IF QSAMPLE=C2 QUOTA TO 80 ##**
- 2) \$25,000 – \$34,999 **## IF QSAMPLE=C1 QUOTA TO 160 ## ## IF QSAMPLE=C2 QUOTA TO 40 ##**
- 3) \$35,000 – \$49,999 **## IF QSAMPLE=C1 QUOTA TO 215 ## ## IF QSAMPLE=C2 QUOTA TO 45 ##**
- 4) \$50,000 – \$74,999 **## IF QSAMPLE=C1 QUOTA TO 285 ## ## IF QSAMPLE=C2 QUOTA TO 70 ##**
- 5) \$75,000 – \$99,999 **## IF QSAMPLE=C1 QUOTA TO 210 ## ## IF QSAMPLE=C2 QUOTA TO 50 ##**
- 6) \$100,000 – \$149,999 **## IF QSAMPLE=C1 QUOTA TO 230 ## ## IF QSAMPLE=C2 QUOTA TO 55 ##**
- 7) More than \$150,000 **## IF QSAMPLE=C1 QUOTA TO 210 ## ## IF QSAMPLE=C2 QUOTA TO 50 ##**

/* QHTC_CODE */ /* CODE */

- 1) Hard-to-Count **## IF ANY 2 OF THE FOLLOWING: CHILDREN_CODE = C1 OR RENT_CODE = C2 OR EDU_CODE = C1 OR FEMALE_HOUSEHOLDER_CODE = C1 OR LARGE_HH_CODE=C1 OR HOME_STRUCTURE_CODE = C2 OR QMOVE = C1 OR QINCOME = (C1 OR C2)**
- 2) Else **## TERMINATE IF QSAMPLE=2 ##**

/* DISPLAY */ Thank you. Based on your answers, you have qualified for the survey.

Familiarity with the U.S. Census

/* DISPLAY */ First, we'd like to ask you a few questions about **the U.S. census**.

/* QCENSUS1 */ How familiar are you with the U.S. census? **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ##**

- 1) 1 – Extremely familiar
- 2) 2 – Very familiar
- 3) 3 – Somewhat familiar
- 4) 4 – Not too familiar
- 5) 5 – Not at all familiar

/* DISPLAY */ The U.S. census is the count of all the people who live in the United States. It happens every 10 years. It asks questions such as how many people live in your household, their age, race, and ethnicity. This survey is not the census. The next census is in 2020.

/* QCENSUS2 */ If the census were held today, how likely would you be to fill out the census form? **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ##**

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

/* QCENSUS2_CODE */ /* CODE */ Intent to Participate coding

- 1) **## IF QCENSUS2 = C1-C2 ##** Intend
- 2) **## IF QCENSUS2 = C3-C5 ##** Do not Intend

Platform Assessment

/* DISPLAY */ You will now see some draft advertisement ideas that the Census Bureau may use to encourage people to participate in the 2020 Census. Some of these ideas may be developed into advertisements you might see on TV, on a billboard, or online. You will be asked some questions about them. Please keep in mind that these are draft advertisements, not final advertisements.

/* QCODEPLATFORM */ /* CODE */ Platform assignment **## SHOW ONE PLATFORM (A OR B OR C) AT A TIME ## ## CELL CHECKING ##**

- 1) A B C **## QUOTA 250 ##**
- 2) A C B **## QUOTA 250 ##**
- 3) B C A **## QUOTA 250 ##**
- 4) B A C **## QUOTA 250 ##**
- 5) C B A **## QUOTA 250 ##**
- 6) C A B **## QUOTA 250 ##**

/* METRIC A */ Please indicate whether you believe the following statements apply to Draft Advertisement **[Insert Advertisement Letter]**. **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ## ## SLIDING SCALE ##**

- 1) 1 - Strongly agree
- 2) 2 - Somewhat agree
- 3) 3 - Neither agree nor disagree
- 4) 4 - Somewhat disagree
- 5) 5 - Strongly disagree

/* NESTED GRID */

1. Draft Advertisement **[Insert Advertisement Letter]** taught me something new about the 2020 Census.
2. Draft Advertisement **[Insert Advertisement Letter]** made me think differently about the 2020 Census.
3. Draft Advertisement **[Insert Advertisement Letter]** made me want to learn more about the 2020 Census.

4. Draft Advertisement **[Insert Advertisement Letter]** made me feel filling out the 2020 Census is relevant to my community.

/* RANDOM ROTATE SERIES */ /* REPEAT CODES */

/* METRIC B */ How clear is Draft Advertisement **[Insert Advertisement Letter]** to understand? **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ##**

- 1) 1 - Completely clear
- 2) 2 - Mostly clear
- 3) 3 - Somewhat clear
- 4) 4 - Not too clear
- 5) 5 - Not at all clear

/* METRIC C */ Coming from the Census Bureau, Draft Advertisement **[Insert Advertisement Letter]** is...? **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ##**

- 1) 1 - Completely believable
- 2) 2 - Mostly believable
- 3) 3 - Somewhat believable
- 4) 4 - Not too believable
- 5) 5 - Not at all believable

/* METRIC D */ Now, we would like you to review Draft Advertisement **[Insert Advertisement Letter]** again.

Click on the **words** that are MOST APPEALING with a thumbs up, then in the comment box write what you find most appealing.

Click on the **words** that are LEAST APPEALING with a thumbs down, then in the comment box write what you find most appealing.

To make your selection, click on the word then click thumbs up or thumbs down button.

To unselect one option, click on the "X" button.

Note that you may select up to 5 **areas** per "thumbs up" and "thumbs down," or none at all. You may not select the same **area** twice.

<oc-img src = "PLACEHOLDER.IMG"> AdLob X </oc-img> /* OPEN END 1 BOXES 1 REQ */ ## REQUIRE COMMENTS FOR EACH CLICK ##

/* REPEAT CODES */

- 1 click 1
- 2 click 2

/* END SERIES */ /* IMAGE CLICK TEST */

/* METRIC E */ Please indicate how much of each emotion you feel after seeing Draft Advertisement **[Insert Advertisement Letter]**. **/* MULTIPLE RESPONSES PERMITTED */**

- 1) 1 - Extremely **/* [Insert from series] */**
- 2) 2 - Mostly **/* [Insert from series] */**
- 3) 3 - Somewhat **/* [Insert from series] */**
- 4) 4 - Not too **/* [Insert from series] */**
- 5) 5 - Not at all **/* [Insert from series] */**

/* NESTED GRID */

1. Interested
2. Entertained
3. Informed
4. Curious
5. Confused
6. Skeptical
7. Offended
8. Concerned
9. Surprised

/* RANDOM ROTATE SERIES */ /* REPEAT CODES */

/* METRIC E_OE */ ## IF METRIC E.7 (OFFENDED) = (C1-C3) ## You mentioned Draft Advertisement **[Insert Advertisement Letter]** makes you feel **/* [Insert Metric D: extremely offended/offended/somewhat offended] */**. Please explain your response. Be as specific as possible.

/* METRIC F */ How important is it for you to fill out the 2020 Census? **/* REVERSE CHOICES */ ## IF QORDER =C1 THEN KEEP WRITTEN ORDER ##**

- 1) 1 - Very important
- 2) 2 - Somewhat important
- 3) 3 - Neither important nor unimportant
- 4) 4 - Not too important
- 5) 5 - Not at all important

FOLLOW QCODEPLATFORM ASSIGNMENT

/* QPLATFORM A */ [TO BE INSERTED]

/* QPLATFORM B */ [TO BE INSERTED]

/* QPLATFORM C */ [TO BE INSERTED]

/* END SERIES */

Additional Demographics

/* DISPLAY */ Thank you. The following final questions are for statistical purposes only.

/* QSEXUAL_ORIENTATION */ Which of the following best represents how you think of yourself?

- 1) Lesbian or gay
- 2) Straight, that is not lesbian or gay
- 3) Bisexual
- 4) Something else **/* SPECIFY */**
- 5) I don't know the answer

/* QSEXUAL_ORIENTATION_CODE */ Code sexual orientation

- 1) **## IF QSEXUAL_ORIENTATION = C1 OR C3 OR C4 ##** Not straight
- 2) **## IF QSEXUAL_ORIENTATION = C2 ##** Straight
- 3) **## IF QSEXUAL_ORIENTATION = C5 ##** Don't know

/* QINCOME */ **## IF QAUDIENCE=1 ##** **## GEN POP ##** In 2017, what was your total household income before taxes?

- 1) Less than \$25,000
- 2) \$25,000 - \$34,999
- 3) \$35,000 - \$49,999
- 4) \$50,000 - \$74,999
- 5) \$75,000 - \$99,999
- 6) \$100,000 - 149,999
- 7) More than \$150,000

/* QMARRIAGE */ **## QSAMPLE = C1 ##** **## GEN POP ##** What is your marital status?

- 1) Now married
- 2) Divorced
- 3) Separated
- 4) Widowed
- 5) Never married

/* DISPLAY */ Thank you. This concludes the survey.

If you have any questions about this survey please contact Ketzirah.Lesser@YR.com. You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number 0607-0978, expiring on 08/31/2020.