

**TEAM Y&R AND CENSUS
2020 CENSUS ATTITUDES SURVEY
WEB QUESTIONNAIRE
August 16, 2019**

PROGRAMMING NOTES:

- Form 1/Form 2: each a random half sample
- FORM A/FORM B: each a random half sample
- Respondents can skip items NOT used for quotas
- Respondents to be randomly assigned a value C1 or C2 to QORDER to see unipolar scales in the order they are written in these requirements (C1=Choice 1 to Choice 5) or to see them in reverse order (C2=Choice 5 to Choice 1).

/* START PAGE */

SHOW ALL:

We are conducting an opinion survey about important issues facing this country today. This study will take about 15 minutes to complete, and your information will not be made available in any way that would personally identify you.

/* END PAGE */

/* START PAGE */

ASK ALL:

Age. What is your age? *Pew*

_____ years

Logic:

- Only allow 3 digits between 0 to 110

[PROGRAMMING NOTE: Terminate under 18 yrs]

/* END PAGE */

/* START PAGE */

Now, just a few questions for statistical purposes only.

ASK ALL:

Sex. Are you... *CBAMS*

1. Male
2. Female

Logic:

- Only one response permitted

- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

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

Logic:

- Multiple responses permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

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)

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

ASK ALL:

ZIP. What is your ZIP code? *Gallup 2010 modified for web, removed "May I please have"*

_____Enter 5 digit ZIP code

[PROGRAMMING NOTE: CODE REGION AND URBAN/SUBURBAN/RURAL FROM ZIP, CODE SEGMENT FROM ZIP, CODE TRACT DENSITY FROM ZIP]

/* END PAGE */

/* START PAGE */

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

ASK FORM A:

AwarenessA. 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

Logic:

- Only one response permitted
- If QORDER = C1 the show written order of answers.
- If QORDER = C2 then show reversed order of answer choices.

ASK FORM B:

AwarenessB. 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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.

- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

ASK ALL BEGINNING MARCH 2020:

Answered. Have you or someone in your household answered the 2020 Census questions, or has your household not answered them yet?

1. Yes, have answered
2. No, have not answered

Logic:

- Only one response permitted
- Do NOT allow question rotation

/* END PAGE */

/* START PAGE */

[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. *GALLUP 2010 modified for web*

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answers choices.
- If QORDER = C2 then show reversed order of answer choices.

ASK FORM B:

IntentB [In 2019: In 2020; In 2020: Later this year], the Census Bureau will mail nearly every household in the U.S. a questionnaire and an invitation to participate online. How likely do you think it is that you or someone in your household will mail back the questionnaire or submit it online?

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

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

/* END PAGE */

/* START PAGE */

Mode. You or someone in 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

Logic:

- Only one response permitted
- Do NOT rotate response options

/* END PAGE */

/* RANDOM ROTATE SERIES */

/* START PAGE */

ASK ALL:

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

1. A great deal
2. Some
3. A little
4. Not at all

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

ASK ALL:

Encourage. How likely are you to encourage someone living in another household to fill out the 2020 Census? *CBAMS Adapted*

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* END SERIES */

/* START PAGE */

ASK ALL:

Msg_aware1. Have you heard or seen the message "Shape your future. Start here." about the 2020 Census?

1. Yes, have heard or seen this message
2. No, have not heard or seen this message
98. I do not know if I have heard or seen this message

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

ASK ALL:

Msg_aware2. Have you heard or read that it's important everyone is counted in the census?

1. Yes, have heard or read
2. No, have not heard or read
98. Don't know

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

ASK ALL:

Msg_aware3. Have you heard or read that the census helps inform how public funds are distributed to communities for things such as schools, roads, and health clinics?

1. Yes, have heard or read
2. No, have not heard or read
98. Don't know

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

ASK ALL:

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

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

ASK ALL:

Share_data. How concerned are you, if at all, that the Census Bureau will share individuals' answers to the 2020 Census with other government agencies? *CBAMS*

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

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? *CBAMS*

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

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? *New*

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* END SERIES */

/* START PAGE */

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

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 or read
2. No, have not heard or read

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

[PROGRAMMING NOTE: Split sample for first month to test Use_fed_statsA and Use_fed_statsB]

ASK Form A:

Use_fed_statsA. 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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

Ask Form B:

Use_fed_statsB Examples of federal statistics are the population count, the number of deaths in the U.S. by different diseases, the crime rate, and the unemployment rate. Have you ever used federal statistics for study or work?

1. Yes
2. No

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

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

Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/* END PAGE */

/* START PAGE */

ASK ALL:

NHANES_blood. During the past 12 months, that is, since [current month] [current year - 1], have you donated blood? *NHANES*

1. Yes
2. No

Logic:

- Only one response permitted
- Do NOT rotate answer choices

ASK ALL:

CPS_vol. We are interested in volunteer activities, that is, activities for which people are not paid, except perhaps expenses. We only want you to include volunteer activities that you did through or for an organization, even if you only did them once in a while. Since [current month] 1st of last year, have you done any volunteer activities through or for an organization? *CPS*

1. Yes
2. No

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/ END PAGE */*

/ START PAGE */*

ASK ALL:

NHANES_activity. In a typical week, do you do any moderate-intensity sports, fitness, or recreational activities that cause a small increase in breathing or heart rate such as brisk walking, bicycling, swimming, or golf for at least 10 minutes continuously? *NHANES*

1. Yes
2. No

Logic:

- Only one response permitted
- Do NOT rotate answer choices

ASK ALL:

NHIS_health. Would you say your health in general is excellent, very good, good, fair, or poor? *NHIS*

1. Excellent
2. Very good
3. Good
4. Fair
5. Poor

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

ASK ALL:

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

1. Yes
2. No

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

ASK IF Lang_Eng = 1:

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

_____ Enter language

[PROGRAMMING NOTE: Allow only letters with a maximum of 30 characters]

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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

Country_birth. Were you born in the United States, on the island of Puerto Rico, or in another country?

1. United States
2. Puerto Rico
3. Another country

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

ASK ALL:

HH_size. Including yourself, how many people live or stay in your household? *Pew modified to remove interviewer note*

_____ Enter number

[PROGRAMMING NOTE: Allow maximum of 2 digits between 1 and 20?]

/* END PAGE */

/* START PAGE */

ASK IF MORE THAN ONE PERSON IN HH (HH_Size>1):

HH_adult. Including yourself, how many are adults, age 18 and older? *Pew*

_____ Enter number

[PROGRAMMING NOTE: Allow maximum of 2 digits between 2 and 20?]

/* END PAGE */

/* START PAGE */

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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

ASK ALL:

Own_rent. Is your house, apartment, or mobile home...

1. Owned by you or someone in the household
2. Rented
3. Occupied without payment of rent

Logic:

- Only one response permitted
- Do NOT rotate answer choices

ASK ALL:

Internet. About how often do you use the internet? **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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */

/* START PAGE */

ASK ALL:

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

1. Lesbian or gay
2. Straight, that is not lesbian or gay
3. Bisexual
4. Something else, please specify [SPECIFY]

Logic:

- Only one response permitted
- Do NOT rotate answer choices

/* END PAGE */