

**TEAM Y&R AND CENSUS
2020 CENSUS ATTITUDES SURVEY
PHONE QUESTIONNAIRE
August 16, 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. This is not a sales call. I'd like to ask a few questions of the adult in your household, age 18 or older, who has the next birthday. Would that person be available?

[IF R NOT AVAILABLE: Thank you. We will try another time...]

[IF R IS HANDED THE PHONE: Hello, I am _____ calling on behalf of PSB Research. We are conducting a telephone opinion survey about some important issues facing this country today. Your information will not be made available in any way that would personally identify you.]

[IF R ANSWERED PHONE: Thank you, your information will not be made available in any way that would personally identify you.] **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, and your information will not be made available in any way that would personally identify you. **[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 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? 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 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? 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 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
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 [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? **[READ]**

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. 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. **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

/* RANDOM ROTATE SERIES */

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:

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

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

/* END SERIES */

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, not heard or seen this message
98. **VOL:** Don't know
99. **VOL:** Refused

ASK ALL:

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

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

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? **[READ]**

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

/* RANDOM ROTATE SERIES */

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 individuals' 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

/* END SERIES */

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:

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

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

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? *Modified 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:

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

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

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

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

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

Civic Engagement Module – Ask in October 2019 and March-July 2020

CIVIC1. How would you rate economic conditions in this country today -- as excellent, good, only fair or poor?

1. Excellent
2. Good
3. Only fair
4. Poor

CIVIC2. Thinking about the job situation in America today, would you say that it is a good time or a bad time to find a quality job?

1. Good time
2. Bad time

CIVIC3. Thinking about the way things are going in the country today, do you think things are generally going in the **[RANDOMIZE: (right direction) or the (wrong direction)]**?

[SHOW RESPONSE OPTIONS 1 AND 2 IN SAME ORDER AS STEM]

1. Right direction
2. Wrong direction

CIVIC4. On the whole, would you say you are satisfied or dissatisfied with the way the nation is being governed?

1. Satisfied
2. Dissatisfied

CIVIC5. Do you believe that there are two sides to every question and try to look at them both?

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

CIVIC6. Do other people's misfortunes usually disturb you a great deal?

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

CIVIC7. Aside from weddings and funerals, how often do you attend religious services... more than once a week, once a week, once or twice a month, a few times a year, seldom, or never?

- 1 More than once a week
- 2 Once a week
- 3 Once or twice a month
- 4 A few times a year
- 5 Seldom
- 6 Never

CIVIC8. Please tell me whether or not in the last 12 months you have contacted or visited a public official-at any level of government-to express your opinion?

1. Yes
2. No

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

INTERVIEWER CODE FOR 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, or 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:

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

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

99. **VOL:** Refused

ASK ALL:

HH_size. Including yourself, how many people 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
- 98. **VOL:** Don't know
- 99. **VOL:** Refused

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 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. Is your house, apartment, or mobile home...[READ] *CBAMS modified to include "occupied without payment of rent" in the question stem*

1. Owned by you or someone in this household
2. Rented
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 DENSITY FROM ZIP**]