

# Re-Identification Question Testing

## Survey Flow

Block: Introduction and Data Breach Questions (4 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Group: ReID New York Taxi

Block: New York Taxi Cabs (3 Questions)

BlockRandomizer: 2 -

Standard: Open-ended probe-New York Cabs (1 Question)  
Standard: Difficulty Probe-New York Taxi Cab (2 Questions)

Group: Reid Census Example

Block: Re-Identification Census Example (3 Questions)

BlockRandomizer: 2 - Evenly Present Elements

Standard: Open-ended probe-Census Example (1 Question)  
Standard: Difficulty Probe-Census Example (2 Questions)

Group: ReID No example

Block: No Example (3 Questions)

BlockRandomizer: 2 - Evenly Present Elements

Block: Open ended probe- No example (1 Question)  
Block: Difficulty Probe with Follow up- No example (2 Questions)

Standard: Concern Questions (10 Questions)

Standard: Demographics (2 Questions)

BlockRandomizer: 1 - Evenly Present Elements

Block: State Experiment Full State Name (2 Questions)  
Block: State Experiment Abbreviation Only (2 Questions)  
Block: State Experiment Abbreviation and Full Name (2 Questions)

Page Break

---

---

## Start of Block: Introduction and Data Breach Questions

Q1.1 Thank you for agreeing to participate in this research study. On the next screen, you will be asked your opinions about privacy and confidentiality concerns. The survey should take less than 10 minutes to complete.

*By law, the Census Bureau is required to keep your answers confidential. This survey is voluntary and you may refuse to answer any question. The results of this study will be used to inform future surveys and censuses. This collection has been approved by the Office of Management and Budget (OMB). This eight-digit OMB approval number, 0607-0978, confirms this approval. If this number was not displayed, we could not conduct this survey. We estimate that this survey will take less than 10 minutes. By proceeding with this study, you give your consent to participate in this study.*

*Your privacy is protected by the Privacy Act. There are a limited number of uses of your data that are permitted under the Privacy Act. You can find a list of these uses in the System of Records Notice (SORN). For this survey, the SORN is named "COMMERCE/CENSUS-5, Decennial Census Program." For more information, please visit our website at [census.gov](http://census.gov) and click on "Data Protection and Privacy Policy" at the bottom of the home page.*

---

### Q1.2 Browser Meta Info

Browser (1)

Version (2)

Operating System (3)

Screen Resolution (4)

Flash Version (5)

Java Support (6)

User Agent (7)

---

Page Break

---

Q1.3 Every 10 years, the Census Bureau collects information about people living in the United States. Before making any of this information available to the public, the Census Bureau removes information that could be used to identify individuals (such as names and addresses). Although the Census Bureau makes every effort to protect your information, it may be possible for someone to link information you provide to the Census Bureau to your personal identity or address. One way that this could happen is if your information was stolen from the Census Bureau with your identifying details still connected to your responses. This is known as a **DATA BREACH** or **HACKING**.

How concerned are you about information you give to the Census Bureau being stolen through hacking or a data breach?

- Not at all concerned (1)
  - Slightly concerned (2)
  - Somewhat concerned (3)
  - Moderately concerned (4)
  - Very concerned (5)
- 

Q1.4 How likely do you think it is that information you give the Census Bureau will be stolen through hacking or a data breach?

- Not at all likely (1)
  - A little likely (2)
  - Moderately likely (3)
  - Very likely (4)
- 

Page Break

## End of Block: Introduction and Data Breach Questions

---

### Start of Block: New York Taxi Cabs

Q2.1 Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous data and combine it with another information source to figure out identifying information about a person or address.

For example, the City of New York released an anonymous database of all taxicab rides in a year. Using public photos of people climbing into cabs, someone was able to match individual people with times, locations, fares, and tips for specific rides.

Have you ever heard of information about individuals being discovered in this way?

Yes (1)

No (2)

---

Q2.2 How concerned are you about information you give to the Census Bureau being discovered in this way?

Not at all concerned (1)

Slightly concerned (2)

Somewhat concerned (3)

Moderately concerned (4)

Very concerned (5)

---

Q2.3 How likely do you think it is that the information you give to the Census Bureau will be discovered in this way?

- Not at all likely (1)
- A little likely (2)
- Moderately likely (3)
- Very likely (4)

End of Block: New York Taxi Cabs

---

Start of Block: Open-ended probe-New York Cabs

Q43 *Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous data and combine it with another information source to figure out identifying information about a person or address. For example, the City of New York released an anonymous database of all taxicab rides in a year. Using public photos of people climbing into cabs, someone was able to match individual people with times, locations, fares, and tips for specific rides. Have you ever heard of information about individuals being discovered in this way?*

The last few questions asked about a kind of privacy risk that is different from data breaches. In your own words, please describe this other way your information could be at risk. *The question text is copied above for reference.*

---

End of Block: Open-ended probe-New York Cabs

---

Start of Block: Difficulty Probe-New York Taxi Cab

Q45 Earlier you answered this question about how you concerned you are about your data being discovered:

*Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous data and combine it with another information source to figure out identifying information about a person or address.*

*For example, the City of New York released an anonymous database of all taxicab rides in a year. Using public photos of people climbing into cabs, someone was able to match individual people with times, locations, fares, and tips for specific rides. Have you ever heard of information about individuals being discovered in this way?*

How difficult was it to understand what this question was asking? *The question text is above for reference.*

- Extremely difficult (1)
- Moderately difficult (2)
- Somewhat difficult (3)
- Not at all difficult (4)

---

**Display This Question:**

*If Earlier you answered this question about how you concerned you are about your data being discover... != Not at all difficult*

Q46 *Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous data and combine it with another information source to figure out identifying information about a person or address. For example, the City of New York released an anonymous database of all taxicab rides in a year. Using public photos of people climbing into cabs, someone was able to match individual people with times, locations, fares, and tips for specific rides. Have you ever heard of information about individuals being discovered in this way? What specific words or ideas made it difficult to understand the question?*

---

**End of Block: Difficulty Probe-New York Taxi Cab**

## Start of Block: Re-Identification Census Example

Q5.1 Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous Census Bureau data and combine it with another information source to figure out identifying information about a person or address.

For example, someone could combine Census data about a small geographic area with other publicly-available information and find out that a specific household on a particular block has seven people living in it, including three unrelated people and two adopted children.

Have you ever heard of information about individuals being discovered in this way?

Yes (1)

No (2)

---

Q5.2 How concerned are you about information you give to the Census Bureau being discovered in this way?

Not at all concerned (1)

Slightly concerned (2)

Somewhat concerned (3)

Moderately concerned (4)

Very concerned (5)

---

Q5.3 How likely do you think it is that the information you give to the Census Bureau will be discovered in this way?

- Not at all likely (1)
- A little likely (2)
- Moderately likely (3)
- Very likely (4)

End of Block: Re-Identification Census Example

---

Start of Block: Open-ended probe-Census Example

*Q44 Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous Census Bureau data and combine it with another information source to figure out identifying information about a person or address. For example, someone could combine Census data about a small geographic area with other publicly-available information and find out that a specific household on a particular block has seven people living in it, including three unrelated people and two adopted children. Have you ever heard of information about individuals being discovered in this way?*

The last few questions asked about a kind of privacy risk that is different from data breaches. In your own words, please describe this other way your information could be at risk. *The question text is above for reference.*

---

End of Block: Open-ended probe-Census Example

---

Start of Block: Difficulty Probe-Census Example



Q47 Earlier you answered this question about how concerned you are about your data being discovered:

*Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous Census Bureau data and combine it with another information source to figure out identifying information about a person or address. For example, someone could combine Census data about a small geographic area with other publicly-available information and find out that a specific household on a particular block has seven people living in it, including three unrelated people and two adopted children. Have you ever heard of information about individuals being discovered in this way?*

How difficult was it to understand what this question was asking? *The question text is above for reference.*

- Extremely difficult (1)
- Moderately difficult (2)
- Somewhat difficult (3)
- Not at all difficult (4)

---

*Display This Question:*

*If Earlier you answered this question about how concerned you are about your data being discovered:... != Not at all difficult*

Q48 *Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. It could also be possible for someone to use anonymous Census Bureau data and combine it with another information source to figure out identifying information about a person or address. For example, someone could combine Census data about a small geographic area with other publicly-available information and find out that a specific household on a particular block has seven people living in it, including three unrelated people and two adopted children. Have you ever heard of information about individuals being discovered in this way?*

What specific words or ideas made it difficult to understand the question?

---

End of Block: Difficulty Probe-Census Example

---

Start of Block: No Example

Q6.1 Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. When governments or other institutions release data, they remove identifying information such as your name, address, and birthdate. However, it could be possible for someone to combine the anonymous data with another information source and match the information with its true owner. If this happens, your private information may be identified.

Have you ever heard of information about individuals being discovered in this way?

Yes (1)

No (2)

---

Q6.2 How concerned are you about information you give to the Census Bureau being discovered in this way?

Not at all concerned (1)

Slightly concerned (2)

Somewhat concerned (3)

Moderately concerned (4)

Very concerned (5)

---

Q6.3 How likely do you think it is that the information you give to the Census Bureau will be discovered in this way?

- Not at all likely (1)
- A little likely (2)
- Moderately likely (3)
- Very likely (4)

End of Block: No Example

---

Start of Block: Open ended probe- No example

Q3.1 *Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. When governments or other institutions release data, they remove identifying information such as your name, address, and birthdate. However, it could be possible for someone to combine the anonymous data with another information source and match the information with its true owner. If this happens, your private information may be identified. Have you ever heard of information about individuals being discovered in this way?*

The last few questions asked about a kind of privacy risk that is different from data breaches. In your own words, please describe this other way your information could be at risk. *The question text is above for reference.*

---

End of Block: Open ended probe- No example

---

Start of Block: Difficulty Probe with Follow up- No example

Q4.1 Earlier you answered this question about how concerned you are about your data being discovered:

*Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. When governments or other institutions release data, they remove identifying information such as your name, address, and birthdate. However, it could be possible for someone to combine the anonymous data with another information source and match the information with its true owner. If this happens, your private information may be identified. Have you ever heard of information about individuals being discovered in this way?*

How difficult was it to understand what this question was asking? *The question text is above for reference.*

- Extremely difficult (1)
- Moderately difficult (2)
- Somewhat difficult (3)
- Not at all difficult (4)

---

*Display This Question:*

*If Earlier you answered this question about how concerned you are about your data being discovered:... != Not at all difficult*

Q4.2 *Though hacking and data breaches have received a lot of media attention lately, they are not the only way that the privacy of your information is at risk. When governments or other institutions release data, they remove identifying information such as your name, address, and birthdate. However, it could be possible for someone to combine the anonymous data with another information source and match the information with its true owner. If this happens, your private information may be identified. Have you ever heard of information about individuals being discovered in this way?*

What specific words or ideas made it difficult to understand the question?

---

End of Block: Difficulty Probe with Follow up- No example

---

Start of Block: Concern Questions

Q7.1 Would it concern you if someone was able to find out your **AGE**?

Yes (1)

No (2)

*Skip To: Q7.3 If Would it concern you if someone was able to find out your AGE? = No*

---

Q7.2 If someone was able to find out your **AGE**, how concerned would you be?

Slightly concerned (1)

Somewhat concerned (2)

Moderately concerned (3)

Very concerned (4)

---

Page Break

Q7.3 Would it concern you if someone was able to find out your **RACE**?

Yes (1)

No (2)

*Skip To: Q7.5 If Would it concern you if someone was able to find out your RACE? = No*

---

Q7.4 If someone was able to find out your **RACE**, how concerned would you be?

Slightly concerned (1)

Somewhat concerned (2)

Moderately concerned (3)

Very concerned (4)

---

Page Break

Q7.5 Would it concern you if someone was able to find out your **INCOME**?

Yes (1)

No (2)

*Skip To: Q7.7 If Would it concern you if someone was able to find out your INCOME? = No*

---

Q7.6 If someone was able to find out your **INCOME**, how concerned would you be?

Slightly concerned (1)

Somewhat concerned (2)

Moderately concerned (3)

Very concerned (4)

---

Page Break

Q7.7 Would it concern you if someone was able to find out **whether or not you currently have any kind of health insurance or health care coverage**?

Yes (1)

No (2)

*Skip To: Q7.9 If Would it concern you if someone was able to find out whether or not you currently have any kind o... = No*

---

Q7.8 If someone was able to find out **whether or not you currently have any kind of health insurance or health care coverage**, how concerned would you be?

Slightly concerned (1)

Somewhat concerned (2)

Moderately concerned (3)

Very concerned (4)

---

Page Break



Q7.9 Would it concern you if someone was able to find out **whether or not you have serious difficulty concentrating, remembering, or making decisions because of a physical, mental, or emotional condition**?

Yes (1)

No (2)

*Skip To: End of Block If Would it concern you if someone was able to find out whether or not you have serious difficulty c... = No*

---

Q7.10 If someone was able to find out **whether or not you have serious difficulty concentrating, remembering, or making decisions because of a physical, mental, or emotional condition**, how concerned would you be?

Slightly concerned (1)

Somewhat concerned (2)

Moderately concerned (3)

Very concerned (4)

End of Block: Concern Questions

---

Start of Block: Demographics



The next few questions ask for demographic information. We use this information only to produce statistics. The Census Bureau is required by law to keep your information confidential.

Q8.1 What is your age?

\_\_\_\_\_

---

Q8.2 What is the highest degree or level of school you have completed?

- No high school (1)
- Some high school (2)
- High school graduate or equivalent (for example GED) (3)
- Some college, but degree not received or is in progress (4)
- Associate degree (for example AA, AS) (5)
- Bachelor's degree (for example BA, BS, AB) (6)
- Graduate degree (for example master's, professional, doctorate) (7)

End of Block: Demographics

---

Start of Block: State Experiment Full State Name

Q39 Timing

First Click (1)

Last Click (2)

Page Submit (3)

Click Count (4)

-----

Q9.2 Please select the state where you currently live.

▼ Alabama (1) ... Wyoming (51)

End of Block: State Experiment Full State Name

---

Start of Block: State Experiment Abbreviation Only

Q40 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

---

Q10.2 Please select the state where you currently live.

▼ AL (1) ... WY (51)

End of Block: State Experiment Abbreviation Only

---

Start of Block: State Experiment Abbreviation and Full Name

Q41 Timing  
First Click (1)  
Last Click (2)  
Page Submit (3)  
Click Count (4)

---

Q11.2 Please select the state where you currently live.

▼ AL - Alabama (1) ... WY - Wyoming (51)

End of Block: State Experiment Abbreviation and Full Name

---