

2020 Census Communications Campaign: Census Mindset Measures Before and After the Campaign Study Plan

Request: The Census Bureau plans to conduct additional research under the Generic Clearance for Internet Nonprobability Panel Pretesting (OMB number 0607-0978). We propose to conduct a field test, re-administering the 2018 Census Barriers, Attitudes and Motivators Survey (CBAMS) in two waves during the 2020 Census campaign. As part of this current submission, we are seeking approval to conduct the data collection.

Purpose: In 2018, the Census Bureau conducted the CBAMS survey, and the results were used to identify various attitudinal mindsets. The current pre- and post-test will be used to measure change in attitudinal mindsets after the 2020 Census campaign has been launched.

Population of Interest: The planned data collection will focus on the general population.

Timeline: The first wave will run December 2019 to mid-January 2020. There will be a second wave of testing in April and May of 2020.

Language: Testing will be conducted in English only.

Method: We propose re-administering the 2018 CBAMS survey in two waves – one prior to the campaign startup and one at the height of the campaign. The sample would be probability-based and administered via the web to a panel of respondents. The survey data collected in Wave 1 prior to the campaign would be used to classify each respondent into one of the six mindsets, and then data collected from the same respondents in Wave 2 at the height of the campaign would generate a second classification into mindsets. We are interested in whether respondents' mindsets shift between Waves 1 and 2, presumably as a result of the campaign.

We will collect address information at the end of the survey allowing us to match respondents to MAFIDs (post Census) to learn mode of response (mail, phone, web, Nonresponse Followup (NRFU)-self, or NRFU-proxy) and other attributes.

To establish pre-campaign benchmarks for the mindsets, we will buy a nationally representative probability sample of Internet panel respondents. We will reconstruct the 2018 CBAMS survey instrument on the Census Bureau's Qualtrics online survey platform. Panel members will be invited to complete the CBAMS survey questionnaire during December of 2019. The Census Bureau will purchase enough respondents to have 7,500 Wave 1 completed interviews.

We will administer the CBAMS survey a second time to the same respondents from Wave 1 at the end of the communications campaign's "motivation phase" which is tentatively scheduled for late April/early May. The first phase, which is educational, is meant to raise awareness,

while the second phase pushes participation and also accounts for the largest paid advertising spend.

In addition to the panel component, we will also administer the Wave 2 survey to a fresh sample of 5,625 completed interviews. The fresh sample will allow us to evaluate potential panel conditioning effects. For both Wave 2 samples of respondents, we will re-classify/classify each into one of the six mindsets.

Sample: A sample will be purchased from a probability-based nationally representative online survey company. This particular panel has been used to evaluate other public information campaigns. The sample size will account for attrition between Waves 1 and 2. To understand potential conditioning effects, we will also purchase fresh sample at Wave 2.

<i>Field period</i>	<i>Maximum completed interviews</i>
Wave 1 – December (panel)	7,500
Wave 2 – April/May (panel)	5,625
Wave 2- April/May (fresh)	5,625
Total	18,750

Use of Incentive: Panels incentivize their panel members to complete studies via a points-based incentive system. Panel members redeem points earned over time for a variety of prizes or cash incentives. The average range for the points-based incentive value is \$0.75-\$5. All incentives are distributed upon completion via virtual currency in the form of a correlated point value.

Below is a list of materials to be used in the current study:

1. Attachment 1: 2020 CBAMS Mindset Instrument
2. Attachment 2: 2020 CBAMS NONID Help Text for Address Screens

Length of Interview: We estimate 15 minutes per respondent, overall. The total estimated respondent burden for this request is 4687.5 hours (15 minutes x 18,750 interviews).

The contact persons for questions regarding data collection and the design of this research are listed below:

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