

/*USE RANDOM NUMBER GENERATOR TO ASSIGN INTO ONE OF SIX CONDITIONS IN TV AND ONE OF FOUR CONDITIONS IN RADIO.*/

/*GROUP*/ ##CREATE VARIABLE GROUP=1 THROUGH GROUP=10 BASED ON RANDOM NUMBER ASSIGNED.##

/*TREATMENT*/ ##BASED ON GROUP, WILL CREATE VARIABLE TREATMENT=1 OR TREATMENT=0 (CONTROL).##

/*RADIO*/ ##BASED ON GROUP, WILL CREATE VARIABLE RADIO=1 OR RADIO=0 (TV).##

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

/* QSEQUENCE*/ ##RANDOMLY ASSIGN EACH PARTICIPANT WITHIN A TREATMENT TO SEE 1 OF 2 AD ORDERS WHERE CENSUS OR CONTROL AD IS IN POSITION 1 AND THE OTHER AD IN POSITION.##

/*INTRODUCTION*/

In this survey, we will ask your opinions on a variety of topics. The purpose is to study the opinions of people living in the United States. The survey takes about 15 minutes to complete.

/*PAGE BREAK*/

/*AUDIO CHECK – RADIO ONLY*/

ONLY DISPLAY TO RADIO=1

This survey involves you being able to hear something.

Please click on the arrow in the box below. If you hear a voice saying “Do you hear this sound?” click “Continue.”

If you do not hear the voice, turn up the volume on your computer, and click the arrow again.

If you still do not hear the voice, click, “I cannot hear the audio.”

/*CLICKING HERE WILL PLAY THE AUDIO CHECK FILE*/

- **I cannot hear the audio. <TERMINATE>**
- **Continue**

/*PAGE BREAK*/

*/*VIDEO CHECK – TELEVISION ONLY*/*

ONLY DISPLAY TO RADIO=0

This survey involves you being able to hear and see a video.

Please watch the following short video.

After you hear and see the video, click “Continue.”

If you do not hear the video, turn up the volume on your computer, and click the arrow again. If you still do not hear the video, click, “I cannot hear the video.”

If you do not see the video, click, “I cannot see the video.”

/*CLICKING HERE WILL PLAY THE VIDEO CHECK FILE*/

- I cannot hear the audio. **<TERMINATE>**
- I cannot see the video. **<TERMINATE>**
- I cannot hear the video, and I cannot hear the audio. **<TERMINATE>**
- Continue

/*PAGE BREAK*/

*/*ATTENTION CHECK*/*

QATTENTION. To help us be sure that your device is working properly with ours, please select “Slightly disagree” below.

- Strongly agree **<TERMINATE>**
- Agree **<TERMINATE>**
- Slightly agree **<TERMINATE>**
- Neither agree nor disagree **<TERMINATE>**
- Slightly disagree
- Disagree **<TERMINATE>**
- Strongly disagree **<TERMINATE>**

QUESTION FOR BOT ID PURPOSES ONLY

QNOTSHOWN. ## DO NOT DISPLAY TO ANYONE ## Are you able to answer this question?

- Yes **<TERMINATE>**
- No **<TERMINATE>**

/*PAGE BREAK*/

/*AGE CHECK FOR DATA QUALITY PURPOSES*/

The following question is for statistical purposes.

QAGE. How old are you?

__ __ __ years /* ACCEPTS RESPONSES 0 TO 150*/

/*PAGE BREAK*/

/*AD STIMULI – TELEVISION ONLY*/

/*SHOW FOR ONLY RADIO=0*/

Next, you will watch part of a television program. After you watch the clip, we'll ask you some questions about it.

After you have watched the entire television clip, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to play the program.

[CLICKING HERE WILL PLAY COMMERCIAL SEQUENCE]

/*PAGE BREAK*/

/*AD STIMULI – RADIO ONLY*/

/*SHOW FOR ONLY RADIO=1*/

Next, you will listen to part of a radio program. After you listen to the clip, we'll ask you some questions about it.

After you have listened to the entire radio clip, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to play the program.

[CLICKING HERE WILL PLAY COMMERCIAL SEQUENCE]

/*PAGE BREAK*/

/*SHOW LIKABILITY*/

QINTERESTSHOW. How interesting was the show? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely interesting
- Very interesting
- Moderately interesting
- A little interesting
- Not at all interesting

DISPLAY FOR RADIO GROUPS ONLY

QENJOYSHOW. How much did you enjoy listening to the show? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- A great deal
- A lot
- Moderately
- A little
- Not at all

DISPLAY FOR TELEVISION GROUPS ONLY

QENJOYSHOW. How much did you enjoy watching the show? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- A great deal
- A lot
- Moderately
- A little
- Not at all

ONLY DISPLAY TO RADIO=0 ## QWATCHSHOW. How interested are you in watching the rest of the show to find out what happens next? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely interested
- Very interested
- Moderately interested
- A little interested
- Not at all interested

ONLY DISPLAY TO RADIO=1 ## QWATCHSHOW. How interested are you in listening to the rest of the show to find out what happens next? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely interested
- Very interested
- Moderately interested
- A little interested
- Not at all interested

/*PAGE BREAK*/

/ AWARENESS*/*

##IF TREATMENT=1 SHOW QHEARCENSUST ##

QHEARCENSUST. Do you remember ever hearing about the U.S. census before today, or do you not remember hearing about it before today?

- Do remember hearing about it before today **/*PARTICIPANTS WHO SELECT “Do remember hearing about it” IN QCENSUSUST READ Q11.2*/**
- Do not remember hearing about it before today **/*PARTICIPANTS WHO SELECT “Do not remember hearing about it” IN QCENSUSUST READ Q11.3 AND ANSWER QHEARCENSUSAID*/**

##IF TREATMENT=0 SHOW QHEARCENSUSC ##

QHEARCENSUSC. Do you remember ever hearing about the U.S. census, or do you not remember hearing about it?

- Do remember hearing about it **/*PARTICIPANTS WHO SELECT “Do remember hearing about it” IN QHEARCENSUSC READ Q11.2*/**
- Do not remember hearing about it **/*PARTICIPANTS WHO SELECT “Do not remember hearing about it” IN QHEARCENSUSC READ Q11.3 AND ANSWER QHEARCENSUSAID*/**

/*PAGE BREAK*/

Q11.2 As you may know, the U.S. census is the count of all the people who live in the United States. It happens every 10 years and is conducted by the Census Bureau. It asks questions such as how many people live in your household, their age, race, and ethnicity. The next census will happen around April 1st, 2020.

Q11.3 The U.S. census is the count of all the people who live in the United States. It happens every 10 years and is conducted by the Census Bureau. It asks questions such as how many people live in your household, their age, race, and ethnicity. The next census will happen around April 1st, 2020.

QHEARCENSUSAID. Now that you know what the U.S. census is, do you remember ever hearing about it before today, or do you not remember hearing about it?

- Do remember hearing about it
- Do not remember hearing about it

/*PAGE BREAK*/

/*INTENTION TO RESPOND*/

QINTENT. If the census were held today, how likely would you be to fill out the census form?
IF QORDER =1 THEN KEEP WRITTEN ORDER

- Extremely likely
- Very likely
- Moderately likely
- A little likely
- Not at all likely

QENCOURAGE. If the census were held today, how likely would you be to encourage someone you know to fill out the census form? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely likely
- Very likely
- Moderately likely
- A little likely
- Not at all likely

/*PAGE BREAK*/

*/*CENSUS CORPORATE IMAGE*/*

QFAVORABLE. Do you feel favorable toward the upcoming 2020 Census, unfavorable toward the upcoming 2020 Census, or neither favorable nor unfavorable toward the upcoming 2020 Census? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Favorable **[PARTICIPANTS WHO SELECT “Favorable” IN QFAVORABLE ANSWER QFAVORABLEPOS]**
- Unfavorable **[PARTICIPANTS WHO SELECT “unfavorable” IN QFAVORABLE ANSWER QFAVORABLENEG]**
- Neither favorable nor unfavorable **/*DO NOT ROTATE*/**

/*PAGE BREAK*/

QFAVORABLEPOS. You said you feel favorable toward the upcoming 2020 Census. Would you say you feel extremely favorable, moderately favorable, or slightly favorable? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely favorable
- Moderately favorable
- Slightly favorable

QFAVORABLENEG. You said you feel unfavorable toward the upcoming 2020 Census. Would you say extremely unfavorable, moderately unfavorable, or slightly unfavorable? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely unfavorable
- Moderately unfavorable
- Slightly unfavorable

/*PAGE BREAK*/

QFAVORABLECB. Do you feel favorable toward the Census Bureau, unfavorable toward the Census Bureau, or neither favorable nor unfavorable toward the Census Bureau? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Favorable **[PARTICIPANTS WHO SELECT “Favorable” IN QFAVORABLECB ANSWER QFAVORABLECBPOS]**
- Unfavorable **[PARTICIPANTS WHO SELECT “unfavorable” IN QFAVORABLECB ANSWER QFAVORABLECBNEG]**
- Neither favorable nor unfavorable **/*DO NOT ROTATE*/**

/*PAGE BREAK*/

QFAVORABLECBPOS. You said you feel favorable toward the Census Bureau. Would you say extremely favorable, moderately favorable, or slightly favorable? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely favorable
- Moderately favorable
- Slightly favorable

QFAVORABLECBNEG. You said you feel unfavorable toward the Census Bureau. Would you say extremely unfavorable, moderately unfavorable, or slightly unfavorable? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely unfavorable
- Moderately unfavorable
- Slightly unfavorable

/*PAGE BREAK*/

/ ATTITUDES*/*

QMATTERS. How much, if at all, do you think it matters if you personally are counted in the 2020 Census? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- A great deal
- A lot
- A moderate amount
- A little
- Not at all

/*PAGE BREAK*/

/ EFFICACY*/*

QDIFFICULT. How difficult do you think it will be for you to fill out the 2020 Census questionnaire? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely difficult
- Very difficult
- Moderately difficult
- A little difficult
- Not at all difficult

/*PAGE BREAK*/

QTIME. Do you think you will have the time to fill out the 2020 Census questionnaire, or do you think you will not have the time to do that? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- I will have the time
- I will not have the time

/*PAGE BREAK*/

QLENGTH. How long do you think it will take to fill out the 2020 Census questionnaire?
 __ __ minutes **/* ACCEPTS RESPONSES 0 TO 999*/**

/*PAGE BREAK*/

/*CENSUS CONCERNS*/

/* RANDOM ROTATE QUESTIONS ON THIS PAGE */

QUSEAGAINST. How concerned are you, if at all, that the answers you provide to the 2020 Census will be used against you? **## IF QORDER=1 THEN KEEP WRITTEN ORDER ##**

- Extremely concerned
- Very concerned
- Moderately concerned
- A little concerned
- Not at all concerned

QCONFIDENTIAL. How concerned are you, if at all, that the Census Bureau will not keep answers to the 2020 Census confidential? **## IF QORDER=1 THEN KEEP WRITTEN ORDER ##**

- Extremely concerned
- Very concerned
- Moderately concerned
- A little concerned
- Not at all concerned

QSHAREANSWERS. How concerned are you, if at all, that the Census Bureau will share answers to the 2020 Census with other government agencies? **## IF QORDER=1 THEN KEEP WRITTEN ORDER ##**

- Extremely concerned
- Very concerned
- Moderately concerned
- A little concerned
- Not at all concerned

/*PAGE BREAK*/

/*CONTROL-SPECIFIC – TELEVISION ONLY*/

/*ONLY SHOW TREATMENT=0, RADIO=0*/

Next, you will watch an advertisement. After you watch the video, we'll ask you some questions about it.

After you have watched the entire video, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to start the video.

[CLICKING HERE WILL PLAY CENSUS VIDEO]

##QCONTROLAD=RANDOM##

/*CONTROL-SPECIFIC - RADIO ONLY*/

/*ONLY SHOW TREATMENT=0, RADIO=1*/

Next, you will listen to an advertisement. After you listen to the audio, we'll ask you some questions about it.

After you have listened to the entire audio clip, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to start the audio.

[CLICKING HERE WILL PLAY CENSUS AUDIO]

##QCONTROLAD=RANDOM##

/*PAGE BREAK*/

/*TREATMENT-SPECIFIC – TELEVISION ONLY*/

/*ONLY SHOW TREATMENT=1, RADIO=0*/

Next, you will rewatch an advertisement about the census. After you watch the video, we'll ask you some questions about it.

After you have watched the entire video, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to start the video.

[CLICKING HERE WILL PLAY VIDEO]

*/*TREATMENT-SPECIFIC – RADIO ONLY*/*

/*ONLY SHOW TREATMENT=1, RADIO=1*/

Next, you will re-listen to an advertisement about the census. After you listen to the audio, we'll ask you some questions about it.

After you have listened to the entire audio clip, the "continue" button will appear below, and you can click it to proceed.

Please click the button below to start the audio.

[CLICKING HERE WILL PLAY AUDIO]

/*PAGE BREAK*/

*/*EVALUATIVE MEASURES*/*

QRECALLADOPEN. Please type everything you remember about the advertisement.

/*PAGE BREAK*/

QLIKEAD. How much did you like or dislike the advertisement? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Like a great deal
- Like a moderate amount
- Like a little
- Neither like nor dislike
- Dislike a little
- Dislike a moderate amount
- Dislike a great deal

/*PAGE BREAK*/

QADOPEN. Please describe in your own words what the 2020 Census advertisement was trying to get you to do.

/*PAGE BREAK*/

QCLARITY. How confusing was the advertisement? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ##**

- Extremely confusing
- Very confusing
- Moderately confusing
- A little confusing
- Not at all confusing

/*PAGE BREAK*/

QAGREETAUGHT. Do you agree or disagree with the following statement? The advertisement taught me something new about the 2020 Census. **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Agree [**PARTICIPANTS WHO SELECT “Agree” IN QAGREETAUGHT ANSWER QAGREETAUGHTPOS**]
- Disagree [**PARTICIPANTS WHO SELECT “Disagree” IN QAGREETAUGHT ANSWER QAGREETAUGHTNEG**]
- Neither agree nor disagree **/*DO NOT ROTATE*/**

/*PAGE BREAK*/

QAGREETAUGHTPOS. You said you agree that the advertisement taught you something new about the 2020 Census. Would you say extremely agree, moderately agree, or slightly agree? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely agree
- Moderately agree
- Slightly agree

QAGREETAUGHTNEG. You said you disagree that the advertisement taught you something new about the 2020 Census. Would you say extremely disagree, moderately disagree, or slightly disagree? **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Extremely disagree
- Moderately disagree
- Slightly disagree

/*PAGE BREAK*/

QAGREELEARN. Do you agree or disagree with the following statement? The advertisement made me want to learn more about the 2020 Census. **## IF QORDER =1 THEN KEEP WRITTEN ORDER ## ## MAKE QUESTION STEM SAME ORDER AS QORDER##**

- Agree **[PARTICIPANTS WHO SELECT “Agree” IN QAGREELEARN ANSWER QAGREELEARNPOS]**
- Disagree **[PARTICIPANTS WHO SELECT “Disagree” IN QAGREELEARN ANSWER QAGREELEARNNEG]**
- Neither agree nor disagree **/*DO NOT ROTATE*/**

/*PAGE BREAK*/

QAGREELEARNPOS. You said you agree that the advertisement made you want to learn more about the 2020 Census. Would you say extremely agree, moderately agree, or slightly agree?

- Extremely agree
- Moderately agree
- Slightly agree

QAGREELEARNNEG. You said you disagree that the advertisement made you want to learn more about the 2020 Census. Would you say extremely disagree, moderately disagree, or slightly disagree?

- Extremely disagree
- Moderately disagree
- Slightly disagree

/*PAGE BREAK*/

QOFFEND. Was there anything in the advertisement you found offensive?

- No
- Yes **/* SPECIFY */**

QOFFENDOPEN. Please describe what you found offensive in the advertisement

.

/*PAGE BREAK*/**/*DEMOGRAPHICS*/**

The following questions are for statistical purposes only.

QYEARBORN. In what year were you born?

__ __ __ __ **/* ACCEPTS RESPONSES 19XX TO 2019*/**

QSEX. Are you:

- Male
- Female

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

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

QHISPANIC. Are you of Hispanic, Latino, or Spanish origin?

- Yes, Hispanic, Latino, or Spanish origin
- No, not of Hispanic, Latino, or Spanish origin

QRACE. What is your race? Please select all that apply. **/* MULTIPLE RESPONSES**

PERMITTED */

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander

- Some other race /* **SPECIFY** */

QMARITAL. What is your marital status?

- Now married
- Divorced
- Separated
- Widowed
- Never married

QHHSIZE. How many total people — adults and children — currently live in your household, including yourself? /* **OPEN END NUMERIC (1 TO 99)** */

QOWN. Do you rent or own your house, apartment, or mobile home?

- Own
- Rent
- Occupied without payment of rent

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

/*PAGE BREAK*/

/*DUPLICATION QUESTION*/

QDUPLICATE. Have you answered this questionnaire previously, or have you not done that?

- Have answered it before
- Have not done that

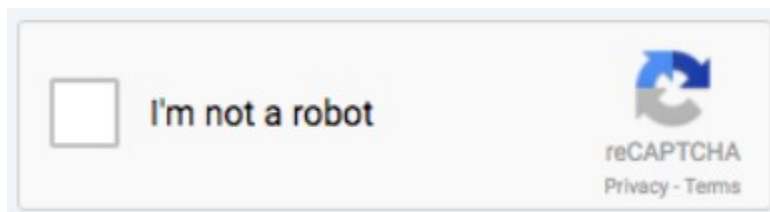
QDUPLICATENUMBER. **[IF “Have answered it before”]** How many times have you answered this questionnaire before? /***OPEN END NUMERIC GREATER THAN OR EQUAL TO 0***/

/*PAGE BREAK*/

/*VERIFICATION TASK*/

Please confirm that your responses were not automatically generated by checking the white box to the left of the text that say "I'm not a robot".

After the box is checked and shows the symbol ✓, please click 'continue' to submit your questionnaire.



/*PAGE BREAK*/

/*THANK YOU*/

That concludes the survey. Please click on the submit button when you are finished.

SUBMIT BUTTON DISPLAYED HERE

/*PAGE BREAK*/

Thank you for participating in this survey.