

2020 CPEX P&C Evaluation NPP

Interview Protocol for National Partnership Program Partners

Participant ID: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Start time: \_\_\_\_\_ AM / PM End time: \_\_\_\_\_ AM / PM

Location: \_\_\_\_\_ Interviewer: \_\_\_\_\_

INTERVIEW CONSENT (2 MINUTES)

[INTERVIEWER: PLACE THE CONSENT FORM IN FRONT OF PARTICIPANT]

Hello, I'm [NAME OF INTERVIEWER]. I work for the Census Bureau. Thanks for agreeing to help me today.

The purpose of the interview is to help us gain insight into the issues that the communities you work with had with responding to the 2020 Census. This interview is part of a larger evaluation that is designed to evaluate respondent concerns about privacy and confidentiality during the 2020 decennial census. We feel that you might have insight into concerns about privacy and confidentiality expressed by the communities you work with in particular.

Before we start, I would like you to read over the consent form we sent you. This document explains a little bit about this interview and provides information about your rights as a participant. It also asks for your permission to have this session audio recorded. The document also lets you know that your identity will be kept confidential and will not be shared with anyone outside of this project. This interview is voluntary. You may decline to answer any question and you may stop the interview at any time. Please ask me any questions you have about this document. When you finish reading the document, please let me know if you agree to participate.

[IF PARTICIPANT PROVIDES CONSENT TO HAVE THE SESSION AUDIO-TAPED] I will now turn on the audio recorder and ask for your consent again so that it is on the recording.

[TEST AUDIO RECORDER AND TURN IT ON AGAIN AFTER TEST] Do you consent to being recorded for this interview?

INTRODUCTION (5 MINUTES)

Thank you. Please remember that I am really interested in your honest thoughts and opinions, so there are no right or wrong answers. We will also keep what you say entirely confidential, and only those working on the project will know of your answers.

Do you have any questions for me before we begin?

PART A: GENERAL DISCUSSION OF OUTREACH ACTIVITIES  
(5 MINUTES)

1. What kinds of things have you done in support of the 2020 Census?

PART B: CONCERNS/GENERAL COMPLAINTS (20 MINUTES)

One of the things we are interested in is what types of issues that impact your work and the concerns have been expressed by the communities you work with about the 2020 Census.

2. As you may know, a new strain of a virus called coronavirus was identified by the World Health Organization, and the U.S. has been part of the coronavirus pandemic for several months. What impact, if any, has the coronavirus pandemic had on your work?
  - a. [IF NOT DISCUSSED] What concerns have you heard from the communities you work with about the coronavirus pandemic as it relates to responding to the 2020 Census?
3. Besides the coronavirus pandemic, what kinds of concerns have you heard from the communities you work with about responding to the 2020 Census?
  - a. [IF CONCERNS ARE EXPRESSED] How strong are these concerns? [IF NEEDED] Are these concerns strong enough that the issue would actually prevent them from completing the census?
4. (If not discussed): Have you heard any mention of privacy or confidentiality concerns? (If needed) What types of things do people mention about privacy and confidentiality?
  - a. Has anyone expressed concern about [FILL WITH EXAMPLES FROM THE FOLLOWING LIST IF NOT DISCUSSED]?
    - i. The government being too big? Yes \_\_\_\_\_ No \_\_\_\_\_
    - ii. the government having too much information? Yes \_\_\_\_\_ No \_\_\_\_\_

- iii. The Census Bureau sharing data with other government agencies? Yes \_\_\_\_\_ No \_\_\_\_\_
- iv. Risk or fears of identity theft? Yes \_\_\_\_\_ No \_\_\_\_\_
- v. government already having this information? Yes \_\_\_\_\_ No \_\_\_\_\_
- vi. fear of hackers or data breaches? Yes \_\_\_\_\_ No \_\_\_\_\_

[IF NOT DISCUSSED] Are any of the these issues you mentioned strong enough that the issue would actually prevent them from completing the census?

5. For the people in the communities you work with who did not respond to the census, what do you think are the main reasons they did not respond?

[IF NOT DISCUSSED] How have social or political matters affected people's willingness to respond?

6. We've spent a lot of time talking about the concerns your communities has with the Census, have you heard anything positive from people representing your communities about responding to or answering the 2020 Census?

7. When you speak to people in your communities about completing the census, what reasons do they mention for wanting to complete it?

- a. [IF NOT DISCUSSED] When your people in your communities talk about participating in the census, do they ever talk about helping others as a reason to participate? For what reasons?

8. For the next census in 2030, one proposal is to do away with census forms entirely. No one would be asked to fill out a form. Instead, the Census Bureau would count the entire population by getting information from other government agencies. What do you think about this?

- a. [IF NOT DISCUSSED] Would you personally be in favor of the Census Bureau getting everyone's information from the records of other government agencies, or against it? For what reasons?
- b. What types of issues do you think your communities would have with this type of approach, if any?

PART C: STRATEGIES USED TO ADRESS PRIVACY CONFIDENTIALITY CONCERNS  
(20 MINUTES)

We're going to shift gears and talk about strategies you used to help address concerns by people in your communities and increase census response.

9. Please tell me about some of the strategies you used to increase response to the census.
- a. Earlier you mentioned [FILL WITH EACH CONCERN FROM EARLIER CONVERSATION] as a concern, what type of strategy have you or would you use to address this concern?

[IF NOT DISCUSSED] What about the strategy (ies) makes it (them) helpful?

10. Earlier we talked about privacy and confidentiality concerns. What kind of strategies have you used to address privacy and confidentiality concerns with people in your communities?

11. Do you use different strategies for different people? If yes: Tell me about how you change your strategies for different people.

[IF NOT MENTIONED] What strategies do you use for people who do not speak English to address their privacy or confidentiality concerns?

[IF NOT MENTIONED] The Census Bureau made language assistance guides to help people who don't speak English fill out the English Census form. They are paper forms or videos that explain the Census and show step-by-step how to fill out the English questionnaire. Did you know about the language assistance guides?

[IF YES] How effective have video or paper language assistance guides been with addressing privacy and confidentiality concerns for people who don't speak English.

12. Are there strategies that you think would be helpful for addressing privacy and confidentiality concerns, but are not using for some reason?

- a. [IF NOT DISCUSSED] What is preventing you from using these strategies?

Based on what we've talked about today, what are the most important things for the Census Bureau to remember from this discussion?

Does you have any final comments?

Thank you very much for your participation!