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### 2030 CENSUS BARRIERS, ATTITUDES AND MOTIVATORS SURVEY PILOT WEB QUESTIONNAIRE

#### SURVEY NOTES

1. Within household selection: Two adults will be randomly selected in the household to respond.

#### PROGRAMMING NOTES:

- For random half of respondents, unipolar scales appear as they are written. (C1)
- For other half, unipolar scales are all reverse order (C2)
- Respondents may skip any question. Please assign a value of “999” to any item a respondent skips.
- Do not include back buttons
- No soft prompts
- Header: U.S. Census Bureau Logo
- Footer: OMB number and expiration date
- Split ballots indicated in the programming for specific items

/\* START PAGE \*/

SHOW ALL:

**Intro.** Welcome! Thank you for participating in this survey as a member of the ASK US Panel. This survey is sponsored by the U.S. Department of Commerce, U.S. Census Bureau. This purpose of this survey is to inform research to improve the census. You will receive \$10 for your participation in this survey.

This survey is available in English and Spanish. Please select the language in which you prefer to complete the survey.

If you would like to change your language selection later, please use the drop-down menu in the upper right corner of each page to select the language in which you prefer to complete the survey.

English

Español

**Logic:**

- Ask this question for all respondents
- Only one response permitted here, and respondents will be able to toggle between languages in the remaining of the survey

**/\* END PAGE \*/**

Thank you for participating. Completing this 15-minute survey will help the U.S. Census Bureau plan for the 2030 Census. You will receive \$10 for your participation in this survey.

We estimate that completing this voluntary survey will take 15 minutes on average. Send comments regarding this time estimate or any other aspect of this survey to [adrm.pra@census.gov](mailto:adrm.pra@census.gov).

The U.S. Census Bureau is required by law to protect your information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9 and Title 5, U.S. Code, Section 552a).

This collection has been approved by the Office of Management and Budget (OMB). This eight-digit OMB approval number, xxxx-xxxx, confirms this approval and expires on mm/dd/yyyy.

The uses of your data are limited to those identified in the Privacy Act System of Record Notice titled, "SORN COMMERCE/Census-5, Decennial Census Programs."

**\*\* U.S. Census Bureau Notice and Consent Warning \*\***

*You are accessing a United States Government computer network. Any information you enter into this system is confidential. It may be used by the Census Bureau for statistical purposes and to improve the website. If you want to know more about the use of this system, and how your privacy is protected, visit our online privacy webpage at <http://www.census.gov/about/policies/privacy/privacy-policy.html>.*

*Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for*

its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

/\* END PAGE \*/

/\* START PAGE \*/

## Intro/Definition

### SHOW ALL:

**Display\_Q1.** The census is the count of all the people who live in the United States. It happens every 10 years. It asks how many people live in your household, their age, sex, race, and ethnicity. The last census was in 2020. *[Adapted from 2020 CBAMS mindset panel]*

## Awareness

### ASK ALL:

**Qhearcensusaid.** Before today, do you remember ever hearing about the census, or do you **not** remember hearing about it? *Select only one answer. [2020 Creative testing only in EN]*

- 1) Do remember hearing about it
- 2) Do not remember hearing about it

### Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answers choices.
- If QORDER = C2 then show reversed order of answer choices.

## Self-reported intent to participate

### ASK ALL:

**Intent1.** If the census were held today, how likely would you be to fill out the census form? *Select only one answer. [2020 CBAMS and 2020 CBAMS mindset panel]*

1. Extremely likely
2. Very likely
3. Somewhat likely
4. Not too likely
5. Not at all likely

### Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answers choices.
- If QORDER = C2 then show reversed order of answer choices.

/\* END PAGE \*/

/\* START PAGE \*/

## Retrospective participation

**Display\_Q2.** As you may know, the last census started around April 1<sup>st</sup>, 2020. Please think about the 2020 Census when answering the following questions. *[New]*

**SRParticipation2020\_1.** Did you or someone else in your household respond to the 2020 Census? *Select only one answer. [New]*

1. Yes, I responded [GO TO SRParticipation2020\_2]
2. Yes, someone else in my household responded [GO TO SRParticipation2020\_2]
3. No [GO TO NOPART1]

### Logic:

- Only one response permitted

## ASK if SRParticipation2020\_1=1 OR 2

### SPLIT BALLOT A

**SRParticipation2020\_2.** How did [INSERT IF SRParticipation2020\_1=1:you/SRParticipation2020\_1=2: your household] respond to the 2020 Census? *Select only one answer. [Adapted from Frames 2pac survey]*

1. Online
2. On a paper form
3. Over the telephone
4. In person

### SPLIT BALLOT B

**SRParticipation2020\_2.** How did [INSERT IF SRParticipation2020\_1=1:you/SRParticipation2020\_1=2: your household] respond to the 2020 Census? *Select only one answer. [Adapted from Frames 2pac survey]*

1. Online
2. On a paper form
3. On the telephone
4. In person
5. Do not remember

## ASK if SRParticipation2020\_1 =3

**NOPART1.** Which of the following are the TOP THREE reasons why your household did not complete the 2020 Census? *Select up to three answers. [New]*

/\* RANDOM ROTATE OPTIONS \*/

1. Did not want a U.S Census Bureau worker to come to my home
2. Did not have time or forgot to respond
3. Did not want to give out personal information
4. Do not trust the government
5. Did not get a census form

6. Concerned about citizenship status
7. Other [specify]

/\* END PAGE \*/

/\* START PAGE \*/

**TrustAcc.** How much trust do you have in the accuracy of the 2020 Census results? *Select only one answer. [New]*

1. A great deal
2. Quite a lot
3. Some
4. Very little
5. None at all

/\* END PAGE \*/

### Census Importance

/\* START PAGE \*/

/\* RANDOM ROTATE SERIES \*/

**CensImp.** Thinking about the census overall, how important do you feel it is for you to fill out the census form? *Select only one answer. {2018 CBAMS II}*

1. Extremely important
2. Very important
3. Somewhat important
4. Not too important
5. Not at all important

**Logic:**

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

**ASK ALL:**

**Personally\_counted.** How much, if at all, do you think it matters if you personally are counted in the census? *Select only one answer. [2020 CBAMS]*

1. A great deal
2. A lot
3. A moderate amount
4. A little
5. Not at all

**Logic:**

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

/\* RANDOM ROTATE SERIES \*/

## Motivators

### SPLIT BALLOT A:

**all\_motivators\_A.** Which ONE of the following is the most important reason, to you personally, that you should fill out the census form every ten years? *Select only one answer.* [2020 CBAMS]

1. It helps determine funding for public services in my community, like schools and fire departments
2. It determines how many elected representatives my state has in Congress
3. It is used to enforce civil rights laws
4. It provides information for my local government to plan for changes in my community
5. It shows that I am proud of my cultural heritage
6. It is my civic duty (along with voting, jury duty, paying taxes)
7. It contributes to a better future for my community
8. Other [specify]

### SPLIT BALLOT B:

**all\_motivators\_B.** Which of the following are the most important reason(s), to you personally, that you should fill out the census form every ten years? *Select all that apply.* [2020 CBAMS]

1. It helps determine funding for public services in my community, like schools and fire departments
2. It determines how many elected representatives my state has in Congress
3. It is used to enforce civil rights laws
4. It provides information for my local government to plan for changes in my community
5. It shows that I am proud of my cultural heritage
6. It is my civic duty (along with voting, jury duty, paying taxes)
7. It contributes to a better future for my community
8. Other [specify]

/\* END PAGE \*/

## Census Benefits/Harms

/\*Random Rotate series where 50% get harm first and 50% get benefit first/

**Benefits\_harms1.** Do you believe that answering and submitting your census form could benefit **you**?

[Frames 2pac survey]

1. Yes
2. No

**Benefits\_harms2.** Do you believe that answering and submitting your census form could benefit **your community**? [Frames 2pac survey]

1. Yes
2. No

**Benefits\_harms3.** Do you believe that answering and submitting your census form could harm **you**?  
[Frames 2pac survey]

1. Yes
2. No

**Benefits\_harms4.** Do you believe that answering and submitting your census form could harm **your community**? [Frames 2pac survey]

1. Yes
2. No

**Benefits\_harms5.** Which of the following statements comes the closest to your opinion?  
/randomize response options/

1. The **benefits** the government can provide by collecting data about me are greater than the **risks**
2. The **risks** of the government collecting data about me are greater than the **benefits** it can provide

/\* END PAGE \*/  
/\* START PAGE \*/

/\* RANDOM ROTATE SERIES (census knowledge) \*/  
Census knowledge

**ASK ALL:** The following questions are about the census in general. There is no need to look up this information. Please answer to the best of your knowledge.

/\*ROTATE LIST\*/[CBAMS 2020]

**use1.** Is the census used to decide how much money communities will get from the government, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this
- 2) No, not used
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use2.** Is the census used to decide how many representatives each state will have in Congress, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this

- 2) No, not used
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use3.** Is the census used to see what changes have taken place in the size, location, and characteristics of the people in the United States, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this
- 2) No, not used
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use4.** Is the census used to determine property taxes, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this
- 2) No, not used
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use5.** Is the census used to help the police and FBI keep track of people who break the law, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this
- 2) No, not used
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use6.** Is the census used to locate people living in the country without documentation, or is it not used for this? *Select only one answer. [CBAMS 2020 and CBAMS mindset panel]*

- 1) Yes, used for this
- 2) No, not used



3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**use7.** Does the census count both citizens and non-citizens, or only citizens? *Select only one answer.*  
[CBAMS 2020 and CBAMS mindset panel]

- 1) Yes, used for counting both citizens and non-citizens
- 2) No, used only for counting citizens
- 3) Don't know

**legal1.** Does the law require you to answer the census questions, or is this not required by law? *Select only one answer.* [CBAMS 2020 and CBAMS mindset panel]

- 1) Yes, required by law
- 2) No, not required by law
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**legal2.** Is the Census Bureau required by law to keep information confidential, or is this not required by law? *Select only one answer.* [CBAMS 2020 and CBAMS mindset panel]

- 1) Yes, required by law
- 2) No, not required by law
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

**Legal3.** Does the U.S. Constitution require that the census be conducted, or is this not something the Constitution requires? *Select only one answer.* [CBAMS 2020 and CBAMS mindset panel]

- 1) Yes, the U.S. Constitution requires it
- 2) No, the U.S. Constitution does not require it
- 3) Don't know

**Logic:**

- Only one response permitted
- Do NOT rotate answer choices

/\* END PAGE \*/

/\* END SERIES \*/

/\* START PAGE \*/

/\* CONCERN BATTERY SERIES \*/

/\* RANDOM ROTATE CONCERN1, CONCERN2, CONCERN3 CONCERN4\*/

/\* START PAGE \*/

## Concerns

ASK ALL: The following questions are about the 2020 Census:

### ASK ALL:

**Concern4.** How concerned are you, if at all, about the accuracy of 2020 Census results? Select only one answer. *[New]*

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not too concerned
- Not at all concerned

### Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

**Concern1.** How concerned are you, if at all, that the U.S. Census Bureau will not keep answers to the 2020 Census confidential? *Select only one answer. CBAMS [CBAMS 2020 and CBAMS mindset panel]*

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not too concerned
- Not at all concerned

### Logic:

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

**ASK ALL:**

**Concern2.** How concerned are you, if at all, that the U.S. Census Bureau will share individuals' answers to the 2020 Census with other government agencies? *Select only one answer. CBAMS [Adapted from CBAMS 2020 and CBAMS mindset panel]*

- Extremely concerned
- Very concerned
- Somewhat concerned
- Not too concerned
- Not at all concerned

**Logic:**

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

**SPLIT BALLOT A. Concern2 Probe1.** What does the phrase “share individuals' answers to the 2020 Census with other government agencies” mean to you in the previous question? [open-ended] *[New]*

**SPLIT BALLOT B. Concern2Probeclosed.** The previous question asked: How concerned are you, if at all, that the U.S. Census Bureau will share individuals' answers to the 2020 Census with other government agencies? Your response was [Fill response to Concern2] *[New]*

When you answered, how did you understand “sharing individual's answers to the 2020 Census with other government agencies?” Was it... *Select one answer*

- Sharing statistics so government agencies can fulfill their mission
- Sharing individual answers so government agencies can fulfill their mission
- Sharing individual answers tied to a specific person's name
- Something else: [specify]

**ASK ALL:**

**Concern3.** ]How concerned are you, if at all, that an unauthorized person or hacker might gain access to 2020 Census responses? *Select only one answer. [2PAC Survey/Adapted from 2020 CBAMS]*

1. Extremely concerned
2. Very concerned
3. Somewhat concerned
4. Not too concerned
5. Not at all concerned

**Logic:**

- Only one response permitted
- If QORDER = C1 then show written order of answer choices.
- If QORDER = C2 then show reversed order of answer choices.

**ASK ALL:**

**/\* CONCERN BATTERY SERIES \*/**

**/\* RANDOM ROTATE CONCERN1, CONCERN2, CONCERN3 CONCERN4\*/**

**/\* END PAGE \*/**

**ASK ALL:**

Media

**ASK ALL:**

**Media1.** How often do you get news from... *[New]*

- a. Television
  - b. Radio
  - c. Print Publications
  - d. Social media sites such as Facebook, Twitter, or Instagram
  - e. Online websites, publications, articles
  - f. Podcasts
  - g. Family and friends
  - h. Members from my community/neighborhood
  - i. Chat groups in applications such as WhatsApp, Telegram and Signal
- 
1. Never
  2. Rarely
  3. Sometimes
  4. Often

**Media2.** Below is a list of different sources people get information from. Do you remember hearing about the 2020 Census from any of these sources? *Select all that apply [New]*

- a. Television
- b. Radio
- c. Print Publications
- d. Social media sites such as Facebook, Twitter, or Instagram
- e. Online websites, publications, articles
- f. Podcasts
- g. Family and friends
- h. Leaders from community organizations, such as churches and schools
- i. Chat groups in applications such as WhatsApp, Telegram and Signal
- j. Other [specify]

**IF MEDIA2 SELECTIONS > 1**

**Media3.** Below are the information sources you selected. Please rank these sources in order of how much you trust each one of them. For example, a score of 1 means you believe it is the most trustworthy source on the list. [Repeat selections from Media3 if they selected one or more only] *[New]*

## Misinformation

**Mis1.** Do you remember hearing any of the following about the 2020 Census: *[New]*

- People were directed to fake links to fill out their online census form
  - The 2020 Census included questions about citizenship
  - People were pretending to be census workers to get access to people's home
  - Filling out your census form was required to receive a stimulus payment during the COVID 19 pandemic.
1. Yes
  2. No [GO TO FEEDBACK]
  3. Do not know [GO TO FEEDBACK]

**IntroMis2.** In the previous question you selected that you heard the following information about the 2020 Census: *[New]*

[LIST ALL SELECTED]

**Mis2.** Where did you hear this information? [open-ended] *[New]*

[IF MIS7 ANSWERED]

**Mis3.** How much did you feel the need to verify the accuracy of this information? *[New]*

1. A great deal
2. Quite a lot
3. Some
4. Very little
5. Not at all

**Mis4.** When it comes to getting information about current events and important issues in the United States and around the world, do you think the spread of misinformation is a major problem, a minor problem or not a problem at all? *Select only one answer. [I-poll. Survey by Pearson Institute. Conducted by AP-NORC Center for Public Affairs Research 09/09/2021-09/13/2021]*

1. Major problem
2. Minor problem
3. Not a problem at all

## Generations

**SELFNAT.** Were you born in the United States, on the island of Puerto Rico, another U.S. territory, or in another country? [ *Adapted from 2020 Tracking Survey*]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

**MOTHERNAT.** Where was your MOTHER born? [[https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE\\_2021.07.15\\_State-of-Latinos\\_TOPLINE.pdf](https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE_2021.07.15_State-of-Latinos_TOPLINE.pdf)]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

**FATHERNAT.** Where was your FATHER born? [[https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE\\_2021.07.15\\_State-of-Latinos\\_TOPLINE.pdf](https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE_2021.07.15_State-of-Latinos_TOPLINE.pdf)]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country

## Feedback

Thank you for your participation in this survey and for being a member of the ASK US Panel. The next few questions ask for feedback about your experience as a member of the ASK US Panel.

**Feedback1.** How satisfied, if at all, were you with the level of incentives provided by the ASK US Panel? [New]

- Extremely satisfied
- Very satisfied
- Somewhat satisfied
- Not too satisfied
- Not at all satisfied

**Feedback2.** How did you find the length of time in between panel enrollment and the first survey? Was it too long, just right, or not long enough? [New]

- Too long

- Just right
- Not long enough

Universe: If R was provided a tablet then ask Feedback4

**Feedback3.** Did you prefer to complete this survey on your personal device or on the tablet we provided? *[New]*

- Prefer my personal device (1)
- Prefer the provided tablet (2)

Universe: if Feedback4 =2

**Feedback4.** How difficult, if at all, did you find using the tablet we provided? *[New]*

- Extremely difficult
- Very difficult
- Somewhat difficult
- Not too difficult
- Not at all difficult

Universe: If R did not receive a tablet or if Feedback4=1

**Feedback5.** How difficult, if at all, did you find using your own device to answer this survey? *[New]*

- Extremely difficult
- Very difficult
- Somewhat difficult
- Not too difficult
- Not at all difficult

**Feedback6.** If asked, would you enroll in another panel like the ASK US Panel? *[New]*

- Yes
- No

**Feedback7.** Please provide any feedback you have about this survey and about your experience as a member of the ASK US Panel. *[New]*

[open-ended text box]

## Submission

Page Title: Submit\_Page

Section Submit Page (Submit)

Your completion of this survey marks the end of the ASK US Panel. Thank you for your participation in the pilot program.

Please click on the "Submit" button when you are finished.

/\* END PAGE \*/

/\* START PAGE \*/

Page Title: Thank\_You\_Page

Section Thank You Page (display\_ThankYou)

Thank you for participating in the [ADD NAME OF THE SURVEY].

If you have any questions about this survey please visit. You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number, expiring on.