

**2030 CENSUS BARRIERS, ATTITUDES AND MOTIVATORS SURVEY
WEB QUESTIONNAIRE**

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SURVEY NOTES

1. Within household selection:[TBD]

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
- Over 18 years old

/* START PAGE */

SHOW ALL:

Intro. Welcome! Thank you for participating in this survey as a member of the Census Household Panel. This survey is sponsored by the U.S. Department of Commerce's U.S. Census Bureau and aims to inform research to improve the next census. You will receive \$[TBD] 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 remainder 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 \$XX 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.

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, 0607-1020, confirms this approval and expires on 04/30/2025.

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."

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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:

Qhearzensaid. 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 1st, 2020. Please think about the 2020 Census when answering the following questions. *[New]*

SRParticipation2020_1. To the best of your knowledge, did you or someone else in your household respond to the 2020 Census? *Select only one answer. [New]*

1. Yes, I responded
2. Yes, someone else in my household responded [GO TO SRParticipation2020_2A]
3. No [GO TO NOPART1]

Logic:

- Only one response permitted

ASK if SRParticipation2020_1= 2

SRParticipation2020_2A. Do you remember who in your household responded to the 2020 Census form?

1. Spouse or partner
2. A child
3. A housemate/roommate
4. A relative [Please specify]
5. Other non-relative
6. Do not remember

Logic:

- Only one response permitted
- Age_2A should have a drop-down menu to select the year

IntroAge_2A. Can you tell us a bit more about the person who responded?

Age_2A. What year was this person born? (if you don't know the exact year this person was born, your best guess is fine)

Gender_2A. Is this person

1. Male
2. Female

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 to speak with a U.S Census Bureau enumerator
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. I was worried my responses could cause trouble with my living situation (e.g., increasing rent, evictions, inspections, limiting the number of people living in my place, etc.)
6. Did not get a census form
7. I rented the place where I lived and did not think I had to respond to the 2020 Census
8. Concerned about citizenship status
9. I am not a citizen and did not think I had to respond to the 2020 Census
10. Did not think my response would matter
11. Was concerned about COVID-19 (e.g., wanted to avoid interacting with people outside my household)
12. Did not know the 2020 Census was happening
13. I thought someone else at my household was going to respond
14. A census interviewer did not visit my household to encourage me to respond
15. 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

ASK if TrustAcc =1 OR 2

SPLIT SAMPLE:

TrustAcc2. Can you tell us a bit about how you came up with your answer? [New]

TrustFs. How much trust do you have in federal statistics in the United States? *Select only one answer.* [modified version from RoPOAR survey]

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

SPLIT SAMPLE:

TrustFS2. Can you tell us a bit about how you came up with your answer? [New]

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.

/* 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. {2pac Survey}*

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

Personally_counted2. Can you tell us a bit about how you came up with your answer? *[New]*

ChildM. How much, if at all, do you think it matters if CHILDREN (in your community) are counted in the census? *Select only one answer.*

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

all_motivators_B. Which of the following are the most important reasons, to you personally, /for filling 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. Please consider asking benefits and harms in each own page to randomize the blocks in Qualtrics/

Benefits_harms2. Do you believe that answering and submitting your census form could benefit **your community**? *Select only one answer* [Frames 2pac survey]

1. Yes [if Yes ask Benefits_harms2A]
2. No

ASK if Benefits_harms2 = 1

Benefits_harms2A. Please provide an example of a way the census could benefit your community [New].

Benefits_harms4. Do you believe that answering and submitting your census form could harm **your community**? *Select only one answer* [Frames 2pac survey]

1. Yes [if Yes ask Benefits_harms4A]
2. No

ASK if Benefits_harms4 = 1

Benefits_harms4A. Please provide an example of a way the census could harm your community [New].

/* 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 for this
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 for this
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. Is the census used to 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

Logic:

- Only one response permitted
- Do NOT rotate answer choices

Use8. Is the census used to determine the rate of unemployment, or is it not used for this? *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

Logic:

- Only one response permitted

- Do NOT rotate answer choices

ChildE. Does the census count children of ALL ages, including babies and toddlers, or only children of school age?

1. Yes, used for counting children of ALL ages, including babies and toddlers
2. No, used only for counting children of school age
3. Don't know

Logic:

- Only one response permitted
- Do NOT rotate answer choices

ChildF. Can you tell us a bit about how you came up with your answer? *[New]*

legal1. Does the law require you to answer the census, 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 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:

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]*

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

ASK ALL:

Concern5. How concerned are you, if at all, that 2020 Census responses might be used to monitor the data of the community where you live? *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.

ASK ALL:

/* CONCERN BATTERY SERIES */

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

/* END PAGE */

Undercount of Young Children

Eleg. When does a CHILD become eligible to be included in the census? MARK ALL THAT APPLY

1. When they are born
2. When they start school
3. When they get a job
4. When they can vote
5. When they become a citizen
6. It is up to the parents/guardians to decide
7. Other, please specify

- Only one response permitted
- Do NOT rotate answer choices

Ancestry

Ancestry1. How important is it to you to know your family history or ancestry? [Ipsos 6/17/2021-6/20/2021]

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

Ancestry2. Have you used census data to research your family history or ancestry? [New]

1. Yes, I have used census data
2. Yes, I have used census data from an ancestry website
3. No, I haven't used census data for this purpose
4. Other [Specify]

Contact preference

Media

ASK ALL:

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

- a. Television via cable, streaming (e.g., Netflix, Hulu), satellite, or antenna
- b. Radio
- c. Print Publications
- d. Social media sites such as Facebook, Twitter, or Instagram, NextDoor
- 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 via cable, streaming (e.g., Netflix, Hulu), satellite, or antenna
- b. Radio
- c. Print Publications
- d. Social media sites such as Facebook, Twitter, or Instagram, NextDoor

- e. Online websites, publications, articles
- f. Family and friends
- g. Leaders from community organizations, such as churches and schools
- h. State or local representatives
- i. Mail from government
- 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 Media2 if they selected one or more only] *[New]*

Misinformation

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

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.

Mis5. How often do you personally encounter misinformation? *[New]*

- 1. Often
- 2. Sometimes
- 3. Rarely
- 4. Never

Mis6. Where do you most often encounter misinformation? *[New]*

- 1. Friends or family
- 2. Newspapers
- 3. Television
- 4. Radio
- 5. Social Media sites such as Facebook, Twitter, or Instagram, NextDoor
- 6. Online websites
- 7. Other [Please specify]

Mis7. How often, if at all, do you verify the accuracy of information that you think might be false? *[New]*

1. Often
2. Sometimes
3. Rarely
4. Never

Mis8. Suppose you wanted to find out if some information that you encountered is true. Would you look to any of the following sources for information, or not? *[Adapted from the 2019 World Risk Poll https://wrf.lrfoundation.org.uk/LRF_WorldRiskReport_Book.pdf]*

1. Friends or family
2. Medical professionals, such as your local doctor or nurse
3. Newspapers, television or radio
4. The internet/social media
5. Information provided by a federal agency, such as a website
6. A famous person you like
7. Local religious leaders
8. Other [Please specify]

Recommendations from NAC: Administrative records/Differential privacy *[Frames Survey]*

Q17. Government agencies already collect data separately about people's jobs, earnings, and participation in government programs but do not always share the data across agencies.

To what extent are you in favor of or against combining these data sources? *[Frames Survey]*

1. Strongly in favor of it
2. Somewhat in favor of it
3. Neither in favor nor against it
4. Somewhat against it
5. Strongly against it

Q18. The Census Bureau is a government agency that is responsible for producing data about the American people and economy. The next few questions ask about the Census Bureau.

Individuals provide information to federal, state, and local agencies when applying for government programs, filing taxes, or completing surveys. The Census Bureau is planning to link this information together to produce statistics.

To what extent are you in favor of or against linking information about individuals? *[Frames Survey]*

1. Strongly in favor of it
2. Somewhat in favor of it
3. Neither in favor nor against it
4. Somewhat against it
5. Strongly against it

Q19. The Census Bureau is planning to use information about individuals, available from private companies, such as your contact information or age. This information would only be used to produce statistics.

To what extent are you in favor of or against the Census Bureau obtaining your information from private companies? [*Frames Survey*]

1. Strongly in favor of it
2. Somewhat in favor of it
3. Neither in favor nor against it
4. Somewhat against it
5. Strongly against it

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

ParentG. Where were your parents or guardian born?

[https://www.pewresearch.org/race-ethnicity/wp-content/uploads/sites/18/2021/07/RE_2021.07.15_State-of-Latinos_TOPLINE.pdf]

Parent1/Parent 2/Guardian 2 [Programmer will test Qualtrics implementation options]

1. United States
2. Puerto Rico
3. Other U.S. territory
4. In another country
5. I do not know

Disability

Disability. Does anyone living in your household have any disability that keep them from participating fully in work, school, housework, or other activities? [*Robert Wood Johnson Foundation/Harvard School of Public Health/NPR/SSR 2022*]

1. Yes, myself
2. Yes, myself and someone in my household
3. Yes, someone in my household
4. No
5. Do not know

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.

Completar esta encuesta marca el final del Panel "Preguntamos a Estados Unidos". Gracias por su participación en el programa piloto.

Haga clic en el botón "Enviar" cuando termine.

/* END PAGE */

/* START PAGE */

Page Title: Thank_You_Page

Section Thank You Page (display_ThankYou)

Thank you for participating in the 2030 Census Planning Survey.

You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number 0607-1020, expiring on 04/30/2025.