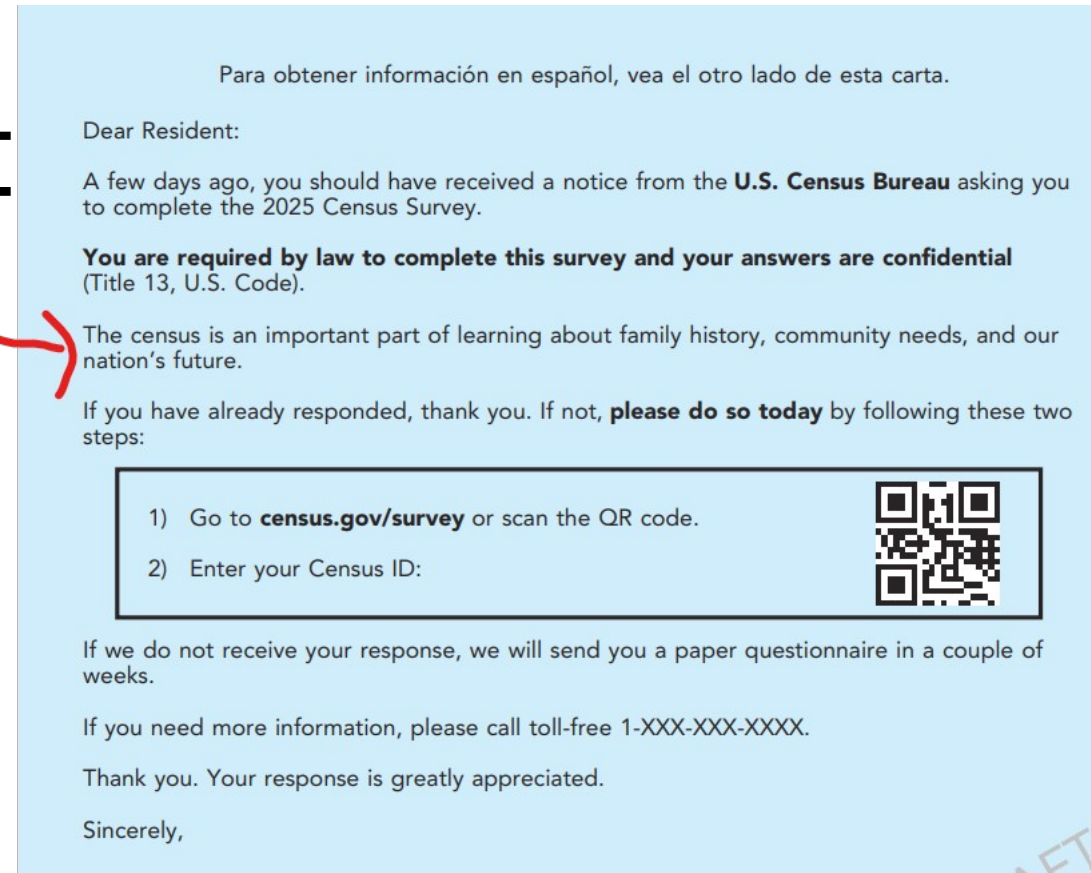


Debriefing slides

2025 Census Survey

(Programmed in Qualtrics)

Messaging on Lett



- Probe: In the second letter (Mailing 3), you saw this message with the red arrow pointing to it. We talked about it earlier. On the next page, you will see several alternative messages. Think about which message is the clearest. We also want to know if any of the messages motivate you to respond to the census.

Other messages

Please rank these messages in the order that would motivate you to complete the census. Let me know the reason for your ranking.

●	You are required by law to complete this survey and your answers are confidential (Title 13, U.S. Code). The census is an important part of learning about family history, community needs, and our nation's future.	::
●	You are required by law to complete this survey and your answers are confidential (Title 13, U.S. Code). The release of census records by the National Archives and Records Administration to the public are important in ancestry research. In addition to basic personal facts, census records include detailed information that can help make connections across generations.	::
●	You are required by law to complete this survey and your answers are confidential (Title 13, U.S. Code). Future generations will be able to use your records for genealogy and ancestry research.	::
●	You are required by law to complete this survey and your answers are confidential (Title 13, U.S. Code). Beginning in 2102, future generations can use census records to make connections across generations.	::
●	You are required by law to complete this survey and your answers are confidential for 72 years (Title 13, U.S. Code). Future generations can use census records to learn about their family's history.	::

- Observe any comments on the use of “your” any comments on the use of “2102” for the date and “72”. Probe on those three messages if no comments were elicited. Tell me more about what you think of the message #x that reads [Read aloud].

Frequently asked question

- **What is the 2025 Census Survey?**
The purpose of this survey is to help inform the next census. The goal of the next census is to count every person living in the United States once and in the right place. Article I, Section 2 of the U.S. Constitution mandates that this population and housing count occur every 10 years. Census data guide how trillions of dollars in federal funding is distributed to states and communities each year.
- **Probe:** In the first and fourth mailing there was an insert with answers to frequently asked questions. Look at this question and answer. What does it mean in your own words? Do you have any feedback on the answer.

FAQ

Are my answers confidential?

Yes. The Census Bureau is required by law to protect your information (Title 13, U.S. Code, Section 9). The Census Bureau is not permitted to publicly release your responses in a way that could identify you or your household. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. All web data submissions are encrypted in order to protect your confidentiality.

Title 13 of the U.S. Code protects the confidentiality of all your information. Violating the confidentiality of a respondent is a federal crime with serious penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both. Only authorized individuals have access to the stored data, and the information you provide to the Census Bureau may only be used by a restricted number of authorized individuals who are sworn for life to protect the confidentiality of your individual responses. Your answers cannot be used against you by any government agency or court.

To learn more about how we protect your information, please visit our Web site at census.gov and click on "Data Protection and Privacy Policy" at the bottom of the home page. This page also includes information about the collection, storage, and use of these records. Click on "System of Records Notices (SORN)" or visit https://osec.doc.gov/opog/PrivacyAct/PrivacyAct_SORNs.html. Look for Privacy Act System of Records Notice COMMERCE/CENSUS-5, Decennial Census Program.

- Probe: Please read this question and the third paragraph in the answer. What does it mean in your own words? Do you have any feedback on that paragraph?

Finding the ID on Mailing 4

Para obtener información en español, vea el otro lado de esta carta.

Dear Resident:

Your household has been selected to participate in the 2025 Census Survey, which is a survey conducted by the **U.S. Census Bureau**.

You are required by law to complete this survey (Title 13, U.S. Code, Sections 141, 193, and 221).

Please respond now. If you do not respond by the due date, a Census Bureau interviewer may come to your home to complete the survey in person.

Complete the survey by Sunday, August 31, 2025.

Choose ONE way to respond:

ONLINE: Go to **census.gov/survey** or scan the QR code. You will need your 12-digit Census ID, which is printed below the barcode on the front of the enclosed questionnaire.

OR

BY MAIL: Fill out the paper questionnaire in this mailing and send it back in the postage-paid envelope.

A screenshot of the official 2025 Census Survey login page. At the top is a blue header with the 'United States Census Bureau' logo. Below the header is a language selection dropdown menu currently set to 'English'. The main content area contains the text: 'Please Log In Use the materials we mailed to you. All the information that you provide will remain confidential.' followed by 'Please enter the 12-digit Census ID found in the materials we mailed to you.' Below this text is a white rectangular input field for the Census ID. At the bottom of the form is a blue button labeled 'Start Questionnaire'.

- Probe: Pretend you got to the survey login screen (on the right side). Please read the screen. Pretend you wanted to find your Census ID.
- Look at Mailing 4 and let us know what you would do to find the ID.⁶

Census IDs

Your Census ID is:

ABC1 - DEF2 - GHJ3

1178-7099-2226-3456

Probe: The ID you entered was 12 digits. For security reasons, sometimes IDs need to include letters and numbers like the example on the left. Sometimes to meet security requirements, IDs need to have more digits, like the 16 digit ID on the right side. Do you have any preference for IDs? That is, would you prefer to enter an ID with letters and numbers or a longer ID with just numbers, or does not matter to you? Please tell me more about your preference.

Paper questionnaire

- Image of the paper questionnaire with the instructions holds

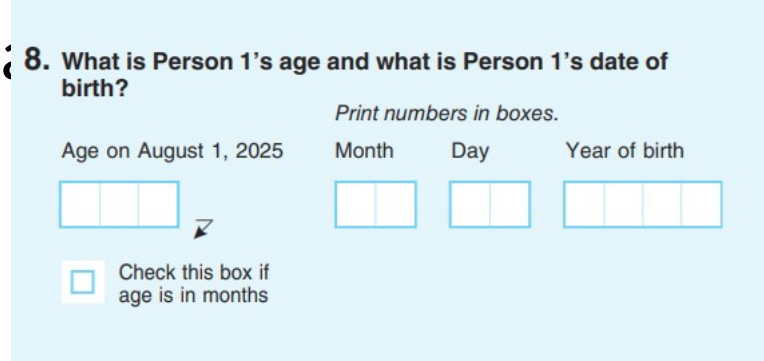
1. How many people were living or staying at this address on August 1, 2025?
If no one lives here, or if more than 5 people live here, please consider going online at census.gov/survey to complete your questionnaire.

Number of people =

- On the screen is Question 1 on the first page of the paper questionnaire. You can also look at your paper questionnaire, if you'd like.
- Please tell me in your own words what the instruction beneath the question means.
- (If they filled out the paper questionnaire and didn't spontaneously comment on the instruction, ask) Did you see the instruction when you completed your paper questionnaire or did you not see it?
- Do you have any other thoughts about that instruction?

Paper questionnaire

- Image of the paper questionnaire with date of birth



8. What is Person 1's age and what is Person 1's date of birth?

Print numbers in boxes.

Age on August 1, 2025	Month	Day	Year of birth

☐ Check this box if age is in months

- On the screen is a picture of the age and date of birth question on the paper questionnaire. You can also look at your paper questionnaire, if you'd like.
- Please tell me in your own words how (respondents should answer/you answered) that question.
- Now I'm going to give you a few scenarios:
 - If a household member was 10 years old, how would you answer this question for them?
 - If a household member was 1 year old, how would you answer this question for them?
 - If a household member was 6 months old how would you answer this question for them?

Paper questionnaire

- Image of the alternate date of birth and age instruction

8. What is Person 1's age and what is Person 1's date of birth? *To report a baby's age in months, print "M" after age; for example: for 2 month old, print "2M".*

Print numbers in boxes.

Age on August 1, 2025	Month	Day	Year of birth

- Now take a look at this alternative design. On the screen is a picture of a different age and date of birth question.
- Please tell me in your own words how respondents should answer that question.
- Now I'm going to give you the same scenarios:
 - If a household member was 10 years old, how would you answer this question for them?
 - If a household member was 1 year old, how would you answer this question for them?
 - If a household member was 6 months old how would you answer this question for them?

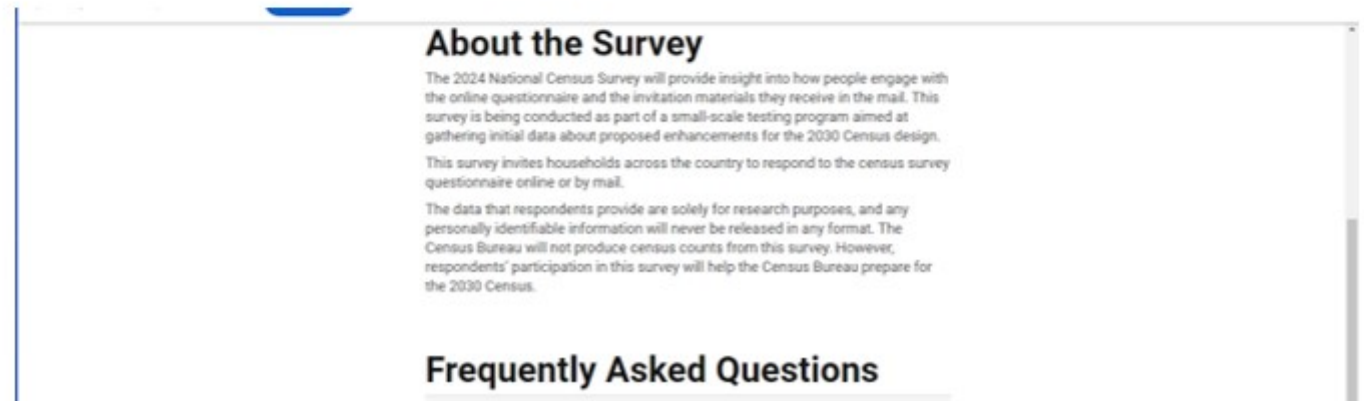
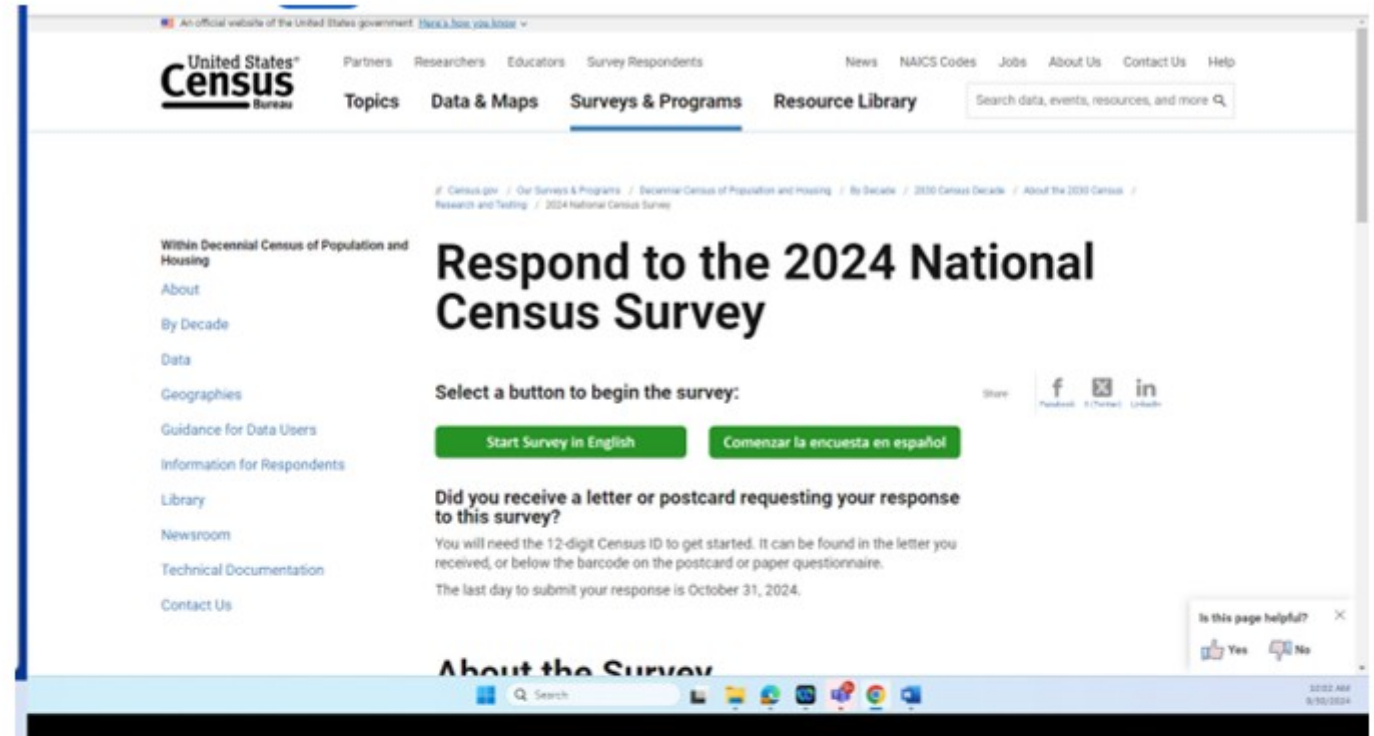
- First image

- Second image

- Probe: What are your thoughts about the two different designs? Is there one you feel is easier to understand?

Landing page for online survey:

- Go to landing page:
- URL
- OMB NOTE: Image is from last landing page, but 2025 will be similar



Tasks for Landing page

- Imagine you wanted to know more about what questions the survey would ask. What would you do? [have P carry out task on all]
- Imagine you later realized that you made a mistake in the online form. Use the FAQ search tool to tell me what you would do in this situation.
- Imagine you wanted to get a job at the Census Bureau. What would you do?
- What other questions do you have about the 2025 Census Survey?

Screen 1

Why was no one living at \${e://Field/address1} on October 1, 2024?

- ☐ Vacant residence
- ☐ Uninhabitable (under construction, open to elements, condemned, burned out, destroyed, demolished)
- ☐ Nonresidential building
- ☐ Empty lot or empty mobile home site
- ☐ Address does not exist
- ☐ Duplicate address
- ☐ Other (Specify)

- OMB NOTE: We will update slide with correct Census Day and 101 Main Street.
- We have a few scenarios, and we want to know how you will answer some questions based on the task
 - Pretend that the occupant moved out and the home is being renovated before it goes on the market. How would you answer this question?
 - What about if the occupant got sick and had to move to a rehab for a while. How would you answer this question?
 - Now pretend that the home that received the Census Survey invitation is a vacation home. How would you answer this question?
 - What does the word “vacant” mean to you in the first option? Please give some examples of what this might refer to.

Screen 2

What is the primary reason why no one was living or staying at \${e://Field/address1} on October 1, 2024? The unit was –

☐ For rent

☐ Rented, not occupied

☐ For sale only

☐ Sold, not occupied

☐ For seasonal, recreational, or occasional use

☐ For migrant workers

☐ Other (Specify)

- OMB NOTE: We will update slide with correct Census Day and 101 Main Street.
- What would you select on this screen? [for each earlier task]

Screen 3

"Why was <PARTIAL ADDRESS> vacant on <REFDATE>?"

- Foreclosure
- Personal/family reasons
- Legal proceedings
- Preparing to rent/sell
- Held for storage of household furniture
- Needs repairs
- Currently being repaired/renovated
- Specific use housing
- Extended absence
- Abandoned/possibly to be demolished/possibly condemned
- Other

- OMB NOTE: We will update slide with correct Census Day and 101 Main Street.
- What would you select on this screen?
- At the end of the 4 tasks.
 - Take a look at the response choices and give me an example or two of situations that might fall into each option.

Satisfaction

How satisfied were you with responding online?

- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Neither satisfied nor dissatisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied

What can we do to improve your experience?

How satisfied were you with responding online?



Very unsatisfied

Very satisfied

What can we do to improve your experience?

Cog probe: At the end of the online questionnaire we allow users to rate their experience. Please take a look at two versions of this question and let me know what you think of each one and if you prefer one over the other.