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Subject: Census Barriers, Attitudes, and Motivators Survey
 Methodology Report

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Attached is the C2PO 2010 Census Integrated Communications Research about the Census Barriers, Attitudes, and Motivators Survey (CBAMS) Methodology Report, which describes the survey conducted in July and August of 2008.

The survey was designed to measure previous census responses, attitudes towards the census, knowledge of the purpose of the census, potential motivators and barriers to census participation, ranking of potential messages, media consumption, and demographic information.

The results of this quantitative survey will be used to identify drivers and barriers to Census responses that will be incorporated in messages, advertisements, and other communication materials for the 2010 Census Integrated Communications Campaign.

Attachment

Census Barriers, Attitudes, and Motivators Survey

Methodology Report

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I INTRODUCTION

Every 10 years, the U.S. Census Bureau is congressionally mandated to count everyone (citizens and non-citizens) residing in the United States. Population counts from the Census contribute to:

- Congressional reapportionment,
- Redistricting congressional boundaries;
- Community planning; and
- Distribution of public funds and program development.

To facilitate the data collection effort for the 2010 Census, the Census Bureau is developing an Integrated Communications Plan (ICP). The goal of the ICP is to increase public awareness and motivate people to respond to the Census promptly, saving millions of taxpayer dollars. The specific objectives of the ICP are:

- Increase mail response;
- Improve cooperation with enumerators; and
- Improve overall accuracy and reduce differential undercount.

From 1970—the first year questionnaires were mailed to households—to 1990, the mail response rate declined from 78 percent to 65 percent. To halt the declining mail response rate, the Census Bureau ran a paid advertising campaign to support data collection activities for the 2000 Census. This campaign was considered a very successful initiative and one of several reasons cited with helping to reverse this decline.

The target mail response rate for the 2010 Census has been set at 69 percent, higher than the 67 percent obtained in Census 2000. To support this goal, the ICP includes a communications campaign based on behavior during the 2000 Census and current knowledge, attitudes, perceptions, barriers, and motivations specific to 2010 Census participation.

This report describes a quantitative survey conducted in July and August, 2008. The survey was designed to measure:

- Previous Census response
- Attitudes toward the Census
- Knowledge of the purpose of the Census
- Potential motivators to Census participation
- Potential barriers to Census participation
- Ranking of potential messages
- Media consumption; and
- Demographic information

The results of the survey will be used to identify drivers of and barriers to Census response that will be incorporated in messaging campaigns to achieve the goals of the ICP.

2 SURVEY INSTRUMENT

2.1 Instrument Development

The survey was developed by Census, DraftFCB, and Macro International Inc. (Macro). Surveys previously used by the Census to evaluate knowledge of and attitudes toward the Census contributed to the initial drafts. Additional questions were developed to evaluate respondents' attitudes toward social issues and media usage. These questions were submitted to cognitive testing.

2.2 Cognitive Testing

Between May 8, 2008 and May 16, 2008, the survey instrument was submitted to cognitive testing. Three experienced interviewers conducted structured telephone interviews following the script included here in *Appendix F*. All 15 interviews were conducted in English, nine with women and six with men. The median respondent age was 53.5, and ranged from 34 to 90. Most respondents identified themselves as White. Two respondents identified as Black, and one did not provide race information.

As a result of the cognitive interviewing experience, the following changes were made to the instrument:

- Change of language from "Census of the United States" to "Census" at question C1
- Addition of response instructions to question C4
- Clarification of "income tax rates" on question C4
- Moving importance of participation from Section C to Section B
- Shortening question text for Question E
- Change of scale for F questions to:
 - More likely to participate
 - Less likely to participate
 - Wouldn't affect participation
- Modification of question G from ranking to rating on a scale from 1-Not at all important to 5-Very important
- Change of structure for question H1 to be a two stage question endorsing the activity and then providing a frequency of participation
- Change of scale for H4 from a 3 point scale with "valuable" to a 5 point scale from 1-Not at all important to 5-Very important
- Change of question J2 and J4 from "top three" selection to a simple endorsement followed by a multiple-response question populated only with endorsed shows: "which do you watch the most"
- Change of J11 from a multiple response question where options were read to a series of explicit yes/no questions
- The addition of a screening question at L7 to skip respondents who use their phones only for making calls around the section

In general, cognitive interview respondents struggled with questions that required them to hold several items in memory such as ranking questions and questions that asked them to respond

with which items they used the most. The modifications made to the survey were designed to reduce respondents' cognitive load on these items.

2.3 Changes to the Survey During Data Collection

An effort to reduce survey length and observations of survey staff during field led to some changes to the instrument after the July 11, 2008 start date. Major changes after field began were:

A change to the first screening question to improve the flow of the introduction

The addition of an assurance of anonymity to the introduction

A change in the language of question F1 to improve the flow of the question's spoken English

- Initially, the question read: "The following are true statements about the Census. We would like to know the degree to which these facts affect your likelihood to participate in 2010 Census. Does knowing each of the following make you more likely to participate, less likely to participate, or wouldn't affect your participation? The first one is..."
- "The following are true statements about the Census. As I read each one, please tell me if knowing it makes you more likely to participate, less likely to participate, or wouldn't affect your participation? Would knowing that..."

Elimination of the N series, a series of psychographic questions about respondents' attitudes toward technology

The final survey script appears in *Appendix C*.

The same changes that were made to the telephone script were made during field to the in-person script. However, these modifications were made to the preprinted survey packets. The survey packet in *Appendix D* is the packet that was printed and distributed to interviewers at the beginning of data collection.

3 SURVEY SAMPLE

The target population for this research project was all residents (citizens and non-citizens) of the United States with a special emphasis on hard-to-count (HTC) populations.

3.1 Stratification

To effectively reach various levels of HTC audiences, we stratified tracts into the following groups:

American Indian Reservations

High Hispanic population density – Census tracts with a high percentage of Hispanic population

High Asian population density – Census tracts with a high percentage of Asian population

Rural and Economically disadvantaged – Census tracts with a high percentage of unemployed, households living in poverty, public assistance, and high vacancy rate

Big-market – Census tracts in large media markets as defined as the 10 largest Designated Market Areas (DMA) in terms of television households¹

High HTC score – Top 20 percent of tracts in terms of HTC

Mid HTC score – Tracts in the 20th – 50th percentile HTC

Low HTC score – Lowest 50 percent of tracts in terms of HTC

Mid-market – Census tracts in medium-sized media markets as defined by DMAs with 600,000 to 2,000,000 television households

High HTC score – Top 20 percent of tracts in terms of HTC

Mid HTC score – Tracts in the 20th – 50th percentile HTC

Low HTC score – Lowest 50 percent of tracts in terms of HTC

Small-market – Census tracts in medium-sized media markets as defined by DMAs with less than 600,000 television households

High HTC score – Top 20 percent of tracts in terms of HTC

Mid HTC score – Tracts in the 20th – 50th percentile HTC

Low HTC score – Lowest 50 percent of tracts in terms of HTC

Cell phone users

A combination of in-person, landline, and cell phone interviewing was employed to reach the different strata. For more information, please see *Section 4*.

¹ Nielsen Media Research

Exhibit I: Target Sample Sizes and Starting Sample by Stratum

	Stratum	Target	Total sample
01	American Indian Reservations	200	500
02	High Hispanic population density	200	500
03	High Asian population density	200	500
04	Economically disadvantaged-Rural	200	500
	Big-Market		
5A	High HTC	400	25,969
5B	Mid HTC	300	18,764
5C	Low HTC	200	7,611
	Mid-Market		
6A	High HTC	400	22,455
6B	Mid HTC	300	9,693
6C	Low HTC	200	6,265
	Small-Market		
7A	High HTC	400	16,100
7B	Mid HTC	300	9,346
7C	Low HTC	200	4,066
08	National cell phone	300	20,928

3.2 Sample Sources

Sample for the landline and cell phone interviewing was generated randomly. Sample for landline interviewing was geographically targeted by telephone exchange. Telephone numbers with landline exchanges were compared to a list of all landline numbers that have been ported to cell phones, and numbers identified as ported were dropped from the final sample. Cell phone sample was generated from all known cell phone exchanges.

Address information for in person interviewing was obtained from USPS delivery lists.

3.3 Sample Extraction

3.3.1 Strata 1 through 4

For the four strata of hard to contact populations, census tracts with particularly high densities of the target population were selected. These census tracts were grouped with neighboring tracts to create clusters with at least 500 unique housing units reported on the 2000 Census². In

² Census 2000 projection data available online at <http://factfinder.census.gov/>

each stratum, five of these clusters were selected for sampling (see *Exhibit 2*). Within the each selected cluster of census tracts, 100 homes were randomly selected for the survey³.

Exhibit 2: Locations sampled for Strata 1 through 4

Stratum	Location	% of population in sample group
1 American Indian Reservations	Franklin, New York	97%
	Charles Mix, South Dakota	48%
	Adair, Oklahoma	52%
	Big Horn, Montana	83%
	Fremont, Wyoming	82%
2 High Hispanic density	Hudson, New Jersey	74%
	Cook, Illinois	89%
	Hidalgo, Texas	94%
	Imperial, California	78%
	Los Angeles, California	74%-94%
3 High Asian density	Suffolk, Massachusetts	72%
	New York, New York	90%
	Queens, New York	61%
	Los Angeles, California	78%
	Los Angeles, California	70%
4 Rural poverty	Decatur, Georgia	30%
	Hale, Alabama	38%
	Floyd, Kentucky	31%
	Whitley, Kentucky	31%
	Hancock, Tennessee	32%

3.3.2 Strata 5 through 7

Strata 5 through 7 were sampled for landline telephone interviewing. United States television markets as defined by Nielsen Media Research were classified as small, medium, and large (see *Appendix E* for the full list of markets). Within these markets, all Census tracts were classified as low, moderate, or high HTC using a crosswalk provided by the Census. The tracts were mapped to telephone exchanges so that appropriate telephone numbers could be generated for each substratum. Telephone exchanges (defined by the first six digits of the phone number) that contained no listed telephone numbers were excluded from the sample.

³ The USPS list for one cluster contained only 82 unique housing units. All of these were included in the survey sample.

3.3.3 Stratum 8

For stratum 8, telephone numbers in known cell phone exchanges were randomly generated.

3.3.4 Identifying Respondent Location

Initially, the project specifications called for locating respondents in their census tracts by geocoding from respondent-provided addresses. Because of concerns about respondent privacy, no address information could be collected. Tract information for in-person interviews was obtained from the address of the interview location. Randomly generated landline telephone numbers were crosswalked to addresses from a commercially available white pages listing. This provided tract information for 31 percent of the total starting sample⁴. For landline numbers that could not be matched to addresses and cell phones, the census tract provided by Targus by matching to their consumer database. A tract was available for all but six cell phone numbers.

⁴ 81 percent of all landline interviews were completed from this listed sample because the listed telephone numbers tended to be working residential numbers.

4 SURVEY PROTOCOL

4.1 Notification

Notification letters were sent to the landline telephone sample for which address information was available and to the in-person sample. 30.87 percent of the landline sample had an address match and was sent a notification letter. Letters were sent to five batches of respondents as new sample was released throughout the field period. The text of the notification letters is appended to this report in *Appendices A and B*.

4.2 Telephone Data Collection

The initial sample was stratified as shown in *Exhibit 1*. Sample was released in replicates of 50 throughout the field period. Interviews for strata 5 through 7 were conducted via landline telephone interviewing. Sample for this component was automatically dialed by a predictive dialer to help eliminate ineligible telephone numbers. Interviews for stratum 8 were conducted via cell phone interviewing. The procedures for the cell phone CATI interviews were the same as those for the landline interviewing except that numbers were not pre-dialed, and interviewers dialed numbers by hand.

Voicemails were left on working, residential answering machines on the first and third unsuccessful contact attempts.

Surveys were conducted in English and Spanish.

Cell phone respondents were offered reimbursement in the form of \$10 Amazon gift certificates for their participation.

The survey took an average of 28 minutes to complete.

4.2.1 Dialing Specifications

Day-part and Time Requirements

In the interests of efficiency, no minimum attempt requirements were established. Dialing attempt targets for landlines were:

Maximum: 10 attempts

Monday - Friday: 9:00 a.m. - 5:00 p.m.: 2 attempts

Monday - Friday: 5:00 p.m. - 9:00 p.m.: 5 attempts

Saturday (10:00 a.m. - 9:00 p.m.) & Sunday (10:00 p.m. - 9:00 p.m.): 3 attempts

Dialing attempt targets for cell phones were:

Maximum: 6 attempts

Monday - Friday: 9:00 a.m. - 5:00 p.m.: 2 attempts

Monday - Friday: 5:00 p.m. - 9:00 p.m.: 2 attempts

Saturday (10:00 a.m. - 9:00 p.m.) & Sunday (10:00 p.m. - 9:00 p.m.): 2 attempts

4.2.2 Sample Eligibility

The following dispositions obtained during telephone fielding rendered a telephone number ineligible for further contact:

- Business phone
- Cellular phone
- Dialer-Call not Completed
- Dialer-Fast Busy
- Dialer-Fax/Modem
- Dialer-Nonworking Number
- Dialer-Unknown Number
- Fax machine
- Non-residential phone
- Non-residential phone booth
- Non-working number
- Not a private residence
- Number changed
- Teen/child line
- Temporarily out of service

The following dispositions rendered a contacted individual ineligible to complete the survey:

- Ineligible residence
- No Adults in HH
- Not an adult
- Refused age

4.3 In-person Data Collection

Interviewers were briefed on the content of the survey and provided with a manual that included frequently asked questions and survey guidelines. Interviewers were required to submit their first two completed interviews by the end of the second week of the field period for review and correction.

The in-person surveys were conducted in English, Spanish, Chinese, and Korean.

Macro provided a \$10 honorarium to all qualified respondents whether or not they complete the survey.

4.3.1 Contact Specifications

Interviewers visited the addresses for homes that had been selected for the survey (see *Section 3.3.1*). When there was no one home, the interviewer left a note with contact information and an explanation of the purpose of the visit.

Four contact attempts were made at each address.

4.3.2 Permission to Interview on Reservations

Permission to interview on the selected American Indian reservations was granted on all but one reservation. The Wind River Reservation in Fremont County, WY is shared by Arapaho and Shoshone Tribes. The Arapaho Tribal Council provided permission for the CBAMS interviews to be conducted, but the Shoshone Tribal Council did not grant permission during the interviewing timeframe. No interviews took place on this reservation.

A site in Big Horn County, MT included two separate reservations, Northern Cheyenne and Crow. Permission was granted by the Cheyenne Tribal Council, but permission by the Crow Tribal Council was not granted until August 26, 2008. Permission from the Crow came too late to conduct interviews on this reservation. Since the site was comprised of two separate reservations, all interviews were conducted on the Northern Cheyenne Reservation and a bordering neighborhood.

5 DATA COLLECTION EXPERIENCE

5.1 Telephone Data Collection

The telephone survey was conducted using Computer-Assisted Telephone Interviewing (CATI) technology. The CATI interview was programmed to automatically follow appropriate skip patterns and constrain responses to logical values. Open-ended responses were recorded by interviewer transcription.

Landline telephone data collection took place between July 11, 2008 and August 30, 2008. On average the length of the landline interview was 28 minutes.

Cell phone data collection took place between July 11, 2008 and August 26, 2008. The average length of the cell phone interview was 30 minutes.

5.1.1 Number of Attempts

The distribution of completed landline and cell phone interviews by attempt is presented in Exhibit 3. Most of the interviews were completed early in the calling cycle. For landline, 45 percent of the interviews were completed within the first three attempts and 90 percent within 10 attempts. For cell phone, 50 percent of interviews were completed on the first two attempts and 93 percent were completed within six attempts.

Exhibit 3: Percent of Telephone Completes by Contact Attempt

Attempt	Landline completes		Cell phone completes	
	Percent	Cumulative percent	Percent	Cumulative percent
1	15%	15%	27%	27%
2	17%	31%	23%	50%
3	14%	45%	12%	62%
4	10%	55%	18%	80%
5	9%	64%	7%	87%
6	9%	73%	6%	93%
7	6%	79%	1%	94%
8	5%	84%	2%	96%
9	3%	87%	1%	98%
10	3%	90%	0%	98%
11	2%	92%	1%	99%
12	2%	94%	1%	99%
13	2%	96%	0%	100%
14	1%	97%	0%	100%
15	1%	98%	0%	100%
16	1%	99%	0%	100%

Attempt	Landline completes		Cell phone completes	
	Percent	Cumulative percent	Percent	Cumulative percent
17	1%	100%	0%	100%

5.2 Response Rates

Exhibit 5 displays observed response rates in each mode along with the distributions of final dispositions. The response rate calculated is the AAPOR Response Rate #3, which is the proportion of interviews completed out of the estimated eligible households. For the unresolved sample, the number of eligible households was estimated based on the proportion of resolved sample that was confirmed to be an eligible household. This proportion was 7.2 percent.

Exhibit 4: Response Rates and Final Sample Dispositions

	In-person	Landline	Cell phone
AAPOR RR3	59.4%	31.1%	22.4%
Completed Interviews	1,063	2,701	300
Non Interviews	727		
Eligible	469	3,392	170
Refusals	175	1,789	39
Break-offs	7	924	131
Non-contact	287	679	0
Other	0	0	0
Unknown Eligibility	258	35,768	13,525
No Answer	29	18,612	4,363
No Screener Completed/Hang-ups	0	17,156	9,162
Answering machine/voicemail		6,283	2,421
Other	229	0	0
Not Eligible	192	78,390	6,827

5.3 Completed Interviews

Exhibit 6 shows the total number of completes per stratum. Data collection was considered complete when 2,700 landline interviews and 300 cell phone interviews had been achieved. In Strata 1 through 4, more than the target 200 interviews were completed. The entire sample in these areas was exhausted.

Exhibit 5: Total Completes by Stratum

Stratum	Target	Mode	Total
01 American Indian Reservations	200	In-person	240
02 High Hispanic population density	200	In-person	265
03 High Asian population density	200	In-person	265
04 Economically disadvantaged-Rural	200	In-person	280
Big-Market			936
5A High HTC	400	Landline telephone	369
5B Mid HTC	300	Landline telephone	351
5C Low HTC	200	Landline telephone	216
Mid-Market			893
6A High HTC	400	Landline telephone	372
6B Mid HTC	300	Landline telephone	290
6C Low HTC	200	Landline telephone	231
Small-Market			871
7A High HTC	400	Landline telephone	356
7B Mid HTC	300	Landline telephone	311
7C Low HTC	200	Landline telephone	204
08 National cell phone	300	Cell phone	300

6 DATA PROCESSING

6.1 Data Cleaning

A completed survey was defined as a survey on which question A1 was answered, and the closing statement was read.

Data for the telephone interviews were collected via CATI and did not require cleaning of skip patterns, or inappropriate marks on single-response questions.

Data for the in-person interviews were entered by hand. The following cleaning rules were applied to the data:

- Questions that were answered inappropriately based on responses to previous skip questions were coded as missing
- Questions that were inappropriately skipped were coded as “inappropriately skipped”
- Single punch questions with multiple marks were coded as missing.

Data were processed and combined in SAS.

6.2 Weighting

Weighting survey data serves at least three important purposes: it corrects for unequal probabilities of selection introduced during the sample design; it corrects for differential non-response among elements of the survey population, reducing potential bias associated with non-response; and finally weighting can correct for differences in demographic characteristics of the sample versus the population, reducing potential biases (coverage and non-response) in substantive estimates that may be associated with those demographics.

For the present survey, the address sample was restricted to census tracts (or groups of tracts) that met the criteria for strata 1-4. The landline sample was a national random digit dial (RDD) sample excluding telephone exchanges associated with tracts in strata 1-4. Together the landline and address sample represent a national stratified sampling design.⁵ The cell phone sample was a national RDD sample that overlapped with the landline sample and the address sample. Our weighting process accounts for the overlap so that the weighted samples could be combined to produce population estimates.

A single set of weights was calculated for the data in a two step process described below. The weights should be applied for the calculation of national estimates and for comparisons within and between strata.

⁵ We excluded the census tracts in strata 1-4 for developing the RDD frame for strata 5-7. Since exchange to geography associations are not exact (i.e. many tracts may be associated with many telephone exchanges), it is possible that some telephone numbers selected in the RDD frame could reach households that are located in a census tract assigned to strata 1-4. This happened less than 2 percent of the time.

6.2.1 Landline RDD

For each stratum the probability that a telephone number is selected from the RDD frame is the number of selected telephone numbers (n_L) from the RDD frame divided by the number of possible numbers on the frame (N_L). Households are selected with a probability proportionate to the number of telephone lines in the household. To adjust for the unequal probabilities in households with more than one telephone line, the probabilities are multiplied by the number of telephone lines as recorded during the survey (L_i). Since only one respondent is selected in each household, the probabilities are then divided by the number of adults in the household as recorded during the survey (A_i) to account for the within household selection. For individual i ,

$$Pr_i(L) = \frac{n_L}{N_L} \times \frac{L_i}{A_i}$$

the probability of being selected for the landline sample is: $w_1 = \text{Pri}(L)^{-1}$. The base weight is the inverse of the selection probability, $w_1 = \text{Pri}(L)^{-1}$.

The base weights are adjusted for nonresponse for each stratum. These adjustments are based on simple ratio weights for unresolved telephone status (working or not); unknown eligibility (such as when the respondent hangs up before we establish eligibility), and interview nonresponse (when the respondent terms out in the middle of the survey).

The three adjustments are:

$$NR = \frac{WN + X_2 + U_2}{WN + X_2} \times \frac{WN}{C + R + X_1} \times \frac{C + R}{C} = NR_1 \times NR_2 \times NR_3,$$

with the following telephone call outcomes:

Working number (WN)

Eligible respondent

- Completed interview (C)
- Refused or did not finish interview (R)
- Ineligible respondent (X_1)
- Unknown if eligible for the survey (U_1)

Ineligible number (X_2)

Unresolved number eligibility (U_2)

The non-response adjustments are multiplied by the base weight, $w_2 = w_1 \times NR$.

Address Sample

For each stratum, the probability that a site (k) is selected is equal to the number of sites (5 per stratum) multiplied by the proportion of addresses in the site (H_k). An equal number of addresses will be selected from each selected site (100), which results in a self-weighting design within each stratum. Since only one respondent is selected in each household, the probabilities are then divided by the number of adults in the household as recorded during the survey (A_i) to account for the within household selection.

For individual i , the probability of being selected for the address sample is:

$$\Pr_i(H) = 5 \times \left(\frac{H_k}{\sum_k H_k} \right) \times (100/H_s) \times \frac{1}{A_i}$$
 The base weight is the inverse of the selection probability, $w_1 = \text{Pri}(H)^{-1}$.

For the address sample, the nonresponse adjustment is a simple ratio adjustment within each site that weights the responding households to reflect the nonresponding households, noncontacts (NC) and refusals (R), $NR = (C + R + NC)/C$. Vacancies and uninhabitable units are excluded. The non-response adjustments are multiplied by the base weight, $w_2 = w_1 \times NR$.

Combine Landline RDD and Address Sample

Both samples have been weighted to reflect their sampling designs and response differences between the strata and sites. Before combining together, we adjust the weighted samples to the population totals for each stratum. The scaling adjustment is based on tract-level population (POPt) data from the 2000 Census data from the

Census Planning Database

For each strata,
$$M = \sum_i w_2 / \sum_i POP_i$$
 and $w_3 = w_2 \times M$.

Cell Phone RDD

For each stratum the probability that a cell phone number is selected from the RDD frame is the number of selected cell phone numbers (n_c) divided by the total number of cell phone numbers on the frame (N_c). Households are selected with a probability proportionate to the number of cell phones they use. To adjust for the unequal probabilities for cell phone users with more than one cell phone, the probabilities are multiplied by the number of cell phones they use as recorded during the survey (C_i). For individual i , the probability of being selected for the cell

phone sample is
$$\Pr_i(C) = \frac{n_c}{N_c} \times C_i$$
 The base weight is the inverse of the selection probability, $w_1 = \text{Pri}(L)^{-1}$.

For each census region, the base weights are adjusted for nonresponse. These adjustments are based on simple ratio weights for unresolved telephone status (working or not); unknown eligibility (such as when the respondent hangs up before we establish eligibility), and interview nonresponse (when the respondent terms out in the middle of the survey).

The three adjustments are: $NR = \frac{WN + X_2 + U_2}{WN + X_2} \times \frac{WN}{C + R + X_1} \times \frac{C + R}{C} = NR_1 \times NR_2 \times NR_3,$

with the following telephone call outcomes:

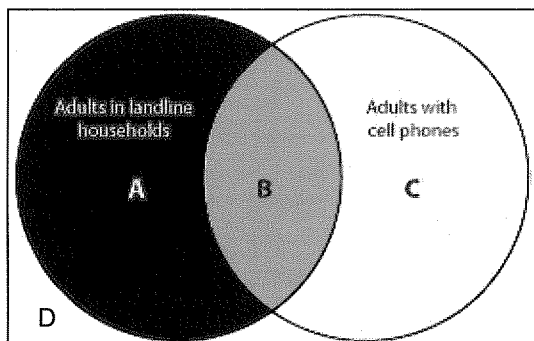
- Working number (WN)
- Eligible respondent
- Completed interview (C)
- Refused or did not finish interview (R)
- Ineligible respondent (X1)
- Unknown if eligible for the survey (U1)
- Ineligible number (X2)
- Unresolved number eligibility (U2)

The non-response adjustments are multiplied by the base weight, $w_2 = w_1 \times NR$. The cell phone weights do not need to be scaled as the scaling is inherent in the next step of the weighting. To keep consistent with the landline and address sample, we set $w_3 = w_2$.

6.2.2 Combine Landline/Address Sample with Cell Phone

The Venn diagram below (*Exhibit 6*) displays four populations covered by the three sampling frames, address, landline and cell phone. Adults with a landline but no cell phone (A) must be reached through a landline telephone sample or through the address sample. Adults with a cell phone and no landline (C) must be reached through the cell phone sample or the address sample. Adults with both a landline and a cell phone (B) can be reached through any of the frames. The population with no telephone (D) is covered by the address frame but only in designated tracts.

Exhibit 6: Population Coverage by Cell, Landline, and Address Sampling Frames



The CBAMS cell phone survey asked, "In addition to your cell phone, is there at least one telephone inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines."

Those who respond 'yes' are cell and landline adults, while those who responded 'no' are cell-only adults. Similarly, the CBAMS landline survey asked, "In addition to your residential landline telephone, do you also use one or more cell phone numbers?" Those who answered 'yes' are cell and landline, while those who responded 'no' are landline only. Finally, the CBAMS PAPI interview included both questions. Based on these questions, we classify respondents as:

- a*₁: Landline or address respondents with no cell phone⁶
- b*₁: Landline or address respondents with a cell phone
- b*₂: Cell phone respondents with a landline
- c*₂: Cell phone respondents without a landline

After determining the phone groups, each is independently weighted to benchmarks based on the population they are meant to represent. To ensure that the components are combined in the proper proportions, we use the National Health Interview Survey (NHIS), which collects national demographics for the population living in cell-only households and the population living in landline-equipped households. Since the NHIS is an in-person household survey that collects information about cell phone and landline availability, it provides national estimates of the cell-only population, the landline only population, and the dual user population. Thus, we ratio adjusted each phone group to their respective population, specifically:

- The landline only sample (*a*₁) to the landline population (A);
- The cell-only sample (*c*₂) to the cell-only population (C); and
- Each dual user sample (*b*₁, *b*₂) separately to the dual user population (B).

For the dual user ratio adjustment, we post-stratify into receive most calls on cell phone (*b*₁₁), receive most calls on landline (*b*₁₃), and receive calls on both regularly (*b*₁₂). The CBAMS survey (for all modes) asked dual users, "Of all the telephone calls that you receive, are..."

- All or almost all calls received on a cell phone?
- Some received on a cell phone and some on a regular landline phone?
- Very few or none received on a cell phone?

This question is also asked on the NHIS, which allows a more refined weighting adjustment. For each of these three dual-user groups, we average the two sets of weights (both are weighted to the population) with a composite weight based on sample size and estimated design effect:

$$f_j = \frac{b_{1j} / deff_{1j}^2}{b_{1j} / deff_{1j}^2 + b_{2j} / deff_{2j}^2}, \text{ where } deff_{1j} = b_{1j} \sum_{b_{1j}} w_3^2 \times \left(\sum_{b_{1j}} w_3 \right)^{-2}.$$

In summary, for each weighting cell, $w_4 = w_3 \times PS \times f$.

⁶ Respondents in the address sample who report no phone at all will be included in this group for weighting.

Exhibit 7: Calculations for Combining Landline/Address with Cell Phone

	Sample size	Population (NHIS)	Ratio adjustment (PS)	Composite weight (f)
Landline or address respondents with no cell phone⁷	a_1	A	$A / \sum a_1 w_3$	1
Landline or address respondents with a cell phone	b_1	B		
Cell-mostly	b_{11}	B ₁	$B_1 / \sum b_{11} w_3$	f_1
Both	b_{12}	B ₂	$B_2 / \sum b_{12} w_3$	f_2
Landline-mostly	b_{13}	B ₃	$B_3 / \sum b_{13} w_3$	f_3
Cell phone respondents with a landline	b_2	B		
Cell-mostly	b_{21}	B ₁	$B_1 / \sum b_{21} w_3$	$1-f_1$
Both	b_{22}	B ₂	$B_2 / \sum b_{22} w_3$	$1-f_2$
Landline-mostly	b_{23}	B ₃	$B_3 / \sum b_{23} w_3$	$1-f_3$
Cell phone respondents without a landline	c_2	C	$C / \sum c_2 w_3$	1

6.2.3 Combine All Samples

After separately weighting each of the phone groups to their respective populations, the final step is to combine the separate samples into one. While each separate sample group represents their respective phone population, collectively the three groups represent the full population displayed in the Venn diagram shown earlier (A+B+C) so the three mutually exclusive samples are added together. As a final step in the weighting, we post-stratify the combined sample and calibrate the weighted CBAMS data to reflect population distributions based on the American Community Sample (ACS). The calibration is a raking adjustment with five dimensions: age×sex, race×Hispanic origin, tenure×household size, age×educational attainment, and Census division.

⁷ Respondents in the address sample who report no phone at all will be included in this group for weighting.

7 VARIANCE ESTIMATION

Sampling variances for CBAMS survey estimates can be calculated using Taylor series linearization. SAS survey procedures—PROC SURVEYMEANS, PROC SURVEYFREQ, and PROC SURVEYREG. For the CBAMS data, the design statements are:

```
STRATA stratum;  
CLUSTER psu;  
WEIGHT final_wt;
```


APPENDIX A: PRENOTIFICATION LETTER—TELEPHONE

RESIDENT
[ADDRESS]
ID: [MASTERID]
[DATE]

Dear Resident:

An adult member of your household will be asked to complete a telephone survey in the next few weeks. The survey is being conducted on behalf of DraftFCB, who is developing the communications plan for the next census. The survey will ask for your opinions about the Census of the United States. The survey results help with planning for the next census.

Each household in the nation has a chance of being chosen for this survey. Your telephone number was selected at random by a computer. We ask that you to take part in this important survey when you are called.

Macro International, a survey research company, will call households. The interviewer will ask one adult in your household to answer questions. The interview takes about 20 - 25 minutes. If the call comes at a busy time, please tell the interviewer a better time to call back.

Taking part in the survey, or answering any of the questions, is voluntary. You can choose not to answer certain questions and you can stop at anytime. All information is anonymous. We do not know or ask for your name.

We value your participation and appreciate your time. Thank you for taking part in this important activity.

Please call our survey information line at 1-800-992-5186 if you have any questions or would like more information.

Sincerely,

James Dayton
Senior Vice President
Macro International, Inc.

APPENDIX B: NOTIFICATION LETTER—IN-PERSON

[DATE]

Dear Resident:

An adult member of your household will be asked to complete a survey in the next few weeks. The survey will ask their opinions about the Census of the United States. The survey results help with planning for the next census.

Each household in the nation has a chance of being chosen for this survey. Your address was selected at random by a computer. We ask that you to take part in this important survey when visited. In appreciation of your time and effort, we will be offering a \$10 cash gift. This gift is yours to keep even if you are unable to complete the survey.

A representative from our research partner company, Human Resources Research Organization (HumRRO), will visit households. They will show identification and inform you that they are visiting on behalf of Macro International. The interviewer will ask one adult in your household to answer questions. The interview takes about 20 - 25 minutes. If the visit comes at a busy time, please tell the interviewer a better time to come back.

Taking part in the survey, or answering any of the questions, is voluntary. All information is anonymous. We do not know or ask for your name.

We value your participation and appreciate your time. Thank you for taking part in this important activity.

Please call Vivian Loik at our survey information line at 1-800-256-4170 if you have any questions or would like more information.

Sincerely,

James Dayton
Senior Vice President
Macro International, Inc.

APPENDIX C: TELEPHONE SCRIPT

LANDLINE SCREENER

Hello, this is _____ calling from Macro International. We are conducting a brief survey to help plan for the upcoming Census. The survey is being conducted on behalf of DraftFCB and we'd like to have you participate. [If needed: DraftFCB is developing the communications plan for the upcoming Census.]

SCRIPT FOR ANSWERING MACHINES: CATI DISPLAY ON 2ND AND 4TH ATTEMPT:

We are conducting a brief survey to help plan for the upcoming Census and we'd like to have you participate. Please call 1-800-992-5186 to let us know what day and time would be convenient for us to call you. Please clearly state your telephone number so we will be able to return your call. Thanks!

S1NEWThinking about your household, who typically opens the mail?

Is it...?

[RANDOMIZE ANSWER CHOICES]

1. Solely you and no one else
2. Solely someone else
3. Both you and someone else
- 98 DON'T KNOW
- 99 REFUSED

Must be a "1" or "3" in order to qualify.

If 2 then "May we speak with the person who most frequently opens the mail?]"

[If S1=3 ASK S1a]

S1a. I would like to call you at a more convenient time. What day and time would be best?

[INTERVIEWER: set up call-back].

CELL PHONE SCREENER

Hello, this is _____ calling from Macro International. We are conducting a brief survey with cell phone users to help plan for the upcoming Census. The survey is being conducted on behalf of DraftFCB and we'd like to have you participate. As a thank you for your time, we will give you a \$10 Amazon.com® gift certificate if you qualify for the survey and complete the interview.

[If needed: DraftFCB is developing the communications plan for the upcoming Census.]

[If needed: I want to assure you your answers will be kept completely anonymous. IF NEEDED: I will not ask for your name, address, or other personal information that can identify you. We will only ask for your opinions.]

SCRIPT FOR ANSWERING MACHINES: CATI DISPLAY ON 2ND AND 4TH ATTEMPT:

We are conducting a brief survey with cell phone users to help plan for the upcoming Census. We'd like to have you participate. As a thank you for your time, we will give you a \$10 Amazon.com® gift certificate if you qualify for the survey. Please call 1-800-992-5186 to let us know what day and time would be convenient for us to call you. Please clearly state your telephone number so we will be able to return your call. Thanks!

S1.Your safety is important. Are you driving in a car, walking down the street, in a public place or other location where talking on the phone might distract you or jeopardize your safety?

- 1 Yes (Thank and schedule callback)
- 2 No
- 99 Refused (Thank and terminate)

[If S1=1 ASK S1a]

S1a. I would like to call you at a more convenient time. What day and time would be best?

[INTERVIEWER: set up call-back].

S2. What is your age?

- ___ years old[90=90 or more]
- 98 Don't know
- 99 Refused

[IF S2<18 THANK AND TERMINATE; IF S2=98, 99 ASK S2a; 18<=S2<=90 GO TO INTRO]

S2a. In which of these age categories do you belong?

[READ LIST]

- 0 Less than 18
- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older

[DO NOT READ]

- 99 Refused

[IF S2a=0 THANK AND TERMINATE; IF S2a=99 ASK S2b; IF S2a=1, 2, 3, 4, 5, 6 GO TO S3]

S2b. Are you at least 18 years old?

- 1 Yes
- 2 No (Thank and terminate)
- 99 Refused (Thank and terminate)

[If S2b=2, 99 THANK AND TERMINATE; OTHERWISE GO TO S3]

S3. Are you the person who most frequently opens the mail for your household?

- 1 Yes
- 2 No
- 98 Don't know
- 99 Refused

A1 INTRO

Your participation in this survey is voluntary, but your responses are important. You can choose not to answer any question and you can end the interview at any time. I want to assure you your answers will be kept completely anonymous. I will not ask for your name, address, or other personal information that can identify you. We will only ask for your opinions. The survey takes approximately 20 to 25 minutes to complete. It has been approved by U.S. Office of Management and Budget approval number 0607-0947, expiring on DEC 31, 2008. Without this number, we could not conduct this survey.

If you have any questions or comments about this survey you may send them to an address and telephone number I will provide at the conclusion. This call may be monitored for quality assurance.

A. UNAIDED AWARENESS

A1. Have you ever heard of the Census of the United States?

- 1 Yes
- 2 No (skip to A3)

[DO NOT READ]

- 98 Don't Know (skip to A3)
- 99 Refused (skip to A3)

A2PRE. Please keep in mind that there are no right or wrong answers to my next question. In your own words, how would you describe what the purpose of the Census of the United States is?

- 01 Record Answer
- 98 DON'T KNOW ///SKIP TO B1///
- 99 REFUSED ///SKIP TO B1///

[Go to B1]

[If A1=2,98,99]

A3. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

- 1 Yes (skip to B1)
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ ONLY IF A3=2,98,99]

A4. The Census, which will be carried out in 2010, collects information from households to determine representation in Congress and help local communities plan for improvements. Based on that information, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ ONLY IF A4=3,2,1,98,99]

A5. Could you explain why you wouldn't mail in your Census form?

Record Answer

[IF A4=3, 4, 5, 98, 99 GO TO F1; IF A4=1, 2 GO TO H1]

///ASK B1 IF A1=01 or A3=01///

B. INTENT

B1. If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will

- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ASK B2 IF B1=3,2,1,98,99]

B2PRE. Could you explain why you might not mail in your Census form?

Record Answer

B3. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ ONLY IF B3=3,2,1,98,99]

B4PRE. Could you explain why you might not recommend participating in the 2010 Census?

- 01 Record Answer
- 98 DON'T KNOW
- 99 REFUSED

B5. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important

[DO NOT READ]

- 98 Don't know
- 99 Refused

C. AWARENESS

C1. Have you seen or heard anything recently—within the last month or so—about the Census?

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

C2. Overall, how would you describe your general feelings about the Census? Do you feel...?

[READ LIST, RECORD ONE ANSWER]

- 5 Highly favorable
- 4 Moderately favorable
- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable

[DO NOT READ]

- 98 Don't know
- 99 Refused

C3. In general, how familiar are you with the way Census data impacts you and your community. Would you say...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very familiar
- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all

[DO NOT READ]

- 98 Don't know
- 99 Refused

C4. People have different ideas about what the Census is used for. I am going to read some of them to you. As I read each one, please tell me by indicating yes or no whether you think that the Census is used for that purpose. Is the Census used...?

[READ LIST] First time

[READ LIST IF NECESSARY] Subsequent times

- 1 Yes
- 2 No
- 98 Don't Know

[DO NOT READ]

- 99 Refused

[ROTATE LIST]

To decide how much money communities will get from the government?

To decide how many representatives each state will have in Congress?

To see what changes have taken place in the size, location and characteristics of the people in the United States?

To determine property taxes?

To help the police and FBI keep track of people who break the law?

To help businesses and governments plan for the future?

To locate people living in the country illegally?

To determine state income tax rates?

To count both citizens and non-citizens?

To determine the rate of unemployment?

C6. Most people will receive their Census form in the mail. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer will try to visit your home to gather the necessary information?

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

C7. The Census Bureau interviewer who visits your home will show proper identification. How comfortable would you be allowing a Census Bureau interviewer to collect your answers at your doorstep? Would you be...?

[READ LIST, RECORD ONE ANSWER]

- 4 Very Comfortable
- 3 Somewhat Comfortable
- 2 Somewhat Uncomfortable
- 1 Very Uncomfortable

[DO NOT READ]

- 97 Neither comfortable nor uncomfortable
- 98 Don't Know
- 99 Refused

D. LEGAL ISSUES

D1. As far as you know, does the law require you to answer the Census questions?

- 1 Yes, its required
- 2 No, it is not required

[DO NOT READ]

- 98 Don't know
- 99 Refused

D2. As far as you know, is the Census Bureau required by law to keep information confidential?

- 1 Yes, its required
- 2 No, it is not required

[DO NOT READ]

- 98 Don't know
- 99 Refused

E. ATTITUDES

E1. Next I'm going to read some opinions that some people may have about the Census. As I read each one please tell me if you strongly agree, agree, disagree, or strongly disagree.

[READ LIST IF NECESSARY, RECORD ONE ANSWER]

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree

[DO NOT READ]

- 97 Neither agree nor disagree/No opinion
- 98 Don't know
- 99 Refused

[ROTATE LIST]

The Census is an invasion of privacy.

It is important for everyone to be counted in the Census.
 The Census Bureau would never let another government agency see my answers to the Census.
 People's answers to the Census cannot be used against them.
 Taking part in the Census shows I am proud of who I am.
 Filling out the Census form will let the government know what my community needs.
 I just don't see that it matters much if I personally fill out the Census form or not.
 It is a civic responsibility to fill out the Census form.
 The Census Bureau's promise of confidentiality can be trusted.
 I am concerned that the information I provide will be misused.
 I prefer to stay out of sight and not be counted.
 The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
 I'll never see results from the Census in my neighborhood.
 It takes too long to fill out the Census information, I don't have time.
 I don't like to fill out paper forms or use the mail because I prefer to do everything online.
 The Census is only for people who speak English.
 Computer "hackers" could obtain Census information about you if they really tried.

///ASK IF A4 not in (01,02) or A3=01///

F. POTENTIAL MOTIVATORS

F1. The following are true statements about the Census. As I read each one, please tell me if knowing it makes you more likely to participate, less likely to participate, or wouldn't affect your participation? Would knowing that...

[READ LIST AS NECESSARY, RECORD ONE ANSWER]

- 3 Make you more likely to participate
- 2 Less likely to participate
- 1 Wouldn't affect your participation

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

Census counts decide a community's share of \$300 billion in federal funds for schools and other programs

The Census determines the number of representatives in Congress each state gets

The law requires everyone to participate in the Census.

Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as healthcare, school programs, day care and job training

Information from the Census helps the government plan for the future improvements to schools, roads, fire and police stations

If you don't fill out your Census form, your family and local community might not get their fair share of benefits

To see what changes have taken place in the size, location and characteristics of the people in the United States

The Census 2010 form doesn't ask for sensitive information, it only asks a few questions such as name, sex, age, date of birth, how people are related, race and origin

The Census is more accurate if everyone participates

U.S. Census employees are subject to jail term, a fine, or both, for disclosing personal information
Mailing your Census form early helps the government save millions in taxpayer dollars that would otherwise go toward following up with you if you don't mail it back

G. RANKING MESSAGES

G1. Your participation in the Census helps determine funding for a number of programs and services. I am going to read you a list of programs and services. Please rate how important funding of each one is to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important.

- 5 Very important
- 4
- 3
- 2
- 1 Not at all important

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- 1 Schools and the education system
- 2 Hospitals and healthcare
- 3 Care for the elderly
- 4 Roads and highways
- 5 Job training programs
- 6 Daycare for children
- 7 Public transportation
- 8 Fire and police stations
- 9 Political representation in Congress

///ASK ALL RESPONDENTS///

H. CIVIC PARTICIPATION

H1. I am going to read you a list of activities. Please tell me whether or not you participated in the activity in the last 12 months. [As needed: By participation, I mean attending meetings or working at sponsored events.]

[AS NEEDED: BY PARTICIPATION, I MEAN ATTENDING MEETINGS OR WORKING AT SPONSORED EVENTS.]

[AS NEEDED: DID YOU PARTICIPATE IN THIS KIND OF ACTIVITY IN THE PAST 12 MONTHS?]

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

A school group, neighborhood, or community association such as PTA or neighborhood watch group?

A service or civic organization such as American Legion or Lion's Club?

A church, synagogue, mosque or other religious institution or organization?

A blood drive?

Any other type of organization that I have not mentioned?

H1a. Please tell me how often you participated in...

[DO NOT READ, RECORD ONE ANSWER]

- 1 Once a year
- 2 Several times a year
- 3 Once a month
- 4 Several times a month
- 5 Once a week
- 98 Don't know
- 99 Refused

[LIST 'Yes' responses from H1]

H2. How often do you vote in elections?

[READ LIST, RECORD ONE ANSWER]

- 5 Always
- 4 Almost always
- 3 Usually
- 2 Seldom
- 1 Never

[DO NOT READ]

- 98 Don't know
- 99 Refused

H3. Now I am going to read you a list of information sources. Please tell me which of these are sources that you'd depend on for information.

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

Would you depend on...

[IF NEEDED: WOULD YOU DEPEND ON THIS SOURCE FOR INFORMATION – YES OR NO?]

[ROTATE LIST]

- Television
- Newspapers
- Radio
- Internet or websites
- Local or community leaders
- Friends or Family
- Religious Leaders, churches, religious or faith-based groups
- Government Officials
- TV or radio talk shows
- AARP
- Ethnic or race-based organizations (e.g., NAACP, Tribal Pow-wows)
- Entertainers, celebrities, or other personalities
- Local town hall meetings

- Neighborhood businesses or gathering places
- Military or veterans organizations (e.g., VFW, American Legion)
- Unions or union leaders
- Some other source – specify

///IF ALL IN H3=02,98,99, SKIP TO I1PRE///

H4. Now I'd like you to think about obtaining information about the census. I am going to read to you the list of sources you said you depend on for information. After each one, please rate the importance to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important. How important is...?

- 5 Very important
- 4
- 3
- 2
- 1 Not at all important

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ LIST]

[LIST 'Yes' responses from H3]

[If needed: How important to you is this for obtaining information about the Census?]

I. DEGREE OF COMMUNITY "STAKEDNESS"/ATTACHMENT

I1. Please indicate your level of agreement or disagreement with the following statements.

[READ LIST, RECORD ONE ANSWER]

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree

[DO NOT READ]

- 97 Neither agree nor disagree/No opinion
- 98 Don't know
- 99 Refused

[ROTATE LIST]

- I feel like part of my neighborhood and community
- I know many of my neighbors
- If I had to move away from my neighborhood, I would miss it

I2. How long have you lived at your address?

[READ LIST IF NECESSARY, RECORD ONE ANSWER]

- 1 Less than 1 year
- 2 1-3 years
- 3 4-7 years
- 4 8-10 years
- 5 More than 10 but not whole life
- 6 All of my life

[DO NOT READ]

- 98 Don't know
- 99 Refused

J. MEDIA EXPOSURE

J1. On the average day, about how many hours do you watch television?

[READ LIST IF NECESSARY]

- 0 None
- 1 Hour
- 2 Hours
- 3 Hours
- 4 Hours
- 5 Hours
- 6 Hours
- 7 Hours
- 8 Hours
- 9 Hours
- 10 Hours
- More than 10 hours

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ASK J2 ONLY IF J1 in (1:11), ELSE SKIP TO J3]

J2. Now I'm going to read you some types of television programs. Please tell me if you watch each.

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ]

[ROTATE LIST 1-11]

- Local news
- National news
- Sports
- Sitcoms
- Dramas
- Soap operas
- Reality TV (e.g Survivor)
- Talk Shows (Oprah, Sally Jesse Raphael)
- Political Talk Shows (Meet the Press, Larry King)
- Movies
- Game Shows

[DO NOT READ]

Other _____ (Record Answer)

Don't know

Refused

[ASK J2a IF MORE THAN 3 SELECTIONS IN J2]

J2a. Of the types of programs you watch, please tell me which three you watch the most.

[READ LIST IF NECESSARY]

[ALLOW UP TO 3 RESPONSES]

[LIST 'Yes' responses from J2]

J3. On the average day, about how many hours do you spend listening to the radio?

[READ LIST IF NECESSARY]

0 None

1 Hour

2 Hours

3 Hours

4 Hours

5 Hours

6 Hours

7 Hours

8 Hours

9 Hours

10 Hours

More than 10 hours

[DO NOT READ]

98 Don't know

99 Refused

[ASK J4 ONLY IF J3 in (1:11), ELSE SKIP TO J5]

J4. Now I'm going to read you some types of radio programs. Please tell me if you listen to each.

1 Yes

2 No

[DO NOT READ]

98 Don't know

99 Refused

[READ]

[ROTATE 1-6]

Music

News

Sports

Sports talk shows

Political talk shows

Religious talk shows

Other talk shows

[DO NOT READ]

Don't know

Refused

[ASK J4a IF MORE THAN 3 SELECTIONS IN J4]

J4a. Of the types of programs you listen to, please tell me which three you listen to the most.

[READ LIST IF NECESSARY]

[ALLOW UP TO 3 RESPONSES]

[LIST 'Yes' responses from J3]

J5. Do you currently subscribe to satellite radio?

1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

J6. How often do you read the newspaper, either in paper form or on the internet?

[READ LIST IF NECESSARY]

1 Every day

2 A few times a week

3 Once a week

4 Less than once a week

5 Never

[DO NOT READ]

98 Don't know

99 Refused

J7. On average, do you read one magazine a month, more than one, or none?

[Do NOT READ LIST]

1 1 magazine

2 More than one

3 None; I do not read magazines

[DO NOT READ]

98 Don't know

99 Refused

J8. On an average day, about how many hours do you use the Internet either at home, work or somewhere else?

0 None [Interviewer: 0 = Respondent does not *use* Internet or does not *have* Internet]

1 Hour

2 Hours

3 Hours

4 Hours

5 Hours

6 Hours

7 Hours

8 Hours

9 Hours

10 Hours

More than 10 hours

[DO NOT READ]

98 Don't know

99 Refused

[ASK J9 ONLY IF J8 in(01:11), ELSE SKIP TO K1]

J9. For the following activities or types of web sites, please indicate how often you use or visit them.

[READ LIST]

5 Very often

4 Often

3 Somewhat often

2 Not very often

1 Not at all

[DO NOT READ]

98 Don't know

99 Refused

[ROTATE LIST]

News, map directions, job hunting, reviews, or other information research or gathering.

Myspace, Facebook, blogging, or other social networking.

Paying bills, shopping or other financial transactions

Emailing, instant messaging, telephone calls or other means of communication

Viewing videos, downloading music or podcasts, or other forms of entertainment.

J10. How often do you click on advertisements on internet web sites? [READ LIST]

4 Very often

3 Sometimes

2 Not very often

1 Never

[DO NOT READ]

98 Don't know

99 Refused

J11a. When you are online, would you expect to locate information about the Census in search engines?

1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

J11b. How about banner adds? [IF NEEDED: When you are online, would you expect to locate information about the Census in banner ads?]

1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

J11c. How about emails? [IF NEEDED: When you are online, would you expect to locate information about the Census in emails?]

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

J11d. How about social networking sites? [IF NEEDED: When you are online, would you expect to locate information about the Census on social networking sites?]

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

J11e. How about bulletin and message boards ? [IF NEEDED: When you are online, would you expect to locate information about the Census on bulletin and message boards?]

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

///ASK ALL RESPONDENTS///

K. PAST PERSONAL CENSUS EXPERIENCE

Now I am going to ask you a few questions about your experience with the most recent U.S. Census in the year 2000.

K1. Do you recall receiving the 2000 Census form?

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

[IF K1=2, 98, 99 GO TO L]

K1a. If you can remember, did you complete and return the Census form?

- 1 Yes
- 2 No

[DO NOT READ]

- 97 Completed during a personal visit
- 98 Don't Know
- 99 Refused

L. PHONE QUESTIONS

Now I'm going to ask some questions about technology.

[Cell phone/landline questions—will depend on the collection modes.]

FOR CELL PHONE SURVEY

L2. In addition to your cell phone, is there at least one telephone inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes (DUAL USER)
- 2 No (CELL ONLY)

[DO NOT READ]

- 98 Don't know (CELL ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L2a IF L2=1]

L2a. How many? [IF NEEDED: Telephone lines inside your home.]

__Telephones [6 = 6 or more]

[DO NOT READ]

- 98 Don't know
- 99 Refused

FOR LANDLINE SURVEY

L3. In addition to your residential landline telephone, do you also use one or more cell phone numbers?

- 1 Yes(DUAL USER)
- 2 No (LANDLINE ONLY)

[DO NOT READ]

- 98 Don't know (LANDLINE ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L3a IF L3=1]

L3a. How many? [IF NEEDED: Cell phones do you use.]

__Cell phones [6 = 6 or more]

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ASK L6 IF L2=01,99 or L3=01,99 (DUAL USER OR UNCLASSIFIED)]

L6. Of all the telephone calls that you receive, are ...

[READ LIST]

- 01 All or almost all calls received on a cell phone?
- 02 Some received on a cell phone and some on a regular landline phone?
- 03 Very few or none received on a cell phone?

[DO NOT READ]

- 87 Don't have a regular landline phone (CELL ONLY)
- 88 Don't have a cell phone (LANDLINE ONLY)
- 89 Don't have any phone (NO PHONE)
- 98 Don't know
- 99 Refused

[ASK L7 IF CALLTYPE=1 or L3=01,99 (CELL ONLY, DUAL USER OR UNCLASSIFIED)]

L7. Do you use your cell phone for anything besides making and receiving phone calls?

- 1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

[IF L7=1 THEN ASK L7a]

L7a. Please select how often you perform the following activities on your cell phone?

[READ LIST IF NECESSARY]

5 Very often

4 Often

3 Somewhat often

2 Not very often

1 Not at all

[DO NOT READ]

88 Don't have a cell phone (LANDLINE ONLY; SKIP TO M)

98 Don't know

99 Refused

[ROTATE LIST]

Text Messaging

Widgets

[INTERVIEWER, IF NEEDED: "Widgets" is a mini program that performs only one function like providing weather or sports scores.]

Emailing

Photos

Internet

Multimedia

Music

Podcast

Video

M. DEMOGRAPHICS

Now I am going to ask you some questions regarding your demographic information.

M1. Including yourself, how many people live in your household?

Record Answer [must topcode recorded answers at 20]

////IF M1=1, SKIP TO M3///

M2. Do you have children in school who are under 18 living at home with you?

1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

M3. What is your marital status?

[READ LIST IF NECESSARY]

1 Now married

- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married

[DO NOT READ]

- 98 Don't Know
- 99 Refused

M4. What is the highest grade or year of regular school you completed?

[READ LIST IF NECESSARY]

- 1 Less than grade school
- 2 Less than high school graduate
- 3 High school graduate
- 4 Some college
- 5 College graduate
- 6 Postgraduate

[DO NOT READ]

- 98 Don't Know
- 99 Refused

M5. Are you Hispanic or Latino?

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

M6. Which of these categories best describes your race?

[READ LIST]

[ALLOW MULTIPLE RESPONSES]

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Native Hawaiian or other Pacific Islander
- 4 Black or African-American
- 5 White

[DO NOT READ]

- 6 Other
- 98 Don't Know
- 99 Refused

M7. What language is spoken most often in this household?

[READ LIST IF NECESSARY]

- 1 English
- 2 Spanish
- 3 An Asian or Pacific Islander language (e.g., Chinese, Japanese, Tagalog, Vietnamese)
- 4 Other

[DO NOT READ]

98 Don't Know

99 Refused

M8. Were you born in the United States?

1 Yes

2 No

[DO NOT READ]

98 Don't Know

99 Refused

M9. Do you rent or own your house/apartment?

1 Rent

2 Own

[DO NOT READ]

3 Other

98 Don't Know

99 Refused

M10. For last year- 2007- what was the total income of your household BEFORE TAXES?

[READ LIST IF NECESSARY]

1 Less than \$25,000

2 \$25,000 to less than \$50,000

3 \$50,000 to less than \$75,000

4 \$75,000 or more

[DO NOT READ]

98 Don't know

99 Refused

[IF CELL PHONE SURVEY GO TO M12]

M11. What is your age?

___ years old[90=90 or more]

[DO NOT READ]

98 Don't know

99 Refused

[IF M11=98, 99 ASK M11a]

M11a. In which of these age categories do you belong?

[READ LIST]

1 18-24

2 25-34

3 35-44

4 45-54

5 55-64

6 65 or older

[DO NOT READ]

99 Refused

M12. Sex of respondent [RECORD; ASK ONLY IF UNSURE]

- 1 Male
- 2 Female

CLOSING

That was my last question. Thank you for your time and effort today. Do you want the address where you can provide comments on this survey?

IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-0947, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0947" as the subject.

[Display for cell phone respondents]

CLOSEC. Those are all the questions I have for you In appreciation for the time you have spent answering our questions, we would like to provide you with a \$10 Amazon.com gift certificate code. Would you like the number of the Amazon.com gift certificate now? [INTERVIEWER IF ASKED: "The code is something you can use online at AMAZON.COM. It's like a gift certificate. We just give you the unique code and you enter the code in online when you make a purchase at AMAZON.COM. There is no expiration date."]

- 1 Get it now
- 2 Get it later
- 9 DECLINED INCENTIVE/REFUSED

APPENDIX D: IN-PERSON SURVEY SCRIPT

CBAMS SURVEY

DATE OF INTERVIEW: _____ 211-18

INTERVIEWER NAME: _____ INTERVIEWER ID NUMBER: _____ 19-

22

INSTRUCTIONS TO THE INTERVIEWER

- Before beginning the survey, you must review the prenotification letter with the respondent. The letter serves as the informed consent document. All content in the letter must be covered.
- After the letter has been reviewed, you must ask the respondent if he/she has any questions before beginning the interview. All such questions must be answer to the respondent's satisfaction.

CONFIRMATION

Before we begin, I need to ask you two questions.

1. Are you 18 or older? 23-30
 - 1 YES → ASK NEXT QUESTION
 - 2 NO → TERMINIATE INTERVIEW (RECONCILE RESPONDENT ELIGIBILITY)
2. Are you one of the main people in this household who opens the mail? 32-35
 - 1 YES → BEGIN QUESTIONNAIRE
 - 2 NO → TERMINIATE INTERVIEW (RECONCILE RESPONDENT ELIGIBILITY)

QUESTIONNAIRE VERSION

- | | |
|---|--------------------------------------|
| 1 <input checked="" type="checkbox"/> ENGLISH | 4 <input type="checkbox"/> CANTONESE |
| 2 <input type="checkbox"/> SPANISH | 5 <input type="checkbox"/> KOREAN |
| 3 <input type="checkbox"/> MANDARIN | |

SECTION A: UNAIDED AWARENESS

A1. Have you ever heard of the Census of the United States?

- | | |
|---------------|------------|
| 1 Yes | |
| 2 No | |
| 98 DON'T KNOW | → GO TO A3 |
| 99 REFUSED | |

A2. In your own words, how would you describe what the purpose of the Census of the United States is?

GO TO B1

A3. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

1 Yes → GO TO B1

2 No

98 DON'T KNOW

99 REFUSED

A4. The Census, which will be carried out in 2010, collects information from households to determine representation in Congress and help local communities plan for improvements.

Based on that information, how likely are you to participate? By participate, we mean fill out

and mail in a Census form. Would you say you...? READ LIST. RECORD ONE ANSWER.

5 Definitely will

4 Probably will

GO TO F1

3 Might or might not

2 Probably will not

1 Definitely will not

98 DON'T KNOW

99 REFUSED

A5. Could you explain why you wouldn't mail in your Census form?

INTERVIEWER: DOES A4 = 1 OR 2?

YES.....1 → GO TO H1

NO.....2 → GO TO F1

SECTION B: INTENT

B1. If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...? READ LIST. RECORD ONE ANSWER.

- 5 Definitely will
 - 4 Probably will
- GO TO B3

- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- 98 DON'T KNOW
- 99 REFUSED

B2. Could you explain why you might not mail in your Census form?

B3. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...? READ LIST. RECORD ONE ANSWER.

- 5 Definitely will
 - 4 Probably will
- GO TO B5

- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not
- 98 DON'T KNOW
- 99 REFUSED

B4. Could you explain why you might not recommend participating in the 2010 Census?

B5. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...? READ LIST. RECORD ONE ANSWER.

- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important

SECTION C: AWARENESS

C1. Have you seen or heard anything recently—within the last month or so—about the Census of the United States?

- 1 Yes
- 2 No

C2. Overall, how would you describe your general feelings about the Census? Do you feel...? READ LIST. RECORD ONE ANSWER.

- 5 Highly favorable
- 4 Moderately favorable
- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable

C3. In general, how familiar are you with the way Census data impacts you and your community. Would you say...? READ LIST. RECORD ONE ANSWER.

- 4 Very familiar
- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all

C4.

BOOKMARK:

- CHECK BOOKMARK FOR C4 STARTING POINT.
- CIRCLE LETTER OF THE ITEM YOU ARE STARTING WITH.
- ASK ALL ITEMS IN THE QUESTION REGARDLESS OF WHERE YOU BEGIN.



People have different ideas about what the Census is used for. I am going to read some of them

to you. As I read each one, please tell me by indicating yes or no whether you think that the Census is used for that purpose. Is the Census used...?

READ LIST

	Yes	No	Don't Know
a. To decide how much money communities will get from the government?	1	2	98
b. To decide how many representatives each state will have in Congress?	1	2	98
c. To see what changes have taken place in the size, location and characteristics of the people in the United States?	1	2	98
d. To determine property taxes?	1	2	98
e. To help the police and FBI keep track of people who break the law?	1	2	98
f. To help businesses and governments plan for the future?	1	2	98
g. To locate people living in the country illegally?	1	2	98
h. To determine income tax rates?	1	2	98
i. To count both citizens and non-citizens?	1	2	98
j. To determine the rate of unemployment?	1	2	98

C6. Most people will receive their Census form in the mail. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer will try to visit your home to gather the necessary information?

- 1 Yes
- 2 No

C7. The Census Bureau interviewer who visits your home will show proper identification. How comfortable would you be allowing a Census Bureau interviewer to collect your answers at your doorstep? Would you be...? READ LIST. RECORD ONE ANSWER.

- 4 Very comfortable
- 3 Somewhat comfortable
- 2 Somewhat uncomfortable
- 1 Very uncomfortable

[DO NOT READ]

97 NEITHER COMFORTABLE NOR UNCOMFORTABLE

SECTION D: LEGAL ISSUES

D1. As far as you know, does the law require you to answer the Census questions?

- 1 Yes, it's required
- 2 No, it is not required

D2. As far as you know, is the Census Bureau required by law to keep information confidential?

- 1 Yes, it's required
- 2 No, it is not required

SECTION E: ATTITUDES

E1.

BOOKMARK: CHECK BOOKMARK FOR E1 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.



Next I'm going to read some opinions that some people may have about the Census. As I read each one please tell me if you strongly agree, agree, disagree, or strongly disagree.

READ LIST.

RECORD ONE ANSWER FOR EACH ITEM.

	Strongly agree	Agree	Disagree	Strongly disagree	[DO NOT READ] NEITHER / NO OPINION
a. The Census is an invasion of privacy.	4	3	2	1	97
b. It is important for everyone to be counted in the Census.	4	3	2	1	97
c. The Census Bureau would never let another government agency see my answers to the Census.	4	3	2	1	97
d. People's answers to the Census cannot be used against them.	4	3	2	1	97
e. Taking part in the Census shows I am proud of who I am.	4	3	2	1	97
f. Filling out the Census form will let the government know what my community needs.	4	3	2	1	97
g. I just don't see that it matters much if I personally fill out the Census form or not.	4	3	2	1	97
h. It is a civic responsibility to fill out the Census form.	4	3	2	1	97
i. The Census Bureau's promise of confidentiality can be trusted.	4	3	2	1	97
j. I am concerned that the information I provide will be misused.	4	3	2	1	97
k. I prefer to stay out of sight and not be counted.	4	3	2	1	97
l. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.	4	3	2	1	97
m. I'll never see results from the Census in my neighborhood.	4	3	2	1	97
n. It takes too long to fill out the Census information, I don't have time.	4	3	2	1	97
o. I don't like to fill out paper forms or use the mail because I prefer to do everything online.	4	3	2	1	97
p. The Census is only for people who speak English.	4	3	2	1	97
q. Computer "hackers" could obtain Census information about you if they really tried.	4	3	2	1	97



SECTION F: POTENTIAL MOTIVATORS

F1.

BOOKMARK: CHECK BOOKMARK FOR F1 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

The following are true statements about the Census. We would like to know the degree to which these facts affect your likelihood to participate in 2010 Census. Does knowing each of the following

make you more likely to participate, less likely to participate, or wouldn't affect your participation? The first one is.....

READ LIST.
RECORD ONE ANSWER FOR
EACH ITEM.

	More likely to participate	Less likely to participate	Wouldn't affect your participation
a. Census counts decide a community's share of \$300 billion in federal funds for schools and other programs.	3	2	1
b. The Census determines the number of representatives in Congress each state gets.	3	2	1
c. The law requires everyone to participate in the Census.	3	2	1
d. Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as healthcare, school programs, day care and job training.	3	2	1
e. Information from the Census helps the government plan for the future improvements to schools, roads, fire and police stations.	3	2	1
f. If you don't fill out your Census form, your family and local community might not get their fair share of benefits.	3	2	1
g. To see what changes have taken place in the size, location and characteristics of the people in the United States.	3	2	1
h. The Census 2010 form doesn't ask for sensitive information, it only asks a few questions such as name, sex, age, date of birth, how people are related, race and origin.	3	2	1
i. The Census is more accurate if everyone participates.	3	2	1
j. U.S. Census employees are subject to jail term, a fine, or both, for disclosing personal information.	3	2	1
k. Mailing your Census form early helps the government save millions in taxpayer dollars that would otherwise go toward following up with you if you don't mail it back.	3	2	1

SECTION G: RANKING MESSAGES

G1.



BOOKMARK: CHECK BOOKMARK FOR G1 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

Your participation in the Census helps determine funding for a number of programs and services.

I am going to read you a list of programs and services. Please rate how important funding of each

one is to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important.

	Not at all important			Very important	
a. Schools and the education system	1	2	3	4	5
b. Hospitals and healthcare	1	2	3	4	5
c. Care for the elderly	1	2	3	4	5
d. Roads and highways	1	2	3	4	5
e. Job training programs	1	2	3	4	5
f. Daycare for children	1	2	3	4	5
g. Public transportation	1	2	3	4	5
h. Fire and police stations	1	2	3	4	5
i. Political representation in Congress	1	2	3	4	5

SECTION H: CIVIC PARTICIPATION

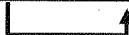


BOOKMARK: CHECK BOOKMARK FOR H1 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

H1. I am going to read you a list of activities. Please tell me whether or not you participated in the activity in the last 12 months. [AS NEEDED: By participation, I mean attending meetings or working at sponsored events.]

H1a. Please tell me how often you participated in.... DO NOT READ. RECORD ONE ANSWER.

	No	Yes	
a. A school group, neighborhood, or community association such as PTA or neighborhood watch group? [AS NEEDED: Did you participate in this kind of activity in the past 12 months?]	2	1	1 Once a year 2 Several times a year 3 Once a month 4 Several times a month 5 Once a week
b. A service or civic organization such as American Legion or Lion's Club? [AS NEEDED: Did you participate in this kind of activity in the past 12 months?]	2	1	1 Once a year 2 Several times a year 3 Once a month 4 Several times a month 5 Once a week
c. A church, synagogue, mosque or other religious institution or organization? [AS NEEDED: Did you participate in this kind of activity in the past 12 months?]	2	1	1 Once a year 2 Several times a year 3 Once a month 4 Several times a month 5 Once a week
d. A blood drive? [AS NEEDED: Did you participate in this kind of activity in the past 12 months?]	2	1	1 Once a year 2 Several times a year 3 Once a month 4 Several times a month 5 Once a week
INTERVIEWER: DO NOT READ ITEM e UNTIL ITEMS a – d ARE READ.			
e. Any other type of organization that I have not mentioned?	2	1	1 Once a year 2 Several times a year 3 Once a month 4 Several times a month 5 Once a week



H2. How often do you vote in elections?

READ LIST. RECORD ONE ANSWER.

- 5 Always
- 4 Almost always
- 3 Usually
- 2 Seldom
- 1 Never



BOOKMARK: CHECK BOOKMARK FOR H3 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

H3. Now I am going to read you a list of information sources. Please tell me which of these are sources that you'd depend on for information. Would you depend on....

[IF NEEDED: Would you depend on this source of information – yes or no?]

H4. Now I'd like you to think about obtaining information about the Census. I am going to read to you the list of sources you said you depend on for information. After each one, please rate the importance to you, using a scale of 1 to 5, where 1 is not at all important and 5 is very important. How important is...?

[IF NEEDED: How important to you is this for obtaining information about the Census?]

	No	Yes	Not at all important				Very important
a. Television	2	1	1	2	3	4	5
b. Newspapers	2	1	1	2	3	4	5
c. Radio	2	1	1	2	3	4	5
d. Internet or websites	2	1	1	2	3	4	5
e. Local or community leaders	2	1	1	2	3	4	5
f. Friends or Family	2	1	1	2	3	4	5
g. Religious Leaders, churches, religious or faith-based groups	2	1	1	2	3	4	5
h. Government Officials	2	1	1	2	3	4	5
i. TV or radio talk shows	2	1	1	2	3	4	5
j. AARP	2	1	1	2	3	4	5
k. Ethnic or race-based organizations (e.g., NAACP, Tribal Pow-wows)	2	1	1	2	3	4	5
l. Entertainers, celebrities, or other personalities	2	1	1	2	3	4	5
m. Local town hall meetings	2	1	1	2	3	4	5
n. Neighborhood businesses or gathering places	2	1	1	2	3	4	5
o. Military or veterans organizations (e.g., VFW, American Legion)	2	1	1	2	3	4	5
p. Unions or union leaders	2	1	1	2	3	4	5
INTERVIEWER: DO NOT READ ITEM q UNTIL ITEMS a – p ARE READ.							
q. Some other source – specify _____	2	1	1	2	3	4	5

SECTION I: DEGREE OF COMMUNITY "STAKEDNESS"/ATTACHMENT

11.



BOOKMARK: CHECK BOOKMARK FOR I1 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

READ LIST.

RECORD ONE ANSWER FOR EACH ITEM.

	Strongly agree	Agree	Disagree	Strongly disagree	[DO NOT READ] NEITHER / NO OPINION
a. I feel like part of my neighborhood and community.	4	3	2	1	97
b. I know many of my neighbors.	4	3	2	1	97
c. If I had to move away from my neighborhood, I would miss it.	4	3	2	1	97

12. How long have you lived at your address?

READ LIST IF NECESSARY. RECORD ONE ANSWER.

- 1 Less than 1 year
- 2 1-3 years
- 3 4-7 years
- 4 8-10 years
- 5 More than 10 but not whole life
- 6 All of my life

SECTION J: MEDIA EXPOSURE

J1. On the average day, about how many hours do you watch television?

INTERVIEWER: IF "NONE," RECORD "0."

_____ [11 = MORE THAN 10 HOURS]
NUMBER OF HOURS

INTERVIEWER: DOES J1 = 1 – 11?
 YES.....1 → ASK J2
 NO.....2 → GO TO J3



BOOKMARK: CHECK BOOKMARK FOR J2 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

J2. Now I'm going to read you some types of television programs. Please tell me if you watch each.

J2a. ASK J2a IF MORE THAN 3 SELECTIONS IN J2.

Of the types of programs you watch, please tell me which three you watch the most.

READ LIST IF NECESSARY.

	No	Yes	Yes
a. Local news	2	1	1
b. National news	2	1	1
c. Sports	2	1	1
d. Sitcoms	2	1	1
e. Dramas	2	1	1
f. Soap operas	2	1	1
g. Reality TV (e.g Survivor)	2	1	1
h. Talk Shows (Oprah, Sally Jesse Raphael)	2	1	1
i. Political Talk Shows (Meet the Press, Larry King)	2	1	1
j. Movies	2	1	1
k. Game shows	2	1	1
INTERVIEWER: DO NOT READ ITEM I UNTIL ITEMS a – k ARE READ.			
l. OTHER: (RECORD ANSWER)	2	1	1

J3. On the average day, about how many hours do you spend listening to the radio?

INTERVIEWER: IF "NONE," RECORD "0."

_____ [11 = MORE THAN 10 HOURS]
NUMBER OF HOURS

INTERVIEWER: DOES J3 = 1 – 11?
YES.....1 → ASK J4
NO 2 → GO TO 15



BOOKMARK: CHECK BOOKMARK FOR J4 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

J4. Now I'm going to read you some types of radio programs. Please tell me if you listen to each.

J4a. ASK J4a IF MORE THAN 3 SELECTIONS IN J4.

Of the types of programs you listen to, please tell me which three you listen to the most.

READ LIST IF NECESSARY.

- a. Music
- b. News
- c. Sports
- d. Sports talk shows
- e. Political talk shows
- f. Religious talk shows
- g. Other talk shows

	No	Yes	Yes
a. Music	2	1	1
b. News	2	1	1
c. Sports	2	1	1
d. Sports talk shows	2	1	1
e. Political talk shows	2	1	1
f. Religious talk shows	2	1	1
g. Other talk shows	2	1	1



J5. Do you currently subscribe to satellite radio?

- 1 Yes
- 2 No

J6. How often do you read the newspaper, either in paper form or on the Internet?

READ LIST IF NECESSARY.

- 1 Every day
- 2 A few times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

J7. On average, do you read one magazine a month, more than one, or none?

- 1 1 magazine
- 2 More than one
- 3 None; I do not read magazines

J8. On an average day, how often do you use the Internet either at home, work or somewhere else?

INTERVIEWER: "0" = RESPONDENT DOES NOT USE INTERNET OR DOES NOT HAVE INTERNET.



_____ → **RECORD ON BOOKMARK.**
NUMBER OF HOURS

[11 = MORE THAN 10 HOURS]

INTERVIEWER: DOES J8 = 1 – 11 (USES INTERNET)?
YES _____ 1 → ASK J9

BOOKMARK: CHECK BOOKMARK FOR J9 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

J9.



or the following activities or types of web sites, please indicate how often you use or visit them.

READ LIST.

RECORD ONE ANSWER FOR EACH ITEM.

Very often Often Some-what often Not very often Not at all

	Very often	Often	Some-what often	Not very often	Not at all
a. News, map directions, job hunting, reviews, or other information research or gathering.	5	4	3	2	1
b. Myspace, Facebook, blogging, or other social networking.	5	4	3	2	1
c. Paying bills, shopping or other financial transactions.	5	4	3	2	1
d. Emailing, instant messaging, telephone calls or other means of communication	5	4	3	2	1
e. Viewing videos, downloading music or podcasts, or other forms of entertainment.	5	4	3	2	1

J10. How often do you click on advertisements on Internet web sites?

READ LIST.

- 1 Very often
- 2 Sometimes
- 3 Not very often
- 4 Never

J11a. When you are online, would you expect to locate information about the Census in search engines?

- 1 Yes
- 2 No

J11b. How about banner adds? [IF NEEDED: When you are online, would you expect to locate information about the Census in banner ads?]

- 1 Yes
- 2 No

J11c. How about emails? [IF NEEDED: When you are online, would you expect to locate information about the Census in emails?]

- 1 Yes
- 2 No

J11d. How about social networking sites? [IF NEEDED: When you are online, would you expect to locate information about the Census on social networking sites?]

- 1 Yes
- 2 No

J11e. How about bulletin and message boards ? [IF NEEDED: When you are online, would you expect to locate information about the Census on bulletin and message boards?]

- 1 Yes
- 2 No

SECTION K: PAST PERSONAL CENSUS EXPERIENCE

Now I am going to ask you a few questions about your experience with the most recent U.S. Census in the year 2000.

K1. Do you recall receiving the 2000 Census form?

- 1 Yes
- 2 No
- 98 DON'T KNOW → GO TO L4
- 99 REFUSED

K1a. If you can remember, did you complete and return the Census form?

- 1 Yes
- 2 No
- [DO NOT READ]
- 97 COMPLETED DURING A PERSONAL VISIT

SECTION L: PHONE QUESTIONS

L4. Is there at least one telephone line inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes
 - 2 No
 - 98 DON'T KNOW → GO TO L5
 - 99 REFUSED
- L4a. How many? [IF NEEDED: Telephone lines inside your home.]
- ___ Telephones [6 = 6 or more]
 - 98 DON'T KNOW
 - 99 REFUSED

L5. Do you use one or more cell phone numbers?

- 1 Yes
 - 2 No
 - 98 DON'T KNOW → GO TO L5b
 - 99 REFUSED
- L5a. How many? [IF NEEDED: Cell phones do you use.]
- ___ Cell phones [6 = 6 or more]
 - 98 DON'T KNOW
 - 99 REFUSED

L5b. **INTERVIEWER:** CIRCLE ONE CODE AND FOLLOW INSTRUCTION.
WHICH KIND OF PHONE DOES R HAVE?

- LANDLINE AND CELL.....1 → GO TO L6
(L4=1, L5=1)
- ONLY LANDLINE.....2 → GO TO M1
(L4=1, L5=2)
- ONLY CELL.....3 → GO TO L7
(L4=2, L5=1)
- NO PHONE.....4 → GO TO M1
(L4=2, L5=2)
- NOT SURE.....5 → GO TO L6
(L4=98, 99, OR L5=98, 99)

L6. Of all the telephone calls that you receive, are ...

READ LIST.

- 01 All or almost all calls received on a cell phone?
- 02 Some received on a cell phone and some on a regular landline phone?
- 03 Very few or none received on a cell phone?
- 87 DON'T HAVE A REGULAR LANDLINE PHONE (CELL ONLY)
- 88 DON'T HAVE A CELL PHONE (LANDLINE ONLY) → GO TO SECTION M
- 89 DON'T HAVE ANY PHONE (NO PHONE) → GO TO SECTION M

L7. Do you use your cell phone for anything besides making and receiving phone calls?

- 1 Yes
- 2 No
- 98 DON'T KNOW → GO TO SECTION M
- 99 REFUSED → GO TO SECTION M

BOOKMARK: CHECK BOOKMARK FOR L7a STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

L7a.



Please select how often you perform the following activities on your cell phone?

INTERVIEWER: IF NO CELL PHONE, CHECK BOX [] AND GO TO SECTION M.

READ LIST IF NECESSARY.

	Very often	Often	Some-what often	Not very often	Not at all
a. Text Messaging	5	4	3	2	1
b. Widgets	5	4	3	2	1
c. Emailing	5	4	3	2	1
d. Photos	5	4	3	2	1
e. Internet	5	4	3	2	1
f. Multimedia	5	4	3	2	1
g. Music	5	4	3	2	1
h. Podcast	5	4	3	2	1
i. Video	5	4	3	2	1

SECTION M: DEMOGRAPHICS

Now I am going to ask you some questions regarding your demographic information.

M1. Including yourself, how many people live in your household?

_____ [20 = 20 OR MORE]

NUMBER OF PEOPLE

M2. Do you have children in school who are under 18 living at home with you?

- 1 Yes
- 2 No

M3. What is your marital status?

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married

M4. What is the highest grade or year of regular school you completed?

READ LIST IF NECESSARY.

- 1 Less than grade school
- 2 Less than high school graduate
- 3 High school graduate
- 4 Some college
- 5 College graduate
- 6 Postgraduate

M5. Are you Hispanic or Latino?

- 1 Yes
- 2 No

M6. Which of these categories best describes your race?

READ LIST. ALLOW MULTIPLE RESPONSES.

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Native Hawaiian or other Pacific Islander
- 4 Black or African-American
- 5 White

[DO NOT READ]

- 6 OTHER

M7. What language is spoken most often in this household?

READ LIST IF NECESSARY.

- 1 English
- 2 Spanish
- 3 An Asian or Pacific Islander language (e.g., Chinese, Japanese, Tagalog, Vietnamese)
- 4 Other

M8. Were you born in the United States?

- 1 Yes
- 2 No

M9. Do you rent or own your house/apartment?

- 1 Rent
- 2 Own
- 3 OTHER

M10. For last year- 2007- what was the total income of your household BEFORE TAXES?

READ LIST IF NECESSARY

- 1 Less than \$25,000
- 2 \$25,000 to less than \$50,000
- 3 \$50,000 to less than \$75,000
- 4 \$75,000 or more

M11. What is your age?

___ years old [90=90 or more] → GO TO M12

98 DON'T KNOW

99 REFUSED

M11a. In which of these age categories do you belong?

READ LIST.

- 1 18-24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older

M12. SEX OF RESPONDENT. RECORD; ASK ONLY IF UNSURE.

- 1 Male
- 2 Female

SECTION N: TECHNOLOGY QUESTIONS



BOOKMARK: DOES J8 = 0?

YES.....1 → ASK N1a

NO.....2 → GO TO N1b

BOOKMARK: CHECK BOOKMARK FOR N1a STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

N1a.

Now I am going to read you a few statements. Please tell me if you agree a lot, a little, neither agree nor disagree, disagree a little, or disagree a lot with the following statements...

READ LIST IF NECESSARY.

	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot
e. I try to keep up with developments in technology	5	4	3	2	1
f. My friends often ask for my advice before buying electronic equipment	5	4	3	2	1
g. I keep up to date with the latest fashion trends	5	4	3	2	1

GO TO CLOSING

BOOKMARK: CHECK BOOKMARK FOR N1b STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

N1b.

Now I am going to read you a few statements. Please tell me if you agree a lot, a little, neither agree nor disagree, disagree a little, or disagree a lot with the following statements...

READ LIST IF NECESSARY.

	Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot
a. I like to go to websites I have never been to before	5	4	3	2	1
b. I like websites that protect my privacy	5	4	3	2	1
c. I spend less time watching television on my television set because of the internet	5	4	3	2	1
d. When I need information the first place I look is the internet	5	4	3	2	1
e. I try to keep up with developments in technology	5	4	3	2	1
f. My friends often ask for my advice before buying electronic equipment	5	4	3	2	1
g. I keep up to date with the latest fashion trends	5	4	3	2	1

CLOSING

That was my last question. Thank you for your time and effort today. Do you want the address where you can provide comments on this survey?

IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-0947, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0947" as the subject.

INTERVIEWER: ASK ONLY IF INTERVIEW DONE IN ENGLISH.

My supervisor may want to check with you about my job performance on this study.

Is it OK if she calls you?

- 1 YES
 - 2 NO → THANK AND TERMINATE
-

May I have your first name and telephone number in case she wants to contact you?

FIRST NAME: _____

TELEPHONE NUMBER: () _____ - _____

When is the best time to reach you?

_____ : _____ AM PM
_____ DAY(S)

APPENDIX E: STRATUM 5, 6, 7 MARKETS

STRATUM	MARKET	
5: Big Market	NEW YORK	NY
	LOS ANGELES	CA
	CHICAGO	IL
	PHILADELPHIA	PA
	SAN FRANCISCO-OAKLAND-SAN JOSE	CA
	BOSTON (MANCHESTER)	MA
	DALLAS-FT. WORTH	TX
	WASHINGTON DC (HAGRSTWN)	MD-DC
	ATLANTA	GA
	HOUSTON	TX
6: Mid Market	DETROIT	MI
	SEATTLE-TACOMA	WA
	MINNEAPOLIS-ST. PAUL	MN
	CLEVELAND-AKRON (CANTON)	OH
	PHOENIX (PRESCOTT)	AZ
	TAMPA-ST. PETE (SARASOTA)	FL
	DENVER	CO
	ST. LOUIS	MO
	SACRAMINTO-STKTON-MODESTO	CA
	ORLANDO-DAYTONA BCH-MELBRN	FL
	PITTSBURGH	PA
	SAN DIEGO	CA
	PORTLAND	OR
	BALTIMORE	MD
	INDIANAPOLIS	IN
	HARTFORD & NEW HAVEN	CT
	CHARLOTTE	NC
	RALEIGH-DURHAM (FAYETVLL)	NC
	SALT LAKE CITY	UT
	NASHVILLE	TN
	KANSAS CITY	MO
	MILWAUKEE	WI
	CINCINNATI	OH
	COLUMBUS	OH
	SAN ANTONIO	TX
	GREENVLL-SPART-ASHEVLL	SC
	GRAND RAPIDS-KALMZOO-B.CRK	MI
	NEW ORLEANS	LA
	BIRMINGHAM (ANN AND TUSC)	AL
	MEMPHIS	TN

STRATUM	MARKET	
	MIAMI-FT. LAUDERDALE	FL
	HARRISBURG-LNCSTR-LEB-YORK	PA
	OKLAHOMA CITY	OK
	BUFFALO	NY
	PROVIDENCE-NEW BEDFORD	RI
	GREENSBORO-H.POINT-W.SALEM	NC
	LOUISVILLE	KY
	ALBUQUERQUE-SANTA FE	NM
	JACKSONVILLE	FL
	LAS VEGAS	NV
	AUSTIN	TX
	WEST PALM BEACH-FT. PIERCE	FL
	NORFOLK-PORTSMTH-NEWPT NWS	MA
7: Small Market	FRESNO-VISALIA	CA
	WILKES BARRE-SCRANTON	PA
	LITTLE ROCK-PINE BLUFF	AR
	DAYTON	OH
	ALBANY-SCHENECTADY-TROY	NY
	TULSA	OK
	CHARLESTON-HUNTINGTON	WV
	MOBILE-PENSACOLA (FT WALT)	FL
	KNOXVILLE	TN
	RICHMOND-PETERSBURG	VA
	WICHITA-HUTCHINSON	KS
	FLINT-SAGINAW-BAY CITY	MI
	LEXINGTON	KY
	TOLEDO	OH
	DES MOINES-AMES	IA
	GREEN BAY-APPLETON	WI
	OMAHA	NE
	TUCSON (SIERRA VISTA)	AZ
	SHREVEPORT	LA
	PADUCAH-CAPE GIRARD-HARSBG	MS
	SPOKANE	WA
	CHAMPAIGN&SPRNGFLD-DECATUR	GA
	HARLINGEN-WSLCO-BRNSVL-MCA	TX
	HUNTSVILLE-DECATUR (FLOR)	FL
	COLUMBIA	SC
	SPRINGFIELD	MO
	JACKSON	MS
	SYRACUSE	NY
	CHATTANOOGA	TN

STRATUM	MARKET
	MADISON WI
	EL PASO (LAS CRUCES) TX
	SOUTH BEND-ELKHART IN
	CEDAR RAPIDS-WTRLO-IWC&DUB IA
	FT. MYERS-NAPLES FL
	PORTLAND-AUBURN ME
	WACO-TEMPLE-BRYAN TX
	BATON ROUGE LA
	DAVENPORT-R.ISLAND-MOLINE IA-IL
	COLORADO SPRINGS-PUEBLO CO
	ROANOKE-LYNCHBURG VA
	TRI-CITIES TN-VA TN-VA
	BURLINGTON-PLATTSBURGH VT-NY
	JOHNSTOWN-ALTOONA PA
	SAVANNAH GA
	YOUNGSTOWN OH
	EVANSVILLE IN
	LINCOLN & HASTINGS-KRNY NE
	FT. WAYNE IN
	MONTEREY-SALINAS CA
	SPRINGFIELD-HOLYOKE MA
	CHARLESTON SC
	GREENVILLE-N.BERN-WASHNGTN NC
	FT. SMITH-FAY-SPRNGDL-RGRS AR
	TYLER-LONGVIEW(LFKN&NCGD) TX
	AUGUSTA GA
	LANSING MI
	SIOUX FALLS(MITCHELL) SD
	MONTGOMERY (SELMA) AL
	TALLAHASSEE-THOMASVILLE FL
	MYRTLE BEACH-FLORENCE SC
	PEORIA-BLOOMINGTON IL
	MACON GA
	LAFAYETTE LA
	YAKIMA-PASCO-RCHLND-KNNWCK WA
	EUGENE OR
	BOISE ID
	FARGO-VALLEY CITY ND
	COLUMBUS GA
	CORPUS CHRISTI TX
	LA CROSSE-EAU CLAIRE WI
	AMARILLO TX
	COLUMBUS-TUPELO-WEST POINT MS

STRATUM	MARKET
	RENO NV
	CHICO-REDDING CA
	MONROE-EL DORADO AR
	ROCKFORD IL
	BEAUMONT-PORT ARTHUR TX
	TOPEKA KS
	ALBANY GA GA
	SIOUX CITY IA
	COLUMBIA-JEFFERSON CITY MO
	WICHITA FALLS & LAWTON KS
	LUBBOCK TX
	ERIE PA
	JOPLIN-PITTSBURG PA
	MEDFORD-KLAMATH FALLS OR
	TERRE HAUTE IN
	TRAVERSE CITY-CADILLAC MI
	ODESSA-MIDLAND TX
	WAUSAU-RHINELANDER WI
	WHEELING-STEUBENVILLE WV-OH
	BILOXI-GULFPORT MS
	ROCHESTR-MASON CITY-AUSTIN MN-IA
	ANCHORAGE AK
	DULUTH-SUPERIOR MN-WI
	BLUEFIELD-BECKLEY-OAK HILL WV
	MINOT-BISMARCK-DICKINSON ND
	BINGHAMTON NY
	WILMINGTON NC
	IDAHO FALLS-POCATELLO ID
	SHERMAN-ADA TX-OK
	ABILENE-SWEETWATER TX
	SALISBURY MD
	BANGOR ME
	ROCHESTER NY NY
	PANAMA CITY FL
	QUINCY-HANNIBAL-KEOKUK IL-MO-IA
	GAINESVILLE FL
	HATTIESBURG-LAUREL MS
	CLARKSBURG-WESTON WV
	ALEXANDRIA LA LA
	LAKE CHARLES LA
	BILLINGS MT
	DOTHAN AL
	YUMA-EL CENTRO AZ-CA

STRATUM	MARKET
	RAPID CITY SD
	ELMIRA (CORNING) NY
	MISSOULA MT
	GREENWOOD-GREENVILLE MS
	SANTABARBRA-SANMAR-SANLUOB CA
	JONESBORO AR
	WATERTOWN NY
	LAREDO TX
	BOWLING GREEN KY
	MERIDIAN MS
	LIMA OH
	JACKSON TN TN
	MARQUETTE MI
	GREAT FALLS MT
	PARKERSBURG WV
	LAFAYETTE IN IN
	TWIN FALLS ID
	GRAND JUNCTION-MONTROSE CO
	EUREKA CA
	HARRISONBURG VA
	BUTTE-BOZEMAN MT
	CHEYENNE-SCOTTSBLUF WY
	SAN ANGELO TX
	OTTUMWA-KIRKSVILLE IA-MO
	ST. JOSEPH MO
	CHARLOTTESVILLE VA
	CASPER-RIVERTON WY
	UTICA NY
	BEND OR OR
	ZANESVILLE OH
	VICTORIA TX
	MANKATO MN
	PRESQUE ISLE ME
	HELENA MT
	NORTH PLATTE NE
	ALPENA MI
	GLENDIVE MT

APPENDIX F: COGNITIVE INTERVIEWING SCRIPT

CBAMS

Interview Guide

May 2008

Introduce process informally and begin to establish rapport. Be sure to make the following points:

We are planning to use this survey over the telephone with participants across the country.

The survey is still in development, and we want to understand how people respond to the questions, and what they think and feel about them before we enter in to the main process.

I will ask a set of questions from the interview, and I'd like you to respond to them as asked. I'll stop after each set of questions to check in with you about how things are going and what it was like to answer the questions.

Some of the questions ask about things your attitudes and behaviors – we're especially interested in your feedback about how well we are asking those questions, and how we could do it better

If you have any questions or concerns at any point during the process, or any other feedback, please just let me know.

Do you have any questions for me before we begin?

A. UNAIDED AWARENESS

A1. Have you ever heard of the Census of the United States?

- 1 Yes
- 2 No (skip to A3)
- [DO NOT READ]
- 98 Don't Know (skip to A3)
- 99 Refused (skip to A3)

A2. In your own words, how would you describe what the purpose of the Census of the United States is?

Record Answer

[CHECK IN: How easy or hard was that question to answer?]

[CHECK IN: How does this question make you feel?]

--

[Go to B1]

[If A1=2,98,99]

A3. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

- 1 Yes (skip to B1)
- 2 No

[DO NOT READ]

98 Don't know

99 Refused

[ASK EVERYONE]

[READ ONLY IF A3=2,98,99]

A4. The Census, which will be carried out in 2010, collects information from households to determine representation in Congress and help local communities plan for improvements. Based on that information, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

5 Definitely will (skip to F1)

4 Probably will (skip to F1)

3 Might or might not (skip to F1)

2 Probably will not

1 Definitely will not

[DO NOT READ]

98 Don't know

99 Refused

[CHECK IN: Please tell me in your own words what the Census is and what it is used for.]

[READ ONLY IF A4=,2,1,98,99]

A5. Could you explain why you might not mail in your Census form?

Record Answer

[IF A4=3, 4, 5, 98, 99 GO TO F1; IF A4=1, 2 GO TO H1]

B. INTENT

B1. If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

[READ LIST, RECORD ONE ANSWER]

5 Definitely will

4 Probably will

3 Might or might not

2 Probably will not

1 Definitely will not

[DO NOT READ]

98 Don't know

99 Refused

[CHECK IN: How sure are you of your answer.]

[CHECK IN: Why did you say that.]

[ASK B2 IF B1=3,2,1,98,99]

B2. Could you explain why you might not mail in your Census form?

Record Answer

[CHECK IN: What do you think might prevent other people from mailing in their forms?]

B3. How likely are you to recommend participating in the Census to a family member or friend? Would you say you...?

[READ LIST, RECORD ONE ANSWER]

- 5 Definitely will
- 4 Probably will
- 3 Might or might not
- 2 Probably will not
- 1 Definitely will not

[DO NOT READ]

- 98 Don't know
- 99 Refused

[READ ONLY IF B3=3,2,1,98,99]

B4. Could you explain why you might not recommend participating in the 2010 Census?

Record Answer

[CHECK IN: How likely do you think people are to tell us the truth for these types of questions?]

[CHECK IN: What might prevent others from recommending participation in the census?]

C. AWARENESS

C1. Have you seen or heard anything recently—within the last month or so—about the Census of the United States?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

C2. Overall, how would you describe your general feelings about the Census? Do you feel...?

- [READ LIST, RECORD ONE ANSWER]
- 5 Highly favorable
- 4 Moderately favorable
- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable
- [DO NOT READ]
- 98 Don't know
- 99 Refused

C3. In general, how familiar are you with the way Census data impacts you and your community. Would you say...?

- [READ LIST, RECORD ONE ANSWER]
- 4 Very familiar
- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[CHECK IN: In your own words, what do you think this question is asking?]

[CHECK IN: How did you come up with your answer?]

C4. People have different ideas about what the Census is used for. I am going to read some of them to you. As I read each one, please tell me whether you think that the Census is used for that purpose. Is the Census used...?

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't Know
- 99 Refused

[ROTATE LIST]

- a. To decide how much money communities will get from the government?
- b. To decide how many representatives each state will have in Congress?
- c. To see what changes have taken place in the size, location and characteristics of the people in the United States?
- d. To determine property taxes?
- e. To help the police and FBI keep track of people who break the law?
- f. To help businesses and governments plan for the future?
- g. To locate people living in the country illegally?
- h. To determine income tax rates?
- i. To count both citizens and non-citizens?
- j. To determine the rate of unemployment

C5. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

- [READ LIST, RECORD ONE ANSWER]
- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important
- [DO NOT READ]
- 98 Don't know
- 99 Refused

C6. Most people will receive their Census form in the mail. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer will try to visit your home to gather the necessary information?

- 1 Yes
- 2 No
- [DO NOT READ]

98 Don't Know

99 Refused

[CHECK IN: In your own words, what do you think this question is asking?]

[CHECK IN: How does this question make you feel?]

C7. How comfortable would you be allowing a Census Bureau interviewer to collect your answers at your doorstep? Would you be...?

[READ LIST, RECORD ONE ANSWER]

- 5 Very Comfortable
- 4 Somewhat Comfortable
- 3 Neither
- 2 Somewhat Uncomfortable
- 1 Very Uncomfortable

[DO NOT READ]

98 Don't Know

99 Refused

[CHECK IN: How did you arrive at that answer?]

[CHECK IN: What did you consider when choosing your answer? Tell me more about your answer...]

D. LEGAL ISSUES

D1. As far as you know, does the law require you to answer the Census questions?

- 1 Yes, its required
- 2 No, it is not required
- [DO NOT READ]
- 98 Don't know
- 99 Refused

D2. As far as you know, is the Census Bureau required by law to keep information confidential?

- 1 Yes, its required
- 2 No, it is not required
- [DO NOT READ]
- 98 Don't know
- 99 Refused

E. Attitudes

E1. Next I'm going to read some opinions about the Census. As I read each one please tell me if you strongly agree, agree, neither agree or disagree, disagree, or strongly disagree.

[READ LIST, RECORD ONE ANSWER]

- 5 Strongly agree
- 4 Agree
- 3 either agree or disagree
- 2 Disagree
- 1 Strongly disagree
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. The Census is an invasion of privacy.
- b. It is important for everyone to be counted in the Census.
- c. The Census Bureau would never let another government agency see my answers to the Census.
- d. People's answers to the Census cannot be used against them.
- e. Taking part in the Census shows I am proud of who I am.
- f. Filling out the Census form will let the government know what my community needs.
- g. I just don't see that it matters much if I personally fill out the Census form or not.
- h. It is a civic responsibility to fill out the Census form.
- i. The Census Bureau's promise of confidentiality can be trusted.
- j. I am concerned that the information I provide will be misused.
- k. I prefer to stay out of sight and not be counted.
- l. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
- m. I'll never see results from the Census in my neighborhood.
- n. It takes too long to fill out the Census information, I don't have time.
- o. I don't like to fill out paper forms or use the mail because I prefer to do everything online.
- p. The Census is only for people who speak English.
- q. Computer "hackers" could obtain Census information about you if they really tried.

[CHECK IN: Do you have any comments about this section?]

F. Potential Motivators

F1. The following are true statements about the Census. We would like to know the degree to which these facts affect your likelihood to participate in 2010 Census. Does knowing each of the following make you much more likely to participate, somewhat more likely to participate, or would it not have any affect on your participation ///ADD 2 and 1 ?

[CHECK IN: Can you repeat this question in your own words?]

[INTERVIEWER, RE-READ QUESTION (F1) THEN SAY: I'm going to read several statements, please stop me if there is anything that you would like to comment on.]

[READ LIST, RECORD ONE ANSWER]

- 5 Much more likely to participate
- 4 Somewhat more likely to participate
- 3 Would not have any affect on your participation
- 2 Somewhat less likely to participate
- 1 Much less likely to participate

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. Census counts decide a community's share of \$300 billion in federal funds for schools and other programs
- b. The Census determines the number of representatives in Congress each state gets
- c. The law requires everyone to participate in the Census.
- d. Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as healthcare, school programs, day care and job training
- e. Information from the Census helps the government plan for the future improvements to schools, roads, fire and police stations
- f. If you don't fill out your Census form, your family and local community might not get their fair share
- g. The Census reveals the size and characteristics of the people in our country. It produces a Portrait of America
- h. The Census 2010 form doesn't ask for sensitive information, only a few questions such as name, sex, age, date of birth, how people are related, race and origin

- i. The Census is more accurate if everyone participates
- j. U.S. Census employees are subject to jail term, a fine, or both, for disclosing personal information
- k. Mailing your Census form early helps the government save millions in taxpayer dollars that would otherwise go toward following up with you if you don't mail it back

G. RANKING MESSAGES

G1. Your participation in the Census helps determine a number of programs and services. I am going to read you a list of 3 programs or services. After I read each list, please order the programs from first to last starting with which one would be **MOST IMPORTANT to you**.

[ROTATE GROUPS]

Group A: [ROTATE LIST]

- 1 Funding for schools and the education system
- 2 Funding for hospitals and healthcare
- 3 Care for the elderly

Group B: [ROTATE LIST]

- 1 Funding for roads and highways
- 2 Funding for job training programs
- 3 Funding for daycare for children

Group C: [ROTATE LIST]

- 1 Funding for public transportation
- 2 Funding for fire and police stations
- 3 Political representation in Congress

[CHECK IN: In your own words, what do you think this question is asking?]

H. CIVIC PARTICIPATION

H1. I am going to read you a list of activities you may or may not have done in the last twelve months. Using the following scale, please tell me how often in the past year you have attended... ///In the past 12 months how often have you been involved in each of the following activities?

[READ LIST, RECORD ONE ANSWER]

- 1 Once a year
- 2 Several times a year
- 3 Several times a month
- 4 ///ONCE A MONTH???
- 5 Once a week
- 6 Not in the past year

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. A school group, neighborhood, or community association such as PTA or neighborhood watch group?
- b. A service or civic organization such as American Legion or Lion's Club? **[PROBE: Are there any other civic or service organizations that you can think of?]**
- c. A church, synagogue, mosque or other religious institution or organization?
- d. A blood drive?
- e. Any other type of organization that I have not mentioned?

[CHECK IN: In your own words, what do you think this question is asking?]

H2. How often do you vote in elections?

[READ LIST, RECORD ONE ANSWER]

- 1 Almost always
- 2 Usually
- 3 Seldom
- 4 Never

[DO NOT READ]

- 98 Don't know
- 99 Refused

H3. Now I am going to read you a list of sources of information ranging from TV to organizations to friends and family. If you wanted to obtain information, which of the following sources would you depend //RELY? on?

[READ LIST, RECORD ONE ANSWER]

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't know
- 99 Refused

[CHECK IN: What does this question is mean to you?]

Would you depend on...

[ROTATE LIST]

- a. Television
- b. Newspapers
- c. Radio
- d. Internet or websites
- e. Local or community leaders
- f. Friends or Family
- g. Religious Leaders, churches, religious or faith-based groups
- h. Government Officials
- i. TV or radio talk shows
- j. AARP
- k. Ethnic or race-based organizations (e.g., NAACP, Tribal Pow-wows)
- l. Entertainers, celebrities, or other personalities
- m. Local town hall meetings
- n. Neighborhood businesses or gathering places
- o. Military or veterans organizations (e.g., VFW, American Legion)
- p. Unions or union leaders
- q. Some other source – specify

H4. Now I am going to read to you the list of sources you responded to with a 'Yes' from the previous question. For each source, please tell us whether it is, 'Highly Valuable', 'Moderately Valuable', or 'Neutral', in helping you make an informed decision about the Census..?

- 1 Neutral
- 2 Moderately Valuable
- 3 Highly Valuable

[DO NOT READ]

- 98 Don't know
- 99 Refused

[LIST 'Yes' responses from H3]

[CHECK IN: How did you arrive at that answer?]

I. DEGREE OF COMMUNITY "STAKEDNESS"/ATTACHMENT

I1. Please indicate your level of agreement or disagreement with the following statements.

[READ LIST, RECORD ONE ANSWER]

- 5 Strongly agree
- 3 Agree
- 2 Neither agree or disagree
- 2 Disagree
- 1 Strongly disagree

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. I feel like part of my neighborhood and community
- b. I know many of my neighbors
- c. If I had to move away from my neighborhood, I would miss it

12. How long have you lived at your address?

[READ LIST IF NECESSARY, RECORD ONE ANSWER]

- 1 Less than 1 year
- 2 1-3 years
- 3 4-7 years
- 4 8-10 years
- 5 More than 10 but not whole life
- 6 All of my life

[DO NOT READ]

- 98 Don't know
- 99 Refused

SE [CHECK IN: How did you remember/calculate that?]

SE [CHECK IN: How sure are you of your answer?]

J. MEDIA EXPOSURE

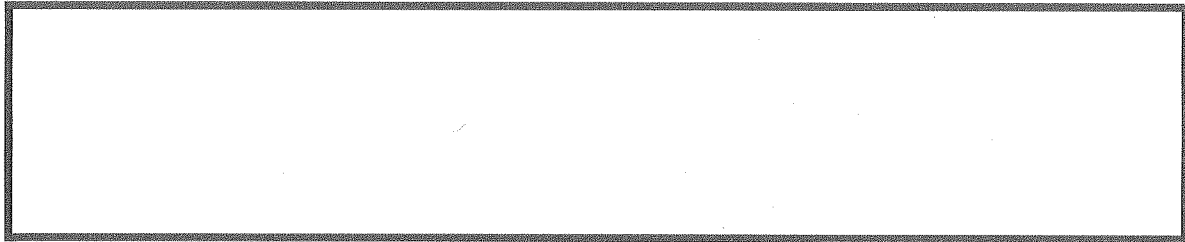
J1. On the average day, about how many hours do you watch television?

[READ LIST IF NECESSARY]

- 0 0 None
- 1 1 Hour
- 2 2 Hours
- 3 3 Hours
- 4 4 Hours
- 5 5 Hours
- 6 6 Hours

- 7 7 Hours
- 8 8 Hours
- 9 9 Hours
- 10 10 Hours
- 11 More than 10 hours
- [DO NOT READ]
- 98 Don't know
- 99 Refused

HD [CHECK IN: How did you remember/calculate that?]
 HD [CHECK IN: How sure are you of your answer?]
 HD [CHECK IN: Can you describe an average day to me?]



[ASK J2 ONLY IF J1=1-11]

J2. Of these programs, which **three** do you watch most?

[READ AND ROTATE LIST 1-10, RECORD UP TO THREE ANSWERS]

- 1 Local news
- 2 National news
- 3 Sports
- 4 Sitcoms
- 5 Dramas
- 6 Soap operas
- 7 Reality TV (e.g Survivor)
- 8 Talk Shows (Oprah, Sally Jesse Raphael)
- 9 Political Talk Shows (Meet the Press, Larry King)
- 10 Movies
- [DO NOT READ]
- 11 Other _____ (Record Answer)
- 98 Don't know
- 99 Refused

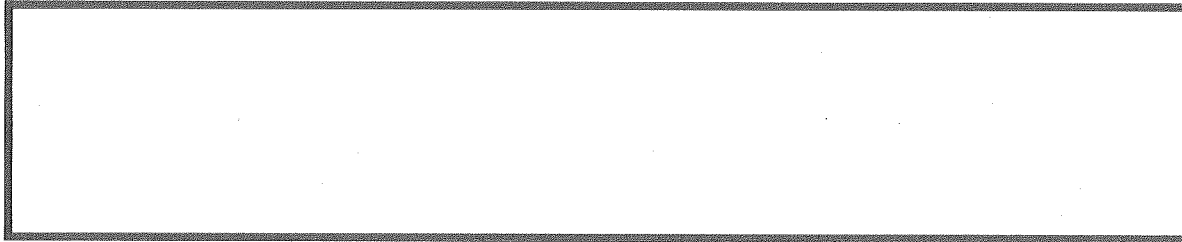
J3. On the average day, about how many hours do you spend listening to the radio?

[READ LIST IF NECESSARY]

- 0 0 None
- 1 1 Hour
- 2 2 Hours
- 3 3 Hours
- 4 4 Hours
- 5 5 Hours
- 6 6 Hours
- 7 7 Hours
- 8 8 Hours
- 9 9 Hours

- 10 10 Hours
- 11 More than 10 hours
- [DO NOT READ]
- 98 Don't know
- 99 Refused

- LJ [CHECK IN: How did you remember/calculate that?]
- LJ [CHECK IN: How sure are you of your answer?]
- LJ [CHECK IN: Can you describe an average day to me?]



[ASK J4 ONLY IF J3=1-11]

J4. Of these programs, which **three** do you listen to most?

[READ AND ROTATE LIST OF 5, RECORD UP TO THREE ANSWERS]

- 1 Music
- 2 News
- 3 Sports
- 4 Political talk shows
- 5 Religious talk shows
- 6 Other talk shows

[DO NOT READ]

- 98 Don't know
- 99 Refused

J5. Do you currently subscribe to satellite radio?

- 1 Yes
- 2 No

[DO NOT READ]

- 98 Don't Know
- 99 Refused

J6. How often do you read the newspaper, either in paper form or on the internet?

[READ LIST IF NECESSARY]

- 1 Every day
- 2 A few times a week
- 3 Once a week
- 4 Less than once a week
- 5 Never

[DO NOT READ]

- 98 Don't know
- 99 Refused

SE [CHECK IN: How did you remember/calculate that?]
SE [CHECK IN: How sure are you of your answer?]
SE [CHECK IN: Can you describe an average day to me?}

J7. On average, about how many magazines do you read in a month?

[READ LIST IF NECESSARY]

- 1 1 magazine
- 2 More than one
- 3 None; I do not read magazines

[DO NOT READ]

- 98 Don't know
- 99 Refused

HD [CHECK IN: How did you remember/calculate that?]
HD [CHECK IN: How sure are you of your answer?]
HD [CHECK IN: Can you describe an average day to me?}

J8. On an average day, about how many hours do you use the Internet either at home, work or somewhere else?

- 0 0 None [Interviewer: 0 = Respondent does not use Internet or does not have Internet]
- 1 1 Hour
- 2 2 Hours
- 3 3 Hours
- 4 4 Hours
- 5 5 Hours
- 6 6 Hours
- 7 7 Hours
- 8 8 Hours

- 9 9 Hours
- 10 10 Hours
- 11 More than 10 hours
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[ASK J9-J 11 ONLY IF J8=01-11]

- LJ [CHECK IN: How did you remember/calculate that?]
- LJ [CHECK IN: How sure are you of your answer?]
- LJ [CHECK IN: Can you describe an average day to me?]

J9. For the following activities or types of web sites, please indicate how often you use or visit them.

[READ LIST]

- 5 Very often
- 4 Often
- 3 Somewhat often
- 2 Not very often
- 1 Not at all

[DO NOT READ]

- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. Information research or gathering (e.g., news, map directions, job hunting, reviews, etc.)
- b. Social networking (e.g., myspace, facebook, blogging, etc.)
- c. Financial transactions (e.g., bill payments, shopping, etc.)
- d. Communication (e.g., emailing, instant messaging, telephone calls, etc.)
- e. Entertainment (e.g., viewing online videos, downloading music / podcasts, etc.)

[CHECK IN: In your own words, can you repeat the question to me?]



J10. How often do you click on advertisements on internet web sites?

- 1 Very often
 - 2 Sometimes
 - 3 Not very often
 - 4 Never
- [DO NOT READ]
- 98 Don't know
 - 99 Refused

J11. //When you are online, Where would you expect to locate information about the Census?

[READ LIST, RECORD UP TO TWO ANSWERS]

- 1 Search engines
- 2 Banner ads
- 3 Emails
- 4 Social networking sites
- 5 Bulletin/Message boards

[DO NOT READ]

- 98 Don't know
- 99 Refused

K. PAST PERSONAL CENSUS EXPERIENCE

Now I am going to ask you a few questions about your experience with the most recent U.S. Census in the year 2000.

K1. Do you recall receiving the 2000 Census form?

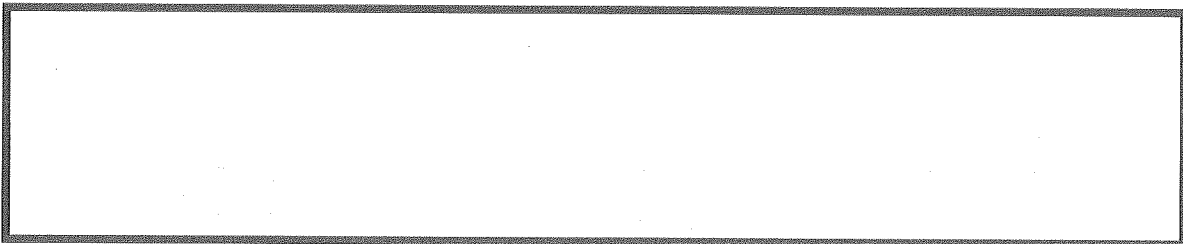
- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't Know
 - 99 Refused

[IF K1=2, 98, 99 GO TO L]

K1a. If you can remember, did you complete and return the Census form?

- 1 Yes
 - 2 No
- [DO NOT READ]
- 98 Don't Know
 - 99 Refused

[CHECK IN: How confident are you of your answer?]



L. PHONE QUESTIONS

Cell phone/landline questions—will depend on the collection modes.

For Cell Phone Survey

L2. In addition to your cell phone, is there at least one telephone inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes (DUAL USER)
- 2 No (CELL ONLY)
- [DO NOT READ]
- 98 Don't know (CELL ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L2a IF L2=1]

L2a. How many? [IF NEEDED: Telephone lines inside your home.]

- _____ Telephones [6 = 6 or more]
- [DO NOT READ]
- 98 Don't know
- 99 Refused

For Landline Survey

L3. In addition to your residential landline telephone, do you also use one or more cell phone numbers?

- 1 Yes(DUAL USER)
- 2 No (LANDLINE ONLY)
- [DO NOT READ]
- 98 Don't know (LANDLINE ONLY)
- 99 Refused (UNCLASSIFIED)

[ASK L3a IF L3=1]

L3a. How many? [IF NEEDED: Cell phones do you use.]

- _____ Cell phones [6 = 6 or more]
- [DO NOT READ]
- 98 Don't know

For In-person survey

L4. Is there at least one telephone line inside your home that is currently working and is not a cell phone?
Do not include telephones only used for business or telephones only used for computers or fax machines.

- 1 Yes
- 2 No
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[ASK L4a IF L4=1]

L4a. How many? [IF NEEDED: Telephone lines inside your home.]

- ___ Telephones [6 = 6 or more]
- [DO NOT READ]
- 98 Don't know
- 99 Refused

[CHECK IN: When I asked you how many telephone lines are inside your house, can you explain how you arrived at your answer?]

L5. Do you use one or more cell phone numbers?

- 1 Yes
- 2 No
- 98 Don't know
- 99 Refused

[ASK L5a IF L5=1]

L5a. How many? [IF NEEDED: Cell phones do you use.]

- ___ Cell phones [6 = 6 or more]
- [DO NOT READ]
- 98 Don't know
- 99 Refused

IF L4=1 AND L5=1 THEN DUAL USER

IF L4=2 AND L5=1 THEN CELL ONLY

IF L4=1 AND L5=2 THEN LANDLINE ONLY

IF L4=2 AND L5=2 THEN NO PHONE

ALL OTHERS ARE UNCLASSIFIED

[ASK L6 DUAL USER OR UNCLASSIFIED]

L6. Of all the telephone calls that you receive, are ...

[READ LIST]

- 01 All or almost all calls received on a cell phone?
- 02 Some received on a cell phone and some on a regular landline phone?
- 03 Very few or none received on a cell phone?

[DO NOT READ]

- 87 Don't have a regular landline phone (CELL ONLY)
- 88 Don't have a cell phone (LANDLINE ONLY)
- 98 Don't know
- 99 Refused

[ASK L7 IF CELL ONLY, DUAL USER OR UNCLASSIFIED]

L7. Please select how often you perform the following activities on your cell phone?

[READ LIST IF NECESSARY]

- 5 Very often
- 4 Often
- 3 Somewhat often
- 2 Not very often
- 1 Not at all

[DO NOT READ]

- 88 Don't have a cell phone (LANDLINE ONLY; SKIP TO M)
- 98 Don't know
- 99 Refused

[ROTATE LIST]

- a. Text Messaging
- b. Widgets
- c. Emailing
- d. Photos
- e. Internet
- f. Multimedia
- g. Music
- h. Podcast
- i. Video

PSYCHO-GRAPHIC QUESTIONS

N1. Now I am going to read you a few statements. Please tell me if you agree a lot, a little, neither, disagree a little, or disagree a lot with the following statements...

[READ LIST IF NECESSARY]

- 5 Agree a lot
- 4 Agree a little
- 3 Neither agree nor disagree
- 2 Disagree a little
- 1 Disagree a lot

[DO NOT READ]

- 98 Don't Know
- 99 Refused

[ROTATE LIST; [DO NOT ASK a-d IF J8=00]

- a. I like to go to websites I have never been to before
- b. I like websites that protect my privacy
- c. I spend less time watching television on my television set because of the internet
- d. When I need information the first place I look is the internet
- e. I try to keep up with developments in technology
- f. My friends often ask for my advice before buying electronic equipment
- g. I keep up to date with the latest fashion trends

[CHECK IN: Do you have any comments about this section?]

CLOSING

That was my last question. Thank you for your time and effort today. Do you want the address where you can provide comments on this survey?

IF NEEDED: Send comments regarding this burden estimate or any other aspect of this collection of information to: Paperwork Project 0607-XXXX, U.S. Census Bureau, 4600 Silver Hill Road, Room 3K138, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-XXXX" as the subject.

[IF TIME, CHECK IN: Here are some terms we used throughout the survey, please tell me what each one means to you...]

Confidentiality:

Satellite Radio

Pod Cast:

Blogging:

Widgets:

Financial Transactions:

Land Line:

Search engines:

Banner ads:

Social networking:

Computer hackers:

Likelihood:

Civic responsibility:

Emailing:

Local community:

Federal funding:

Representatives in Congress:

“Moderately valuable”:

Portrait of America:

Disclosing personal information:

Civic organization:

Religious institution: