

RESEARCH REPORT SERIES
(*Survey Methodology* #2009-04)

**Results of Cognitive Testing of the Alternative
Version of the Individual Census Report (ICR)
for the 2010 CPEX Experiment**

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Disclaimer: This report is released to inform interested parties of research and to encourage discussion. The views expressed are those of the authors and not necessarily those of the U.S. Census Bureau.

Introduction

During the upcoming 2010 Census, the U.S. Census Bureau will test an alternative version of the Individual Census Report (ICR), as part of the Census Program for Evaluations and Experiments (CPEX). This test is designed to determine if collecting an additional address for group quarters residents can reduce unduplication efforts in post-processing. The form being tested is nearly identical to the 2010 version of the ICR with two minor exceptions: new question wording in one item and the removal of a skip pattern in another. Before this new version of the ICR can be field tested with actual census respondents, it, and the modifications it includes, must undergo a cognitive pre-testing evaluation to comply with the Census Bureau's research standards.

To meet this pre-testing requirement, the modified items on the alternative ICR underwent a single round of cognitive testing to gauge respondents' reactions and understanding. The cognitive testing specifically evaluated a change in questionnaire wording to collect alternate addresses for all respondents. The purpose of this document is to present the findings of the cognitive testing of an alternate version of the ICR. This report describes the background of group quarters enumeration (GQE), the use of the ICR, and the methodology employed to complete cognitive testing. It explains the data analysis methods used, presents the findings uncovered in the process, and makes recommendations based on these findings.

Background

Most residents in the United States live in single-family housing units of some type; however, according to the 2000 Census, roughly 7.8 million people live in facilities classified as group quarters (GQs). GQs are a unique type of residence in which multiple individuals who are usually unrelated to one another live. These places tend to be managed by outside entities and also tend to provide living services such as custodial or medical care as well as other types of assistance. Some specific examples of group quarter types are college residence halls, adult and youth detention centers, migrant worker camps, long-term health care facilities, religious housing, merchant vessels, and military barracks.

The ICR is the questionnaire used to enumerate many of these types of facilities. This form seeks the same information as a standard Census form; however, unlike the standard form which collects information for an entire household, the ICR is tailored for individual responses. That is, one ICR corresponds to one and only one individual and therefore collects only individual level data from those residing within GQ facilities. These forms are generally completed in one of three manners: either (1) the respondent completes the ICR himself or herself; (2) an administrator of the GQ facility completes the ICR on the respondent's behalf, normally by using the administrative records of the facility in question; or (3) someone else acting on the respondent's behalf, such as a close relative or a close friend, completes the form.

The alternative¹ version of the ICR tested in the present study is nearly identical to the ICR planned for the 2010 Census except for the last two items –questions 6 and 7. These two

¹ We use the term "alternative" to reference the form that is being tested, similar to calling it the "experimental" form.

modified items work in unison to capture an alternate address. The alternative version of the ICR permits respondents who were previously not allowed to declare an alternate address to do so. That is, while the ICR for the 2010 Census does not allow those living in the GQ facility most of the time to provide an alternate address, the alternative ICR requires all respondents to provide an alternate address. The goal of making this change is to enhance the overall quality of the census. Having this supplementary data regarding the respondents' alternate addresses will reduce the amount of followup required after GQE and ease the unduplication process. Ultimately, the goal is to collect this added information on alternate addresses to better count individuals at the places in which they live or stay most of the time, according to census residence rules.

As previously mentioned, the alternative version of the ICR is a revised version of the 2010 ICR, which is a seven-item questionnaire that captures standard census data and contains two additional items of particular interest to this study. The first five items solicit information on name, sex, age, date of birth, Hispanic origin and race. The sixth item asks, "Do you live or stay in this facility MOST OF THE TIME?" with two possible answers: "yes" or "no." It also utilizes a skip instruction, which informs the respondent to stop filling out the questionnaire if the answer is "yes" or to complete the next item if the answer is "no." The final item then seeks an address where the respondent lives most of the time by asking "(If No) What is the full address of the place where you live or stay MOST OF THE TIME?" Appendix A contains the form as it would be distributed to respondents.

In contrast, the alternative version of the ICR takes a slightly different approach. Much like the 2010 ICR, the alternative ICR is also a seven-item questionnaire that captures standard census data. In fact, the two forms are identical for items one through five, differing only in the final two items, questions 6 and 7. In question 6, the alternative version of the ICR utilizes the same question, which asks, "Do you live or stay in this facility MOST OF THE TIME?" However, it does not contain skip instructions and requires the respondent to complete the following question regardless of his or her response to question 6. The next item, question 7, asks, "Besides this facility, what is the full address of the place where you sometimes live or stay?" See Appendix B for the alternative ICR as it would be distributed to the respondents.

Method

This study was qualitative in nature and employed cognitive interviewing as the sole data collection method. As it is generally applied to survey research, cognitive interviewing is a focused data collection process with the end goal of improving questionnaire design (Willis, 2005). It provides a glimpse into the self-reported thought processes of survey respondents as they complete questionnaires by making use of probes to motivate verbal responses from respondents. Following this framework, the responses given are the overt vocal manifestations of cognitive processes.

The researchers conducting this study developed a protocol to guide the testing of the alternative version of the ICR. This protocol explored the self-reported experiences of respondents as they completed the questionnaire. The protocol also assessed, in a very general and somewhat limited manner, the usability of the questionnaire. See Appendix D for a copy of the protocol.

Respondent Selection

In testing this form, a decision was made to recruit students living in on-campus residence halls, since such students would complete this form in Census 2010. These students would also be likely to have an additional address since many are supported by their parents. Potential respondents were recruited by using the informal social networks of the researchers and by contacting student-led organizations on multiple college campuses. Those who responded were screened to verify their current or past living situation. In compensation for their time and travel to complete an interview, the respondents each received a \$40.00 cash honorarium. This cash incentive was also used to motivate participation while advertising this study.

This strategy resulted in the recruitment of 12 respondents from four universities within the Washington, D.C. metropolitan area who either currently or had previously lived in residence halls. Of these respondents, nine were female and three were male. Six respondents self-identified as White, two as Black, three as Asian, and one as Black and American Indian.

The Cognitive Interview

Cognitive interviews took place between January 22 and January 30, 2009. These interviews involved think-aloud methods in which respondents were asked to describe their experiences, feelings, and interpretations regarding items of interest on the form (Willis, 2005). Interviews were conducted in the cognitive laboratory at the Census Bureau headquarters or at various on campus locations within the Washington, DC metropolitan area. The interviews lasted between fifteen and thirty minutes, and were audio-taped with the respondents' consent. Each of the two researchers conducted six interviews.

At the beginning of each interview, the respondent was given an ICR in an official Census Bureau envelope (Appendix C) to simulate an actual dormitory enumeration as closely as possible. All respondents were asked to imagine that they had just received the envelope and its contents while they were in their respective dorm rooms and to treat the interviewer as if he were not present.

Both concurrent and retrospective think-aloud methods were used. As the respondents began to complete the questionnaire, the interviewers began probing concurrently on the respondents' experiences with the questionnaire. In this part of the cognitive interview, the respondents were probed on non-substantive items and phrases in the questionnaire, such as their thought process surrounding how they determined their age and the meaning of the phrase "Hispanic, Latino, or Spanish origin."

The interviewers then retrospectively probed on the items of interest. This probing focused on reasons for the respondents' answers to questionnaire items and the meanings attached to specific terms and phrases. The interviewers first probed on question 7 and then on question 6 to avoid biasing the respondents' views on question 7 where the majority of change in the ICR was found. This bias would have developed if the order of the probes followed the order of the items on the questionnaire. The interviewers probed about the meanings associated with the phrases "sometimes live or stay," "live or stay," and "this facility." The interviewers also asked about the respondents' responses to question 7 and what motivated those responses. Within the same

process, the interviewers sought to uncover the respondents' living situations. For question 6, the interviewers again probed on the meaning attached to a specific adverbial phrase, "most of the time." The training probes as well as the probes used for questions 6 and 7 are given in Appendix D.

There are limitations associated with the cognitive interview method pertinent to this study. First is the fact that the respondents did not complete the alternate version of the ICR in their respective rooms at their respective residence halls. Instead, they were simply asked to imagine that they were in their dorm rooms while they completed the forms in very controlled environments at the Census Bureau headquarters or three different on-campus sites. These environments were largely distraction-free and thus extremely impoverished replications of actual dormitories. Another limitation was the presence of the interviewers during the interviews, as their mere attendance potentially influenced the respondents' interaction with the ICR and possibly their responses as well.

Results

Question 6

Question 6 reads, "*Do you live or stay in this facility MOST OF THE TIME?*" with "yes" and "no" as the possible answers. All 12 respondents answered "yes" to this question.

The first major finding has to do with the adverbial phrase "most of the time." This phrase was interpreted in many ways. Respondents reported interpreting this phrase in varying reference frames, such as most months of a year, most weeks of a month, most days of a week, and most hours of the day. The last of these interpretations proved especially problematic for the respondents who spent few hours in the dormitory itself. Most of these interpretations were not problematic; however, one respondent experienced some distress and expressed a desire for another choice specifically for situations where individuals may stay equal amounts of time at the ICR address and the other address solicited. A summary of the multiple interpretations of the phrase "most of the time" is found in Table 1.

Table 1. Number of respondents who gave different time reference frames for the phrase "most of the time."

Time reference frame	n
Months out of a year	7
Weeks out of a month	1*
Days out of a week	4
Hours out of the day	1*

* Note. One respondent framed the phrase "most of the time" in terms of weeks out of a month *and* in hours of the day.

The second major finding regarding question 6 is that all respondents answered the question correctly, given the information they provided in the interview process. That is, all respondents correctly answered that they did live in their dorm most of the time.

Recommendations

No changes are recommended to question 6.

Question 7

One focus of the research was the elimination of the skip instruction contained in question 6. The respondents moved easily from question 6 to question 7. This deletion was non-problematic.

Question 7 reads, “*Besides this facility, what is the full address of a place where you sometimes live or stay?*” All 12 respondents gave an address in the fields provided.

Respondents experienced some confusion regarding the phrase “this facility.” Specifically, three respondents reported that “this facility” refers to things like “gyms,” “basketball courts,” and “places of business,” as well as “dormitories” and “apartment complexes.” One respondent even interpreted “this facility” as the entire college campus rather than the specific dormitory. An interview exchange that echoes the sentiment around the phrase “this facility” is given below:

Respondent: “When it said ‘in this facility,’ they’re referring to my dorm, correct? Like, if this paper were sent to my dorm and I was asked to fill it out, then this is what this question refers to, correct?”

Interviewer: “What do you think?”

R: “Yeah, that’s what I... When the word ‘facility’ makes me think of an office, so I got confused for a second. I thought of this department for some reason [*referring to the Census Bureau, since the interview was conducted in the lab*]. Maybe because I’m physically in the department right now.”

I: “Oh, you mean like this actual Census Bureau.”

R: “Because the word facility does not make me think of home. You know, I don’t say, ‘I’m going back to my facility now.’ So, that choice of word or that word that is used...kind of throws me off a little bit.”

...

R: “‘This facility’ makes me think of a building. It can be any type of building, but automatically, when I think ‘facility’ I think [of] somewhere where someone works or... Yeah, somewhere where someone works. Or, um...an object or a place where things are kept, like cleaning facility. It makes me think of services and, um...places where people work more than just a building. Even though I know ‘facility’ means building, [but] when you think of building you think office building and, um...services. You know, buildings and services. ”

I: “What about a dorm, is a dorm a facility?”

R: “Um...I guess you could say it is a facility because...it’s not necessarily where you live at. I don’t know, it’s kind of a place where you’re temporarily staying. Yeah, like my dorm is a place where I’m temporarily staying, and it’s used for university purposes and there’s a set of rules. And, they kind of have office hours to in a dorm because you know

there's only certain times when you can use certain things. I guess you can consider a dorm a facility.”

I: “Does that immediately come to your mind, when I say, ‘facility?’ Would [a] dorm be under there?”

R: “No. No.”

As the above excerpt illustrates, the term “this facility” creates confusion and thus may not always result in the desired interpretive outcome. And, even though the respondents clearly experienced a considerable amount of confusion regarding this topic, all of them still indicated that they eventually understood that “this facility” referred to a residence hall and provided an appropriate address in the appropriate format that corresponded to the information sought in the alternative ICR.

Another notable finding has to do with the address that the respondents indicated that they wanted to provide. One respondent, in particular, instinctively wanted to provide the address of her residence hall and indicated that this was because she had grown accustomed to putting down this address in the various forms she filled out for school. Another respondent had two alternate addresses between which she was forced to decide on question 7. During the interview, she indicated that she spent equivalent amounts of time at each address, but she ultimately made a choice in favor of a domestic address over an international one. Importantly, all respondents provided an appropriate alternate address, which was, in this study, a parent’s address.

Recommendations

To address the problem of the respondents wanting to provide the address of the facility where the ICR is distributed instead of an alternate address, we recommend changing the printed language in question 7 to draw the respondents’ attention to the fact that they are being asked to provide an address other than that of the facility. One recommended way to draw attention to this instruction is to capitalize the phrase “Besides this facility” in question 7.

To remedy the predicament found in the misunderstanding of the phrase “this facility,” we recommend changing “this facility” to a phrase more reflective of the specific type of facility to be enumerated. In the context of an enumeration of a residence hall, for instance, the phrase can be changed to “this residence hall” or even to “this dormitory.” Such a change in wording may not align properly with current field operation goals; however, given that the largest proportion of individuals within the GQ universe resides within college dormitories, tailoring the ICR to better capture quality data from this population would not be without its benefits. If a single ICR form is essential, the phrase “this facility” might be reworded as “dormitory or another facility.”

Other findings

We also note an additional finding regarding the information page of the front side of the ICR (found in Appendix B). Respondents saw this page in one of three circumstances: four saw the page before completing the ICR, four after completing the ICR, and four after being prompted by the interviewer to do so after completing the ICR. Thus, only one-third of the respondents saw the information sheet prior to completing the form. There is no specific indication of how this might influence answers given on the form.

Conclusions

Although this study had notable findings, it is important to consider that it was not without its limitations. Its first limitation is clearly visible in the respondents that participated because the “sample” was biased toward a female perspective. Nine of the 12 respondents were female and both of the interviewers were male, which could have potentially biased responses. However, the potential biasing effect is diminished by the fact that the questions asked in this study were not subjective attitudinal or opinion questions. Another limiting factor is that in the applied setting, as is typical of the Census Bureau, the present study had to be conducted in a very short time frame. This factor certainly affected the recruiting of the respondents.

Through the use of 12 retrospective think-aloud cognitive interviews of college dormitory residents, this study demonstrated that the alternative version of the ICR functions as it should. It gathers the desired information on alternate addresses and should aid the unduplication process. The respondents indicated that they understood the questions and were able to move from question 6 to question 7 with no difficulty. However, this study also demonstrated that the alternate version of the ICR is not flawless and that certain phrases within the alternative version are potentially troublesome as they can be understood in a problematic manner. Given that all respondents completed the form correctly and with the desired information, however, this study finds that only minor modifications in format may lead to better data collection.

References

Willis, G. (2005). *Cognitive interviewing: A tool for improving questionnaire design*. Thousand Oaks, California: Sage.

Appendix A: The 2010 ICR

OMB No. 0607-0919-C: Approval Expires 12/31/2011

United States
**Census
2010**

Individual Census Report

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

1. What is your name? *Print name below.*

Last Name

First Name

MI

2. What is your sex? Mark ONE box.

Male Female

3. What is your age and what is your date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.

4. Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↕

5. What is your race? Mark one or more boxes.

- White
 Black, African Am., or Negro
 American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↕

- | | | |
|---|--|--|
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Korean | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↕ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↕ | |

Some other race — *Print race.* ↕

6. Do you live or stay in this facility MOST OF THE TIME?

Yes → *This completes the form.*

No ↕

7. (If No) What is the full address of the place where you live or stay MOST OF THE TIME?

Please complete all that apply.

Street address number

Street name

Apartment number

Rural route address

City

County

State or foreign country

ZIP Code

Form **D-20** (12-8-2008)

U S C E N S U S B U R E A U





UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

March 17, 2010

Dear Resident:

This is your official 2010 Census form. We need your help to count everyone in the United States. It is important that everyone be counted, regardless of where they may be living at the time of the census. This Individual Census Report is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations. **Please follow the instructions you were given when you received this form for returning it to the appropriate person.**

Your answers are important. Census results are used to decide the number of representatives each state has in the U.S. Congress. The amount of government money received also depends on these answers. That money is used for services for children and the elderly, roads, and many other local needs. As allowed by law, your census data becomes public after 72 years. This information can be used for family history and other types of historical research.

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you. Your answers will only be used for statistical purposes, and no other purpose. Please visit our Web site at <www.census.gov/2010census> and click on "Protecting Your Answers" to learn more about our privacy policy and data protection.

Sincerely,

Steve H. Murdock
 Director, U.S. Census Bureau



Thank you for completing your official 2010 Census form.

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0919-C, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to <Paperwork@census.gov>; use "Paperwork Project 0607-0919-C" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

FOR OFFICIAL USE ONLY

GQ Control Number

A. PN

B. JIC1

C. JIC2

D. Answered By: Respondent Other



Appendix B: The Alternative ICR

OMB No. 0507-0725; Approval Expires 8/30/2010

United States
**Census
2010**

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Individual Census Report

Use a blue or black pen.

Start here

1. What is your name? Print name below.

Last Name

First Name

MI

2. What is your sex? Mark ONE box.

Male Female

3. What is your age and what is your date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 4 about Hispanic origin and Question 5 about race. For this census, Hispanic origins are not races.

4. Are you of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on. ↴

5. What is your race? Mark one or more boxes.

- White
 Black, African Am., or Negro
 American Indian or Alaska Native — Print name of enrolled or principal tribe ↴

- Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ↴

- Some other race — Print race. ↴

6. Do you live or stay in this facility MOST OF THE TIME?

- Yes
 No

7. Besides this facility, what is the full address of a place where you sometimes live or stay?

Please complete all that apply

Street address number

Street name

Apartment number

Rural route address

City

County

State or foreign country

ZIP Code

Form DY-20(X1) (1-8-2009)

U S C E N S U S B U R E A U





UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
 Washington, DC 20233-0001
 OFFICE OF THE DIRECTOR

March 17, 2010

Dear Resident:

This is your official 2010 Census form. We need your help to count everyone in the United States. It is important that everyone be counted, regardless of where they may be living at the time of the census. This Individual Census Report is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations. **Please follow the instructions you were given when you received this form for returning it to the appropriate person.**

Your answers are important. Census results are used to decide the number of representatives each state has in the U.S. Congress. The amount of government money received also depends on these answers. That money is used for services for children and the elderly, roads, and many other local needs. As allowed by law, your census data becomes public after 72 years. This information can be used for family history and other types of historical research.

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you. Your answers will only be used for statistical purposes, and no other purpose. Please visit our Web site at <www.census.gov/2010census> and click on "Protecting Your Answers" to learn more about our privacy policy and data protection.

Sincerely,

Steve H. Murdock
 Director, U.S. Census Bureau



Thank you for completing your official 2010 Census form.

The U.S. Census Bureau estimates that, for the average respondent, this form will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0919-C, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to <Paperwork@census.gov>; use "Paperwork Project 0607-0919-C" as the subject.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

FOR OFFICIAL USE ONLY

GQ Control Number

A. PN B. JIC1 C. JIC2

D. Answered By: Respondent Other



Appendix C: The Envelope Used in Testing

United States Census 2010

U.S. Census Form Enclosed
YOUR RESPONSE IS REQUIRED BY LAW

U.S. DEPARTMENT OF COMMERCE
ADVISING AND TRAINING THE BUSINESS
U.S. CENSUS BUREAU

FOR

The Census Bureau is conducting the 2010 Census. To ensure the accuracy of this Census, it is important that everyone be counted. Please complete the enclosed census form. Put the completed form in this envelope, seal, and:

Return To: _____

Return By Date: _____

Thank you for your participation.

Your answers are confidential and protected by law — every Census Bureau employee has taken an oath and is subject to a jail term, a fine, or both if he or she discloses ANY information that could identify you. The information you provide can only be used for statistical purposes, and no other purpose. You are required by law to provide the information requested. These federal laws are found in the United States Code, Title 13 (Sections 9, 141, 193, 214, and 221) and Title 44 (Section 2108).

D-40 10-2008
U S C E N S U S B U R E A U

GQ	PN
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FOR OFFICIAL USE ONLY

Appendix D: The Interview Protocol

**Protocol for 2009 Experimental Individual Census Report
Cognitive Interviewing - Probes
January 8, 2009**

Participant ID #:

Interview Date: / / (mm/dd/yyyy)

Interviewer initials:

Start Time: _____ AM / PM **End Time:** _____ AM / PM

Section 1: Introduction

Interviewer: Read/ Paraphrase the following text:

Hello, I'm [NAME OF COGNITIVE INTERVIEWER] and I work for the Census Bureau. Thanks for agreeing to help us today. Let me tell you a little about what we will be doing:

Every ten years, the Census Bureau collects data about the entire U.S. population. To get ready for the upcoming Census in 2010, we are testing some new questions to see how they work with people in different situations.

Today, we are going to pretend that you are filling out your Census form as if you had received it, but with one difference: I'd like to hear how the questions work for you, so I'm going to ask you to discuss your answers, and I will ask you some questions about the survey questions.

Your participation in this interview is very important because it will help the Census Bureau improve the information it collects.

Section 2: Informed Consent

Before we start, I will give you a consent form [HAND THE CONSENT FORM TO R] and we'll go over it together. It's a consent to make a tape recording of our conversation and it also tells you about the confidentiality of this interview. Please feel free to ask any questions you might have.

This document tells you that the interview will take approximately one hour, and that because we would like to keep track of everything you say today, we would like to tape-record our conversation.

All your responses and everything else you say will be kept strictly confidential and only researchers working on this project will see your answers or hear the tape. Your participation is voluntary and you may choose not to answer any particular question you don't want to answer.

Interviewer: Obtain signature

1. Did the participant have any questions or concerns?

- 1 Yes
- 2 No → (Go to next page.)

2. Please specify:

! START TAPE RECORDER NOW !

Section 3: Cognitive Interview

Part 1 – Respondent Training Probes Using Questions 1 - 5

IF NOT IN THE R'S RESIDENCE

Tell R: Also, some of the questions will ask you about your address. Pretend that you are taking this survey in your dorm/unit/residence and answer about that location. And remember to tell me what you are thinking.

Interviewer: Give the respondent time to adjust to the form and then begin probing.

NOTE: Does R read the front information sheet?

Question 1

- (AS NEEDED) What are you thinking? / What are you looking at?

Question 2 – No Probes

Question 3 – No Probes

Question 4

- What does “Hispanic, Latino or Spanish origin” mean to you in this question?

Question 5 – No Probes

Part 2 – Retrospective Probes for Questions 6 and 7

Interviewer: Wait until the respondent answers both Questions 6 and 7. Then probe to understand the respondent’s living situation.

Question 7

Let’s now take a look at question 7.

- What does the phrase “sometimes live or stay” mean to you?
 - In your opinion, is there a difference between the words “live or stay”?

- What does the phrase “this facility” mean to you?

- **If respondent DOES NOT complete Q7 (put an address):** I noticed that you did not write down an address...tell me more about that.

- **If respondent completes Q7:** What address did you put here?

- Why did you put that address?

- Were there other addresses that you were thinking about putting here?

- **If yes:** Which do you stay at more often?

- **If the respondent answered “no” on Question 6:** Is the address you put down where you live or stay most of the time?

Question 6

Let's now take a look at question 6.

- Looking back to question 6, what does the phrase, “most of the time” mean to you?

- **If the respondent does not provide enough detail:** How much is “most of the time?”

- **If the respondent does not provide enough detail:** Can you help me understand your time frame? Are you referring to a certain number of months out of the year, a certain number of days out of the week, or a certain number of hours out of the day?

- Do you think there is anyone who would not have to give an address in Q7? Can you tell me *why*?

Section 4: Debriefing

Just a few final questions to wrap up –

- Overall, would you say the survey questions were easy or difficult to respond to? Why?
- Do you think there are questions some people would find difficult? Sensitive?
- Do you have anything else you would like to tell us that you haven't had a chance to mention, yet?

That's all the questions that I have. Thank you for your time.