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June 26, 2012

## 2010 CENSUS PLANNING MEMORANDA SERIES

No. 205

MEMORANDUM FOR      The Distribution List

From:                      Burton Reist *[signed]*  
Acting Chief, Decennial Management Division

Subject:                    Census Barriers, Attitudes, and Motivators Survey II Final Report

The Census Bureau contracted with ICF Macro to conduct an independent evaluation whether the mindsets of the population toward the census (defined in previous studies) have changed since the implementation of the 2010 Census. Attached is the Census Barriers, Attitudes, and Motivators Survey II Final Report. We are issuing this document in our memorandum series for the record.

The Quality Process for the 2010 Census Test Evaluations, Experiments, and Assessments was applied to the review process. This report is sound and appropriate for completeness and accuracy, but it does contain some information that is outside the scope of what is relevant for decennial census operations.

If you have questions or comments about this document, please contact Mary Bucci at (301) 763-9925.

Attachment

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June 20, 2012

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**Census Barriers, Attitudes, and Motivators Survey II**  
*Final Report*

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ICF Macro

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# Table of Contents

|   |     |
|---|-----|
| Executive Summary .....   | v   |
| 1. Introduction .....   | 2   |
| 1.1. Scope.....   | 2   |
| 1.2. Intended Audience.....   | 2   |
| 2. Background .....   | 2   |
| 3. Methodology .....  | 3   |
| 3.1. Questions to be Answered.....  | 3   |
| 3.2. Methods.....   | 5   |
| 4. Limitations .....  | 29  |
| 4.1. Precision in Classifying New Respondents.....  | 29  |
| 5. Results.....   | 30  |
| 5.1. Question 1: What is the best method for creating mindsets?.....                        | 30  |
| 5.2. Question 2: How are mindsets now different from mindsets before the 2010 Census? ..... | 32  |
| 5.3. Question 3: What are the Census Mindsets? .....  | 36  |
| 5.4. Question 4: Who is in each mindset? .....  | 45  |
| 5.5. Question 5: How can we reach the mindsets? .....                                       | 56  |
| 5.6. Question 6: What are attitudes toward the use of administrative records?.....          | 60  |
| 5.7. Question 7: How can we classify new respondents into the segments?.....                | 69  |
| 5.8. Analysis of Alternative Question Format for Benefit and Harm .....                     | 72  |
| 6. Key Lessons Learned, Conclusions, and Recommendations.....                               | 74  |
| 7. Acknowledgements .....   | 75  |
| 8. References .....   | 75  |
| Appendix A: Variables Used in CBAMS II Segmentation Variable Reduction .....                | °   |
| Appendix B: Profiles of Four Mindset Solutions Produced Using Different Approaches .....    | "   |
| Appendix C: Pre-notification Letter—Telephone .....   | #   |
| Appendix D: Notification Letter—In-person.....  | D-1 |
| Appendix E: Telephone Script.....   | E-1 |
| Appendix F: In-person Survey Script.....  | F-1 |
| Appendix G: Cognitive Interviewing Script .....   | G-1 |
| Appendix H: Sorry I Missed You Card .....   | H-1 |
| Appendix I: Stratum 5, 6, 7 Markets.....  | I-1 |
| Appendix J: Calculating Mindset Probabilities.....  | J-1 |

## List of Tables and Figures

|  |    |
|--|----|
| Table 1: Characteristics of Cognitive Interview Participants .....   | 5  |
| Table 2: Locations Sampled for Strata One through Four .....   | 9  |
| Figure 1: GPS Sampling .....   | 10 |
| Table 3: Telephone Data Collection Schedule .....  | 11 |
| Table 4: Completed Interviews by Survey Stratum .....  | 15 |
| Table 5: Response Rates .....  | 15 |
| Table 6: Non-response Adjustment Factors for Landline .....  | 17 |
| Table 7: Non-response Adjustment Factors for Cell Phone .....  | 19 |
| Figure 2: Population Coverage by Cell, Landline, and Address Sampling Frames .....   | 19 |
| Table 8: Calculations for Combining Landline/Address with Cell Phone .....   | 21 |
| Table 9: Weighting Questions on the Survey .....   | 22 |
| Table 10: Variables Used in Segmentation Analysis to Compare CBAMS I and CBAMS II .....  | 26 |
| Table 11: Example of Recentering the Knowledge Questions.....  | 27 |
| Table 12: Groups of Variables for Final Segmentation .....   | 28 |
| Table 13: Prevalence of Mindsets for Four, Five, and Six Mindset Solutions Using Different Methods .....   | 30 |
| Table 14: Error Rates in Classification for Four, Five, and Six Mindset Solutions Using Different Methods .....  | 30 |
| Table 15: Percent of Individuals Classified into Similar Mindset .....   | 31 |
| Table 16: Prevalence of Mindsets for Four, Five, and Six Mindset Solutions Using CBAMS I and CBAMS II Data .....   | 33 |
| Table 17: Overall Error Rates in Classification for Four, Five, and Six Mindset Solutions Using CBAMS I and CBAMS II Data .....  | 33 |
| Table 18: Profiles of Four Mindset Solutions Produced Using CBAMS I and CBAMS II Data.....   | 35 |
| Figure 3: Evolution of Mindset Groups.....   | 36 |
| Table 19: CBAMS II Segment Profiles .....  | 39 |
| Figure 4. Mindset Probabilities—Individuals with Low Assignment Probability .....  | 42 |
| Table 20: Summary Statistics for Assignment Probabilities for Each Mindset .....   | 43 |
| Table 21: Mindset Probability Summary Statistics—Individuals with Lowest Assignment Probability in Each Mindset .....  | 44 |
| Table 22: Demographic Profiles of Mindsets.....  | 46 |
| Table 23: Census Tract Clusters Associated with Mindsets.....  | 47 |
| Table 24: Mindsets for Some Hard-to-Contact Groups .....   | 48 |
| Table 25: Mindsets by Geographic Hard-to-Contact Scores.....   | 48 |
| Table 26: Media Profiles of Mindsets.....  | 57 |
| Table 27: Average Confidentiality Trust and Privacy Concern Indices .....  | 58 |
| Table 28: Average Confidentiality Trust and Privacy Concern Indices by Mode Preference.....  | 59 |
| Figure 5: How do you feel about the Census getting your information from other government records? .....   | 63 |
| Figure 6: How do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?.....   | 64 |
| Figure 7: How willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies? .....                  | 65 |
| Figure 8: Approval of Administrative Records Sources .....   | 66 |
| Figure 9: Would you prefer that the Census gets your household’s information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it? ..... | 67 |
| Table 29: Administrative Records Profiles of Mindsets.....   | 68 |
| Table 30: Classification Model Results Using LCA Model Variables .....   | 69 |
| Table 31: Reduced Model Variable Selection – Round 1.....  | 70 |
| Table 32: Reduced Model Variable Selection – Round 2.....  | 71 |
| Table 33: Mindset Classification Matrix .....  | 72 |
| Table 34: Comparison of Benefit and Harm Questions .....   | 74 |
| Table 35. Variables Used in CBAMS II Segmentation Variable Reduction.....  | 78 |
| Table 36. Profiles of Four Mindset Solutions Produced Using Different Approaches .....   | 82 |
| Table 37: Profiles of Five Mindset Solutions Produced Using Different Approaches.....  | 84 |
| Table 38: Profiles of Six Mindset Solutions Produced Using Different Approaches.....   | 86 |

## **EXECUTIVE SUMMARY**

The primary purpose of the second iteration of the Census Barriers, Attitudes, and Motivators Survey (CBAMS II) is to determine, by replicating the 2008 CBAMS (CBAMS I), the degree to which census mindsets (distinct attitudinal segments) have changed since the implementation of the 2010 Census Integrated Communications Campaign (ICP) and to develop new mindset classifications if necessary.

Analysis of CBAMS I data provided insight into how the target audiences felt about the census, and why they may or may not participate in the 2010 Census. CBAMS I revealed five distinct mindsets among the population that varied in their knowledge of, and attitudes toward, the census: *Leading Edge, Head Noddors, Insulated, Unacquainted, and Cynical Fifth* (ICF Macro, 2008).

Attitudinal segments will continue to play an important part of the Census Bureau's communications strategy for the intercensal years leading up to the 2020 Census. To support this, we developed the following research questions for CBAMS II:

1. What is the best method for creating mindsets?
2. How are mindsets now different from mindsets before the 2010 Census?
3. What are the current census mindsets?
4. Who is in each mindset?
5. How can we reach the mindsets?
6. What are the attitudes toward the use of administrative records?
7. How can we classify new respondents into the segments?

Similar to CBAMS I, CBAMS II is a nationally representative multi mode survey that utilized landline and cell phone interviewing along with in-person interviews in areas considered particularly hard-to-count: American Indian Reservations, areas with high Hispanic population density, areas with high Asian population density, and rural areas with high poverty. We revised the content of the CBAMS II questionnaire to support our current research goals while allowing enough overlap to allow for comparisons between the two surveys.

### **Question 1: What is the best method for creating mindsets?**

Analysts evaluated two segmentation methods for CBAMS I, K-Means and Q-Factor, with Q-Factor ultimately producing the most meaningful mindset classification. In addition to evaluating K-Means and Q-Factor for CBAMS II, we also investigated a third method called Latent Class Analysis (LCA). For each method, we used the same set of attitudinal characteristics and looked at the resulting solutions for four, five, and six segments. With four segments, the same general characteristics emerged in the segments, but the profiles for the LCA groups were notably more distinct (i.e., they had higher between segment variability) from each other than were profiles of K-Means or Q-Factor groups. On average, the range across all the profile measures was higher for the LCA solutions than in either the K-Means or Q-Factor solutions. As we increased the number of segments, the methods deviated from each other in grouping. The segments were much more distinguishable using the LCA analysis. Therefore, we determined that LCA was the best methodology for producing the CBAMS II mindsets.

### **Question 2: How are mindsets now different from mindsets before the 2010 Census?**

We compared mindset solutions from CBAMS I and CBAMS II to determine whether there were qualitative differences in perspective. As we did not identically replicate the CBAMS I questionnaire, we were unable to identically replicate the CBAMS I mindsets. Therefore, we recreated the CBAMS I mindsets using questions included in both surveys with LCA, the chosen method for CBAMS II.

For CBAMS I, this method produced the following mindsets: *Leading Edge Equivalent*, *Head Nodder Equivalent*, *Insulated Equivalent*, and a *Cynical Fifth Equivalent*. The *Unacquainted* remained the same. Our results showed that the percentage of respondents completely unaware of the census (*Unacquainted*) decreased from 7 to 3%. The high affinity, high knowledge *Leading Edge Equivalent* grew by 75%. Additionally, the *Cynical Fifth Equivalent* decreased in size and is now less knowledgeable about the census suggesting that previous, more knowledgeable *Cynical Fifth* members migrated to the *Leading Edge Equivalent*. While there are likely many contributing factors to the change in size and composition of the CBAMS I to CBAMS II mindsets, we can, in part, infer that some of this change can be attributed to 2010 Census communications.

### **Question 3: What are the census mindsets?**

After identifying LCA as the best segmentation method in Question 1 and observing significant change in mindsets between CBAMS I and CBAMS II in Question 2, we had to define the final CBAMS II mindsets. We evaluated several different mindset solutions and ultimately identified a seven segment mindset solution as the most beneficial, having distinct attitudinal profiles with groups still adequately sized for targeting purposes. The final seven CBAMS II segments are:

#### *1. Government-Minded (19%)*

This group has positive attitudes toward the census and its purposes. They are knowledgeable about what the census is used for and what it is not used for. This group is set apart by the high priority they place on political representation. They also care about government administrative functions in support of fire and police stations, roads and highways, and public transportation. They see the government's attempts to collect information as important to its functions.

#### *2. Compliant and Caring (15%)*

This group has positive attitudes toward the census and its purpose. They are knowledgeable about what the census is used for and what it is not used for. Members of this group tend to care about social programs like those in schools and for elder care, and they believe that the census could benefit those programs as well as them personally. This group also tends to complete paperwork dutifully, so their high self-reported response to the census could stem from their positive general feelings toward the census, and their overall compliance with requests to complete and return forms.

#### *3. Dutiful (14%)*

Characterized by a sense of duty to complete the census, this group feels it is their responsibility to be counted. They have a very positive view of the census and feel it is important. They know what the census is for, although they also think it serves some functions that it actually does not, such as determining property taxes. They have strong trust in the Federal Government and believe in the importance of political representation.

#### *4. Local-Minded (12%)*

*Local-Minded* persons tend to be ambivalent toward government, reporting that they tend to trust local governments more than the Federal Government. They tend to think that refusing to complete the census is a good way to show the government that they are dissatisfied. At the same time, they tend to think that the government keeps their information safe, and that it has their best interests in mind. Perhaps because they are disenchanted, this group does not prioritize representation in government, but they do tend to care about schools, healthcare, and other soft issues.

#### 5. *Uninformed (16%)*

This population group cannot reliably report what the census is actually used for. Only about half of them know that the census helps to determine government representation, and they are similarly poor at reporting the census' other uses. This group has low affinity for the government and does not feel the census is important. This group tends to think that they will never see the results of the census, and that it should only ask about the number of household residents. They do tend to put a high priority on healthcare or on care for the elderly.

#### 6. *Cynical (10%)*

The *Cynical* group has the lowest affinity for the census. They are aware of the census, know what it is used for, and are highly suspicious of it and of the government. Across all measures, they have the lowest opinion of the government and express the most concern about the security of their personal information. Like those in the *Government-Minded* group, however, they place a premium on political representation and on government functions like fire and police protection.

#### 7. *Suspicious (14%)*

This group has the lowest intent to respond to the census and the lowest self-reported census awareness. Because they are not aware of the census, they do not think the census is important and have low affinity toward it. They think that the census could harm them in some way and are concerned that their information could be misused. They also tend to be less likely than other groups to complete paperwork on time. The challenge with this group will be making them aware of the census as well as convincing them to care enough to complete it when it arrives.

### **Question 4: Who is in each mindset?**

We profiled the seven mindsets based on socioeconomic and demographic characteristics. The high-affinity *Government-Minded* and the much lower-affinity *Cynical* groups are very similar in terms of their income, age, and ethnic make-ups. *Government-Minded* group members tend to be more educated, and *Cynical* members tend to be male (67%). A similar resemblance emerged between the *Local-Minded* and *Suspicious* mindsets. Both groups are characterized by relatively high proportions of minorities, low education, and a higher percentage of renters. Contrasts between these two groups are that those in the *Suspicious* group tend to be much younger (28% under 25) than those in the *Local Minded* one (12% under 25), and *Local-Minded* group members tend to be female. *Dutiful* group members are fairly diverse and have a demographic profile that closely resembles the U.S. population. The *Compliant and Caring* mindset also tends to demographically resemble the U.S. population, but it tends to be made of more females and those with higher education level. The *Uninformed* mindset is primarily characterized by relatively low education and income.

### **Question 5: How can we reach the mindsets?**

While this is a key research question to the CBAMS program, the content for this questionnaire section was limited to Internet behaviors for CBAMS II. This decision was made to accommodate other topics on the questionnaire. The abbreviated media section was justified since CBAMS II data will not be needed to immediately support a communications campaign.

However, for the internet, a majority of every group reported accessing the internet using a computer at least occasionally. Internet penetration in the *Government-Minded* mindset was nearly 100%. It was much lower in most of the lower-affinity groups, but the *Cynical* group was an exception. Internet usage among the *Cynical* mindset was similar to the *Dutiful* and *Compliant and Caring* mindsets except *Cynical* people



are much less likely to use the Internet for social networking or to post personal information on the Internet. This may be due to higher levels of privacy concerns in the *Cynical* mindset. We constructed two indices from questions about trust in government, confidentiality, and data security. These indices were confidentiality, trust, and privacy concern. Those who use the Internet for social networking, posting personal information, and/or reading news or blogs tended to score higher on privacy concern and lower on confidentiality and trust.

#### **Question 6: What are attitudes toward the use of administrative records?**

Approximately 68% of the population is positive or neutral about the use of administrative records; however, when for a preference between obtaining their information from administrative records or sending an interviewer, only 42% preferred the use of administrative records. Most people (65%) would be unwilling to allow the Census Bureau to use Social Security Number (SSN) to obtain their sex, age, date of birth, and race from other government agencies. About half of the population would approve of the Census Bureau gathering sex, age, date of birth, and race information for their household from their most recent tax return. People provide higher approval of government records (such as tax records, employment, and social security) rather than private records such as medical records or credit history.

Respondents received one of three administrative records frames: a control frame, a cost frame, and a burden frame; the cost and burden frames emphasized a reduction in cost and burden respectively. Both the burden and cost frames resulted in a more positive response to the use of administrative records than the control frame. As the Census Bureau continues to consider the use of administrative records, further studies should be conducted; however, preliminary results from CBAMS II suggest framing the use of administrative records as a way to save money will resonate with the population more than reducing burden or simply explaining the process.

#### **Question 7: How can we classify new respondents into the segments?**

To support communications research going forward, we investigated models to classify respondents to future surveys into mindsets. To parallel the probability-based LCA segmentation model, we used multinomial logistic regression to estimate the probabilities of membership in each of the mindset classes. These probabilities can then be used with a nearest-neighbor discriminant analysis to group individuals into a single mindset class. The full segmentation was based on 60 questionnaire items, many of which were used to develop composite measures such as factor scores. To test the best classification model, we created a development, or training, dataset (80% of original data) and a classification or validation dataset (20% of the original data). When using the full set of variables, 95% of the mindset classes were the same as the original segmentation model. However, it is impractical to assume that all of the model questions can be appended to other surveys. Therefore, we identified a set of 15 variables that provided 75% classification accuracy. Additional research outside of this contract will further refine the classification tool.

In conclusion, conducting CBAMS II allowed us to define a new method for developing mindsets – LCA; demonstrated that mindsets have changed between the pre and post decennial measures; determined that a seven segment mindset solution will best serve our current and anticipated future purposes; provided insight into the use of administrative records; and laid the foundation for a classification tool that we can use to assign future survey respondents into CBAMS II mindsets. The results will also allow us to continue developing a plan for communications and audience research that will lay the foundation for the 2020 Census communications program.

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## 1. **INTRODUCTION**

### 1.1. **Scope**

The primary purpose of the second iteration of the Census Barriers, Attitudes, and Motivators Survey (CBAMS II) is to determine, by replicating the 2008 CBAMS, the degree to which census mindsets (distinct attitudinal segments) have changed since implementation of the 2010 Census Integrated Communications Program (ICP) and to develop new mindsets (if warranted). CBAMS II provides a before-and-after measure that will add to our knowledge about how attitudes toward the census do, or do not, shift over time. The results will inform communications research leading up to the 2020 Census.

The analytic goals for CBAMS II include:

- Determining whether or not the mindsets from CBAMS I (used to develop the paid advertising campaign and to target groups based upon their unique barriers, attitudes, and motivators) have changed.
- Assessing whether or not we can categorize mindsets differently moving forward, and if yes, finding the best method for identifying census mindsets by evaluating the reliability of mindset creation algorithms from CBAMS I and CBAMS II.
- Developing a deeper understanding of the mindset profiles, especially addressing the following questions:
  - Is there a qualitative distinction between people who are unaware of the census and those who lack extensive knowledge of the census?
  - What are the characteristics and belief profiles of people who have negative attitudes toward the census?
  - What sub-segments exist within the large, positive segments from CBAMS I?
- Measuring attitudes related to the possible use of administrative records to supplement or replace the census—and relating those attitudes to final mindsets.

### 1.2. **Intended Audience**

The report has two major goals, each of which might be of interest to different audiences. First, this report discusses the ways in which the census audience can be segmented—that is, the technical implementation of segmentation algorithms and the classification of new individuals into mindsets. These findings may be of interest to communications and market research professionals with a background in statistics.

Second, this report discusses the attitudes and other characteristics of sub-groups of census respondents. While the findings are written primarily to inform future decennial communications, the results may be of interest to anyone responsible for working with census respondents.

## 2. **BACKGROUND**

The Census Bureau, in collaboration with a primary contractor and 14 subcontractors, created hundreds of advertisements in 28 different languages as part of the Census Bureau’s ICP activities for the 2010 Census. This effort combined advertising, partnerships, public relations, Census in Schools, Road Tour, and digital media with the Census Bureau’s internal operations.

The Census 2010 Publicity Office (C2PO) conducted a series of qualitative, quantitative, attitudinal, and behavioral research initiatives to serve as a foundation for the 2010 Census ICP. Research results informed and validated marketing decisions throughout the entire campaign. C2PO researched all elements of the campaign across audiences to ensure that the messaging would resound with the targeted communities.

CBAMS I was a cornerstone research effort for developing messages that would resonate with the targeted populations and motivate their participation in the census. The survey included over 4,000 in-depth interviews, about 3,000 conducted over the phone and another 1,000 in-person, to ensure coverage in areas that were linguistically, culturally, or geographically hard-to-count (HTC) as well as areas without phone service (one of the HTC factors) (ICF Macro, 2008). The CBAMS I sample was probabilistic so that it would be representative of the nation, with oversamples in HTC populations.

Data collection for CBAMS I occurred in July and August 2008 (ICF Macro, 2008). This survey measured previous census participation, attitudes toward the census, knowledge about the purpose of the census, potential motivators and barriers to census participation, reactions to potential messages, and media consumption related to census; it also collected demographic information from respondents.

Analysis of CBAMS I data enhanced the cluster segmentation by providing much-needed, up-to-date insight into how the target audiences feel about the census, and why they may or may not participate, to help us develop appropriate messages to address these mindsets. CBAMS I revealed five distinct mindsets among the population that varied in their knowledge of, and attitudes toward, the census: *Leading Edge*, *Head Nodders*, *Insulated*, *Unacquainted*, and *Cynical Fifth* (ICF Macro, 2008). While different cultural contexts emerged within these profiles, these mindsets exist throughout the population, regardless of race or ethnicity.

Attitudinal segments will continue to play an important part of the Census Bureau's communications strategy for 2020 and beyond. During CBAMS II, the Census Bureau extended that research to further specify the segments and to learn about their stability and structure. The results of CBAMS II will determine how often and what kind of market research is conducted over the next decade to support communications for the 2020 Census, and will eventually be used to shape messaging directly.

### 3. **METHODOLOGY**

ICF Macro, an independent research firm, conducted a large-scale, national survey of attitudes toward the census and barriers to census response—with the goal of creating market segments that the Census Bureau will use to target communications leading up to the 2020 Census. In this section, we describe the research questions and then the methods for both data collection and analysis.

#### 3.1. **Questions to be Answered**

##### 3.1.1. **Question 1: What is the best method for creating mindsets?**

Mindsets, or distinct attitudinal segments, may shape Census Bureau communications policies over the next decade. The top priority for this project is to confirm that the method of statistically defining the mindsets is relatively stable and produces reliable, meaningful results that adequately identify key population groups. We compared the results of three statistical approaches to mindset creation: Latent Class analysis (LCA), Q-Factor analysis, and Distance-based Clustering (similar to K-Means analysis). We considered:

- Similarity across clustering methods in the “fit” of solutions with different numbers of mindsets;

- Similarity of profiles of mindsets created using different methods; and
- Similarity of profiles from CBAMS I and CBAMS II using different methods.

### 3.1.2. **Question 2: How are mindsets now different from mindsets before the 2010 Census?**

Data from CBAMS I and CBAMS II give us the opportunity to explore change in the mindsets between the two survey administrations. Although not all questions are shared between the instruments, it is possible to create mindsets using overlapping variables from the two surveys. We compared mindset solutions from CBAMS I and CBAMS II to determine whether there were qualitative differences in perspectives. This analysis helps us to understand the change that has occurred but, perhaps more importantly, it helps us comprehend how change might unfold before the 2020 Census. The results of this analysis will also inform decisions about the necessity of future segmentation research.

### 3.1.3. **Question 3: What are the census mindsets?**

Once we selected a method of analysis, we created final census mindsets by carefully selecting the variables to be entered, reducing the set to its components, or underlying factors,<sup>1</sup> and considering different means of creating categorical variables from the ordinal survey variables. We considered several different possible solutions with different numbers of groups, comparing each on estimated group sizes, and group profiles. The solutions were also evaluated on the ability to recreate the classification through a discriminant function, or a model for classifying observations into two or more groups based on a set of variables.

### 3.1.4. **Question 4: Who is in each mindset?**

In Question 3, we profiled each mindset in terms of the segmentation variables themselves. Within this analysis, we further profiled the groups by demographic and media usage characteristics to form a complete picture of what type of person is in each mindset.

### 3.1.5. **Question 5: How can we reach the mindsets?**

A few survey questions concerned how people used media. In this analysis, we profiled the mindsets in terms of their use of the Internet and other technology; this information can be used to support an initial communications plan.

### 3.1.6. **Question 6: What are attitudes toward the use of administrative records?**

In addition to supporting the segmentation analysis, the survey included several questions about the use of administrative records to supplement census responses. We presented these questions in three different frames (control, cost, and burden), distributed randomly across respondents. The analysis compares attitudes across the three frames, and the results may provide early insight on how best to communicate the use of administrative records to the public.

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<sup>1</sup> Factors are latent variables that are determined by analyzing observed variables for common covariate structure. Factors are not directly observable and thus must be inferred from the observable metrics.

### 3.1.7. Question 7: How can we classify new respondents into the segments?

To support communications research going forward, it would be useful to classify survey respondents into mindsets. We provide the initial information to support development of this final typing tool and recommend an approach for refining segment assignment.

## 3.2. Methods

### 3.2.1. Data Collection

#### Survey Instrument

##### **Instrument Development**

Survey instrument development began at the project kick-off meeting held on October 7, 2010. ICF Macro and the Census Bureau collaborated to develop an Analysis Plan, which outlined the goals and objectives of CBAMS II. Throughout the survey development process, the team mapped survey questions to the defined goals and objectives.

The survey instrument went through several rounds of review and testing before receiving final approval (see *Cognitive Testing*, below). In November 2011, the Census Bureau provided recommended changes to the Administrative Records section of the questionnaire after receiving insight from Census Director Dr. Groves. This new section was reviewed by an expert panel for inclusion in the final questionnaire.

Aside from removing and replacing many questions from CBAMS I to suit new analytic goals for CBAMS II, there were only two changes to the overall survey approach:

- CBAMS II, unlike CBAMS I, selected a random adult in landline and in-person households rather than collecting responses from the first available adult.
- CBAMS II, unlike CBAMS I, asked all attitude questions of all respondents. CBAMS I asked certain questions only of respondents who were aware of the census.

##### **Cognitive Testing**

###### *Methods*

The sampling plan for the CBAMS II cognitive interviews called for interviews to be conducted with:

- At least four males;
- At least one mail non-respondent; and
- At least two respondents who were not White.

*Table 1: Characteristics of Cognitive Interview Participants*

| <b>Respondent</b> | <b>Male?</b> | <b>All Other Races?</b> | <b>Did Not Mail in Form?</b> |
|-------------------|--------------|-------------------------|------------------------------|
| 1                 | ✓            | ✓                       | ✓                            |
| 2                 |              |                         | ✓                            |
| 3                 |              | ✓                       |                              |
| 4                 |              | ✓                       |                              |
| 5                 | ✓            | ✓                       |                              |
| 6                 |              |                         |                              |
| 7                 | ✓            |                         |                              |
| 8                 | ✓            |                         | ✓                            |
| 9                 | ✓            | ✓                       | ✓                            |
| <b>Total</b>      | <b>5</b>     | <b>5</b>                | <b>4</b>                     |

We recruited participants for cognitive interviewing from October 27, 2010 through November 3, 2010 using Random Digit Dial (RDD) to choose the telephone numbers. We informed potential respondents that ICF Macro, an independent research firm, was looking for people to help test a questionnaire. Eligible respondents who fit the criteria were scheduled to complete the interview within a week.

We initially scheduled 11 participants with the expectation that two might cancel. Since three respondents canceled and because on-time completion of the cognitive interviews was critical to project success, one of the nine cognitive interviews was conducted with a respondent recruited from a conventional market research sample. This respondent had no experience designing questionnaires.

Three different interviewers conducted interviews. All were experienced in structured interviewing. Two had conducted cognitive interviewing for CBAMS I.

Interviewing took place from October 28, 2010 through November 5, 2010. All cognitive interviews were conducted by phone except the final one, which was conducted in-person. We mailed each respondent a \$50 honorarium to thank him or her for participating.

### *Recommendations*

Based on data from the cognitive interviews, we recommended the following changes to the questionnaire (refer to *Appendix E* for survey questions):

- Read the “don’t know” option for the knowledge series (C4; as it was in CBAMS I).
- Since respondents were comfortable providing the ZIP code, we advised that the statement, “To make sure that the survey represents the whole US, we need to collect some information about your location,” be read only if the respondent needed clarification.
- Change BELIEF1 to read, “The census should only ask how many people live in your household”.
- For the MaxDiff section, include an introductory phrase before each list, shorten the list to three items, and ask the respondent to choose the “most important” item from the list and then from the remaining pair, rather than asking the respondent to choose a “least important”.
- Remove TOG1, TOG5, and TOG6.
- Train interviewers in the correct use of “neither agree nor disagree” to reflect “no opinion”.
- Change the introduction to the paperwork compliance section to: “Different people approach paperwork like bills and forms differently. Some people do things right away and others take their time. For these questions, think about how you do things like paying bills, renewing memberships and subscriptions, or completing your pet registration.”
- Shorten AMQ23 to enhance comprehension.
- Streamline AMQ23b to enhance comprehension.
- Add “Household” to the initial income question.

## **Materials Development**

### **Translation**

The survey instruments and supporting materials were translated into Spanish, Vietnamese, and Chinese using a team translation approach. This involved:

- Two different translators creating forward translations of the document.
- Another translator serving as adjudicator. Using a guide provided by the Survey Methodologist, the adjudicator resolved discrepancies between the two translations.



- A fluent speaker on the ICF Macro staff reviewing the translated document to ensure that the translation flowed and that there were no typographical errors.

### **Changes to the Survey during Data Collection**

Based on our experiences in the field, we decided to make a few changes to the Computer-Assisted Telephone Interviewing (CATI) and Paper-Assisted Personal Interview (PAPI) survey questionnaires after the start of data collection.

#### *CATI*

During the CATI survey, respondents experienced difficulty with the term “anonymity”. With Census Bureau approval, we replaced the word “anonymity” with “anonymous” and used the following statement:

“We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.”

See *Appendix E* for the final CATI script.

#### *In-person*

Field interviewers representing the White Mountain Apache and Sioux tribes suggested that the original respondent selection process might be culturally inappropriate for their reservations. At these sites, there is a culturally designated spokesperson for each household. If the randomly selected respondent was not the designated spokesperson, tribe members could be offended or refuse to participate.

With Census Bureau approval, we changed the in-person screener for these two Native American sites. This change allowed the person at the door to name a preferred respondent, or to complete the random selection process as usual.

See *Appendix F* for the final in-person script.

### **Survey Sample**

The target population for CBAMS II is all residents (citizens and non-citizens) of the United States. Within the target population, there are key demographic segments that have historically been HTC: high density areas with ethnic enclaves; unattached, mobile unmarried people; and areas with high concentrations of economically disadvantaged families.

We employed a combination of in-person, landline, and cell phone interviewing to reach the different population groups (for more information, please see *Section 4.*). The sample for the in-person survey was based on an address sample. The sample for the telephone survey was selected through RDD of landlines and cell phones.

### **Changes from CBAMS I**

The CBAMS II sampling plan is very similar to that used for CBAMS I. The main difference is the increase in the number of cell phone interviews. This modification is a reflection of continued changes in telecommunications-related behavior among the respondent pool. Nearly 30% of households nationwide are cell-only (i.e., have no traditional landline residential phone) (Blumberg & Luke, 2011).

At the time of CBAMS I, the Census Bureau was conducting a dress rehearsal for the 2010 Census in two geographic areas: San Joaquin County, California; and the City of Fayetteville, North Carolina and nine surrounding counties (Chatham, Cumberland, Harnett, Hoke, Lee, Montgomery, Moore, Richmond, and Scotland). These two areas were excluded from the sampling so as not to overburden them and to avoid public confusion between the dress rehearsal and CBAMS; however, they are included in CBAMS II.



## Stratification

Using the Census Planning Database tract-level statistics from Census 2000, we stratified tracts into the following groups:

**American Indian Reservations:** Census tracts located on American Indian reservations and those having a high concentration of American Indians (40% or more).

**High Hispanic population density:** Census tracts with a high percentage of Hispanics (60% or more) as well as linguistic isolation (20% or more households that speak a language other than English at home).

**High Asian population density:** Census tracts with a high percentage of Asians (60% or more) as well as linguistic isolation (20% or more households that speak a language other than English at home).

**Rural economically-disadvantaged:** Rural census tracts with a high percentage of the population living in poverty (30% or more).

**Big-market:** Census tracts in large media markets, defined as the 10 largest Designated Market Areas (DMAs) in terms of television households. Nielsen Media Research defines United States television markets as small, medium, and large (see *Appendix I* for the full list of markets). Within these markets, we classified all census tracts as low, moderate, or high HTC using a crosswalk provided by the Census Bureau.

- a. **High HTC score:** Top 20% of tracts in terms of HTC.
- b. **Mid HTC score:** Tracts in the 20th to 50th percentile HTC.
- c. **Low HTC score:** Lowest 50% of tracts in terms of HTC.

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

- a. **High HTC score:** Top 20% of tracts in terms of HTC.
- b. **Mid HTC score:** Tracts in the 20th to 50th percentile HTC.
- c. **Low HTC score:** Lowest 50% of tracts in terms of HTC.

**Small-market:** Census tracts in small-sized media markets, defined by DMAs with less than 600,000 television households.

- a. **High HTC score:** Top 20% of tracts in terms of HTC.
- b. **Mid HTC score:** Tracts in the 20th to 50th percentile HTC.
- c. **Low HTC score:** Lowest 50% of tracts in terms of HTC.

## Address Sample for In-person Interviewing

We selected the sample of addresses in two stages. First, we selected a sample of 20 sites (groups of census tracts) from each stratum (one through four) with probability proportional to size (PPS) where the number of households in the tract is the measure of size. A systematic PPS sample of census tracts ( $m$ ) was sampled from each stratum with the tracts sorted by state and county FIPS code and census tract number. The target number of interviews is in Table 4.

We selected five sites within each stratum (see Table 2). A site is defined as one or more census tracts grouped with neighboring tracts to create clusters containing at least 500 unique housing units reported on the 2000 Census. We excluded the sites selected for CBAMS I from the area frame for CBAMS II. We also excluded sites in Alaska and Hawaii from the area frame.

Table 2: Locations Sampled for Strata One through Four

| Stratum                        | Location  | % of Population in Target Group |
|--------------------------------|---|---------------------------------|
| 1 American Indian Reservations | Erie County, New York (Cattaraugus Res.)                  | 87%                             |
|                                | Todd County, South Dakota (Rosebud Res.)                  | 92%                             |
|                                | Robeson County, North Carolina (Lumbee Res.) <sup>2</sup> | 82%                             |
|                                | Navajo County, Arizona (Fort Apache Res.)                 | 95%                             |
|                                | Sandoval County, New Mexico (San Felipe Res.)             | 77%                             |
| 2 High Hispanic density        | New York County, New York                                 | 74%                             |
|                                | Cook County, Illinois                                     | 86%                             |
|                                | Miami-Dade County, Florida                                | 86%                             |
|                                | Maricopa County, Arizona                                  | 65%                             |
|                                | Los Angeles County, California                            | 98%                             |
| 3 High Asian density           | New York County, New York                                 | 73%                             |
|                                | Cook County, Illinois                                     | 76%                             |
|                                | Los Angeles County, California                            | 68%                             |
|                                | Los Angeles County, California                            | 68%                             |
|                                | Santa Clara County, California                            | 77%                             |
| 4 Rural poverty                | Clay, County Georgia                                      | 38%                             |
|                                | Greene, County Alabama                                    | 40%                             |
|                                | Floyd County, Kentucky                                    | 33%                             |
|                                | Pike County, Kentucky                                     | 31%                             |
|                                | Grundy County, Tennessee                                  | 30%                             |

Source: Census 2000 Results

An address list for each site was provided by Marketing Systems Group (MSG Inc.). The addresses are continuously updated based on the USPS's Computerized Delivery Sequence File. The address list did not include non-city style addresses (e.g., Post Office Boxes) in the frame.

Within each site, we selected a systematic sample of 100 addresses with the addresses sorted by delivery sequence number. We selected an equal number of addresses from each selected site so that the sample is self-weighting within each stratum.

### Telephone Sample

The RDD frame was a dual-frame of landline and cell phones. Interviewing cell phone respondents is more expensive than landline interviewing. Therefore, we used an *optimal allocation* that considered the cost per interview in order to minimize the variance of survey estimates. This allocation is "optimal" in that no other allocation results in lower variance for the same cost—it is the most statistically efficient allocation. The allocation is based on reaching the optimal number of respondents who only use cell phones ("cell-only") relative to respondents who have a landline. To determine this number, we used a cell-only percentage of 25% (the latest national estimate of cell-only was 24.5% at the time of design) (Blumberg & Luke, 2011). We also assumed a cell-only interview to be five times the cost of a landline interview. Based on these parameters, the optimal allocation is 13% cell-only and 87% landline. This included dual-users (respondents who have both a cell phone and a landline) and those who only have a landline (landline-only).

<sup>2</sup> A site on the Eastern Cherokee Reservation in Jackson County, NC was originally selected. The tribe could not participate at the time of interviewing due to an unrelated issue. We replaced this site with a site on the Lumbee Reservation in Robeson, NC.

Based on our experience, we expected 40-50% of all cell interviews to be cell-only respondents and the remainder to be dual-users. This means that we would reach many dual-users in the course of interviewing cell-only respondents. In fact, we allocated 30% of the interviews to cell phone in order to obtain 13% of cell-only. This is higher than the number of cell phone interviews allocated in CBAMS I.

We oversampled geographic areas that were HTC in Census 2000.

We sampled strata five through seven for landline telephone interviewing. Nielsen Media Research defines United States television markets as small, medium, and large (see *Appendix I* for the full list of markets). Within these markets, we classified all census tracts as low, moderate, or high HTC using a crosswalk provided by the Census Bureau. We then mapped the tracts to telephone exchanges so that appropriate telephone numbers could be generated for each sub-stratum. We excluded telephone exchanges (defined by the first six digits of a phone number) that contained no listed telephone numbers from the sample.

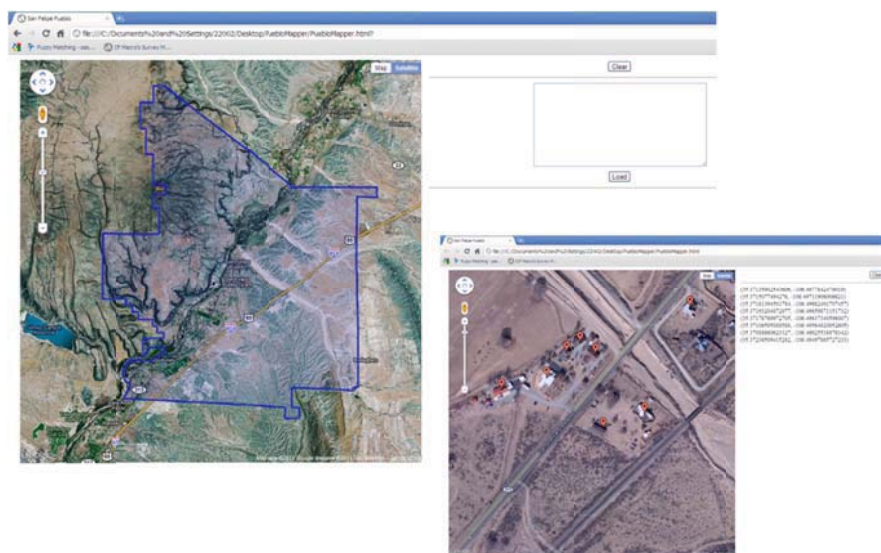
We selected the landline sample using our in-house RDD sampling system (Genesys from MSG, Inc.<sup>3</sup>). We purchased the cell phone RDD sample from MSG Inc., which maintains a frame of known cell phone exchanges.

The target number of interviews is in Table 4.

### GPS Sampling of Native American Reservations

The Navajo, Arizona and Todd, South Dakota sites did not have city-style addresses. To select households in these locations, we developed an interactive mapping application to list the geographic coordinates of all physical structures in the site. The application was based on Google satellite images with overlays of the site boundaries. We then scrolled through each site and marked the geographic locations of each structure within the site boundary. Figure 1 below shows the first two steps of the mapping process. The larger picture shows a map identifying the census tract selected for participation in the study. Zooming in on this selected area, we identified all potential household units on the map.

*Figure 1: GPS Sampling*



<sup>3</sup> The Genesys frame is updated quarterly using the Bell Communications Research (BELLCORE) valid area code-exchange database and keyed residential and business listings from major providers.

From these identified structures, we sampled geographic coordinates (instead of addresses) and uploaded these to a hand-held GPS device. We used Garmin eTrex Venture HC GPS devices and Garmin MapSource software to upload locations. The interviewers used the GPS device to locate the households for interviewing.

## **Data Collection**

### **Telephone Data Collection**

We called on the RDD telephone sample in two “waves”. The survey was programmed using CATI software, which included skip patterns to guide the interviewer through the survey instrument and constrained responses to logical values. Whereas in-person interviews were conducted in four languages, telephone interviews were only conducted in English and Spanish.

A schedule for telephone data collection appears in Table 3. The average length of both the landline and cell phone interviews was 25 minutes.

We sent pre-notification letters to the landline telephone sample for those records having address information. The first wave of pre-notification letters was mailed on May, 5, 2011. For this mailing, 29.25% of the landline sample had address information available, and pre-notification letters were sent to all of these addresses. The telephone numbers not having address information were either working residential numbers with no address listing or non-residential numbers. A second pre-notification letter was mailed to the second wave on June 21, 2011. For the second mailing, 27% of landline sample had address information. All telephone numbers with addresses were sent pre-notification letters.

*Table 3: Telephone Data Collection Schedule*

| <b>Date</b> | <b>Event</b>                    | <b>Type</b>   | <b>N</b> |
|-------------|---------------------------------|---|----------|
| 5/9/2011    | <b>Wave 1</b>                   | Unlisted landline begins dialing (no pre-notification letter) | 32,108   |
| 5/9/2011    |                                 | Cell phone begins dialing                                     | 22,486   |
| 5/11/2011   |                                 | Pre-notification letters sent to listed landline households   | 13,271   |
| 5/12/2011   |                                 | Listed landline begins dialing                                | 13,271   |
| 6/17/2011   | <b>Wave 2</b>                   | Unlisted landline (no pre-notification letter)                | 42,383   |
| 6/17/2011   |                                 | Cell  | 14,992   |
| 6/21/2011   |                                 | Pre-notification letters sent to listed landline households   | 15,681   |
| 6/25/2011   |                                 | Listed landline   | 15,681   |
| 7/19/2011   | <b>Data Collection Complete</b> |   |          |

### *Dialing Specifications*

For the landline survey, we called each number up to 11 times; these calls were distributed across three different time periods:

- Monday - Friday: 9:00 am - 5:00 pm: two attempts.
- Monday - Friday: 5:00 pm - 9:00 pm: four attempts.
- Saturday (10:00 am - 9:00 pm) and Sunday (10:00 am - 9:00 pm): three attempts.

For the cell survey, we called each number up to seven times; these calls were distributed across three different time periods:

- Monday - Friday: 9:00 am - 5:00 pm: one attempt.
- Monday - Friday: 5:00 pm - 9:00 pm: four attempts.
- Saturday (10:00 am - 9:00 pm) and Sunday (10:00 pm - 9:00 pm): two attempts.

Interviewers left voicemail messages on working, residential answering machines on the first and fourth unsuccessful contact attempts.

### *Sample Eligibility*

During data collection, the following outcomes removed a telephone number from being attempted again:

- The number did not reach a residence,
- Phone type did not match sample type (i.e., reached a cell phone on landline sample),
- The household was unavailable, or
- There were no adults associated with the telephone number.

For those instances when an individual was contacted, the following situations resulted in survey ineligibility:

- The phone number did not reach a residence,
- There were no adults in the household,
- The contact was not an adult, or
- The person refused to indicate his or her age.

### **In-Person Data Collection**

Interviews were conducted from May 16, 2011 to July 27, 2011. Pre-notification letters were sent to each selected address on May 12, 2011. The Lumbee Tribe of North Carolina received their letters later due to delays in obtaining approval, so we mailed pre-notification letters to those respondents on June 3, 2011. In addition, we mailed the San Felipe Pueblo New Mexico site new pre-notification letters on July 6, 2011 after we reselected the sample for this site.

Interviewers contacted each household to which they were assigned as early as possible in the data collection period. Each household received up to 10 contact attempts on different days of the week (i.e., weekdays, Saturday, and Sunday) and at varying times of day (i.e., morning, early and late afternoon, and early and late evening). Interviewers recorded the day, date, time, and result of each contact attempt for each household. A “Sorry I Missed You” card was left if no one was home (*Appendix H*).

Interviewers revisited initial refusals at a different time and day for a second attempt at an interview. As appropriate, refusals were reassigned to one of the other interviewers working in the site. After two refusals, the interviewer discussed the case with a supervisor, and further contact was suspended pending a decision made by the Field Administrators and the Field Manager.

### **Incentives**

To increase cooperation, interviewers provided a \$10 gift to the eligible member of the selected household. While participation was not required to receive the gift, at least one person in the household needed to complete the screener in order to determine the selected respondent. In addition, the selected respondent signed a receipt to confirm that he or she accepted the incentive.

### **Staffing**

Each site was staffed with two or three interviewers. One supervisor was assigned to each survey cluster (Native American, Hispanic, Asian, and Rural Poverty). The interviewers conducted the in-person surveys in English, Spanish, Chinese, and Vietnamese.

### *Trainings*

Prior to attending the project training, we required all supervisors and field interviewers to read a project-specific training manual and complete a test on field interviewing protocols and procedures.



Field supervisors participated in a required half-day training at ICF Macro's New York office. Field interviewers participated in one-day training in either Los Angeles or New York.

Training provided a basic overview of CBAMS II's goals and objectives, covered general interviewing skills, explained policies, and involved an in-depth training on the interviewing procedures and related materials. In order to prepare for actual interviewing in the field and receive practice applying the training concepts, interviewers participated in numerous mock interviews and role-playing exercises throughout the training.

After training, we required interviewers to submit their first two completed interviews; these were subjected to a detailed quality control review within 24 hours of receipt. All interviewers and their supervisors received a detailed report of any issues found in the completed questionnaires, and we retrained field interviewers as needed.

### **Permission to Interview on Reservations**

#### *Process*

We worked with the Census Bureau to obtain permission from all selected Native American tribes to conduct research on their reservations. The procedures for obtaining this permission are described below.

**Contact with Census Bureau Regional Offices:** ICF Macro and the Census Bureau reached out to Census Bureau Regional Offices associated with the selected Native American Reservations. Regional Offices made contact with tribal liaisons.

**Contact with tribal leadership:** Once initial contact was established, we provided a letter for the Census Bureau to send to tribal leadership. This letter provided general information about the survey and requested the tribe's approval to conduct research on the reservation.

**Special considerations and protocols:** Once the tribe received the letter, we reached out directly to tribal liaisons to address any questions or concerns.

**Thank you letter:** Upon completion of the study, we sent tribal leadership a letter to thank them for their participation.

#### *Results*

Of the original selected sample, we were not able to obtain permission to conduct interviews with the Cherokee Tribe of North Carolina. Their refusal to participate was unrelated to ICF Macro, the Census Bureau, or CBAMS II. At the time of recruitment, the tribe was experiencing a high profile lawsuit and did not have the capacity to support research on the reservation. We replaced the Cherokee reservation with an alternate site, the Lumbee tribe, also in North Carolina.

All other selected tribes granted permission to conduct CBAMS II on the reservation, but with the following modifications:

**Lumbee:** The Lumbee tribe was in the midst of internal political changes that delayed the approval process; the tribe did not grant permission until June 3, 2011. This delay did not impact overall productivity at this site. In the end, 66 completes were obtained at this site.

**Seneca:** The Seneca tribe requested that a list of households be provided to the tribe prior to fielding, and that the field interviewers meet with tribal leadership in advance. This delayed data collection at this site by one week. However, this was a highly productive site, and this delay did not impact the overall completion rate. In all, we obtained 73 completes out of 100 interviews at this site.

**White Mountain Apache:** The White Mountain Apache tribe agreed to participate only if we hired members of the tribe as field interviewers. The tribal liaison assisted with the recruitment by

providing the hiring information to field interviewers and by providing a list of recommended interviewers.

**San Felipe Pueblo:** San Felipe requested some modifications to data collection procedures as a condition of approval. These modifications included:

- Interviewers were not permitted on the reservation on the following days:
  - April 21<sup>st</sup> through May 1<sup>st</sup>,
  - May 30<sup>th</sup>,
  - June 24<sup>th</sup>,
  - June 29<sup>th</sup>, and
  - July 4<sup>th</sup>.
- Normal interviewing hours could only be Monday through Friday, 8:00am-5:00pm.
- Weekend visits needed approval by the Governor, and the interviewer had to give 24-hour notice on Friday.
- Interviewers were not allowed in the village during celebrations and festivals.
- The interviewers attended meetings with the liaison and the Governor before interviewing anyone on the reservation.
- Interviewers had to call the tribal liaison 24 hours before they arrived.
- On the day of the interview, the interviewers completed a “permission to enter call” and checked in with the tribal liaison before entering the Pueblo reservation to ensure no ceremonies were in-progress.
- Interviewers wore badges and carried letters to the community from the Governor stating that they had approval to be in the village.
- Interviewers were not permitted in kivas (rooms used for religious rituals).
- Interviewers were not permitted to interview in blocks where a funeral was being held.

### **Validation**

PAPI questionnaires contained a tear-off page for the respondent to provide a first name and phone number. This allowed us to confirm that the interview took place. We attempted verification on 100% of surveys conducted in English. Three hundred validations (28% of all complete interviews) were completed. We contacted respondents from this sample via phone and interviewed them with a screener consisting of selected questionnaire items. We compared phone responses to mail responses to confirm accurate questionnaire administration. We did not encounter any instances of data falsification in CBAMS II.

### **Data Management**

Every Friday, interviewers sent their completed questionnaires by courier service to ICF Macro’s secure Burlington, Vermont facility. Each survey was checked into the sample management database which housed all addresses assigned to each site.

A quality assurance assistant reviewed every returned survey; this person brought any data issues to the attention of the project manager for resolution with supervisors or field interviewers.

Each questionnaire and form was manually keyed into the data entry program with 100% independent verification—that is, each questionnaire and form was keyed twice and discrepancies were flagged for immediate resolution. Data entry specialists entered all data from every questionnaire whether or not it was consistent with skip patterns.

**Survey Outcomes**

Table 4 shows the total number of completes per stratum.

*Table 4: Completed Interviews by Survey Stratum*

| <b>Mode</b>           | <b>Stratum</b>                   | <b>Target</b> | <b>N</b>     | <b>Difference</b> |
|-----------------------|----------------------------------|---------------|--------------|-------------------|
| In-Person             | American Indian Reservations     | 200           | 274          | 74                |
|                       | High Hispanic Population Density | 200           | 322          | 122               |
|                       | High Asian Population Density    | 200           | 225          | 125               |
|                       | Economically Disadvantaged-Rural | 200           | 250          | 150               |
|                       | <b>Total In-Person</b>           | <b>800</b>    | <b>1,071</b> | <b>271</b>        |
| Landline<br>Telephone | <i>Big-Market</i>                |               |              |                   |
|                       | High HTC Score                   | 310           | 265          | -45               |
|                       | Mid HTC Score                    | 230           | 205          | -25               |
|                       | Low HTC Score                    | 160           | 166          | 6                 |
|                       | <i>Total</i>                     | <i>700</i>    | <i>636</i>   | <i>-64</i>        |
|                       | <i>Mid-Market</i>                |               |              |                   |
|                       | High HTC Score                   | 310           | 297          | -13               |
|                       | Mid HTC Score                    | 230           | 230          | 0                 |
|                       | Low HTC Score                    | 160           | 162          | 2                 |
|                       | <i>Total</i>                     | <i>700</i>    | <i>689</i>   | <i>-11</i>        |
|                       | <i>Small-Market</i>              |               |              |                   |
|                       | High HTC Score                   | 310           | 282          | -28               |
|                       | Mid HTC Score                    | 230           | 238          | 8                 |
|                       | Low HTC Score                    | 160           | 160          | 0                 |
|                       | <i>Total</i>                     | <i>700</i>    | <i>680</i>   | <i>-20</i>        |
| <b>Total Landline</b> |                                  | <b>2,100</b>  | <b>2,005</b> | <b>-95</b>        |
| Cell Phone            | National Cell Phone              | 900           | 995          | 95                |
| <b>Survey Total</b>   |                                  | <b>3,800</b>  | <b>4,071</b> | <b>271</b>        |

Table 5 displays observed response rates in each mode, along with the distributions of final dispositions. The response rate used for these calculations is AAPOR Response Rate #3, which is the proportion of interviews completed out of the estimated eligible households.

*Table 5: Response Rates*

|                        | <b>In-person</b> | <b>Cell</b> | <b>Landline</b> |
|------------------------|------------------|-------------|-----------------|
| <b>Response Rate</b>   | <b>64%</b>       | <b>16%</b>  | <b>26%</b>      |
| Completed Interviews   | 1,071            | 995         | 2,005           |
| Eligible Non-Interview | 533              | 1,493       | 3,787           |
| Refusal                | 230              | 814         | 2,369           |
| Other                  | 326              | 679         | 1,418           |
| Ineligible             | 301              | 12,842      | 72,878          |
| Unknown Eligibility    | 72               | 22,148      | 24,686          |



In-person response rates were depressed by underproduction on the White Mountain Apache Reservation in Arizona. Tribal leadership at this site approved interviewing on reservation land with the condition that tribal members were hired as field interviewers. In addition to having these less experienced field interviewers, there were other challenges with this site.

During data collection, this site was at the center of the largest wildfire on record in Arizona. Most of the tribe was employed by the Forestry Department in order to fight these wildfires.

Typically, both spouses worked for the Forestry Department and worked away from home for two weeks at a time, so many houses were vacant. In order to compensate for difficulties at this site, we greatly exceeded our quotas on other Native American reservations.

## **Data Processing**

### **Data Cleaning**

We defined a completed survey as one on which the respondent answered question A1, and the interviewer read the closing statement.

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

Our staff hand-entered the data for the interviews collected in-person, and then applied the following cleaning rules:

- Questions that were answered inappropriately based on responses to previous skip questions were coded as missing.
- Questions that were inappropriately skipped were coded as “no answer”.
- Single-punch questions with multiple marks were coded as “invalid answer”.

Data were processed and combined in SAS.

### **Weighting**

For CBAMS II, the address sample was restricted to census tracts (or groups of tracts) that met the criteria for strata one through four. The landline sample is a national RDD sample excluding telephone exchanges primarily associated with tracts in strata one through four. Together, the landline and address sample represent a national stratified sampling design.<sup>4</sup> The cell phone sample is a national RDD sample that overlaps with the combined landline sample and the address sample.

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

### **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 ( $N_L$ ). Since only one respondent is selected in each household, the probabilities are 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 landline sample is:

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<sup>4</sup> We excluded the census tracts in strata one through four for developing the RDD frame for strata five through seven. 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 one through four.

$$\Pr_i(L) = \frac{n_L}{N_L} \times \frac{1}{A_i}$$

The base weight is the inverse of the selection probability,  $w_1 = 1/\Pr_i(L)$ .

The base weights were adjusted for non-response 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 eligibility is established), and interview non-response (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 ( $U_2$ )

*Table 6: Non-response Adjustment Factors for Landline*

| <b>Stratum</b>         | <b>NR1</b> | <b>NR2</b> | <b>NR3</b> | <b>NR</b> |
|------------------------|------------|------------|------------|-----------|
| Big-Market High HTC    | 1.18       | 1.82       | 4.71       | 10.10     |
| Big-Market, Mid HTC    | 1.17       | 1.87       | 4.73       | 10.31     |
| Big-Market, Low HTC    | 1.16       | 1.86       | 4.68       | 10.07     |
| Mid-Market, High HTC   | 1.13       | 1.72       | 3.94       | 7.70      |
| Mid-Market, Mid HTC    | 1.14       | 1.71       | 4.09       | 7.99      |
| Mid-Market, Low HTC    | 1.15       | 1.74       | 3.85       | 7.68      |
| Small-Market, High HTC | 1.14       | 1.61       | 4.09       | 7.52      |
| Small -Market, Mid HTC | 1.14       | 1.53       | 3.60       | 6.31      |
| Small -Market, Low HTC | 1.13       | 1.62       | 3.59       | 6.59      |

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 (five per stratum), multiplied by the proportion of addresses in the site ( $H_k$ ). We selected an equal number of addresses from each selected site (100), which results in a self-weighting design within each stratum. Since only one respondent was randomly 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:

$$\Pr_i(H) = 5 \times \left( H_k / \sum_k H_k \right) \times (100/H_s) \times \frac{1}{A_i}.$$

The base weight is the inverse of the selection probability,  $w_1 = 1/\Pr_i(H)$ .

For the address sample, the non-response adjustment is a simple ratio adjustment within each site that weights the responding households to reflect the non-responding households, non-contacts ( $NC$ ), 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 ( $POP_t$ ) data from the Census 2000 Planning Database. For each strata,

$$M = \sum_i w_2 / \sum_t POP_t$$

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 ( $N_C$ ). For individual ( $i$ ), the probability of being selected for the cell phone sample is:

$$\Pr_i(C) = \frac{n_c}{N_C}.$$

The base weight is the inverse of the selection probability,  $w_1 = 1/\Pr_i(C)$ .

For each census region, the base weights were adjusted for non-response. 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 non-response (when the interview is terminated 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 ( $X_2$ ), and
- Unresolved number eligibility ( $U_2$ ).

Table 7: Non-response Adjustment Factors for Cell Phone

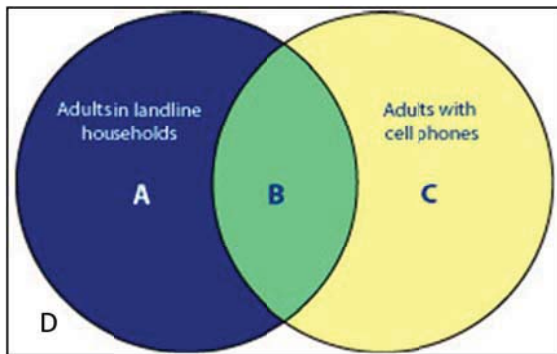
| Region    | NR1  | NR2  | NR3   | NR    |
|-----------|------|------|-------|-------|
| Northeast | 1.20 | 1.67 | 15.58 | 31.18 |
| Midwest   | 1.17 | 1.63 | 10.09 | 19.18 |
| South     | 1.16 | 1.65 | 9.82  | 18.88 |
| West      | 1.15 | 1.53 | 13.16 | 23.20 |

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  $w_3 = w_2$ .

### Combine Landline/Address Sample with Cell Phone

The Venn diagram below displays three populations covered by the cell and landline sampling frames. Adults with a landline but no cell phone (A) must be reached through a landline telephone sample. Adults with a cell phone and no landline (C) must be reached through the cell phone sample. Adults with both a landline and a cell phone (B) can be reached through either of the frames. The population with no telephone (D) is not covered by either frame, but nationally is only 2% of the population.

Figure 2: Population Coverage by Cell, Landline, and Address Sampling Frames



Since the cell phone frame and the combined landline/address frame overlap, we have the following sample groups:

- $a_1$ : Landline/Address respondents without a cell phone,
- $b_1$ : Landline/Address respondents with a cell phone,
- $b_2$ : Cell phone respondents with a landline, and
- $c_2$ : Cell phone respondents without a landline.

To determine group membership, the CBAMS II cell phone survey asks, “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 classified as cell and landline adults, while those who responded “no” are classified as cell-only adults. Similarly, the CBAMS II landline survey asks, “In addition to your residential landline telephone, do you also use one or more cell phone numbers?” Those who answered “yes” are classified as cell and landline, while those who responded “no” are classified as landline-only.

The CBAMS II PAPI interview includes both questions listed above. Respondents answering “no” to both (i.e., do not have a phone at all) were included with the landline/address respondents without a cell phone. While these respondents are technically a member of D in the above diagram, they are not a representative sample of this population group due to the limited geographic sampling for the PAPI interviews.

After determining the telephone groups, each is independently weighted to benchmarks for the population they are meant to represent. This is done for two reasons: 1) dual-users are overrepresented since they are eligible in both samples, and 2) differential response rates between dual-users and cell-only respondents in the cell phone sample. The benchmark for the phone groups is the National Health Interview Survey (NHIS). 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. For the dual-user ratio adjustment, we post-stratified into three categories: receive most calls on cell phone ( $b_{11}$ ), receive most calls on landline ( $b_{13}$ ), and receive calls on both regularly ( $b_{12}$ ).

The NHIS estimates of phone status were based on data collected from July-December 2010 (Blumberg & Luke, 2011). After weighting to NHIS, we have two independent estimates of the dual-user groups, one from cell and one from landline/address. To combine the two estimates, we averaged 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,  $w_4 = w_3 \times PS \times f$ .

Table 8: 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 phone <sup>5</sup> | $a_1$       | $A$               | $A / \sum_{a_1} w_3$      | 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                    |

### Combine All Samples

After separately weighting each of the phone groups to their respective populations, the final step was 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). We then post-stratified the combined sample and calibrated the weighted data to reflect population distributions based on the 2005-2009 American Community Survey 5-Year Estimates. The calibration is a raking adjustment with five dimensions: age×sex, race×Hispanic origin, tenure×marital status×kids in the household, age×educational attainment, and Census division. Raking iteratively matches the sample to the population along each of the listed dimensions. After several iterations, each dimension will match the population totals within tolerance.

<sup>5</sup> Respondents in the address sample who report no phone at all are included in this group for weighting.

Table 9: Weighting Questions on the Survey

| Variable             | Mode             | Survey Question  |
|----------------------|------------------|--|
| ADULTS               | Landline<br>PAPI | How many members of your household, including yourself, are 18 years of age or older?  |
| LANDLINE             | Cell<br>PAPI     | In addition to your residential landline telephone, do you also use one or more cell phone numbers?  |
| CELL                 | Landline<br>PAPI | 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.” |
| DUAL                 | All              | Of all the telephone calls that you receive, are: 1) all or almost all calls received on a cell phone, 2) some received on a cell phone and some on a regular landline phone, 3) or very few or none received on a cell phone?               |
| AGE                  | All              | What is your age?  |
| SEX                  | All              | What is your gender?   |
| RACE                 | All              | Which of these categories best describes your race?  |
| HISP                 | All              | Are you Hispanic or Latino?  |
| TENURE               | All              | Do you rent or own your house or apartment?  |
| MAR_STAT             | All              | What is your marital status?   |
| KIDS                 | All              | Are there children living at home with you who are under 18 and go to school?  |
| EDUC                 | All              | What is the highest grade or year of regular school you completed?   |
| DIV (coded from ZIP) | All              | What is your ZIP code?   |

### 3.2.2. Analysis

We conducted all analysis for CBAMS II in collaboration with the Census Bureau. We thoroughly discussed interim results to inform the direction of analysis. All results reflect final team decisions and represent the path that was deemed most beneficial to the Census Bureau’s needs.

#### Data Processing

Prior to conducting the analysis, we processed the variables as follows:

- Attitudinal variables
  - Setting “don’t know” and “refused” responses to missing for all attitudinal variables.
  - Converting the four-point scale to a three-point scale for the E series<sup>6</sup> by assigning the unread “no opinion” category and the two “disagree” categories to the lowest group. This modification addressed low disagreement and made the observed distributions more symmetric.
  - Reverse coding attitudinal variables<sup>7</sup> as necessary so that “up” is always the direction of positivity toward the census.

<sup>6</sup> Census beliefs: e1ar, e1br, e1er, e1fr, e1gr, e1hr, e1ir, e1jr, e1lr, e1mr, e1nr, belief1, belief2 (See Appendix A)

<sup>7</sup> Variables reverse- coded: E1ar, e1gr, e1jr, e1lr, e1mr, e1nr, belief1, belief2, q32b, q32d, q32f, comp1, comp4, comp5, comp6, tog5, tog6 (See Appendix A)

- Knowledge variables
  - Setting “don’t know” and “refused” responses to be equivalent to “no” responses for knowledge and awareness questions.<sup>8</sup>
- Funding priorities
  - Assigning preference scores for each of the 10 issues using responses on Mot1-Mot10.

We excluded responses (N=3) from respondents who “straight-lined” or gave the same response on all items in *both* the series of items about census-related beliefs<sup>9</sup> and the series of items about related concepts such as trust in government.<sup>10</sup>

Throughout this report, we present “profiles” of mindsets. These are based on dichotomous<sup>11</sup> recodes of the variables:

- All the variables that had been presented with a four-point *strongly disagree* to *strongly agree* scale were split into two categories: *strongly and somewhat disagree*, and *strongly and somewhat agree*. The small number of respondents who said they had no opinion (an unread answer choice) was included in the lower category after the variables were reverse-coded.
- The variables presented with a five-point scale were divided into a top-two group (*strongly and somewhat agree*) and a bottom-three box (*neither agree nor disagree, somewhat disagree, strongly disagree*) before reverse-coding. Dichotomizing before reverse-coding helped to minimize the impact of acquiescence bias (the tendency to agree with everything) on the final segments.
- The four affinity variables (intent, familiarity, importance, and affinity) had idiosyncratic scales. We dichotomized these by splitting them into a high group that responded in the top-box (the highest category) and everyone else.
- The funding priorities (Issue1 through Issue10) were scored based on the MaxDiff series. For each respondent, issues with scores in the two highest categories were coded as “1”, and all other issues were coded as “0”.

### **Question 1: What is the best method for creating mindsets?**

#### **Latent Class Analysis (LCA)**

To conduct LCA, we used SAS PROC LCA (2011). While there are more complex commercial packages available for this kind of analysis, we chose SAS PROC LCA because it is available without cost to the Census Bureau for future segmentation efforts. To support LCA, we conducted some data processing. Specifically, we used principal components analysis to reduce the large number of variables to a smaller set of composites, and we recoded all analysis variables into categorical variables with two levels each.

#### *Variable Reduction*

LCA assumes that variables are conditionally independent—that membership in the latent clusters themselves is enough to explain all the covariance. This assumption can be violated in cases where

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8 Knowledge: A1, c4ar, c4br, c4cr, c4fr, c4ir, d1r, d2r, c4dr, c4er, c4gr, c4hr, c4jr (See Appendix A)

9 Census beliefs: e1ar, e1br, e1er, e1fr, e1gr, e1hr, e1ir, e1jr, e1lr, e1mr, e1nr, belief1, belief2(See Appendix A)

10 Trust in government: tog1-tog7, q32b, q32c, q32d, q32f, priv7, comp1-comp8 (See Appendix A)

11 The advantage of dichotomizing scale variables is in interpretation. While an average scale value (e.g. 3.14 out of five) is useful for comparative analysis, it is not as intuitive as stating the percentage of people who agree (e.g. 62% of people agree.) Thus, the team agreed dichotomies were the best presentation.



several similar questions are asked. Practically speaking, violations of this assumption can lead the model to fit best with a large set of clusters instead of a relatively small set.

To address covariance among the variables, we identified and combined groups of related variables to create composite scores. We used SAS PROC VARCLUS to conduct the analysis, which has the advantage of allowing groups of variables to covary with each other. In other words, the groups do not have to be completely independent. This is important because some relationship among the variables is necessary to create coherent latent classes; the variable grouping was only used to minimize the impacts of pockets of variables that were highly correlated with each other and probably measured the same underlying construct.

There were 21 variables in this analysis. Since the specific measures are not as important here as the comparison among segments based on those measures, we do not detail the specific variables here. An extensive variable reduction effort was undertaken for the final segmentation analysis, and details of that effort appear below in the methodology section for Question 3.

#### *Converting to Categorical Variables*

LCA conducted using SAS PROC LCA requires that the analytic variables be categorical. Where variables were not already categorical, we split them on the variable mean.

#### *Latent Class Analysis*

PROC LCA supports the use of weights and complex samples. The estimates of values on the segmentation variables presented below and their standard errors were calculated by the procedure itself.

#### **Q-Factor Analysis**

Q-Factor analysis is like “regular” or R-Factor analysis except that, instead of identifying the latent components that underlie a set of survey questions, it identifies the latent groups that underlie a set of survey respondents. To conduct the analysis, we correlated each person’s responses on all the variables in Table 12 with each other person’s responses. We used the variables in Table 12, including the composites, so that the results would align as much as possible with the results from the LCA. In the final segmentation, we might not use these composites, but in this phase of the research, we were interested in whether, given the same inputs, the different approaches would produce similar outputs. We did not convert the variables to categorical variables for this analysis; however, since the fact that Q-Factor analysis supports the use of continuous or ordinal data could be a legitimate benefit of this approach.

Using the matrix of inter-respondent correlations, we ran a factor analysis. For each segmentation analysis, we extracted and rotated as many components as we wanted in order to examine mindsets. We assigned individuals to mindsets using each respondent’s own principal component scores.

We used the assignments to estimate the weighted prevalence of each group and the group profiles.

#### **Distance-based Clustering**

K-Means is one type of distance-based clustering where the distance from individuals to groups is used to make classifications. People are put into the group they are closest to based on their responses to all questions. We used SAS PROC FASTCLUS to implement the K-Means method. We used the same variables used in the other two analyses, and, like we did in the Q-Factor analysis, we used them in their continuous or ordinal forms rather than converting them into categorical variables.

#### **Evaluating the Different Approaches**

Next, we wanted to determine how consistent and meaningful the segments were that emerged from each approach. To compare the approaches, we:

- Directly compared the groups' profiles on the segmentation variables to see whether the mindsets each identified were similar; and
- Compared the extent to which a statistical analysis could replicate group membership from the individual survey responses.

This latter analysis checks the validity of the models. We used discriminant analysis<sup>12</sup> to compare how accurately we could classify individuals into their LCA classes, Q-Factor, and K-Means clusters using their survey responses.

### **Question 2: How are current mindsets different from mindsets before the 2010 Census?**

Some questions from CBAMS I were not included in the CBAMS II questionnaire. In large part, we eliminated certain questions because they failed to vary enough across individuals to add to the explanatory power of the mindsets. Eliminating these questions for the CBAMS II administration gave us the opportunity to add many questions that we hoped would be more powerful. However, their absence means that we cannot exactly replicate the CBAMS I mindsets from the CBAMS II data. Instead, we created and compared new mindsets using questions that were asked in both instruments. To conduct the analysis, we used LCA because this analysis was the preferred method after we completed the analysis of Question 1. As we did for Question 1, we conducted variable reduction and converted the final variables to categorical variables.

#### *Addressing Differences in Skip Patterns*

Most respondents who were unaware of the census were not asked the attitudinal questions in CBAMS I. These individuals were labeled *Unacquainted* in the CBAMS I mindsets, and they were excluded from the actual mindset modeling. To align the two datasets for this analysis, we included only respondents who were aware of the census at question A1 or A3. We have included these people to add context to the group size estimates presented below. In CBAMS I, 7.3% of Americans were unaware; in CBAMS II, only 2.5% were unaware.

#### *Variable Reduction*

Again, we used SAS PROC VARCLUS to conduct the analysis. We conducted the variable grouping analysis separately for the knowledge, belief, and affinity variables, and for each of these analyses, we used all the data from both surveys. Some individual variables were not well-explained by any of the variable groups,<sup>13</sup> and these were held out and used individually in the segmentation analysis.

The final set of variables used in the segmentation analysis appears in Table 10.

#### *Converting to Categorical Variables*

Where variables were not already categorical, we split them on the variable mean.

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<sup>12</sup> Discriminant analysis refers to the development of a decision-based classification rule.

<sup>13</sup> Again, these were variables for which less than 30% of the variance was shared by the cluster.

Table 10: Variables Used in Segmentation Analysis to Compare CBAMS I and CBAMS II

| Measure                                    | Variables                    |
|--|------------------------------|
| Unaided awareness of the census            | a2                           |
| Affinity                                   | b5, c3, b1, c2               |
| Correct knowledge about the census         | c4a, c4b, c4f                |
| Incorrect beliefs about the uses of census | c4d, c4e, c4g, c4h, c4j      |
| Use: Count citizens and non-citizens       | c4i                          |
| Use: Track change                          | c4c                          |
| Positive beliefs about the census          | e1b, e1e, e1f, e1h, e1i      |
| Negative beliefs about the census          | e1a, e1g, e1j, e1l, e1m, e1n |

### **Question 3: What are the census mindsets?**

For Questions 1 and 2, we created sets of variables and cut-offs for categorization as a matter of convenience and availability. Since the goal in those two analyses was only to compare consistent variables, the primary objective of a variable selection and reduction strategy was to create variable sets that were the same. In creating the final CBAMS II mindsets, however, considerably more attention to the selection, reduction, and splitting of CBAMS II variables was warranted.

#### *Variable Selection*

The research team made several decisions regarding which variables to include in the analysis. Broadly speaking, segments can be created from attitudes, behaviors, demographics, or some combination of those. Clearly, the CBAMS II segments are mostly about people’s attitudes and perceptions. There were, however, several survey questions concerning media and telecommunications use, as well as demographics. The first determination in the segmentation process concerned whether to include all measures in the segmentation algorithm or to base the segmentation on the attitudes specifically and then to *profile* the attitudinal segments using the behavioral and demographic information. We used the latter approach for two reasons:

1. Conceptually speaking, the use of LCA assumes that there are distinct groups of people with coherent, qualitatively different perspectives on a given issue. Including both attitudes and demographics in the models would implicitly assume that the mindsets cohere with the demographics— not just that they are correlated, but that they make up parts of the same whole.
2. Practically speaking, the segmentation and the classification tool may be used to classify new individuals for the next 10 years. Attitudes might be expected to have consistent relationships with propensity to census response. In contrast, the communications and media landscape is changing so quickly that the cultural significance of media behaviors may not be stable. Segmenting based on attitudes may preserve the integrity of the segments in changing cultural circumstances.

Table 28 shows the variables for inclusion in the variable reduction phase of the segmentation. All of these are personality-, perception-, and attitude-related variables. We related the media and communications behaviors and demographic information to the final segments in a separate analysis.

#### **Adjusting the Data for Scale Use**

Conducting the segmentation on the raw variables and on conventional dichotomized (top-box) scores consistently led to the emergence of one segment (about 14% of the population) made up of people who tended to agree with every question, even those that were ultimately recoded. To address this “acquiescence bias,” or individual difference in how people used the survey scales, we centered the

responses before combining the variables. This means that for each of the sets of variables listed below, we subtracted each respondent’s mean value from his or her response. For instance, if, on the series of trust in government questions, a respondent gave an average answer of 4.2, we subtracted 4.2 from each of his or her answers. If another person gave an average answer of three, we subtracted that from his or her answers. What this does across subjects is correct for people whose agreement with every item was just shifted up the scale. It is effective because the questions went in different directions (i.e. some were correct and some were incorrect uses.) For some questions, a higher answer was more positive, and for others a negative answer was more positive. That means that centering on the mean just corrects for a tendency to overuse the right-hand side of the scale; it does not “erase” legitimately positive attitudes. This approach eliminated the substantial segment of people whose reported attitudes were inconsistent because of an agreement bias. *Appendix A* provides series of variables centered on mean within respondent.

Recentering the knowledge questions helps eliminate correct answers due to guessing all true or all false. To illustrate, consider the following simple example of four census use questions—two are true and two are false:

*Table 11: Example of Recentering the Knowledge Questions*

|                           | All<br>Correct | All<br>Yes | All<br>No | All<br>Incorrect |
|---------------------------|----------------|------------|-----------|------------------|
| <b>Survey responses:</b>  |                |            |           |                  |
| Use: Representation       | 1.0            | 1.0        | 0.0       | 0.0              |
| Use: Allocate funds       | 1.0            | 1.0        | 0.0       | 0.0              |
| Use: Property tax         | 0.0            | 1.0        | 0.0       | 1.0              |
| Use: Track lawbreakers    | 0.0            | 1.0        | 0.0       | 1.0              |
| <b>Mean score</b>         | 0.5            | 1.0        | 0.0       | 0.5              |
| <b>Recentered values:</b> |                |            |           |                  |
| Use: Representation       | 0.5            | 0.0        | 0.0       | -0.5             |
| Use: Allocate funds       | 0.5            | 0.0        | 0.0       | -0.5             |
| Use: Property tax         | -0.5           | 0.0        | 0.0       | 0.5              |
| Use: Track lawbreakers    | -0.5           | 0.0        | 0.0       | 0.5              |

The result of the recentering is that it reduces the score for people who get some correct because they respond “yes” or no” to all or most questions.

### **Variable Reduction**

We conducted factor analysis using PROC FACTOR to identify groups of variables (Table 12). Variables for which less than 30% of the total variance was explained by the factor were held out and entered in the segmentation algorithm separately. These variable groups are an analytic convenience; their meanings are not as important as are the segment profiles based on them, which appear in *Section 5*.

*Table 12: Groups of Variables for Final Segmentation*

|                                   |   |   |
|-----------------------------------|---|---|
| <b>Knowledge Measures</b>         | 2 Factors<br>1 Factor<br>Separate variable<br>Separate variable               | c4dr c4er c4gr c4hr c4ar c4br c4cr c4ir<br>d1r d2r<br>c4jr<br>c4fr              |
| <b>Trust and Privacy Measures</b> | 2 Factors<br>Separate variable<br>Separate variable                           | tog1-tog3 tog5-tog6 q32b q32c q32d q32f priv7<br>tog4<br>tog7                   |
| <b>Paperwork Measures</b>         | 2 Factors   | comp1-comp8   |
| <b>Belief Measures</b>            | 2 Factors<br>Separate variable<br>Separate variable<br>Separate variable      | e1ar e1gr e1jr e1lr e1br e1er e1fr e1hr e1ir belief2<br>e1nr<br>e1mr<br>belief1 |
| <b>Funding Priorities</b>         | 4 Factors<br>Separate variable<br>Separate variable                           | issue1 issue3 issue4 issue5 issue7 issue8 issue9<br>issue10<br>issue2<br>issue6 |
| <b>Affinity</b>                   | 1 Factor<br>Separate variable   | b5r b1r c2r<br>c3r  |
| <b>Other Measures</b>             | Awareness<br>Census can benefit<br>Census can harm<br>Preference for Internet | A1<br>Benharm, benefit<br>Benharm, harm<br>ce8                                  |

We compared several ways of creating composites based on the measures and found that factor scores were most successful in creating clear, meaningful segments. Other approaches, such as straight averaging, produced profiles that were not as clear in the final segments. We also tried several means of creating categorical variables from the factor scores for submission to the analysis. We found that splitting the respondents into two categories, lower than the mean score versus greater than or equal to the mean score, created the most understandable segments.

#### **Question 4: Who is in each mindset?**

We created a demographic profile for each mindset using the data from the survey, including answers from questions: ASKGENDR and M1-M11. We also related mindset to the clusters of census tracts from the Census 2000 Planning Database. This analysis, also conducted in CBAMS I, intersects two kinds of segmentation: geographic and demographic segmentation conducted at the census tract level (census “clusters”) and attitudinal segmentation (“mindsets”) (Bates, Forthcoming).

Finally, it can be difficult to see how small groups in the population relate to the mindsets, so we present mindset distributions within each of three HTC groups:

- American Indians and Alaskan Natives, defined as anyone who reported this as a race category, including those who reported this and other categories.
- Less acculturated Asian respondents, defined as those who reported speaking an Asian language at home.
- Less acculturated Hispanic respondents, defined as those who reported speaking Spanish at home.

#### **Question 5: How can we reach the mindsets?**

We included most of the telephone use questions for weighting purposes, but they are also useful as a first look at how we can reach the mindsets. We profiled the mindsets by their cell phone and Internet use.

#### **Question 6: What are attitudes toward the use of administrative records?**

The survey included an experiment comparing several approaches to framing the Census Bureau's use of administrative records. We compared affinity for administrative records use by frame to determine: (a) how positive people are about the idea overall, and (b) whether there are some messages about administrative records that might lead to more or less positive reactions. The statistical comparisons were simple comparisons of top-box proportions and average scale values (t-test).

#### **Question 7: How can we classify new respondents into the segments?**

The goal of classification after segmentation is usually to use a small number of questions to classify new respondents. The initial segmentation included many variables. To find a subset of variables that provides a classification algorithm, we used a multinomial logistic regression model to predict individual mindset membership probabilities. Then, we used nearest neighbor discriminant analysis to classify each person into one mindset. This two-step process is beneficial in that we quantitatively measure individual probabilities of belonging to each mindset. This provides a measure of strength for the classification. For instance, a person who has a 100% membership probability to the *Government-Minded* group will share more of the attitudinal characteristics ideals associated with the *Government-Minded* group than a person who has a 50% membership probability.

## **4. LIMITATIONS**

### **4.1. Precision in Classifying New Respondents**

Initially, the project was intended to produce a final "typing tool" for classifying new respondents into mindsets. However, high accuracy using such a tool typically requires that a small number of variables be used in the initial segmentation. Using more variables in the segmentation can mean a better initial understanding of mindsets. The research team decided that using more variables in the initial segmentation provided the best understanding of mindsets, although precision of the resulting typing algorithms with fewer questions would be low. Instead of producing a final typing tool, therefore, this report describes the relative utility of each question in discriminating among groups and recommends that a handful of new questions be developed to "type" new respondents more efficiently.

## 5. RESULTS

### 5.1. Question 1: What is the best method for creating mindsets?

We compared four, five, and six mindset solutions using the three methods.

#### 5.1.1. Comparative Mindset Prevalence

We compared the relative sizes of the mindsets created by each method. Table 13 shows that, for the smallest solution, all approaches created one large group. K-Means analysis created three smaller groups of about the same size, while the Q-Factor and LCA analyses created smaller groups of decreasing size and were very similar to each other. For the largest solution (six mindsets), K-Means analysis again created similarly sized groups while there was more variation in the group sizes estimated using the other two methods. Q-Factor analysis produced the smallest group of two percent. The K-Means solution tendency to equalize segment sizes may result in higher within-group variability of the defining attitudinal characteristics. On the other extreme, the Q-Factor solution indicates unique attitudinal characteristics for this very small segment. The ability to create actionable interventions for two percent of the population is very limited.

*Table 13: Prevalence of Mindsets for Four, Five, and Six Mindset Solutions Using Different Methods*

| Mindset | Four Mindset Solutions |          |     | Five Mindset Solutions |          |     | Six Mindset Solutions |          |     |
|---------|------------------------|----------|-----|------------------------|----------|-----|-----------------------|----------|-----|
|         | K-Means                | Q-Factor | LCA | K-Means                | Q-Factor | LCA | K-Means               | Q-Factor | LCA |
| 1       | 36%                    | 36%      | 36% | 28%                    | 28%      | 33% | 23%                   | 30%      | 24% |
| 2       | 22%                    | 29%      | 31% | 26%                    | 24%      | 25% | 18%                   | 22%      | 23% |
| 3       | 22%                    | 19%      | 18% | 23%                    | 19%      | 17% | 16%                   | 19%      | 18% |
| 4       | 19%                    | 16%      | 15% | 14%                    | 16%      | 13% | 15%                   | 16%      | 14% |
| 5       |                        |          |     | 9%                     | 13%      | 12% | 14%                   | 11%      | 13% |
| 6       |                        |          |     |                        |          |     | 13%                   | 2%       | 9%  |

#### 5.1.2. Comparative Mindset Discriminability

We examined the extent to which group assignments made using each approach could be replicated with the data. Table 14 shows that overall classification error rates were about the same at about 10% for K-Means analysis and LCA and tended to be around 10% whereas the error rate for Q-Factor analysis was about 18% for all solutions.

*Table 14: Error Rates in Classification for Four, Five, and Six Mindset Solutions Using Different Methods*

| Mindset        | Four Mindset Solutions |          |     | Five Mindset Solutions |          |     | Six Mindset Solutions |          |     |
|----------------|------------------------|----------|-----|------------------------|----------|-----|-----------------------|----------|-----|
|                | K-Means                | Q-Factor | LCA | K Means                | Q-Factor | LCA | K-Means               | Q-Factor | LCA |
| 1              | 4%                     | 29%      | 10% | 4%                     | 29%      | 11% | 5%                    | 33%      | 17% |
| 2              | 10%                    | 20%      | 10% | 4%                     | 20%      | 13% | 9%                    | 12%      | 19% |
| 3              | 13%                    | 8%       | 9%  | 12%                    | 10%      | 12% | 15%                   | 26%      | 13% |
| 4              | 10%                    | 13%      | 2%  | 3%                     | 14%      | 4%  | 3%                    | 15%      | 2%  |
| 5              |                        |          |     | 19%                    | 17%      | 8%  | 10%                   | 19%      | 14% |
| 6              |                        |          |     |                        |          |     | 12%                   | 4%       | 1%  |
| <b>Overall</b> | 9%                     | 18%      | 8%  | 8%                     | 18%      | 10% | 9%                    | 18%      | 11% |

*Note: In all cases, mindsets are organized in decreasing order of size.*

#### **Correspondence among Mindset Assignment**

We examined whether the three approaches tended to assign the same people to the same groups. Across approaches, “same” meant the most common pairing, rather than matching profiles and then



estimating correspondence. Table 15 below illustrates how often each type of method classified individuals into the same group. Correspondence between K-Means and Q-Factor is considerably higher than the correspondence between either of the methods and LCA. All of the chi-square statistics comparing group assignment for all the pairs of statistical approaches were significant—suggesting that there was some shared variance, and that the clusters had something in common.

*Table 15: Percent of Individuals Classified into Similar Mindset*

|                       | <b>K-Means<br/>↔ Q-Factor</b> | <b>Q-Factor<br/>↔ LCA</b> | <b>K-Means<br/>↔ LCA</b> |
|-----------------------|-------------------------------|---------------------------|--------------------------|
| Four Mindset Solution | 68%                           | 48%                       | 44%                      |
| Five Mindset Solution | 63%                           | 44%                       | 41%                      |
| Six Mindset Solution  | 61%                           | 40%                       | 34%                      |

### 5.1.3. Comparative Mindset Profiles

In comparing the actual profiles of the mindsets obtained using each approach, we hoped to discover:

- Whether the three approaches produced groups that could be broadly aligned, and
- Whether any individual approach produced more distinct groups.

The profiles appear in *Appendix B*. It is important to remember that the actual content of the profiles does not matter for this exercise. After we selected an approach, we conducted the segmentation again, and profiled the mindsets extensively. Those results appear in *Appendix B*. When analyzing the profiles, comparisons of the data items among mindsets will identify the distinguishing characteristics. We look for patterns of variables that stand out as high or low. To facilitate examination of these patterns, we applied color to the tables. Distinguishing characteristics of each group can be identified by reading across each row, and noting any boxes in bright yellow (high response) or bright blue (low response). In cases where responses were reverse-coded (indicated by \*), the opposite is true:; blue indicates high agreement, while yellow indicates low agreement. The “brighter” the color, the more distinguished the group’s responses were from the others. To create the profiles, we used the dichotomous “top-box” scores we created for the final segmentation analysis (this allows the profiles throughout this report to look similar). These scores are described above in the methodology for Question 3 (page 22).

Broadly speaking, there are two major and related observations to be made from the tables located in *Appendix B*. First, while the identified groups were fairly similar for the four-group solution, they were much less so for the six-group solution. For instance, a four-mindset K-Means solution identified one large group of people with high intent to respond and accurate knowledge of the census (as indicated by their “no” answers on the *Uses* items that were not actual census uses). The same group appeared in the four-mindset LCA solution. However, while the same profile appeared in the six-mindset K-Means solution, *two* groups with these characteristics appeared in the six-mindset LCA solution. The two groups differed in terms of their trust in government.

The second observation is that profiles of LCA groups were notably more distinct from each other than were profiles of K-Means or Q-Factor groups. This is visually apparent because, in the tables, more saturated blue and yellow shading indicates more extreme values. To confirm it, however, we measured the range of values for each profile measure within the statistical approach. For instance, the highest K-Means profile value for intent in Table 36 was 77% and the lowest was 48%, so the range was 29 points. The average of ranges across all the profile measures was higher in the LCA solutions than in either the K-Means or Q-Factor solutions. In the six-mindset case, the average range



for K-Means was .23, the average range for Q-Factor was .27, and the average range for LCA was .37.

Both of these observations may stem from better isolation of clusters on the part of the LCA approach. In general, K-Means tends to identify groups that are similar in size. If the true underlying groups in the data vary widely in size, then LCA might be better for isolating and profiling those groups.

#### 5.1.4. **Summary: The Best Statistical Approach**

We tested three statistical approaches to mindset creation: K-Means analysis, Q-Factor analysis, and LCA. The three approaches did assign some people to similar clusters, but correspondence among the clustering approaches was not high. When we used the survey data to predict group membership assigned by each of the three methods, the K-Means analysis and LCA had similar, low error rates. Q-Factor analysis had consistently higher error rates. Groups identified using LCA had more distinct profiles than did groups identified using the other two approaches. That is, the individual groups were more different from each other when we employed LCA. Because the approach is associated with relatively low error rates in classification and more distinct mindsets, we elected to use LCA to create the census mindsets.

We believe LCA is the appropriate approach, but it is limited in that all attitudinal variables must be dichotomized. This means that attitudinal scale variables must be summarized into two categories. K-means and Q-Factor are not limited by this constraint. This limitation does seem to influence the segmentation as discussed in the next section.

### 5.2. **Question 2: How are mindsets now different from mindsets before the 2010 Census?**

By comparing mindsets before and after the 2010 Census, we wanted to learn two pieces of information. First, we wanted to understand whether there were quantitative differences;—that is, whether the sizes of the mindsets had changed. Second, we wanted to know whether there were qualitative differences;—that is, whether the belief profiles themselves had matured.

#### 5.2.1. **Comparative Mindset Prevalence**

Fit indices from LCA indicated that solutions with four or five mindsets were the best fit. In LCA, the number of groups with the lowest Bayesian Inference Criterion (BIC) or Consistent Aikake's Information Criterion (CAIC)<sup>14</sup> statistics can sometimes be seen as the “optimal” solution. In the CBAMS I data, CAIC was lowest for a four-group solution, and BIC was lowest for a five-group solution, although the difference in BIC between the four- and five-group solutions was not greater than two.

More importantly, we compared the relative sizes of the mindsets for the two datasets.

Table 16 shows that whether we fit four, five, or six groups for the CBAMS I data, the result was four large mindsets. In the five-mindset solution, for instance, mindsets one through four were 20 to 30% of the population, and mindset five was just 3%. In the CBAMS II data, in contrast, additional groups were fairly large.

These groups are based on the same variables in each dataset; additional nuance in CBAMS II does not arise from more or better variables in the analysis. The fit indices for CBAMS II point to a possible five- or six-group solution, although entropy ( a measure of the model goodness of fit,) was

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<sup>14</sup> The Bayesian Inference Criterion (BIC) and Consistent Aikake's Information Criterion (CAIC) are both measures of fit used to compare models to each other. They take into account the fit of the model (how well it explains the data) and the number of parameters (here, relate how well it relates to the number of groups). In any set of models, lower BIC and CAIC values are considered better-fitting.

lower for all CBAMS II solutions than for CBAMS I solutions. That might mean that a small number of groups more effectively explains the CBAMS I data than the CBAMS II data.

This is initial evidence that mindsets regarding the census have changed some since CBAMS I. Of course, the substantial increase in awareness also suggests that beliefs regarding the census are now more crystallized.

*Table 16: Prevalence of Mindsets for Four, Five, and Six Mindset Solutions Using CBAMS I and CBAMS II Data*

| Mindset | Four Mindset Solutions |          | Five Mindset Solutions |          | Six Mindset Solutions |          |
|---------|------------------------|----------|------------------------|----------|-----------------------|----------|
|         | CBAMS I                | CBAMS II | CBAMS I                | CBAMS II | CBAMS I               | CBAMS II |
| 1       | 30%                    | 35%      | 29%                    | 32%      | 26%                   | 29%      |
| 2       | 23%                    | 23%      | 21%                    | 24%      | 22%                   | 18%      |
| 3       | 20%                    | 20%      | 20%                    | 16%      | 21%                   | 15%      |
| 4       | 20%                    | 19%      | 20%                    | 15%      | 20%                   | 15%      |
| 5       |                        |          | 3%                     | 10%      | 2%                    | 12%      |
| 6       |                        |          |                        |          | 2%                    | 9%       |
| Unaware | 7%                     | 3%       | 7%                     | 3%       | 7%                    | 3%       |

### 5.2.2. Comparative Mindset Discriminability

We examined the extent to which group assignments made using each approach could be replicated using the data. Table 17 shows that overall classification error rates differed for CBAMS I and II mindsets. Consistent with the observation that all solutions seem to support the existence of four groups in the CBAMS I data, the error rate for classification of the four-segment solution in CBAMS I was very low.

*Table 17: Overall Error Rates in Classification for Four, Five, and Six Mindset Solutions Using CBAMS I and CBAMS II Data*

| CBAMS | Number of Mindsets |     |     |
|-------|--------------------|-----|-----|
|       | 4                  | 5   | 6   |
| I     | 2%                 | 2%  | 13% |
| II    | 5%                 | 10% | 7%  |

### 5.2.3. Comparative Mindset Profiles

The profiles of four mindset solutions in CBAMS I and CBAMS II appear in Table 18. Again, to facilitate examination of these patterns, we have applied color to the tables. Higher values are highlighted in yellow and lower values highlighted in blue. This color coding allows us to observe which variables go together in the clusters created by each segmentation method, and they allow us to see the relative magnitudes of differences. To create the profiles, we used the top-box scores for all the attitudes and rates of endorsement (percent indicating “yes”) for all of the knowledge items.

The four-mindset solution in the CBAMS I data produced two groups with relatively high affinity, and two groups with relatively low affinity. The two high-affinity groups differed in their tendencies to endorse incorrect uses of the census. Only 6% of the first group thought the census was used to set property taxes, whereas 62% of the second group thought that it was. These groups can be broadly aligned with the *Leading Edge* and *Head Noddors* groups from the CBAMS I analysis. Interestingly, the two low-affinity groups were also distinguished by their tendencies to endorse incorrect uses of

the census. One group, making up about 30% of the population, had relatively low unaided awareness and tended to endorse incorrect uses for the census. The other group, making up about 23% of the population, was characterized by more accurate knowledge regarding what the census is not used for but relatively inaccurate knowledge regarding its actual uses. These groups might be aligned with the *Insulated* and *Cynical Fifth* mindsets from the CBAMS I analysis.

It is worth noting, however, that the sizes of the groups were markedly different in this analysis. In particular, the *Insulated* group in this analysis is 30% of the population whereas it was 6% of the population in CBAMS I. This is likely because knowledge and awareness variables made up less of the original set of variables. Comparing the group sizes between the two solutions suggests that the extra *Insulated* individuals might have been *Head Noddors* from CBAMS I. They were 41% of the population in the CBAMS I analysis, and are now about 20% (Table 18).

LCA with a smaller set of CBAMS I variables appears to give rise to a four-group solution with very similar characteristics to the solution originally produced by the Q-Factor analysis conducted for the ICP. In other words, the different approaches, even with different entry variables, both seem to reveal that: (a) there were four mindsets and not more, and (b) those mindsets had the general characteristics of the *Leading Edge*, *Head Noddors*, *Insulated*, and *Cynical Fifth* groups. We will use “equivalent” to note that these are not the original CBAMS I segments. They are created by the LCA segmentation model run on CBAMS I data.

Evidence from the group sizes and model fits suggests that there may be more than four mindsets in CBAMS II, conducted after the 2010 Census and the ICP. However, a four-mindset solution in the CBAMS II data again reveals two high-affinity groups. These have about the same profiles as the two high-affinity groups in the CBAMS I data, although what might be termed the *Leading Edge Equivalent* is larger in CBAMS II (35%) than in CBAMS I (20%).

In CBAMS II, in contrast to CBAMS I, the remaining two groups are not both low-affinity. There is one group with moderate intent to respond (57%) and perceived importance (53%). This group has relatively negative beliefs about the census and moderately accurate knowledge about what the census is used for, although they are somewhat inaccurate regarding what the census is not used for. This group might be a post-census *Insulated Equivalent* group. These people might originally have been unaware and not very knowledgeable but now have greater awareness and knowledge. If this is so, then the remaining group might be seen as a post-census *Cynical Fifth Equivalent*. This group now has poor knowledge of the uses of the census and very slightly more positive opinions toward it suggesting that the more knowledgeable members migrated to other mindsets.

Finally, the *Unacquainted* group from CBAMS I was 7% and has decreased to 3%. This group is composed of those who have never heard of the census, even when prompted with a description; therefore, this group does not have a profile as they did not answer the remaining questions in CBAMS I. However, it is an important result to note that this group has decreased in size as it implies that fewer people now, than before the 2010 Census, have no knowledge of the census at all.

Table 18: Profiles of Four Mindset Solutions Produced Using CBAMS I and CBAMS II Data

| Mindset*                             | CBAMS I |     |     |     | CBAMS II |     |     |     |
|--------------------------------------|---------|-----|-----|-----|----------|-----|-----|-----|
|                                      | LEE     | HNE | IE  | CFE | LEE      | HNE | IE  | CFE |
| Size                                 | 20%     | 20% | 23% | 30% | 35%      | 19% | 23% | 20% |
| Intent                               | 83%     | 74% | 37% | 35% | 89%      | 80% | 57% | 27% |
| Affinity                             | 57%     | 58% | 13% | 18% | 61%      | 52% | 19% | 10% |
| Familiarity                          | 18%     | 21% | 8%  | 7%  | 37%      | 30% | 20% | 9%  |
| Importance                           | 90%     | 81% | 30% | 39% | 94%      | 90% | 53% | 31% |
| Aware of Census                      | 97%     | 98% | 93% | 77% | 100%     | 92% | 95% | 89% |
| Use: Allocate funds                  | 79%     | 89% | 58% | 75% | 86%      | 89% | 93% | 41% |
| Use: Representation                  | 85%     | 85% | 69% | 69% | 86%      | 87% | 93% | 46% |
| Use: Track change                    | 99%     | 97% | 87% | 91% | 96%      | 94% | 92% | 71% |
| Use: Plan for the future             | 95%     | 96% | 80% | 88% | 92%      | 90% | 97% | 66% |
| Use: Count citizens and non-citizens | 71%     | 88% | 65% | 79% | 64%      | 96% | 73% | 68% |
| Use: Property tax                    | 6%      | 62% | 6%  | 65% | 14%      | 66% | 37% | 35% |
| Use: Track lawbreakers               | 1%      | 45% | 4%  | 52% | 7%       | 43% | 23% | 24% |
| Use: Local illegal residents         | 5%      | 59% | 12% | 59% | 10%      | 56% | 32% | 36% |
| Use: State income tax                | 4%      | 68% | 8%  | 65% | 18%      | 73% | 43% | 33% |
| Use: Measure unemployment            | 35%     | 86% | 33% | 81% | 35%      | 80% | 56% | 47% |
| Invasion of privacy *                | 100%    | 98% | 98% | 95% | 99%      | 93% | 98% | 94% |
| Important to be counted              | 58%     | 64% | 13% | 14% | 59%      | 74% | 8%  | 22% |
| Census shows pride                   | 26%     | 48% | 2%  | 6%  | 26%      | 50% | 1%  | 8%  |
| Let gov't know what community needs  | 28%     | 46% | 3%  | 9%  | 40%      | 54% | 3%  | 10% |
| Doesn't matter *                     | 99%     | 98% | 98% | 96% | 99%      | 94% | 98% | 96% |
| Civic responsibility                 | 52%     | 60% | 3%  | 7%  | 52%      | 63% | 4%  | 12% |
| Confidentiality can be trusted       | 26%     | 38% | 2%  | 5%  | 27%      | 34% | 1%  | 8%  |
| Concern for misuse *                 | 98%     | 95% | 96% | 95% | 99%      | 91% | 95% | 92% |
| Govt. already has info. *            | 99%     | 98% | 98% | 94% | 98%      | 94% | 98% | 91% |
| Never see results *                  | 96%     | 95% | 93% | 94% | 96%      | 88% | 95% | 89% |
| Takes too long *                     | 100%    | 95% | 94% | 94% | 98%      | 95% | 97% | 94% |

\* LEE = Leading Edge Equivalent, HNE = Head Nodders Equivalent, IE = Insulated Equivalent, and CFE = Cynical Fifth Equivalent

#### 5.2.4. Summary: CBAMS I Mindsets vs. CBAMS II Mindsets

Model fit indices and estimates of mindset sizes suggest that there were only four mindsets in the CBAMS I data (excluding *Unacquainted*). This is consistent with the original mindset solution from CBAMS I, and the four groups estimated using LCA are similar in profiles to the four mindsets estimated for CBAMS I using Q-Factor analysis.

Consistent with the evidence that there are more than four groups in the CBAMS II data, however, the four-group CBAMS II solution produced groups with different profiles. While the *Head Nodder Equivalent* and *Leading Edge Equivalent* profiles still seem to appear, the *Leading Edge Equivalent* group in CBAMS II was much larger. The lower-affinity groups were quite different from the original *Insulated Equivalent* and *Cynical Fifth Equivalent* groups and may represent post-census groups—low-affinity groups that have been positively impacted by the 2010 Census and the ICP.

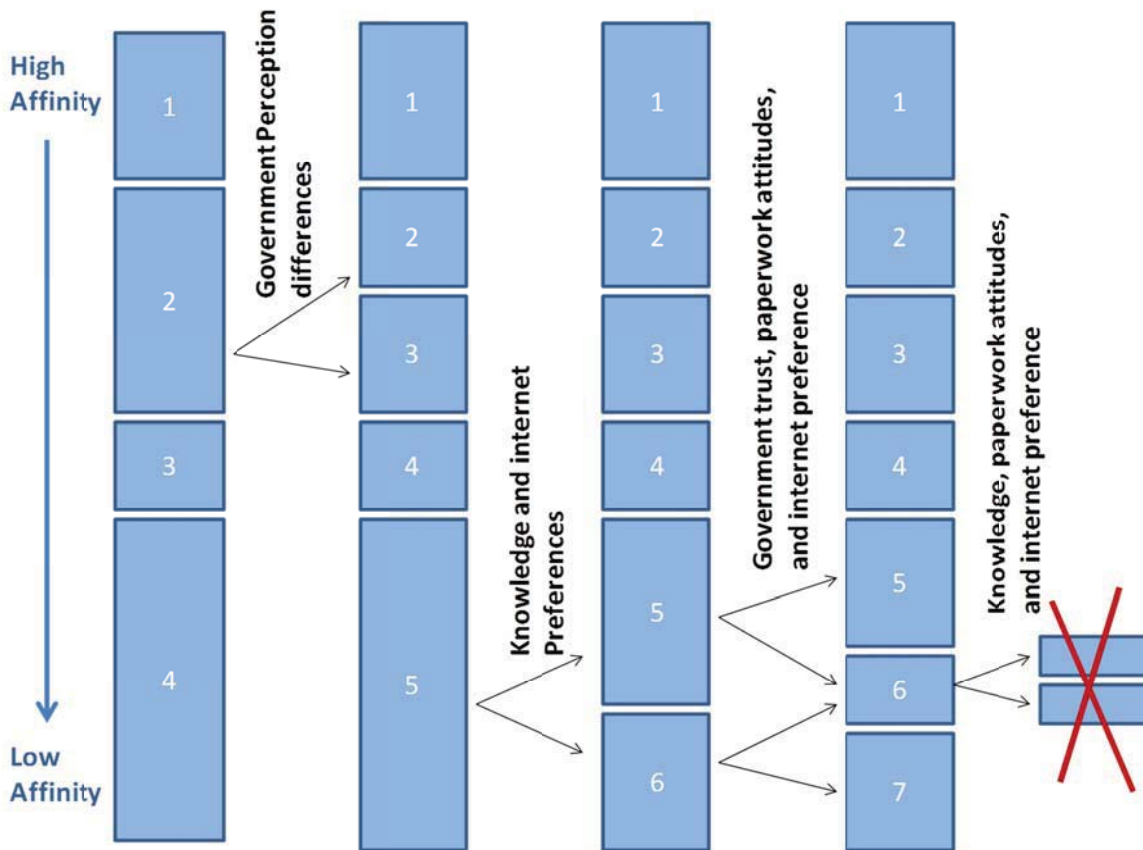
At this point, we could compare solutions with five or six mindsets between the two data sources, but the modeling clearly shows that the CBAMS II and CBAMS I mindsets are different and that the

four-group solution was, and is, appropriate for CBAMS I. Instead, we turn our attention to creating the most nuanced CBAMS II mindsets possible.

5.3. **Question 3: What are the Census Mindsets?**

The research team examined solutions with four, five, six, seven, and eight mindsets. The results presented in *Section 5.2* suggested that there were more than four groups in CBAMS II, and indeed, five, six, and seven segment solutions provided increasing insight into specific mindsets. Six and seven segment solutions, especially, provided increased insight into the mindsets of people whose attitudes toward the census were negative. The following figure depicts changes in grouping from four to eight mindsets, where the final breakdown yielded groups too small for communications efforts.

Figure 3: Evolution of Mindset Groups



The final segments, profiled in Table 19, are described within this section. The use of color in Table 19 is designed to bring attention to those variables that set each segment apart. Observed values at the top of the range are highlighted in yellow, and observed values at the bottom of the range are highlighted in blue. The colors do not reflect significant or qualitative differences.

Below, we describe each group, starting with the group having the highest affinity for the census.

### 5.3.1. **Government-Minded**

About 19% of American adults have positive attitudes toward the census and its purpose. Eighty-nine percent of these people know that the census is used to determine political representation, and this group is set apart by the high priority they place on political representation. They also care about government administrative functions in fire and police stations, on roads and highways, and for public transportation. They care less than other groups about “softer” issues such as healthcare and childcare.

This group is not concerned about sharing their information with the government. They see the government’s attempts to collect information as important to government functions. They also know better than any other group what the census is *not* used for.

### 5.3.2. **Compliant and Caring**

About 15% of people in the *Compliant and Caring* group have high affinity for the census. They also have a different perspective from the *Government-Minded* group. People in the *Compliant and Caring* group do not put a high priority on the census in particular or on political representation, but they do tend to care about social programs like those in schools and for elder care, and they believe that the census could benefit those programs as well as them personally.

This group also tends to complete paperwork dutifully, so their high self-reported response to the census could be a combination of their positive feelings toward the census in general and their overall compliance with requests to complete and return forms. Whereas the *Government-Minded* segment may complete the census because they believe in the specific purpose of the census, the *Compliant and Caring* group may complete the census because they feel good about it.

### 5.3.3. **Dutiful**

The first two high-affinity groups are characterized by a commitment to the specific goals of the census and by positive feelings related to the census. The third is characterized by a sense of duty to complete the census. Those in the *Dutiful* group (14% of the population) know what the census is for, although they also think it serves some functions that it actually does not. They do not have strong priorities for the political distribution of funds, but they do think it is their responsibility to be counted.

### 5.3.4. **Local-Minded**

About an eighth of the population thinks the census is used for purposes like tracking lawbreakers and setting taxes. People in the *Local-Minded* group also tend to be ambivalent toward government, reporting that they tend to trust local governments more than the Federal Government, and they tend to think that refusing to complete the census is a good way to show the government that they are dissatisfied. At the same time, they tend to think that the government keeps their information safe, and that it has their best interests in mind.

Perhaps because they are disenchanting, the *Local-Minded* group does not prioritize representation in government, but they do tend to care about schools, healthcare, and other soft issues. The best way to



communicate with this group might be to appeal to their sense of community without referring to the Federal Government, which this group feels removed from.

#### 5.3.5. **Uninformed**

About 16% of the population cannot reliably report what the census is actually used for. Only about half of these people know that the census helps to determine government representation, and they are similarly poor at reporting the other uses for the census. On the positive, they are no more likely than other groups to think that the census is used for purposes such as identifying illegal immigrants or setting taxes.

The *Uninformed* group tends to think that they will never see the results of the census, and that it should only ask about the number of household residents. This is not surprising, since they do not appear to know what the results of the census are or why it would ask other questions.

Compared to others, this group is not very concerned about their personal information, but they prefer not to complete the census on the Internet. They do tend to put a high priority on healthcare and on care for the elderly, so these political priorities (along with assurances of confidentiality and a response option that does not involve technology) could help increase their affinity for the census.

#### 5.3.6. **Cynical**

A tenth of the population is aware of the census, knows what it is used for, and is highly suspicious of it and of the government. Across all measures, the *Cynical* group has the lowest opinion of the government and expresses the most concern about the security of their personal information. Like the *Government-Minded* group, however, they place a premium on political representation and on government functions like fire and police protection.

#### 5.3.7. **Suspicious**

About 14% of the population is in the group with the lowest intent to respond to the census—the *Suspicious* group. This group has, by far, the lowest self-reported census awareness; they also tend to be less likely than other groups to complete paperwork on time. The challenge with this group will be making them aware of the census as well as leading them to care enough to complete it when it arrives. Since they are not characterized by any particular political funding priorities, appeals that include reasons for completing the census will probably not be successful initially with this group. Instead, appeals that alleviate their suspicion (they are the most likely to report that the census could harm them) and give them more positive feelings about the census might help.

Table 19: CBAMS II Segment Profiles

|                                      | Total | Government-<br>Minded | Compliant<br>and<br>Caring | Dutiful | Local-<br>Minded | Uninformed | Cynical | Suspicious |
|--------------------------------------|-------|-----------------------|----------------------------|---------|------------------|------------|---------|------------|
| Size                                 | 100%  | 19%                   | 15%                        | 14%     | 12%              | 16%        | 10%     | 14%        |
| Aware of Census                      | 93%   | 100%                  | 98%                        | 94%     | 90%              | 97%        | 99%     | 69%        |
| Replied to Census                    | 81%   | 89%                   | 88%                        | 83%     | 80%              | 79%        | 81%     | 61%        |
| Intent                               | 66%   | 87%                   | 85%                        | 80%     | 70%              | 46%        | 55%     | 27%        |
| Affinity                             | 39%   | 57%                   | 54%                        | 54%     | 45%              | 22%        | 12%     | 14%        |
| Importance                           | 70%   | 90%                   | 92%                        | 94%     | 82%              | 50%        | 40%     | 29%        |
| Familiarity                          | 25%   | 37%                   | 31%                        | 32%     | 22%              | 15%        | 22%     | 12%        |
| Use: Representation                  | 79%   | 89%                   | 83%                        | 92%     | 78%              | 51%        | 91%     | 72%        |
| Know: Law requires response          | 43%   | 39%                   | 36%                        | 60%     | 54%              | 28%        | 55%     | 40%        |
| Know: Census is confidential         | 86%   | 85%                   | 91%                        | 94%     | 93%              | 79%        | 74%     | 86%        |
| Use: Allocate funds                  | 78%   | 86%                   | 87%                        | 94%     | 82%              | 56%        | 77%     | 69%        |
| Use: Track change                    | 89%   | 96%                   | 95%                        | 97%     | 90%              | 75%        | 89%     | 84%        |
| Use: Plan for the future             | 87%   | 97%                   | 93%                        | 94%     | 84%              | 75%        | 76%     | 85%        |
| Use: Count citizens and non-citizens | 73%   | 59%                   | 68%                        | 89%     | 88%              | 73%        | 59%     | 78%        |
| Use: Property tax                    | 35%   | 10%                   | 16%                        | 62%     | 67%              | 17%        | 16%     | 69%        |
| Use: Track lawbreakers               | 22%   | 2%                    | 4%                         | 33%     | 53%              | 16%        | 4%      | 53%        |
| Use: Local illegal residents         | 30%   | 3%                    | 8%                         | 50%     | 65%              | 31%        | 12%     | 53%        |
| Use: State income tax                | 38%   | 12%                   | 22%                        | 64%     | 73%              | 23%        | 19%     | 71%        |
| Use: Measure unemployment            | 52%   | 27%                   | 42%                        | 85%     | 90%              | 26%        | 28%     | 82%        |
| Invasion of privacy *                | 84%   | 98%                   | 97%                        | 94%     | 81%              | 79%        | 67%     | 61%        |
| Important to be counted              | 95%   | 99%                   | 100%                       | 99%     | 98%              | 94%        | 86%     | 88%        |
| Doesn't matter *                     | 83%   | 98%                   | 94%                        | 95%     | 84%              | 74%        | 69%     | 59%        |
| Civic responsibility                 | 91%   | 99%                   | 97%                        | 100%    | 96%              | 87%        | 78%     | 70%        |
| Let gov't know what community needs  | 84%   | 91%                   | 94%                        | 97%     | 93%              | 72%        | 59%     | 78%        |
| Confidentiality can be trusted       | 79%   | 86%                   | 90%                        | 94%     | 88%              | 72%        | 50%     | 64%        |
| Census shows pride                   | 77%   | 78%                   | 83%                        | 91%     | 91%              | 73%        | 45%     | 71%        |

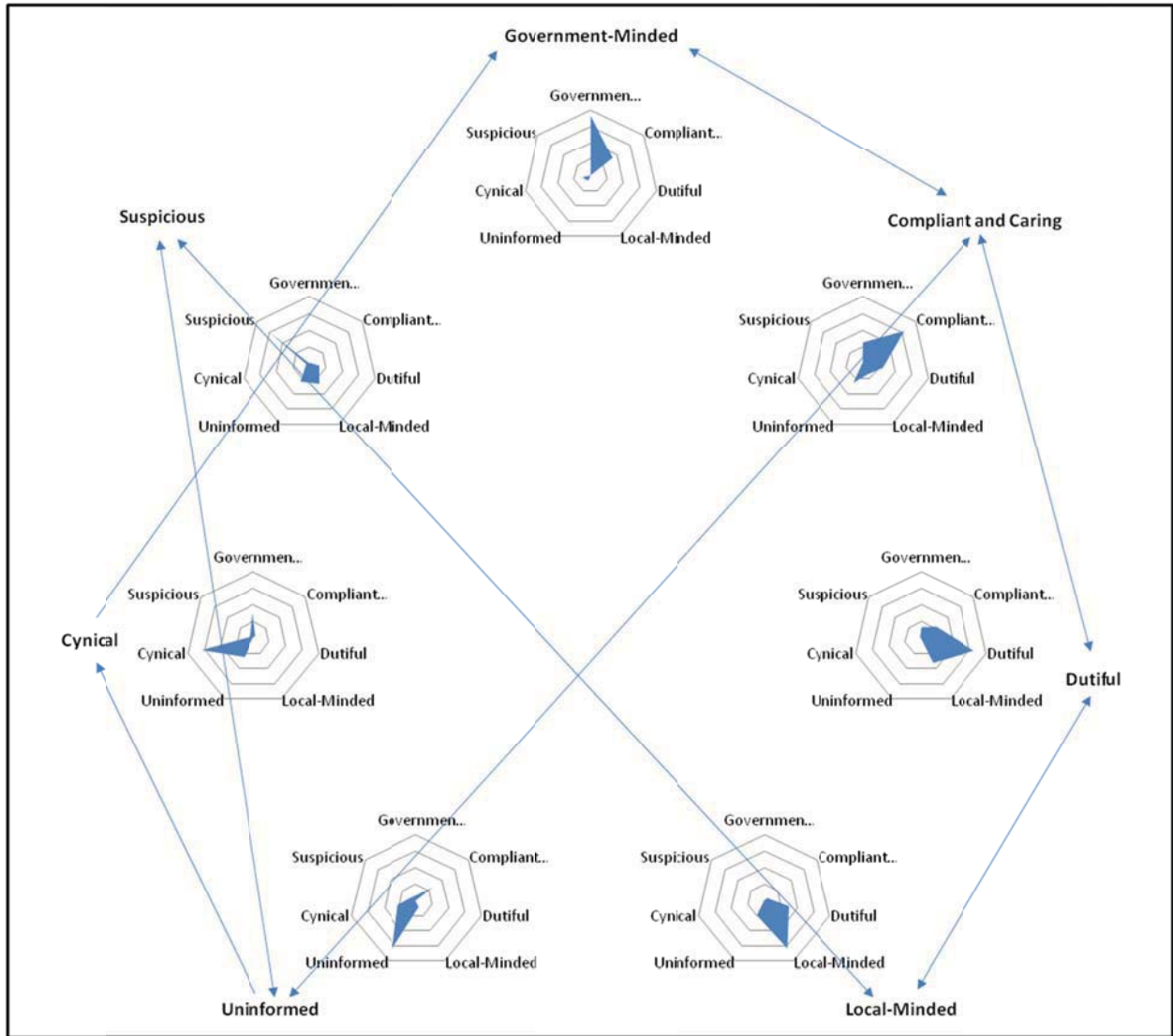


|   | Total | Government-<br>Minded | Compliant<br>and<br>Caring | Dutiful | Local-<br>Minded | Uninformed | Cynical | Suspicious |
|---|-------|-----------------------|----------------------------|---------|------------------|------------|---------|------------|
| Concern for misuse *                            | 76%   | 94%                   | 94%                        | 84%     | 77%              | 68%        | 51%     | 54%        |
| Govt. already has info. *                       | 79%   | 96%                   | 95%                        | 91%     | 79%              | 74%        | 56%     | 49%        |
| Takes too long *                                | 82%   | 93%                   | 91%                        | 93%     | 90%              | 81%        | 77%     | 45%        |
| Never see results *                             | 61%   | 86%                   | 78%                        | 81%     | 56%              | 35%        | 34%     | 41%        |
| Census should only ask number<br>of residents * | 55%   | 78%                   | 79%                        | 69%     | 42%              | 26%        | 34%     | 41%        |
| Refusal is a form of government<br>protest *    | 67%   | 89%                   | 73%                        | 67%     | 46%              | 67%        | 61%     | 52%        |
| Trust state more than Federal *                 | 56%   | 67%                   | 61%                        | 56%     | 50%              | 54%        | 47%     | 52%        |
| Govt. has my best interests in<br>mind          | 51%   | 51%                   | 55%                        | 57%     | 66%              | 51%        | 12%     | 54%        |
| Govt. keeps info safe                           | 56%   | 62%                   | 58%                        | 68%     | 71%              | 49%        | 20%     | 55%        |
| Govt. should collect info.                      | 89%   | 96%                   | 96%                        | 95%     | 93%              | 85%        | 68%     | 82%        |
| Govt. uses info responsibly                     | 58%   | 62%                   | 67%                        | 73%     | 70%              | 50%        | 19%     | 56%        |
| Trust local more than Federal *                 | 50%   | 53%                   | 55%                        | 55%     | 51%              | 54%        | 29%     | 49%        |
| Census Bureau more<br>trustworthy               | 54%   | 55%                   | 62%                        | 65%     | 69%              | 44%        | 34%     | 49%        |
| Privacy well protected                          | 51%   | 59%                   | 56%                        | 60%     | 62%              | 44%        | 19%     | 51%        |
| Govt. doesn't care about me *                   | 41%   | 58%                   | 46%                        | 49%     | 35%              | 30%        | 18%     | 40%        |
| Lost control over information *                 | 35%   | 40%                   | 36%                        | 39%     | 39%              | 32%        | 15%     | 35%        |
| Govt. knows too much *                          | 46%   | 63%                   | 52%                        | 49%     | 42%              | 37%        | 22%     | 43%        |
| Businesses have too much info.                  | 57%   | 55%                   | 61%                        | 53%     | 59%              | 52%        | 72%     | 54%        |
| Paperwork: Complete<br>immediately              | 64%   | 59%                   | 64%                        | 67%     | 80%              | 64%        | 53%     | 66%        |
| Paperwork: Completing feels<br>good             | 86%   | 86%                   | 88%                        | 90%     | 94%              | 86%        | 75%     | 80%        |
| Paperwork: Set aside time                       | 59%   | 51%                   | 61%                        | 68%     | 73%              | 60%        | 43%     | 56%        |
| Paperwork: Put on stack *                       | 24%   | 18%                   | 27%                        | 19%     | 30%              | 24%        | 24%     | 28%        |
| Paperwork: Miss deadlines *                     | 64%   | 69%                   | 63%                        | 68%     | 60%              | 61%        | 70%     | 58%        |

|                                      | Total | Compliant and     |        |         | Local-Minded | Uninformed | Cynical | Suspicious |
|--------------------------------------|-------|-------------------|--------|---------|--------------|------------|---------|------------|
|                                      |       | Government-Minded | Caring | Dutiful |              |            |         |            |
| Paperwork: Start and stop *          | 67%   | 74%               | 70%    | 71%     | 60%          | 63%        | 73%     | 54%        |
| Paperwork: Wait to complete *        | 64%   | 68%               | 71%    | 65%     | 63%          | 67%        | 58%     | 53%        |
| Paperwork: Prioritize                | 82%   | 84%               | 86%    | 84%     | 84%          | 80%        | 82%     | 76%        |
| Census could benefit me              | 47%   | 55%               | 70%    | 67%     | 50%          | 22%        | 12%     | 41%        |
| Census could harm me                 | 7%    | 2%                | 8%     | 4%      | 3%           | 6%         | 12%     | 18%        |
| Prefers to complete on Internet      | 34%   | 51%               | 40%    | 32%     | 19%          | 20%        | 42%     | 27%        |
| Hospitals and healthcare             | 31%   | 26%               | 29%    | 35%     | 33%          | 39%        | 21%     | 32%        |
| Schools and the education system     | 55%   | 51%               | 65%    | 55%     | 63%          | 60%        | 40%     | 52%        |
| Daycare for children                 | 11%   | 1%                | 20%    | 4%      | 24%          | 15%        | 0%      | 18%        |
| Mental healthcare                    | 12%   | 3%                | 19%    | 7%      | 22%          | 14%        | 4%      | 16%        |
| Care for the elderly                 | 31%   | 16%               | 40%    | 23%     | 46%          | 47%        | 22%     | 30%        |
| Job training programs                | 20%   | 14%               | 25%    | 23%     | 24%          | 19%        | 15%     | 22%        |
| Fire and police stations             | 33%   | 44%               | 32%    | 37%     | 19%          | 26%        | 50%     | 22%        |
| Political representation in Congress | 25%   | 50%               | 10%    | 37%     | 5%           | 7%         | 49%     | 15%        |
| Roads and highways                   | 15%   | 33%               | 2%     | 19%     | 1%           | 7%         | 31%     | 12%        |
| Public transportation                | 9%    | 19%               | 2%     | 10%     | 3%           | 3%         | 16%     | 8%         |

\*Reverse Scored

Figure 4. Mindset Probabilities—Individuals with Low Assignment Probability



### 5.3.8. Mindset Probabilities

The LCA model produces individual probabilities for belonging to each mindset. Individuals are then assigned to a mindset based on the largest probability, which we call the “assignment probability”. In the majority of cases, the assignment probability is large, and the remaining probabilities are very small. But in some instances, the assignment probability is much smaller. Table 20 displays the minimum assignment probabilities for each mindset. This was generally around 0.3 for each mindset. This means, the highest probability of membership to any mindset was 0.3, suggesting that this individual must have had other relatively high membership probabilities.

To evaluate the relationships among the mindset probabilities, we analyzed the individuals with the lowest assignment probabilities. For most mindsets, this was a maximum of around 0.7, with *Government-Minded* as the exception at 0.8. We limited the analysis to individuals whose assignment probability was in the first quartile for each mindset. Using this subset, we computed the median, lower quartile, and upper quartile value for each mindset probability.

These values are located on page 44 in Table 21. Page 42 plots the upper quartile values for each of the assigned mindsets. The arrows represent the strongest relationships between the probabilities.

The values in the table and the graphs tell us what other probabilities tend to score high when the assignment probability is low (in the lower quartile). *Government-Minded* and *Compliant and Caring* have a reciprocal relationship. Those who have the lowest *Government-Minded* assignment probabilities tend to have *Compliant and Caring* as their next highest probability and vice versa. No other probability strongly emerges for *Government-Minded*, but *Compliant and Caring* also has reciprocal relationships with *Uninformed* and *Dutiful*. *Dutiful* is also related to *Local-Minded* while *Uninformed* is related to *Cynical* and *Suspicious*. *Local-Minded* is also related to *Suspicious*. *Cynical* does not reciprocate with *Uninformed*, but it does relate to *Government-Minded* (but not vice versa).

*Table 20: Summary Statistics for Assignment Probabilities for Each Mindset*

|                                     | <b>Min</b> | <b>Q1</b> | <b>Median</b> | <b>Q3</b> | <b>Max</b> |
|-------------------------------------|------------|-----------|---------------|-----------|------------|
| <i>Government-Minded (n=736)</i>    | 0.30       | 0.81      | 0.96          | 0.99      | 1.00       |
| <i>Compliant and Caring (n=672)</i> | 0.30       | 0.68      | 0.88          | 0.95      | 1.00       |
| <i>Dutiful (n=520)</i>              | 0.32       | 0.69      | 0.89          | 0.97      | 1.00       |
| <i>Local-Minded (n=500)</i>         | 0.29       | 0.67      | 0.84          | 0.94      | 1.00       |
| <i>Uninformed (n=744)</i>           | 0.32       | 0.69      | 0.85          | 0.96      | 1.00       |
| <i>Cynical (n=354)</i>              | 0.30       | 0.70      | 0.91          | 0.98      | 1.00       |
| <i>Suspicious (n=542)</i>           | 0.30       | 0.71      | 0.90          | 0.97      | 1.00       |

Table 21: Mindset Probability Summary Statistics—Individuals with Lowest Assignment Probability in Each Mindset

| <b>Government-Minded (n=210)</b> |           |               |           | <b>Compliant and Caring (n=186)</b> |           |               |           |
|----------------------------------|-----------|---------------|-----------|-------------------------------------|-----------|---------------|-----------|
|                                  | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |                                     | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |
| <i>Gov't-Minded</i>              | 0.57      | 0.64          | 0.73      | <i>Gov't-Minded</i>                 | 0.00      | 0.02          | 0.25      |
| <i>Comp &amp; Caring</i>         | 0.06      | 0.20          | 0.34      | <i>Comp &amp; Caring</i>            | 0.48      | 0.55          | 0.63      |
| <i>Dutiful</i>                   | 0.00      | 0.00          | 0.00      | <i>Dutiful</i>                      | 0.00      | 0.00          | 0.24      |
| <i>Local-Minded</i>              | 0.00      | 0.00          | 0.00      | <i>Local-Minded</i>                 | 0.00      | 0.01          | 0.14      |
| <i>Uninformed</i>                | 0.00      | 0.02          | 0.07      | <i>Uninformed</i>                   | 0.01      | 0.07          | 0.26      |
| <i>Cynical</i>                   | 0.00      | 0.01          | 0.11      | <i>Cynical</i>                      | 0.00      | 0.00          | 0.01      |
| <i>Suspicious</i>                | 0.00      | 0.00          | 0.00      | <i>Suspicious</i>                   | 0.00      | 0.00          | 0.00      |

| <b>Dutiful (n=132)</b>   |           |               |           | <b>Local-Minded (n=150)</b> |           |               |           |
|--------------------------|-----------|---------------|-----------|-----------------------------|-----------|---------------|-----------|
|                          | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |                             | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |
| <i>Gov't-Minded</i>      | 0.00      | 0.01          | 0.13      | <i>Gov't-Minded</i>         | 0.00      | 0.00          | 0.00      |
| <i>Comp &amp; Caring</i> | 0.01      | 0.06          | 0.23      | <i>Comp &amp; Caring</i>    | 0.00      | 0.00          | 0.05      |
| <i>Dutiful</i>           | 0.49      | 0.58          | 0.65      | <i>Dutiful</i>              | 0.00      | 0.02          | 0.30      |
| <i>Local-Minded</i>      | 0.00      | 0.07          | 0.32      | <i>Local-Minded</i>         | 0.52      | 0.56          | 0.64      |
| <i>Uninformed</i>        | 0.00      | 0.00          | 0.01      | <i>Uninformed</i>           | 0.00      | 0.03          | 0.20      |
| <i>Cynical</i>           | 0.00      | 0.00          | 0.00      | <i>Cynical</i>              | 0.00      | 0.00          | 0.00      |
| <i>Suspicious</i>        | 0.00      | 0.00          | 0.02      | <i>Suspicious</i>           | 0.01      | 0.07          | 0.31      |

| <b>Uninformed (n=216)</b> |           |               |           | <b>Cynical (n=109)</b>   |           |               |           |
|---------------------------|-----------|---------------|-----------|--------------------------|-----------|---------------|-----------|
|                           | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |                          | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |
| <i>Gov't-Minded</i>       | 0.00      | 0.01          | 0.06      | <i>Gov't-Minded</i>      | 0.01      | 0.15          | 0.30      |
| <i>Comp &amp; Caring</i>  | 0.00      | 0.06          | 0.26      | <i>Comp &amp; Caring</i> | 0.00      | 0.01          | 0.04      |
| <i>Dutiful</i>            | 0.00      | 0.00          | 0.00      | <i>Dutiful</i>           | 0.00      | 0.00          | 0.00      |
| <i>Local-Minded</i>       | 0.00      | 0.01          | 0.09      | <i>Local-Minded</i>      | 0.00      | 0.00          | 0.00      |
| <i>Uninformed</i>         | 0.52      | 0.57          | 0.64      | <i>Uninformed</i>        | 0.03      | 0.11          | 0.25      |
| <i>Cynical</i>            | 0.00      | 0.04          | 0.22      | <i>Cynical</i>           | 0.46      | 0.55          | 0.64      |
| <i>Suspicious</i>         | 0.00      | 0.01          | 0.06      | <i>Suspicious</i>        | 0.00      | 0.00          | 0.03      |

| <b>Suspicious (n=167)</b>   |           |               |           |
|-----------------------------|-----------|---------------|-----------|
|                             | <b>Q1</b> | <b>Median</b> | <b>Q3</b> |
| <i>Government-Minded</i>    | 0.00      | 0.00          | 0.00      |
| <i>Compliant and Caring</i> | 0.00      | 0.00          | 0.01      |
| <i>Dutiful</i>              | 0.00      | 0.01          | 0.12      |
| <i>Local-Minded</i>         | 0.02      | 0.11          | 0.27      |
| <i>Uninformed</i>           | 0.01      | 0.10          | 0.24      |
| <i>Cynical</i>              | 0.00      | 0.00          | 0.04      |
| <i>Suspicious</i>           | 0.49      | 0.54          | 0.60      |

#### 5.4. Question 4: Who is in each mindset?

Table 22 (next page) presents certain demographics for each of the mindsets. The mindsets are presented in a different order to make it easier to see important similarities among the groups. The high-affinity *Government-Minded* group and the much lower-affinity *Cynical* group are very similar in terms of their lifestyles, income, age, and ethnic make-ups. Both groups have relatively high proportions of:

- Males,
- White people, born in the United States,
- Married people, and
- People over age 54.

Both groups have relatively low proportions of:

- Families with children living at home,
- Single people,
- Home renters, and
- People with household incomes under \$50,000.

The major difference between these two mindsets is, obviously, that one is positive toward the census and the other is not. The challenge for future communications is to move people who hold the *Cynical* mindset toward the *Government-Minded* one. These two mindsets share much in common, so future research should focus on understanding their opposing attitudes about the census.

A similar, if less striking, resemblance emerged between the *Local-Minded* and *Suspicious* mindsets. Both groups are characterized by relatively high proportions of:

- Hispanic and Black people,
- People speaking a language other than English at home,
- Those who rent their home,
- People with household incomes under \$50,000,
- People with children at home, and
- People without a high school degree.

The *Local-Minded* mindset has greater affinity for the census than does the *Suspicious* mindset, but they are particularly suspicious of the Federal Government. This is not surprising in light of the demographic profile. These groups may include higher proportions of ethnic groups that are somewhat isolated from the mainstream culture. They include relatively high proportions of immigrants to the United States who may be suspicious of the Federal Government and reluctant to provide information. It seems clear that one way to target the *Suspicious* group is with messages about what the census is; they are, after all, misinformed. However, these messages should be crafted to focus on local benefits to census respondents and not on responsibility to the Federal Government.

The remaining three mindsets, *Dutiful*, *Compliant and Caring*, and *Uninformed*, have less distinct demographic profiles. The *Dutiful* mindset is fairly diverse and has a demographic profile that closely resembles the U.S. population. The *Compliant and Caring* mindset also tends to demographically resemble the U.S. population, but tends to have more females and those with higher education. The *Uninformed* mindset is characterized by people having relatively low education and income.

Table 22: Demographic Profiles of Mindsets<sup>15</sup>

|                                     | <b>Total</b> | <b>Government-Minded</b> | <b>Cynical</b> | <b>Dutiful</b> | <b>Compliant and Caring</b> | <b>Uninformed</b> | <b>Local-Minded</b> | <b>Suspicious</b> |
|-------------------------------------|--------------|--------------------------|----------------|----------------|-----------------------------|-------------------|---------------------|-------------------|
| Male                                | 49%          | 53%                      | 67%            | 57%            | 36%                         | 42%               | 35%                 | 54%               |
| Kids at home                        | 39%          | 34%                      | 34%            | 36%            | 38%                         | 42%               | 47%                 | 42%               |
| Married                             | 54%          | 62%                      | 61%            | 55%            | 56%                         | 51%               | 50%                 | 37%               |
| Single                              | 27%          | 22%                      | 22%            | 29%            | 21%                         | 23%               | 29%                 | 43%               |
| No high school degree               | 14%          | 5%                       | 5%             | 12%            | 8%                          | 24%               | 20%                 | 26%               |
| College or more                     | 27%          | 45%                      | 30%            | 31%            | 33%                         | 16%               | 17%                 | 13%               |
| Hispanic                            | 14%          | 7%                       | 7%             | 12%            | 12%                         | 17%               | 23%                 | 20%               |
| Black, not Hispanic                 | 12%          | 4%                       | 5%             | 11%            | 15%                         | 13%               | 19%                 | 16%               |
| White, not Hispanic                 | 68%          | 84%                      | 82%            | 70%            | 68%                         | 65%               | 49%                 | 54%               |
| Language other than English at home | 11%          | 4%                       | 3%             | 10%            | 9%                          | 17%               | 22%                 | 13%               |
| Born in the US                      | 84%          | 91%                      | 92%            | 86%            | 87%                         | 81%               | 70%                 | 81%               |
| Rent the home                       | 27%          | 17%                      | 17%            | 28%            | 28%                         | 30%               | 36%                 | 35%               |
| Income < \$50K                      | 52%          | 30%                      | 41%            | 55%            | 45%                         | 67%               | 70%                 | 65%               |
| Age under 25                        | 13%          | 9%                       | 7%             | 17%            | 9%                          | 9%                | 12%                 | 28%               |
| Age over 54                         | 32%          | 34%                      | 39%            | 33%            | 31%                         | 33%               | 29%                 | 24%               |

<sup>15</sup> Distinguishing characteristics of each group can be identified by reading across each row, and noting any boxes in bright yellow (high response) or bright blue (low response). The “brighter” the color, the more distinguished the group’s responses were from the others. The colors help make sense of what the statistics within each cell mean. Only by comparing across groups do the statistics show whether responses were high or low for any question. For example, in the *Local-Minded Group*, 70% answered that they were born in the United States. Compared to other groups, this percentage is very low.



Table 23: Census Tract Clusters Associated with Mindsets<sup>16</sup>

|                        | <b>Total</b> | <b>Government-Minded</b> | <b>Cynical</b> | <b>Dutiful</b> | <b>Compliant and Caring</b> | <b>Uninformed</b> | <b>Local-Minded</b> | <b>Suspicious</b> |
|------------------------|--------------|--------------------------|----------------|----------------|-----------------------------|-------------------|---------------------|-------------------|
| Average I Homeowner    | 36%          | 27%                      | 39%            | 39%            | 40%                         | 38%               | 33%                 | 36%               |
| Average II Rent        | 12%          | 15%                      | 12%            | 13%            | 11%                         | 10%               | 15%                 | 11%               |
| Econ Disad I Homeowner | 4%           | 4%                       | 2%             | 3%             | 2%                          | 7%                | 7%                  | 5%                |
| Econ Disad II Rent     | 2%           | 2%                       | 0%             | 3%             | 1%                          | 3%                | 4%                  | 2%                |
| Ethnic I Homeowner     | 5%           | 3%                       | 4%             | 3%             | 7%                          | 6%                | 5%                  | 5%                |
| Ethnic II Rent         | 3%           | 2%                       | 3%             | 3%             | 4%                          | 2%                | 4%                  | 3%                |
| Mobile/Single          | 5%           | 8%                       | 5%             | 4%             | 3%                          | 3%                | 5%                  | 6%                |
| Advantaged Homeowner   | 33%          | 41%                      | 35%            | 32%            | 30%                         | 31%               | 27%                 | 31%               |

See Bates, N. and Mulry, M. (2007), "Segmenting the Population for the 2010 Census Integrated Communications Program," C2PO 2010 Census Integrated Communications Research Memoranda Series, No. 1, U.S. Census Bureau, October 22, 2007 for detailed information on Census Tract Clusters

<sup>16</sup> Distinguishing characteristics of each group can be identified by reading across each row, and noting any boxes in bright yellow (high response) or bright blue (low response). The "brighter" the color, the more distinguished the group's responses were from the others. The colors help make sense of what the statistics within each cell mean. Only by comparing across groups do the statistics show whether responses were high or low for any question.

These census tract clusters were developed to understand the geographic and demographic segments of census respondents. When they are cross-referenced to the attitudinal mindsets, it becomes clear that the *Uninformed* group is more likely than other groups to be in economically disadvantaged regions of the country.

The *Government-Minded* mindset is relatively more likely to be in the *Advantaged Homeowner* group and relatively less likely to be in the *Average Homeowner* cluster than is the *Cynical* segment. One difference between these two groups could be their affluence, but, again, their cluster profiles are similar.

Some specific groups are so small that it is difficult to see in a general profiling analysis where they fall.

Table 24 and Table 25 show the mindset memberships of some HTC groups. The first table is for population groups who have historically been HTC. The second is based on a geographic HTC score for each census tract. The HTC score was based on the 2000 CPD. We divided the tracts on the 2000 CPD into quartiles with the lower quartile being the easiest to count and the upper quartile being the hardest. Thirty percent of American Indians fall into the *Suspicious* mindset. This is twice the population percentage. Both Asian and Hispanic people who speak a language other than English at home tended to fall into the *Local-Minded* group. This is not surprising since the demographic profile revealed that relatively large proportions of this mindset consisted of people not born in the United States and those speaking a language other than English at home.

The distribution of mindsets for the various levels of geographic HTC score are fairly consistent and do not reveal any notable patterns.

*Table 24: Mindsets for Some Hard-to-Contact Groups*

|                             | <b>Population<br/>(n=4068)</b> | <b>American<br/>Indian<br/>(n=296)</b> | <b>Asian does not<br/>speak English at<br/>home (n=159)</b> | <b>Hispanic does not<br/>speak English at<br/>home (n=353)</b> |
|-----------------------------|--------------------------------|--|---|--|
| <b>Total</b>                | 100%                           | 100%                                   | 100%  | 100%   |
| <i>Government-Minded</i>    | 19%                            | 11%                                    | 7%  | 4%   |
| <i>Compliant and Caring</i> | 15%                            | 20%                                    | 0%  | 14%  |
| <i>Dutiful</i>              | 14%                            | 7%                                     | 22%   | 13%  |
| <i>Local-Minded</i>         | 12%                            | 12%                                    | 34%   | 26%  |
| <i>Uninformed</i>           | 16%                            | 14%                                    | 22%   | 21%  |
| <i>Cynical</i>              | 10%                            | 6%                                     | 3%  | 3%   |
| <i>Suspicious</i>           | 14%                            | 30%                                    | 11%   | 19%  |

*Table 25: Mindsets by Geographic Hard-to-Contact Scores*

|                             | <b>Population<br/>(n=4068)</b> | <b>Quartile (HTC Range)</b>        |                                      |  |                                       |
|-----------------------------|--------------------------------|------------------------------------|--------------------------------------|--|---------------------------------------|
|                             |                                | <b>First<br/>(0-8)<br/>(n=538)</b> | <b>Second<br/>(9-26)<br/>(n=813)</b> | <b>Third<br/>(27-51)<br/>(n=1,118)</b> | <b>Fourth<br/>(52+)<br/>(n=1,356)</b> |
| <b>Total</b>                | 100%                           | 100%                               | 100%                                 | 100%                                   | 100%                                  |
| <i>Government-Minded</i>    | 19%                            | 23%                                | 21%                                  | 17%                                    | 14%                                   |
| <i>Compliant and Caring</i> | 15%                            | 16%                                | 14%                                  | 17%                                    | 15%                                   |
| <i>Dutiful</i>              | 14%                            | 13%                                | 17%                                  | 13%                                    | 11%                                   |
| <i>Local-Minded</i>         | 12%                            | 8%                                 | 8%                                   | 16%                                    | 17%                                   |
| <i>Uninformed</i>           | 16%                            | 14%                                | 18%                                  | 16%                                    | 19%                                   |
| <i>Cynical</i>              | 10%                            | 11%                                | 12%                                  | 9%                                     | 7%                                    |
| <i>Suspicious</i>           | 14%                            | 15%                                | 10%                                  | 12%                                    | 18%                                   |

### Government-Minded (19%)

The *Government-Minded* group is the one most aware of the census. They fully understand how the census is, and is not, used. Political representation is also important to them.

The *Government-Minded* group thinks that the census is important. They believe they will see the results of the census in their neighborhood and that the government cares what people like them think.

This group does not think the census could harm them in anyway. They do not see the census as an invasion of privacy and are not concerned that the government will misuse their information. They think it is the Federal Government's job to collect information about them, and think that completing the census is their civic responsibility. This group does not think that refusing to complete the census is an effective way to protest the government.

The *Government-Minded* group does not think that the census takes too long to complete. This group does not miss deadlines or start and stop paperwork. Typically, they put paperwork in a stack to complete it at some time.

People in the *Government-Minded* group care more about infrastructure and safety programs related to fire and police stations, roads and highways, and public transportation than they do social welfare programs like those in support of schools, daycare, and care for the elderly.

Overall, the *Government-Minded* group has a high affinity toward the census. They replied to the 2010 Census, and they intend to reply to the 2020 Census. They are also:

- Married (62%; average = 54%),
- White, not Hispanic (84%; average = 68%),
- Born in the United States (91%; average = 84%),
- Speaks English-only at home (4% Speak language other than English at home; average = 11%),
- Educated: attended college or more (45%; average = 27%),
- Higher income (30% income < \$50K; average = 52%), and
- Use the Internet (94%; average = 80%).



## Compliant and Caring (15%)

The *Compliant and Caring* group is aware of the census. They generally have an accurate understanding of how the census is used, but they may think the census is used for purposes it is not, like determining taxes and measuring unemployment. They know that the census is not used for purposes like tracking lawbreakers and locating illegal immigrants. A person in the *Compliant and Caring* group is less likely to wait to complete paperwork, and more likely to prioritize paperwork in terms of when it is due.

The people in this group feel the census is important and that it is important to be counted. They also believe that the government cares about what they think.

*Compliant and Caring* group members think that will see the results of the census in their neighborhood, and more than any other group, they feel that the census could benefit them (70%). Members of this group are characterized by a preference for people-centered government programs, such as those related to schools and the educational system, daycare for children, mental healthcare, care for the elderly, and job training programs.

They do not think that the census is an invasion of privacy, and they are generally less concerned that the government will misuse their information in some way. Those in this group believe that the government should collect information about them, and disagree that the census should only ask the number of residents in a household.

This group has high affinity toward the census. They replied to the 2010 Census, and intend to reply to the 2020 Census. They are also:

- Female (64%; average = 51%),
- Less likely to be single (21%; average = 27%), and
- Higher income (45% income < \$50K; average = 52%).





## Dutiful (14%)



The *Dutiful* group has a very positive view of the census. Ninety-four percent of this group feels that the census is important, and 67% believe that the census could benefit them. People in this group feel that it is important for them to be counted, and that it is their responsibility to let the government know what the community needs (97%). One hundred percent of people in this group felt that completing the census is an important civic responsibility and do not think the census is a burden or that it takes too long to complete.

While people in this group believe that they are familiar with the census, they have many misconceptions about how the census is used. While they correctly believe that the census is used to track population changes and plan for the future, they incorrectly believe that the census is used to determine property taxes, income taxes, measure unemployment, track lawbreakers, and locate illegal immigrants.

The *Dutiful* group is characterized by their trust in the Federal Government and their belief in the importance of political representation. They also generally have trust in the Census Bureau, and believe that the Census Bureau's promise of

confidentiality can be trusted (94%).

Overall, this group has a high affinity toward to the census, and intends to complete the Census 2020.

The *Dutiful* group resembles the general population of the United States. They represent diversity in sex, education, race, and socioeconomic background.

- Married (55%; average = 54%),
- White, not Hispanic (70%; average = 68%),
- Black, not Hispanic (11%; average = 12%)
- Born in the United States (86%; average = 84%), and
- Age over 54 (33%; average = 32%).

### Local-Minded (12%)

The *Local-Minded* group does not have an accurate understanding of what the census is used for. This group believes that the census is used for purposes such as determining taxes, tracking lawbreakers, locating illegal immigrants, and measuring unemployment, which it is not. However, they correctly believe that the census is required by law.

They generally feel positively toward the government, and believe that filling out the census is one way to show pride in their government. Conversely, they believe that refusing to fill out the census form is a way to protest the government. They think that the government has their best interests in mind, and trust the government to keep their information safe and use their information responsibly. They also think that the Census Bureau will protect their privacy. In general, this group still feels like they have control over information about them and how it is used.

Although the *Local-Minded* group trusts the government, they have an even greater trust in the Census Bureau.

This group strives to complete paperwork on time. They complete their paperwork immediately, or set aside time to make sure it gets done.

The *Local-Minded* group cares more about people-oriented social welfare programs such as those related to daycare, mental healthcare, the elderly, and job training programs—more so than safety- and infrastructure-related programs such as those for fire and police stations, political representation, roads and highways, and public transportation. They also have these characteristics:

- Female (65%; average = 51%),
- Have children at home (47%, average = 39%),
- Less educated:
  - No high school degree (20%; average = 14%),
  - Attended college or more (17%; average = 27%),
- Diverse:
  - Black, not Hispanic (19%; average = 12%),
  - Hispanic (23%; average = 14%),
  - White, not Hispanic (49%; average = 68%),
- Immigrants (70% born in the U.S.; average = 84%),
- Speaks a language other than English at home (22%; average = 11%),
- Lower-income (70% had income < \$50k; average = 52%),
- Renters (36%; average = 27%), and
- Less likely to use the Internet (68%; average = 80%).



### Uninformed (16%)

The *Uninformed* group cannot reliably say what the census is for, and their lack of full understanding of the census makes them ambivalent. They know that it is not used in ways that could be considered harmful (such as tracking lawbreakers or illegal immigrants), but they do not know about some of the more positive aspects, such as allocating funds, tracking changes in the population, or planning for the future.

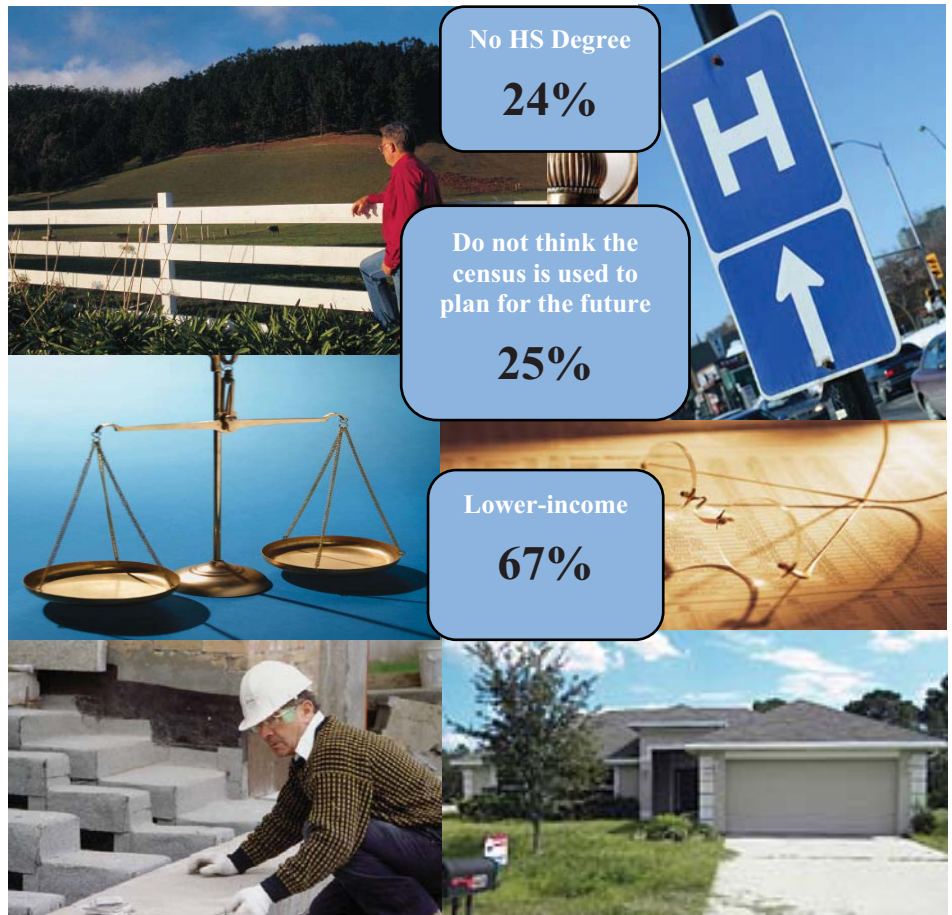
The *Uninformed* group does not think the census could benefit them, but they do not think it could harm them either. They also do not think they could see the results from the census in their neighborhoods. Members of this group care less about political representation than those of other groups.

Members of the *Uninformed* group are not particularly concerned that the government has too much information about them but think the census should only ask for the number of adults in the household.

While they are not concerned about their information being in the hands of the government, they are concerned that businesses have too much information about them.

The *Uninformed* group cares more about social programs geared toward hospitals and the elderly, which is not surprising since they are older than the other groups. Age might be another reason why they are less likely to want to complete the census on the Internet, and why they are very unlikely to use the Internet for social networking or to post information about themselves online. They are also:

- Less educated:
  - No high school degree (24%; average = 14%),
  - Attended college or more (16%; average = 27%),
- Lower income (67% had incomes < \$50k; average = 52%), and
- More likely to speak a language other than English at home (17%; average = 11%).



No HS Degree

24%

Do not think the census is used to plan for the future

25%

Lower-income

67%



### Cynical (10%)

The *Cynical* group has the lowest affinity toward the census.

They have very high awareness of the census, and they generally know how the census is used. However, they incorrectly believe that the census is not used to plan for the future. In terms of the census' value, they do not think that the census shows the government what their community needs. They also believe that they will never see the impact of the census in their community. In general, they do not think that the census could benefit them.

The *Cynical* group does not think that is the government's role to collect information about them. They think that the government already has too much information about them—including information asked as part of the census.

Members of the *Cynical* group have very low trust in government, and they are concerned about how the government may use their information. They feel strongly that the census is an invasion of privacy and that the Census Bureau's promise of confidentiality cannot be trusted. They are concerned that the government will misuse information about them, and that the government will not use their information safely or responsibly. They do not think that the government has their best interests in mind, or that it cares about people like them.

Their cynicism is not only directed toward the government. They also feel that businesses have too much information about them, and feel an overall loss of control over their personal information and how it used.

Although they do not complete paperwork immediately, this group reports that they rarely miss paperwork deadlines.

People in this group care less about soft social programs such as those related to hospitals and healthcare, schools and the education system, daycare for children, mental healthcare, and job training. They put priority on infrastructure and public safety programs such as public transportation, roads and highways, political representation in Congress, and fire and police stations. They also have these characteristics:

- White, not Hispanic (82%; average = 68%),
- Males (67%; average = 49%),
- Born in the United States (92%; average = 84%),
- Speaks English only at home (97%; average 89%),
- Married (61%; average = 54%), but less likely to have children at home (34%; average = 39%),
- Older (39% over age 54; average = 32%), and
- Have a higher income (41% income < \$50K; average = 52%).



High awareness  
99%

Think they will never see the results of the census  
34%

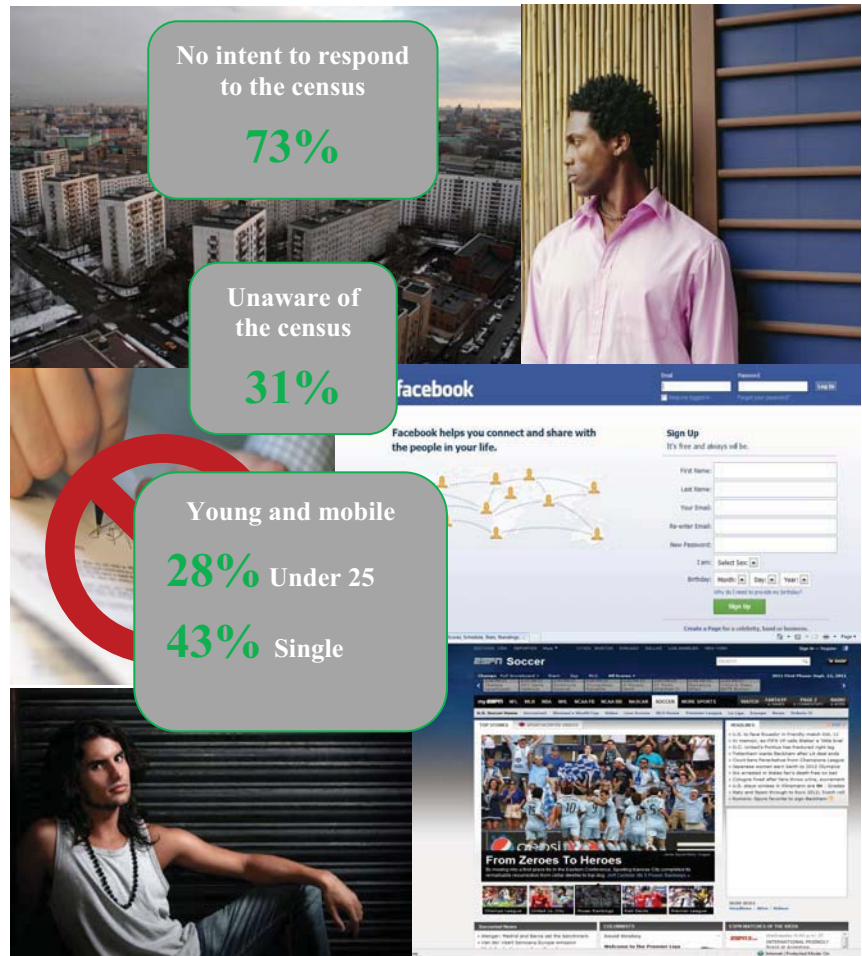
Think the government does not have their best interests in mind  
88%

## Suspicious (14%)

The *Suspicious* group is likely to have never heard of the census. Because they are less familiar with the census, they do not think it is very important. They see the census as a burden, and think that it takes too long to fill out. They believe that the government already has this information about them, and they do not feel any responsibility to complete the census.

The *Suspicious* group thinks that the census could harm them in some way, and are concerned that their information may be misused. They mistakenly believe that the census is used for purposes such as determining taxes, locating illegal immigrants, and tracking lawbreakers. They also see the census an invasion of privacy.

The *Suspicious* group believes that the government does not care what people like them think. They do not think it is important for them to be counted, and they are not particularly concerned about political representation.



Overall, the *Suspicious* group has low affinity toward the census. They did not respond in 2010, and they are unlikely to respond in 2020. They are also:

- Young (Mean age = 39),
- Single (43%; average = 27%),
- Mobile:
  - Rent their homes (35%; average = 12%),
  - Have only a cell phone (38%; average = 30%),
- Diverse:
  - Hispanic (20%; average = 14%),
  - Black, not Hispanic (16%; average = 12%),
  - White, not Hispanic (54%; average = 68%),
- Less educated:
  - No high school degree (26%; average = 14%),
  - Attended college or more (13%; average = 27%),
- Less savvy about technology:
  - Do not use the Internet (32% use the internet; average = 80%), and
  - Use the Internet for social networking (of those who use the internet) (71%; average = 64%).

### 5.5. **Question 5: How can we reach the mindsets?**

Internet use profiles of the mindsets appear in Table 26. A majority of every group reported accessing the Internet using a computer at least occasionally. Internet penetration in the *Government-Minded* mindset was almost 100 percent. It was much lower in most of the lower-affinity groups, with the *Cynical* group as an exception. Again, the *Cynical* and *Government-Minded* groups had similar profiles; comparing their Internet usage patterns, however, reveals two striking differences:

- *Cynical* group members are much less likely to use the Internet for social networking (45%) than are those in the *Government-Minded* group (64%); and
- *Cynical* group members are much less likely to post personal information on the Internet (26%) than are those in the *Government-Minded* group (44%).

*Cynical* group members do not use the Internet less than those from the *Government-Minded* group, but they are less invested in technology.

*Local-Minded* and *Suspicious* groups are less likely than others to use the Internet, but those who did tended to use it for social networking. Therefore, Facebook and similar sites might be a useful channel for reaching out to these groups.

The highest proportions of cell phone-only users appeared in the *Local-Minded*, and *Suspicious* groups. Cell-only users are more likely than the general population to be low-income, to rent their homes, and to be members of ethnic minorities (Blumberg & Luke, 2011). These characteristics apply, to varying degrees, to these mindsets as well.

Table 26: Media Profiles of Mindsets

|                              | Total | Government-Minded | Cynical | Dutiful | Compliant and Caring | Uninformed | Local-Minded | Suspicious |
|------------------------------|-------|-------------------|---------|---------|----------------------|------------|--------------|------------|
| Cell phone only              | 30%   | 22%               | 23%     | 31%     | 30%                  | 29%        | 38%          | 38%        |
| Landline-only                | 12%   | 6%                | 12%     | 8%      | 6%                   | 21%        | 13%          | 16%        |
| Both cell phone and landline | 64%   | 74%               | 67%     | 65%     | 70%                  | 57%        | 61%          | 51%        |
| Uses the Internet            | 80%   | 94%               | 84%     | 88%     | 89%                  | 67%        | 68%          | 68%        |
| Use web: financial           | 66%   | 78%               | 68%     | 66%     | 71%                  | 58%        | 59%          | 54%        |
| Use web: social networking   | 64%   | 64%               | 45%     | 65%     | 63%                  | 63%        | 75%          | 71%        |
| Use web: shop                | 62%   | 78%               | 70%     | 64%     | 66%                  | 50%        | 49%          | 55%        |
| Use web: create accounts     | 50%   | 60%               | 49%     | 52%     | 54%                  | 41%        | 49%          | 43%        |
| Use web: news                | 64%   | 77%               | 67%     | 66%     | 68%                  | 49%        | 62%          | 56%        |
| Use web: post personal info  | 45%   | 44%               | 26%     | 50%     | 46%                  | 40%        | 48%          | 56%        |
| Use web: taxes               | 38%   | 50%               | 42%     | 36%     | 44%                  | 26%        | 35%          | 32%        |

One of the questions of interest is to determine whether one’s concerns for privacy might be a barrier to using the Internet to collect census data. To understand this, we created two privacy indexes: confidentiality trust and privacy concerns. The two indexes were created through factor analysis of these six questions:

|   |       |       |
|---|-------|-------|
| E1ir. The Census Bureau's promise of confidentiality can be trusted.                      | 0.71  | -0.02 |
| TOG3 When I give information to the government in Washington, I know it will be kept safe | 0.80  | -0.18 |
| Q32c: People's rights to privacy are well protected.                                      | 0.75  | -0.22 |
| Q32d: People have lost all control over how personal information about them is used.      | -0.19 | 0.70  |
| Q32f: The government knows more about me than it needs to.                                | -0.17 | 0.74  |
| PRIV7. Businesses and private industry have too much information about me.                | -0.04 | 0.77  |

We then scaled the factors so that five is the highest score and zero is the lowest and calculated the averages for each type of Internet user:

*Table 27: Average Confidentiality Trust and Privacy Concern Indices*

| <b>On the Internet, do you...</b>                                    | <b>Confidentiality Trust</b> | <b>Privacy Concern</b> |
|--|------------------------------|------------------------|
| Pay bills, manage bank accounts, or trade stocks                     |                              |                        |
| Yes  | 3.06<br>(+/-0.06)            | 3.06<br>(+/-0.07)      |
| No   | 3.04<br>(+/-0.10)            | 3.20<br>(+/-0.10)      |
| Visit social networking sites such as Facebook, Myspace, or LinkedIn |                              |                        |
| Yes  | 3.14<br>(+/-0.06)            | 3.03<br>(+/-0.07)      |
| No   | 2.90<br>(+/-0.09)            | 3.26<br>(+/-0.09)      |
| Shop or buy things on sites like amazon.com or expedia.com.          |                              |                        |
| Yes  | 3.07<br>(+/-0.06)            | 3.06<br>(+/-0.07)      |
| No   | 3.03<br>(+/-0.10)            | 3.19<br>(+/-0.10)      |
| Create accounts to get personalized information                      |                              |                        |
| Yes  | 3.09<br>(+/-0.07)            | 3.05<br>(+/-0.08)      |
| No   | 3.02<br>(+/-0.08)            | 3.17<br>(+/-0.08)      |
| Read news sites or blogs   |                              |                        |
| Yes  | 3.11<br>(+/-0.06)            | 3.03<br>(+/-0.07)      |
| No   | 2.96<br>(+/-0.10)            | 3.26<br>(+/-0.09)      |

Post things about yourself like pictures, status, or blog entries.

Yes

3.19  
(+/-0.07)

2.99  
(+/-0.09)

No

2.95  
(+/-0.07)

3.21  
(+/-0.07)

Prepare and file state or Federal income taxes

Yes

3.06  
(+/-0.08)

3.03  
(+/-0.08)

No

3.05  
(+/-0.07)

3.16  
(+/-0.07)

Three Internet behaviors stand out as having a difference in the indices between those who do and do not: (a) visit social networking sites; and (b) read news and blogs; and (c) post personal information and content on the Internet. In each case, those who perform each of these behaviors are less concerned about privacy and more trusting of confidentiality. To see how this relates to the census, we took the index averages for those whose preference would be to respond to the census by mail, Internet, in-person, or telephone.

*Table 28: Average Confidentiality Trust and Privacy Concern Indices by Mode Preference*

| <b>If you had a choice, would you prefer to answer the census by</b> | <b>Confidentiality Trust</b> | <b>Privacy concern</b> |
|--|------------------------------|------------------------|
| Telephone  | 3.16<br>(+/-0.21)            | 3.18<br>(+/-0.22)      |
| In-person  | 3.08<br>(+/-0.19)            | 3.02<br>(+/-0.18)      |
| Internet   | 3.12<br>(+/-0.07)            | 3.01<br>(+/-0.08)      |
| Mail   | 3.01<br>(+/-0.07)            | 3.24<br>(+/-0.07)      |

One interesting difference emerges in that privacy concerns are less for those who prefer to respond by Internet over mail. Of those who perform at least one of the three highlighted Internet behaviors above, 46% preferred Internet and 42% preferred mail. The average privacy concern index is 3.00 for those who prefer to respond via Internet versus 3.17 for those who prefer to respond via mail. This evidence suggests that privacy concerns are a barrier to Internet response, even among those who participate in social activities on the Internet.



## 5.6. Question 6: What are attitudes toward the use of administrative records?

Feelings about use of administrative records to obtain census information were mixed. The following results are independent of mindset membership.

### **Use of Government Records:**

- Forty-three percent of people responded positively (selected 4 or 5 out of 5) when asked how they felt about the Census Bureau using administrative records.
- Thirty-two percent responded negatively (selected 1 or 2 out of 5).

### **Use of Government Records vs. Home Visits**

- Thirty-four percent responded positively (selected 4 or 5 out of 5) about the Census Bureau sending an interviewer to their home rather than using other government records; 46% responded negatively (selected 1 or 2 out of 5).
- When faced with the choice of the Census Bureau using government records or sending an interviewer to their home, 42% preferred government records, and 58% preferred a personal visit. (Question wording: *Finally, if you had to choose, would you prefer that the Census save money by getting your household's information from other government records or would you prefer that the Census spend more to send an interviewer to your home to ask you for it.* Note, however, that question responses may have been influenced by earlier frame wording as well.)

### **Use of Administrative Sources:**

- **SSN:** Most people (65%) would be unwilling (selected 1 or 2 out of 5) to allow the Census Bureau to use SSNs to obtain sex, age, date of birth, and race information from other government agencies.
- **Tax Return:** About half of the population would approve of the Census Bureau gathering sex, age, date of birth and race information from their most recent tax return.
- **Sources with higher approval:** Of the seven administrative sources offered, tax returns received the highest approval, followed by:
  - Government benefits such as unemployment or social security (45%),
  - Employment history (40%), and
  - Medicare records (38%).
- **Sources with lower approval:** People were less approving of the Census Bureau obtaining information from health insurance (32%), followed by:
  - A credit bureau (25%), and
  - Medical records (22%).

#### **5.6.1. Frame Comparison**

The attitudinal questions regarding the use of administrative records for future census counts were preceded, or framed, from three perspectives:

- **Cost:** The 2010 Census cost over \$10 billion. The Census Bureau wishes to save money by obtaining sex, age, date of birth, and race information from government records for people who do not mail back their Census forms.
- **Burden:** Some people think that filling out and mailing back a Census form is too much trouble. The Census Bureau is looking at ways to make the census easier to complete by obtaining sex, age, date of birth, and race information from government records for people who do not mail back their census forms.



- **Control:** The Census Bureau is thinking about obtaining sex, age, date of birth, and race information from government records for people who do not mail back their census forms.

Respondents were then asked attitudinal questions with slight wording differences to highlight the cost, burden or control theme. The results of this frame setup should be interpreted with caution. The framing on the cost frame referenced a huge amount of money while the burden frame simply referred to “too much trouble.” However, as related to decennial census messaging, this simply implies that if Census does intend to frame the use of administrative records as a significant cost savings, the messages would need to be equally powerful.

Additionally, the wording for the control and burden frame question on preferred sources of administrative records both include, “to make it easier.” This inclusion muddles the ability to directly compare the burden and control frames. However, the results still differed between these two frames possibly indicating that the framing (burden) or lack of framing (control) the respondent was previously exposed to continued to influence question response. ,

Framing the benefit of using administrative records in terms of cost savings resulted in higher support than the control frame. Framing the benefit in terms of burden also resulted in more support over the control frame, but the cost frame elicited a more positive effect. The cost frame is directionally more positive than the burden frame for all variables, often significantly so. The percentage of people who felt positive about the Census Bureau using government sources to obtain administrative data is 48% when framed as cost savings, 10 percentage points higher than the control. When framed as being less burdensome, 44% felt positive about this. When framed as the higher cost option, nearly 60% of people felt negatively toward the Census Bureau sending an interviewer to their home. This is significantly higher than the burden frame (43.2%), which is significantly higher than the control frame (36.1%). The percentage of people willing to allow the Census Bureau to use their SSN to gather census data is only 21%. The cost frame estimate (25%) is significantly higher than the burden frame (19%) and control frame (17%). When faced with the choice of the Census Bureau using government records to obtain information or sending an interviewer to their home to do so, twice as many people in the cost frame chose government records than in the control frame, 57% and 28% respectively.

### 5.6.2. Mindset Analysis

The *Dutiful* and *Local-Minded* mindsets are most positively accepting of the Census Bureau using administrative records for gathering household information. They have the highest approvals of the various sources to get information. Using tax returns, employment history, and government benefits receive the highest approval; use of medical records and credit bureau receive the lowest approval. *Dutiful* and *Local-Minded* mindsets differ in their preference for using government records as opposed to an interviewer going to the home. Among the *Local-Minded* group, 33% chose government records over an interviewer visit compared to 44% for the *Dutiful* group. The *Government-Minded* and *Compliant and Caring* groups share similarities in their attitudes toward administrative records. They are receptive to the use of administrative records, but are less approving of many data sources, particularly health insurance and medical records. Both are very receptive to the use of tax records to collect census information.

The *Cynical*, *Uninformed* and *Suspicious* mindsets are the least positive toward the use of administrative records. They share a similar approval of using tax records for the census—about 45%, much lower than the other mindsets. However, their approval regarding other sources differs. The *Suspicious* mindset provides higher approval for using credit bureaus, employment history, medical records, Medicare, and health insurance; their approval rates are comparable to the *Dutiful* and *Local-Minded* mindsets. The *Cynical* mindset is least approving of all sources of data, particularly medical records and health insurance. Despite the *Cynical* mindset’s resistance to the use of government records for the census, when faced with a choice, nearly half of them chose government records over an interviewer visit, the highest of all the mindsets.

There is a strong interaction between the mindsets and how the administrative records questions are framed. The burden frame doubles the preference for using government records over an interviewer visit for the *Dutiful* and *Cynical* mindsets. When framed as cost savings, the preference nearly doubles again with over 70% preferring the information to come from records. For *Government-Minded* and *Local-Minded* mindsets, the burden frame has no impact on preference to use government records, but there is a very large increase when the question is framed as cost savings.

The *Cynical* group is most impacted by the cost and burden frames. When the use of administrative records is framed as a reduction in household burden, the positive responses toward using them increase by 2.5 times over the control. When framed as cost reduction, the increase is five times the control. Similarly, the cost and burden frames increase the percentage of negative responses toward interviewers visiting households instead of using administrative records. When asked whether they are willing to allow the Census Bureau to use SSNs, the percentage unwilling was reduced from 90% to 60%.

### 5.6.3. **Key Lessons Learned**

Nearly two-thirds of the population is positive or neutral about the use of administrative records. However, when asked if they would prefer that the Census Bureau obtain their information from administrative records or send an interviewer, only 42% preferred the use of administrative records.

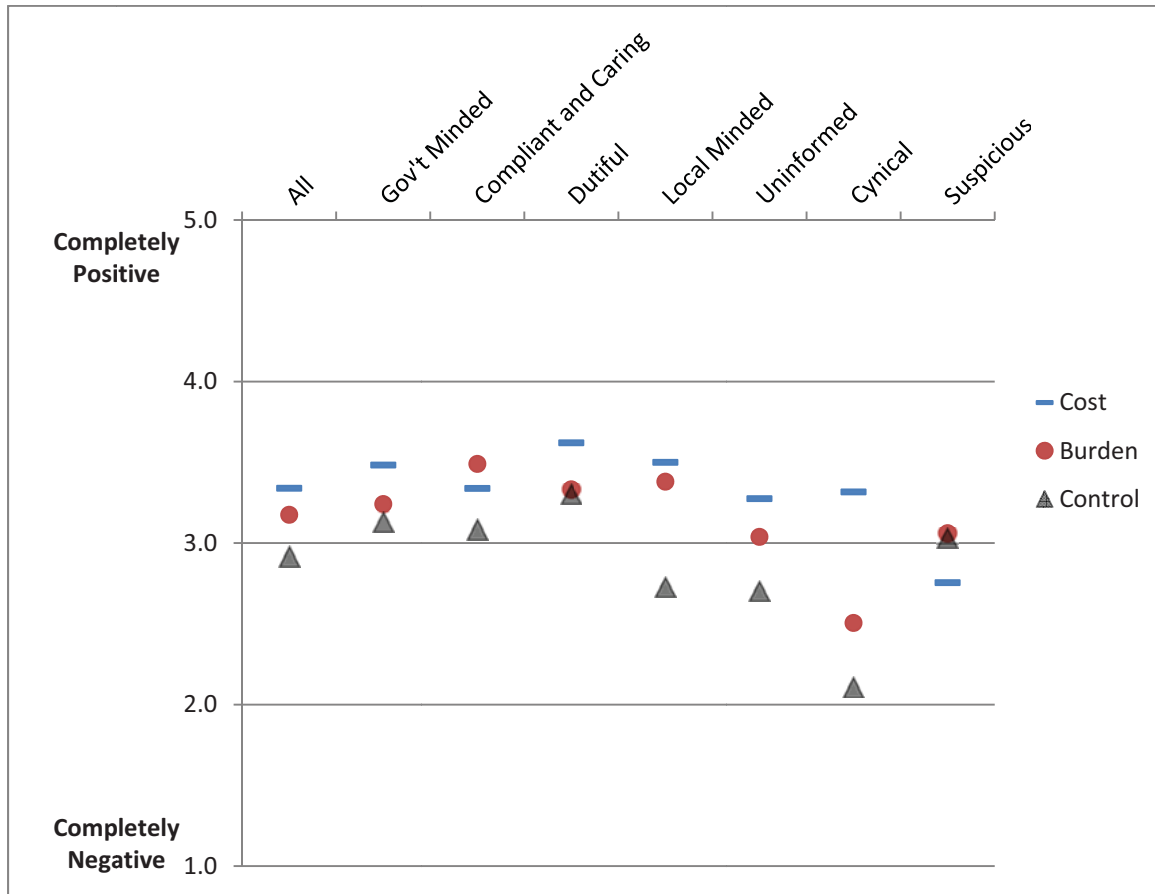
People provide higher approval of government records, such as employment and social security, rather than private records such as medical records or credit history.

Both the burden and cost frames resulted in a more positive response to the use of administrative records than the control frame. This suggests that focusing on the benefits to the respondent might be an effective way to gain support. As the Census Bureau plans for the future use of administrative records, framing their use as a cost savings will resonate with the population more than reducing burden.

#### *Recommendations:*

- Future messaging of about the benefits of administrative records should focus on cost savings.
- The administrative records methodology should focus on government records rather than private financial or medical records.
- Future research should focus on changes to the cost message over the decade. The cost message may particularly resonate with the public given that the 2010 Census is still very recent. The current fiscal climate may also be contributing to the more positive approval of administrative records when framed as cost savings.

Figure 5: How do you feel about the Census getting your information from other government records?



|                      | Percentage rating 1 or 2 (negative) |                                |                               |                                | Percentage rating 4 or 5 (positive) |                                 |                                 |                                |
|----------------------|-------------------------------------|--------------------------------|-------------------------------|--------------------------------|-------------------------------------|---------------------------------|---------------------------------|--------------------------------|
|                      | Total                               | Cost (a)                       | Burden (b)                    | Control (c)                    | Total                               | Cost (a)                        | Burden (b)                      | Control (c)                    |
| All                  | 32.4<br>(+/-2.3)                    | 27.2<br>(+/-3.8) <sup>c</sup>  | 31.0<br>(+/-4.0) <sup>c</sup> | 39.5<br>(+/-4.2) <sup>ab</sup> | 43.2<br>(+/-2.5)                    | 48.2<br>(+/-4.3) <sup>c</sup>   | 43.5<br>(+/-4.3)                | 37.6<br>(+/-4.2) <sup>a</sup>  |
| Gov't-Minded         | 29.2<br>(+/-5.0)                    | 27.5<br>(+/-8.1)               | 32.0<br>(+/-9.2)              | 28.0<br>(+/-8.5)               | 50.6<br>(+/-5.5)                    | 54.9<br>(+/-9.3)                | 51.6<br>(+/-9.7)                | 44.7<br>(+/-9.5)               |
| Compliant and Caring | 29.1<br>(+/-5.5)                    | 28.1<br>(+/-9.2)               | 23.1<br>(+/-8.7) <sup>c</sup> | 37.6<br>(+/-10.3) <sup>b</sup> | 47.5<br>(+/-6.0)                    | 46.9<br>(+/-10.5)               | 52.8<br>(+/-10.2)               | 41.5<br>(+/-10.4)              |
| Dutiful              | 25.5<br>(+/-5.7)                    | 17.3<br>(+/-7.3) <sup>c</sup>  | 26.3<br>(+/-10.0)             | 32.7<br>(+/-11.4) <sup>a</sup> | 51.1<br>(+/-6.7)                    | 56.1<br>(+/-11.0)               | 48.6<br>(+/-11.5)               | 48.6<br>(+/-11.9)              |
| Local-Minded         | 33.3<br>(+/-7.1)                    | 26.3<br>(+/-11.2) <sup>c</sup> | 29.6<br>(+/-13.7)             | 45.2<br>(+/-12.2) <sup>a</sup> | 46.1<br>(+/-7.3)                    | 56.7<br>(+/-12.0) <sup>c</sup>  | 45.0<br>(+/-14.1)               | 34.0<br>(+/-11.5) <sup>a</sup> |
| Uninformed           | 32.1<br>(+/-5.7)                    | 24.0<br>(+/-9.3) <sup>c</sup>  | 31.7<br>(+/-9.9)              | 41.9<br>(+/-10.4) <sup>a</sup> | 37.0<br>(+/-5.9)                    | 40.8<br>(+/-10.2)               | 36.8<br>(+/-10.2)               | 32.7<br>(+/-10.3)              |
| Cynical              | 47.9<br>(+/-8.0)                    | 27<br>(+/-11.8) <sup>bc</sup>  | 52.1<br>(+/-14) <sup>a</sup>  | 64.3<br>(+/-12.7) <sup>a</sup> | 28.9<br>(+/-7.0)                    | 50.6<br>(+/-13.5) <sup>bc</sup> | 26.6<br>(+/-11.7) <sup>ac</sup> | 9.9<br>(+/-6.9) <sup>ab</sup>  |
| Suspicious           | 35.9<br>(+/-7.0)                    | 41.2<br>(+/-12.8)              | 28.5<br>(+/-10.8)             | 38.5<br>(+/-12.2)              | 35.1<br>(+/-6.8)                    | 29.4<br>(+/-10.8)               | 35.1<br>(+/-11.6)               | 40.9<br>(+/-12.5)              |

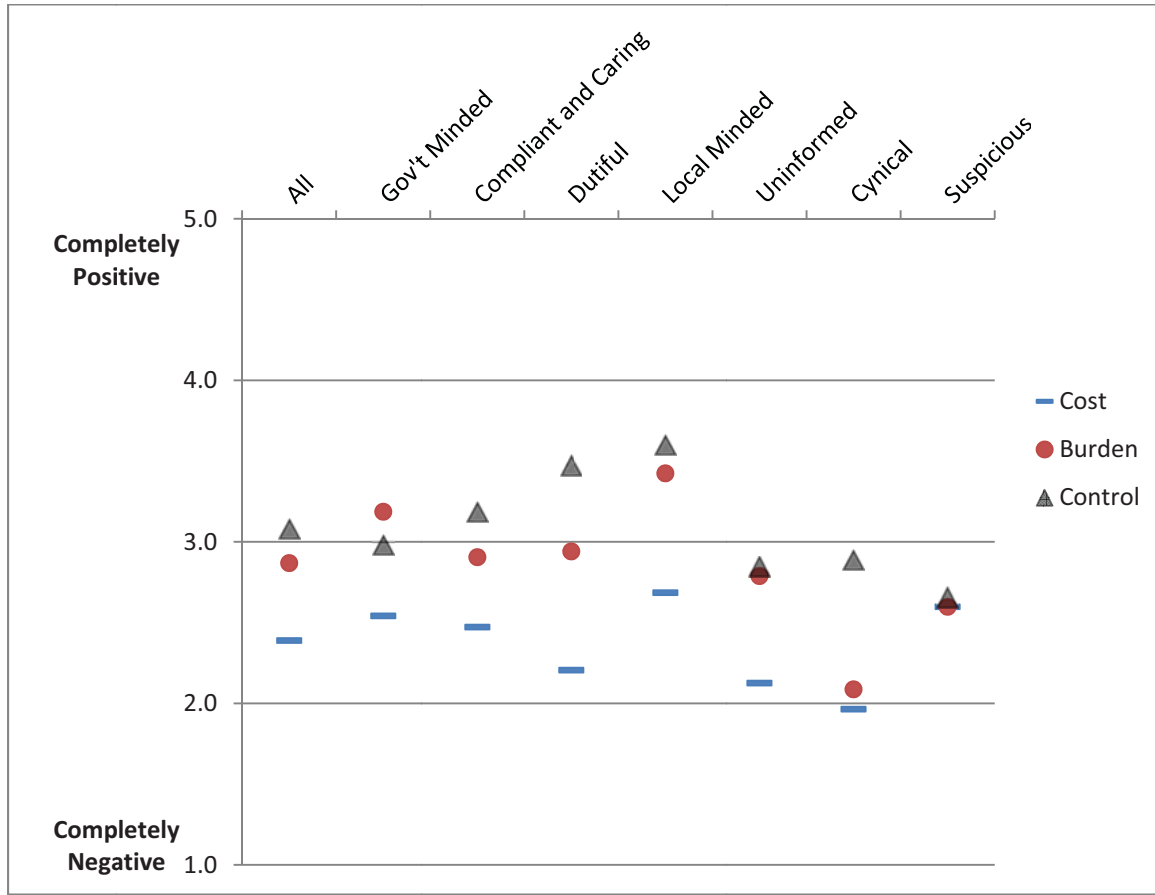
a: x is significantly different from Cost frame; b: x is significantly different from Burden frame; c: x is significantly different from the Control frame.

Cost AM1 Suppose you didn't send back your census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census Bureau saving money by getting your information from other government records?

Burden AM1 Suppose you didn't send back your census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census Bureau making things easier by getting your information from other government records?

Control AM1 Suppose you didn't send back your census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census Bureau getting your information from other government records?

Figure 6: How do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?



|                      | Percentage rating 1 or 2 (negative) |                                 |                                 |                                 | Percentage rating 4 or 5 (positive) |                                |                                 |                                 |
|----------------------|-------------------------------------|---------------------------------|---------------------------------|---------------------------------|-------------------------------------|--------------------------------|---------------------------------|---------------------------------|
|                      | Total                               | Cost (a)                        | Burden (b)                      | Control (c)                     | Total                               | Cost (a)                       | Burden (b)                      | Control (c)                     |
| All                  | 46.0<br>(+/-2.5)                    | 58.4<br>(+/-4.2) <sup>bc</sup>  | 43.2<br>(+/-4.3) <sup>ac</sup>  | 36.1<br>(+/-4.1) <sup>ab</sup>  | 34.0<br>(+/-2.3)                    | 22.2<br>(+/-3.5) <sup>bc</sup> | 37.0<br>(+/-4.2) <sup>ac</sup>  | 43.1<br>(+/-4.2) <sup>ab</sup>  |
| Gov't-Minded         | 40.1<br>(+/-5.4)                    | 54.9<br>(+/-9.4) <sup>bc</sup>  | 29.6<br>(+/-8.4) <sup>a</sup>   | 35.9<br>(+/-9.2) <sup>a</sup>   | 35.4<br>(+/-5.4)                    | 26.4<br>(+/-8.9) <sup>bc</sup> | 40.8<br>(+/-9.8) <sup>a</sup>   | 39.1<br>(+/-9.0) <sup>a</sup>   |
| Compliant and Caring | 42.8<br>(+/-6)                      | 54.5<br>(+/-10.5) <sup>c</sup>  | 41.7<br>(+/-10.2)               | 31.8<br>(+/-10.1) <sup>a</sup>  | 35.4<br>(+/-5.6)                    | 24.3<br>(+/-9) <sup>bc</sup>   | 38.1<br>(+/-9.7) <sup>a</sup>   | 43.8<br>(+/-10.2) <sup>a</sup>  |
| Dutiful              | 44.2<br>(+/-6.6)                    | 64.9<br>(+/-10.8) <sup>bc</sup> | 42.0<br>(+/-11.3) <sup>ac</sup> | 26.5<br>(+/-10.4) <sup>ab</sup> | 36.9<br>(+/-6.5)                    | 15.0<br>(+/-7.5) <sup>bc</sup> | 38.9<br>(+/-11.3) <sup>ac</sup> | 56.1<br>(+/-11.8) <sup>ab</sup> |
| Local-Minded         | 33.6<br>(+/-6.9)                    | 49.7<br>(+/-11.9) <sup>bc</sup> | 24.5<br>(+/-13.0) <sup>a</sup>  | 22.0<br>(+/-9.9) <sup>a</sup>   | 43.9<br>(+/-7.3)                    | 31.4<br>(+/-11.4) <sup>c</sup> | 49.4<br>(+/-14.2)               | 54.5<br>(+/-12.1) <sup>a</sup>  |
| Uninformed           | 54.2<br>(+/-6.2)                    | 65.7<br>(+/-9.9) <sup>bc</sup>  | 47.5<br>(+/-10.7) <sup>a</sup>  | 49.4<br>(+/-10.6) <sup>a</sup>  | 31.0<br>(+/-5.5)                    | 16.4<br>(+/-6.6) <sup>bc</sup> | 36.3<br>(+/-10.1) <sup>a</sup>  | 41.2<br>(+/-10.3) <sup>a</sup>  |
| Cynical              | 59.6<br>(+/-7.8)                    | 71.0<br>(+/-12.4) <sup>c</sup>  | 67.9<br>(+/-13.0) <sup>c</sup>  | 39.9<br>(+/-12.9) <sup>ab</sup> | 24.7<br>(+/-6.9)                    | 11.6<br>(+/-7.5) <sup>c</sup>  | 22.2<br>(+/-11.5)               | 39.9<br>(+/-13.5) <sup>a</sup>  |
| Suspicious           | 50.6<br>(+/-7.2)                    | 51.3<br>(+/-12.8)               | 55.0<br>(+/-12.1)               | 45.4<br>(+/-12.3)               | 29.5<br>(+/-6.4)                    | 26.9<br>(+/-11.0)              | 31.8<br>(+/-11.0)               | 29.6<br>(+/-11.1)               |

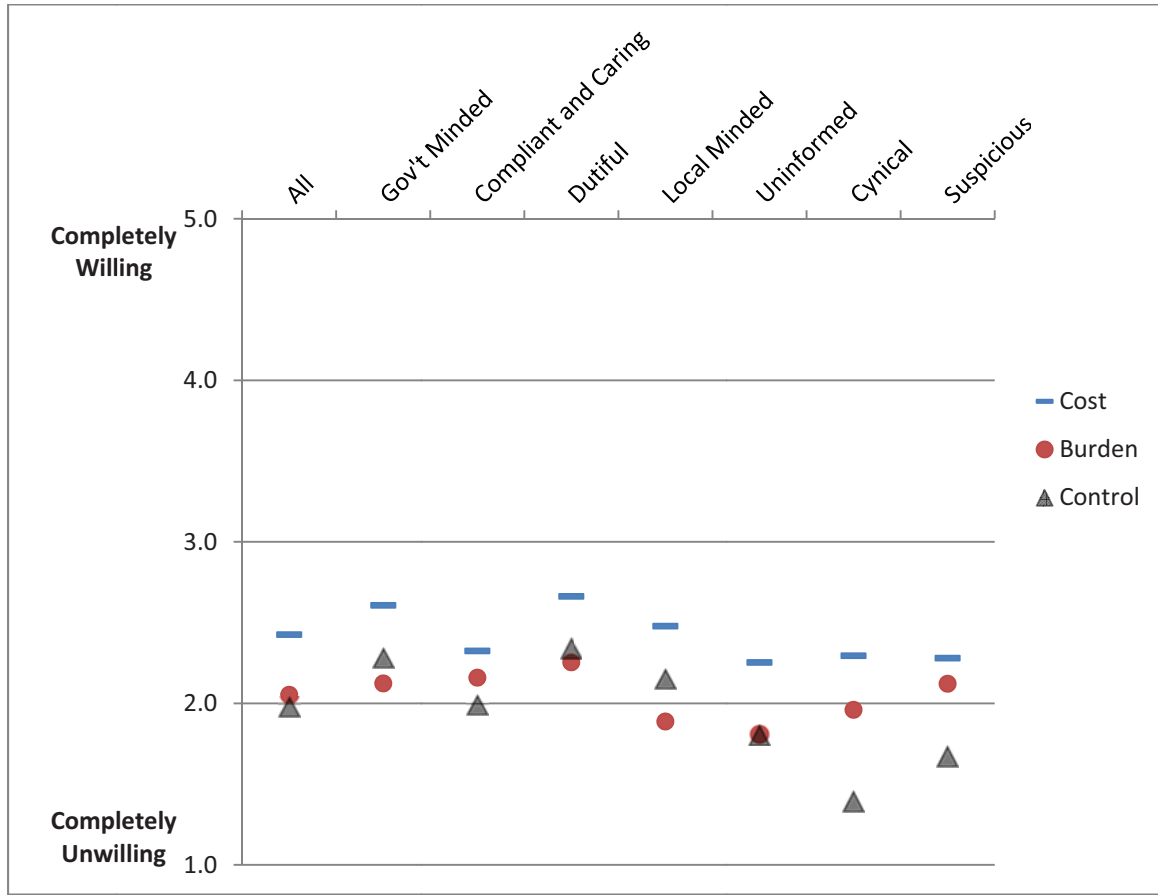
a: x is significantly different from Cost frame; b: x is significantly different from Burden frame; c: x is significantly different from the Control frame.

Cost AM2 How do you feel about the Census spending more by sending an interviewer to your home to ask you for the information rather than using other government records?

Burden AM2 How do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?

Control AM2 How do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?

Figure 7: How willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies?

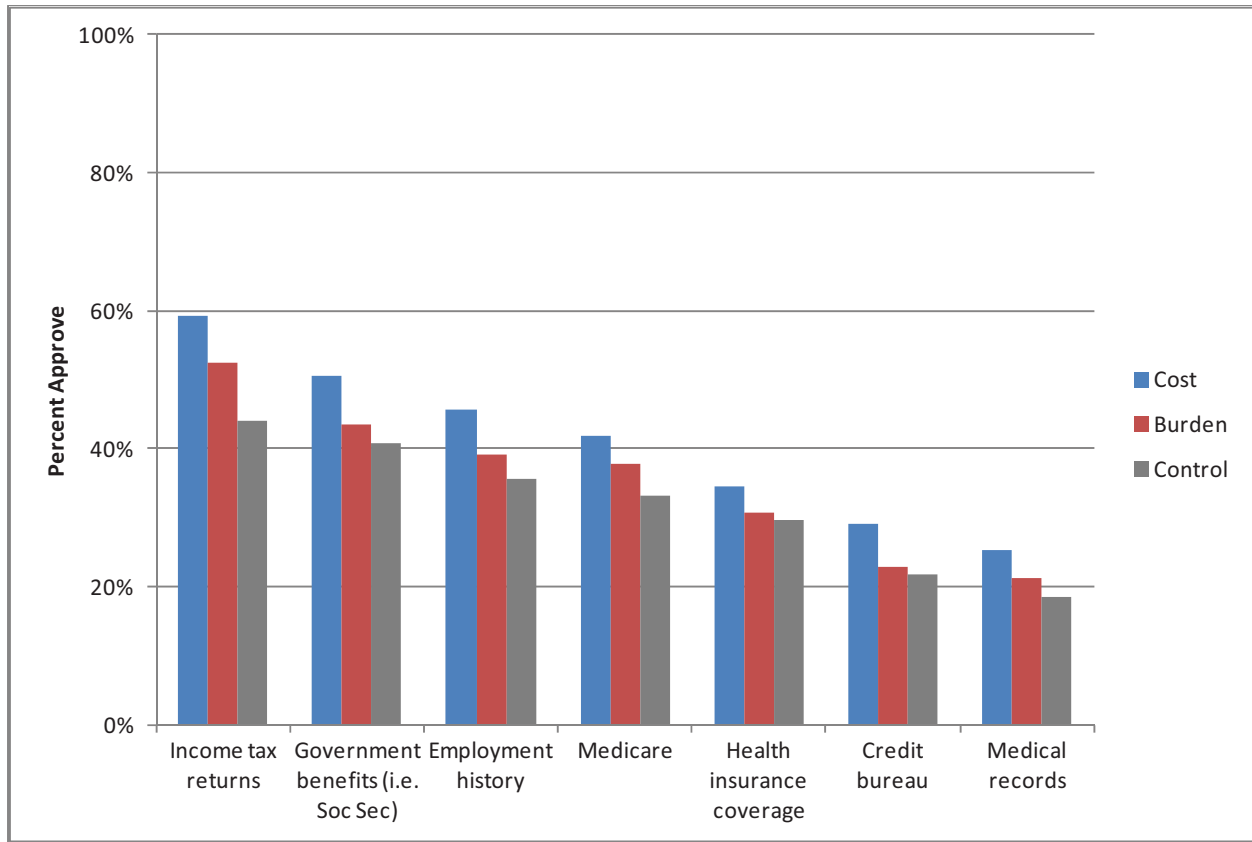


|                      | Percentage rating 1 or 2 (unwilling) |                                 |                                |                                | Percentage rating 4 or 5 (willing) |                                |                               |                               |
|----------------------|--------------------------------------|---------------------------------|--------------------------------|--------------------------------|------------------------------------|--------------------------------|-------------------------------|-------------------------------|
|                      | Total                                | Cost (a)                        | Burden (b)                     | Control (c)                    | Total                              | Cost (a)                       | Burden (b)                    | Control (c)                   |
| All                  | 65.2<br>(+/-2.3)                     | 55.6<br>(+/-4.2) <sup>bc</sup>  | 69.0<br>(+/-4.0) <sup>a</sup>  | 71.4<br>(+/-3.7) <sup>a</sup>  | 20.5<br>(+/-2.0)                   | 24.7<br>(+/-3.7) <sup>bc</sup> | 19.3<br>(+/-3.4) <sup>a</sup> | 17.4<br>(+/-3.2) <sup>a</sup> |
| Gov't-Minded         | 59.8<br>(+/-5.4)                     | 52.2<br>(+/-9.4) <sup>b</sup>   | 67.9<br>(+/-9.1) <sup>a</sup>  | 59.1<br>(+/-9.0)               | 24.7<br>(+/-4.8)                   | 29.7<br>(+/-8.8)               | 21.9<br>(+/-8.1)              | 22.4<br>(+/-7.6)              |
| Compliant and Caring | 63.2<br>(+/-5.7)                     | 58.5<br>(+/-10.2)               | 62.3<br>(+/-9.8)               | 69.2<br>(+/-9.8)               | 20.8<br>(+/-4.8)                   | 22.2<br>(+/-8.7)               | 22.3<br>(+/-8.3)              | 17.3<br>(+/-7.7)              |
| Dutiful              | 57.7<br>(+/-6.6)                     | 44.9<br>(+/-11.2) <sup>bc</sup> | 64.6<br>(+/-10.6) <sup>a</sup> | 63.4<br>(+/-11.2) <sup>a</sup> | 26<br>(+/-5.8)                     | 28.7<br>(+/-10.4)              | 24.5<br>(+/-9.8)              | 24.8<br>(+/-9.9)              |
| Local-Minded         | 63.8<br>(+/-6.9)                     | 50.2<br>(+/-11.9) <sup>bc</sup> | 77.2<br>(+/-10.5) <sup>a</sup> | 68.3<br>(+/-11.1) <sup>a</sup> | 22.5<br>(+/-5.8)                   | 27.0<br>(+/-10.1)              | 16.7<br>(+/-9.2)              | 22.2<br>(+/-9.9)              |
| Uninformed           | 71.3<br>(+/-5.6)                     | 60.4<br>(+/-10.4) <sup>bc</sup> | 76.1<br>(+/-9.1) <sup>a</sup>  | 77.9<br>(+/-9.0) <sup>a</sup>  | 18.3<br>(+/-4.8)                   | 22.9<br>(+/-8.4)               | 17.2<br>(+/-8.4)              | 14.4<br>(+/-8.4)              |
| Cynical              | 74.7<br>(+/-6.9)                     | 59.4<br>(+/-13.5) <sup>c</sup>  | 73.6<br>(+/-12.2) <sup>c</sup> | 90.4<br>(+/-7.2) <sup>ab</sup> | 12.4<br>(+/-5.5)                   | 17.1<br>(+/-10.8)              | 15.1<br>(+/-10.9)             | 5.2<br>(+/-5.2)               |
| Suspicious           | 69.8<br>(+/-6.8)                     | 65.4<br>(+/-12.5)               | 64.5<br>(+/-12.3)              | 79.6<br>(+/-9.1)               | 15.5<br>(+/-5.3)                   | 21.3<br>(+/-11.3)              | 14.1<br>(+/-8.6)              | 11.4<br>(+/-7.1)              |

a: x is significantly different from Cost frame; b: x is significantly different from Burden frame; c: x is significantly different from the Control frame.

Cost AM3, Burden AM3, and Control AM3 On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies?

Figure 8: Approval of Administrative Records Sources



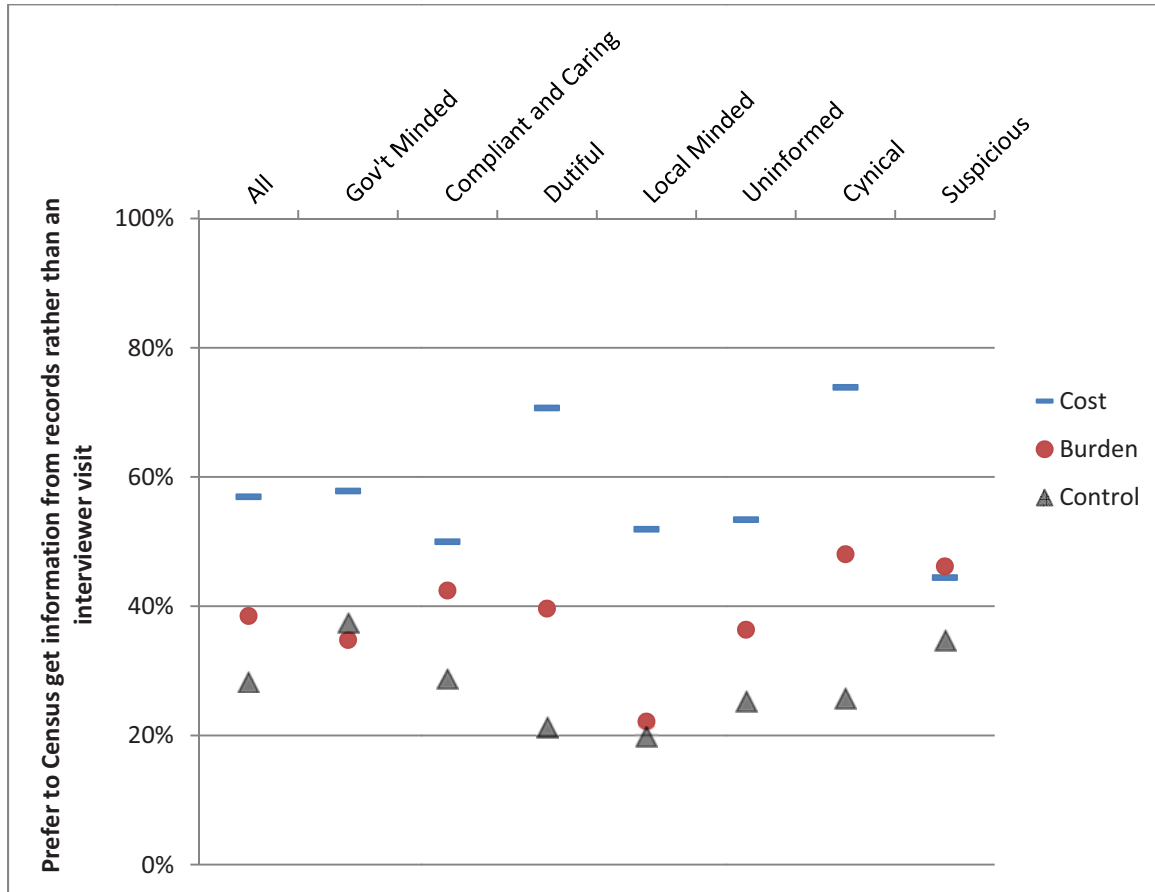
|  | Total    | Cost (a)               | Burden (b)             | Control (c)            |
|--|----------|------------------------|------------------------|------------------------|
| Approve Census Bureau getting sex, age, DOB and race from...                       |          |                        |                        |                        |
| a. Your most recent income tax returns.  | 52.1     | 59.3                   | 52.4                   | 44.0                   |
|  | (+/-2.5) | (+/-4.2) <sup>bc</sup> | (+/-4.4) <sup>bc</sup> | (+/-4.3) <sup>ab</sup> |
| b. A credit bureau   | 24.6     | 29.1                   | 22.9                   | 21.6                   |
|  | (+/-2.1) | (+/-3.9) <sup>bc</sup> | (+/-3.7) <sup>a</sup>  | (+/-3.5) <sup>a</sup>  |
| c. Your employment history   | 40.2     | 45.7                   | 39.2                   | 35.6                   |
|  | (+/-2.4) | (+/-4.2) <sup>bc</sup> | (+/-4.3) <sup>a</sup>  | (+/-4.1) <sup>a</sup>  |
| d. Medical records from your doctor  | 21.7     | 25.2                   | 21.3                   | 18.5                   |
|  | (+/-2.0) | (+/-3.7) <sup>c</sup>  | (+/-3.6)               | (+/-3.2) <sup>a</sup>  |
| e. Information about your health insurance coverage                                | 31.7     | 34.5                   | 30.8                   | 29.6                   |
|  | (+/-2.3) | (+/-4.1)               | (+/-4.1)               | (+/-4)                 |
| f. Information on your government benefits such as unemployment or Social Security | 45.0     | 50.6                   | 43.5                   | 40.7                   |
|  | (+/-2.5) | (+/-4.3) <sup>bc</sup> | (+/-4.3) <sup>a</sup>  | (+/-4.2) <sup>a</sup>  |
| g. Your Medicare records   | 37.7     | 41.8                   | 37.9                   | 33.1                   |
|  | (+/-2.4) | (+/-4.2) <sup>c</sup>  | (+/-4.3)               | (+/-4.1) <sup>a</sup>  |

a: x is significantly different from Cost frame; b: x is significantly different from Burden frame; c: x is significantly different from the Control frame.

Cost AM4 In order to save money, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from...

Burden AM4, Control AM4 In order to make it easier to do the census, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from...

Figure 9: Would you prefer that the Census gets your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?



|                      | Total            | Cost (a)                        | Burden (b)                      | Control (c)                     |
|----------------------|------------------|---------------------------------|---------------------------------|---------------------------------|
| All                  | 41.5<br>(+/-2.5) | 56.9<br>(+/-4.4) <sup>bc</sup>  | 38.5<br>(+/-4.4) <sup>ac</sup>  | 28.2<br>(+/-4) <sup>ab</sup>    |
| Gov't-Minded         | 43.3<br>(+/-5.5) | 57.9<br>(+/-9.6) <sup>bc</sup>  | 34.8<br>(+/-9.2) <sup>a</sup>   | 37.4<br>(+/-9.2) <sup>a</sup>   |
| Compliant and Caring | 40.5<br>(+/-6.1) | 50.0<br>(+/-10.9) <sup>c</sup>  | 42.5<br>(+/-10.6)               | 28.7<br>(+/-9.6) <sup>a</sup>   |
| Dutiful              | 44.0<br>(+/-6.7) | 70.7<br>(+/-10) <sup>bc</sup>   | 39.6<br>(+/-11.3) <sup>ac</sup> | 21.2<br>(+/-9.2) <sup>ab</sup>  |
| Local-Minded         | 33.0<br>(+/-6.8) | 51.9<br>(+/-12.2) <sup>bc</sup> | 22.2<br>(+/-10.7) <sup>a</sup>  | 19.8<br>(+/-9.5) <sup>a</sup>   |
| Uninformed           | 39.4<br>(+/-6.4) | 53.4<br>(+/-10.9) <sup>bc</sup> | 36.4<br>(+/-11.1) <sup>a</sup>  | 25.2<br>(+/-10) <sup>a</sup>    |
| Cynical              | 49.3<br>(+/-8.4) | 73.9<br>(+/-10.9) <sup>bc</sup> | 48.1<br>(+/-15.4) <sup>ac</sup> | 25.7<br>(+/-12.2) <sup>ab</sup> |
| Suspicious           | 41.9<br>(+/-7.5) | 44.5<br>(+/-13.5)               | 46.2<br>(+/-12.7)               | 34.7<br>(+/-12.8)               |

a: x is significantly different from Cost frame; b: x is significantly different from Burden frame; c: x is significantly different from the Control frame.

Cost AM5 If you had to choose, would you prefer that the Census save money by getting your household's information from other government records or would you prefer that the Census spend more to send an interviewer to your home to ask you for it?

Burden AM5 If you had to choose, would you prefer that the Census make things easier by getting your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

Control AM5 If you had to choose, would you prefer that the Census gets your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

Table 29: Administrative Records Profiles of Mindsets

|  | Gov't-Minded | Compliant and Caring | Dutiful | Local-Minded | Uninformed | Cynical | Suspicious |
|--|--------------|----------------------|---------|--------------|------------|---------|------------|
| Feelings (Scale 1:5) toward Census getting information from other government records if form not sent back               | 3.3          | 3.3                  | 3.4     | 3.2          | 3.0        | 2.6     | 3.0        |
| Feelings (Scale 1:5) toward Census sending an interviewer for the information rather than using other government records | 2.9          | 2.9                  | 2.9     | 3.2          | 2.6        | 2.3     | 2.6        |
| Willingness (Scale 1:5) to allow Census to use SSN to obtain sex, age, DOB, and race from other government agencies      | 2.3          | 2.2                  | 2.4     | 2.2          | 2.0        | 1.9     | 2.0        |
| Approve the Census getting sex, age, DOB and race information from...  |              |                      |         |              |            |         |            |
| a. Your most recent income tax returns.  | 60%          | 57%                  | 58%     | 53%          | 45%        | 45%     | 44%        |
| b. A credit bureau   | 23%          | 23%                  | 30%     | 29%          | 22%        | 14%     | 30%        |
| c. Your employment history   | 38%          | 42%                  | 48%     | 50%          | 36%        | 24%     | 41%        |
| d. Medical records from your doctor  | 13%          | 20%                  | 25%     | 35%          | 21%        | 7%      | 32%        |
| e. Information about your health insurance coverage  | 27%          | 31%                  | 41%     | 40%          | 28%        | 11%     | 41%        |
| f. Information on your government benefits such as unemployment or Social  | 48%          | 49%                  | 55%     | 51%          | 32%        | 37%     | 43%        |
| g. Your Medicare records   | 36%          | 38%                  | 46%     | 45%          | 34%        | 24%     | 41%        |
| Prefer that the Census gets information from other government records rather than send an interviewer                    | 43%          | 41%                  | 44%     | 33%          | 39%        | 49%     | 42%        |



5.7. **Question 7: How can we classify new respondents into the segments?**

The latent class model for developing the mindsets used linear combinations of variables (recentering and factor scores). In total, we used 60 variables to construct the classes. Our goal is to predict an individual’s membership to a mindset class using a subset of variables. We used a multinomial logistic regression model to estimate probabilities and nearest neighbor discriminant analysis to select the class. Since the model’s purpose is to classify individuals into a mindset, we excluded a 20% validation sample from the model building. For each set of variables, we computed the AIC and the overall misclassification rate for the validation sample.

To build the multinomial logistic regression model, we analyzed the nominal association between mindset and each variable used in the latent class model. The nominal association was quantified by the *uncertainty coefficient* (also called *Theil’s U*), which measures the information we know about the mindset given each individual latent class variable. We ordered each independent variable based on its *U* statistic and introduced each into the logistic model in this order. Each iteration of the modeling represents the cumulative gain from adding each variable. The modeling results are in Table 30.

Table 30: Classification Model Results Using LCA Model Variables

| Model                | U             | Total Variables | AIC              | Misclassification Rate | Accuracy per Question | Percent Accuracy Gained |
|----------------------|---------------|-----------------|------------------|------------------------|-----------------------|-------------------------|
| 26 Add: ex1*         | 0.0055        | 60              | 1435140          | 4.58                   | 1.59                  | 1%                      |
| 25 Added: harmme     | 0.0070        | 60              | 5273032          | 5.57                   | 1.57                  | 0%                      |
| 24 Added: bx1*       | 0.0072        | 60              | 12207174         | 5.82                   | 1.57                  | 0%                      |
| 23 Added: dx2*       | 0.0089        | 60              | 19421885         | 6.19                   | 1.56                  | -1%                     |
| 22 Added: ex2*       | 0.0115        | 60              | 29054742         | 5.69                   | 1.57                  | 0%                      |
| 21 Added: jx1*       | 0.0123        | 60              | 34098881         | 5.82                   | 1.57                  | 0%                      |
| 20 Added: internetpr | 0.0154        | 60              | 40489395         | 6.19                   | 1.56                  | 0%                      |
| 19 Added: ax2*       | 0.0203        | 59              | 45987192         | 6.56                   | 1.58                  | 2%                      |
| 18 Added: e1n*       | 0.0235        | 59              | 48847095         | 8.42                   | 1.55                  | 0%                      |
| 17 Added: hx2*       | 0.0260        | 59              | 70286470         | 8.29                   | 1.55                  | 0%                      |
| 16 Added: dx1*       | 0.0268        | 59              | 77630542         | 8.66                   | 1.55                  | 2%                      |
| 15 Added: tog4*      | 0.0309        | 59              | 88382108         | 10.77                  | 1.51                  | 1%                      |
| 14 Added: c3         | 0.0366        | 39              | 102144732        | 11.63                  | 2.27                  | 2%                      |
| 13 Added: ben        | 0.0368        | 38              | 110398815        | 13.00                  | 2.29                  | 1%                      |
| 12 Added: belief1*   | 0.0482        | 37              | 124851351        | 13.61                  | 2.33                  | 1%                      |
| 11 Added: e1m*       | 0.0509        | 37              | 139921682        | 14.85                  | 2.30                  | 2%                      |
| 10 Added: jx3*       | 0.0554        | 37              | 155396285        | 16.46                  | 2.26                  | 2%                      |
| 9 Added: issue6      | 0.0651        | 37              | 171651150        | 18.44                  | 2.20                  | 6%                      |
| 8 Added: jx2*        | 0.0751        | 36              | 203700563        | 23.39                  | 2.13                  | 4%                      |
| <b>7 Added: c4j*</b> | <b>0.0838</b> | <b>28</b>       | <b>241478431</b> | <b>26.49</b>           | <b>2.63</b>           | <b>4%</b>               |
| 6 Added: ix1*        | 0.1041        | 28              | 260578431        | 29.21                  | 2.53                  | 7%                      |
| 5 Added: c4f*        | 0.1073        | 25              | 298542521        | 33.91                  | 2.64                  | 3%                      |
| 4 Added: ax1*        | 0.1139        | 25              | 324048066        | 35.77                  | 2.57                  | 0%                      |
| 3 Added: issue2      | 0.1206        | 25              | 363496878        | 36.01                  | 2.56                  | 48%                     |
| 2 Added: hx1*        | 0.1369        | 24              | 452350932        | 56.68                  | 1.80                  | 40%                     |
| 1 Start: aware*      | 0.2154        | 13              | 555376918        | 69.06                  | 2.38                  |                         |

To evaluate the contribution of individual variables, we estimate percent accuracy gained and accuracy per variable. The peak accuracy per variable occurs with model seven with 73.5% accuracy and 28 variables, or 2.63 accuracy points per question. This model became the starting point for developing a reduced set of variables to classify into mindset classes. We fit the model with all 28 variables and then removed those that minimally improved the model fit. Refer to Table 26.

Next, we computed the percent increase in accuracy that each variable added to the model and added variables according to those effects that increase accuracy the most. For example, ISSUE6 increased accuracy by 6% when added to the model. Other variables such as INTERNETPREF had little or no impact on accuracy. In the case of variables that were factor scores, we used the variables that loaded highest in the score. For instance, ISSUE8 and ISSUE9 loaded high on the JX3 factor. For each step in the modeling, we computed AIC, misclassification rate, and accuracy per variable.

*Table 31: Reduced Model Variable Selection – Round 1*

| <b>Model</b>  | <b>Total Variables</b> | <b>AIC</b> | <b>Misclassification Rate</b> | <b>Accuracy per Question</b> |
|---|------------------------|------------|-------------------------------|------------------------------|
| 7 aware c4d c4e c4g c4h c4j c4a c4b c4c c4f d1 d2 c4i e1a e1g e1j e1l e1b e1e e1f e1h e1i belief2 belief1 issue2 b5 b1 c2 | 28                     | 240620435  | 27.85                         | 2.58                         |
| 7.01 remove e1br, c4cr; add issue6  | 27                     | 213280122  | 25.74                         | 2.75                         |
| 7.02 add issue8,9 (factor jx2)  | 29                     | 196396652  | 23.51                         | 2.64                         |
| 7.03 add issue1,7 (factor jx3)  | 31                     | 188194328  | 25.62                         | 2.40                         |
| 7.04 add e1mr   | 32                     | 175063644  | 24.88                         | 2.35                         |
| 7.05 add c3r  | 33                     | 170622537  | 26.11                         | 2.24                         |
| 7.06 remove e1ar  | 32                     | 172323863  | 25.12                         | 2.34                         |
| 7.07 dichotomize issues   | 32                     | 157581278  | 24.63                         | 2.36                         |
| 7.08 recenter aware c4, d1r,d2r   | 32                     | 148105777  | 23.89                         | 2.38                         |
| 7.09 recenter e1, belief, b5r,b1r,c2r   | 32                     | 178163514  | 17.82                         | 2.57                         |
| 7.10 remove e1e, b1r  | 30                     | 175939867  | 18.44                         | 2.72                         |
| 7.11 categorize c3  | 30                     | 173252415  | 19.31                         | 2.69                         |
| 7.12 remove c4i, d1r  | 28                     | 210380048  | 19.80                         | 2.86                         |
| 7.13 remove c4a   | 27                     | 211230021  | 20.67                         | 2.94                         |
| 7.14 adding tog2,3 q32c (factor dx1)  | 30                     | 197550948  | 22.28                         | 2.59                         |
| 7.15 remove q32c  | 29                     | 198674494  | 22.03                         | 2.69                         |
| 7.16 remove d2r   | 28                     | 204762577  | 22.15                         | 2.78                         |

Next, we took all 28 variables in model 7.16 (except TOG2 and TOG3) and evaluated them based on their nominal association with mindset classification. TOG2 and TOG3 are based on a five-point scale and are being treated as ordinal. The remaining 26 variables were ordered based on descending *U* and introduced into the model one at a time. TOG2 and TOG3 were kept in each model as predictors. The cumulative modeling results are presented in Table 32. To evaluate the variables that contribute the most accuracy,

we computed the accuracy gained for each variable. Eighteen categorical variables that improved the predictive accuracy were retained. These were included with TOG2 and TOG3 for additional model selection. We also changed from treating C2r (five-point scale) as a dichotomized variable and treated it as ordinal. We also brought B1r back into the model. B1r had been removed in the first round of variable selection, but removing it seemed to compromise the class prediction. Therefore, we reintroduced it in the second round.

Table 32: Reduced Model Variable Selection – Round 2

|   | Total Variables | AIC       | Misclassification Rate | Accuracy per Variable |
|---|-----------------|-----------|------------------------|-----------------------|
| 7.16.01 aware issue2 c4f c4j b5 c4g c4h issue6 belief1 issue7 e1h issue8 eli e1j c4b issue1 belief2 tog2 tog3 c2r | 20              | 287318299 | 25.12                  | 3.74                  |
| 7.16.02 remove issue7   | 19              | 289006773 | 24.01                  | 4.00                  |
| 7.16.03 remove belief2  | 18              | 297180376 | 27.72                  | 4.02                  |
| 7.16.02 add belief2   | 19              | 289006773 | 24.01                  | 4.00                  |
| 7.16.04 remove tog3   | 18              | 296644426 | 25.62                  | 4.13                  |
| 7.16.05 remove c4f  | 17              | 298928917 | 24.63                  | 4.43                  |
| 7.16.06 add b1  | 18              | 282378071 | 24.51                  | 4.19                  |
| 7.16.07 remove belief2  | 17              | 291573786 | 27.10                  | 4.29                  |
| 7.16.08 remove tog2   | 16              | 298975821 | 24.75                  | 4.70                  |
| 7.16.09 add belief2   | 17              | 290105399 | 25.00                  | 4.41                  |
| 7.16.08 remove belief2  | 16              | 298975821 | 24.75                  | 4.70                  |
| 7.16.10 treat b1r as ordinal  | 16              | 301013718 | 25.37                  | 4.66                  |
| 7.16.11 remove b5   | 15              | 307100741 | 23.51                  | 5.10                  |

The final model includes 15 variables and predicts mindset class with 76% accuracy:

|                    |  |
|--------------------|--|
| Affinity           | B1r. If the census were held today, how likely would you be to participate (5-pt scale)?<br>C2r. Overall, how would you describe your general feelings about the census (5-pt scale)?<br>AWARE Heard of the census of the United States (y/n, recentered)?   |
| Knowledge          | C4gr. Thinks the census is used to locate people living in the country illegally (y/n, recentered).<br>C4hr. Thinks the census is used to determine state income tax rates (y/n, recentered).<br>C4jr. Thinks the census is used to determine the rate of unemployment (y/n, recentered).<br>C4br. Thinks the census is used to decide how many representatives each state will have in Congress (y/n, recentered).  |
| Beliefs            | E1hr. It is my civic responsibility to fill out the census form (4-pt scale, recentered, dichotomized).<br>E1ir. The Census Bureau’s promise of confidentiality can be trusted (4-pt scale, recentered, dichotomized).<br>E1jr. I am concerned that the information I provide will be misused (4-pt scale, recentered, dichotomized).<br>BELIEF1. The census should only ask for the number of people living in the household and nothing else (4-pt scale, recentered, dichotomized). |
| Funding Priorities | ISSUE1: Care for the elderly is important (6-pt rank, dichotomized).<br>ISSUE2: Daycare for children is important (6-pt rank, dichotomized).<br>ISSUE6: Mental healthcare is important (6-pt rank, dichotomized).<br>ISSUE8: Public transportation is important (6-point rank, dichotomized).  |

The model and algorithm for classification is in Appendix J.

Table 33 is a classification matrix comparing the results of the predictive model with the LCA model. The shaded diagonals represent the same classification. The predictive model performs best in classifying the *Government-Minded* group with 84.6% accuracy. It performs worst for the *Suspicious* group, at 69.1 percent accuracy. Most misclassifications of the *Suspicious* mindset fall into the *Uninformed* mindset, followed by *Local-Minded* and *Cynical*.

Models with more variables will produce more accurate predictions, but a model that uses only 15 variables will be useful in quickly identifying people who are of a particular mindset. That is, using a segmentation tool with a reduced set of questions to quickly classify new respondents is fairly accurate for mindset classification without having to administer the full set of survey questions. For example, if the Census Bureau were conducting focus groups with people of the *Cynical* mindset, a 15-minute screening survey (i.e., segmentation tool) would take a mere three to five minutes, whereas a segmentation tool with 30 variables would require twice the screening time and yield only 10 points more accuracy.

Further, while we classify people into mindsets, it is important to recognize that people may have attitudes toward the census that draw from multiple mindsets. The multinomial probability model measures the strength of a mindset in each particular person. For instance, a person may share most characteristics with the *Cynical* mindset, yet still have some characteristics that are more common to the *Uninformed* mindset. The probabilities provide more information about a person’s attitudinal profile than a single classification. The probabilities can also be used to improve the classification using discriminant analysis. Table 33 is based on a nearest neighbor discriminant analysis.

Table 33: Mindset Classification Matrix

| Latent Class Model   | Popula- tion Share | Predictive Model |                        |         |              |              |         |            |
|----------------------|--------------------|------------------|------------------------|---------|--------------|--------------|---------|------------|
|                      |                    | Govt Minded      | Compli- ant and Caring | Dutiful | Local Minded | Unin- formed | Cynical | Suspicious |
| Govt Minded          | 19.3               | 84.6             | 3.4                    | 2.0     | 0.7          | 0.7          | 8.1     | 0.0        |
| Compliant and caring | 14                 | 3.7              | 78.7                   | 3.7     | 5.1          | 4.4          | 2.2     | 2.2        |
| Dutiful              | 14.9               | 8.6              | 1.0                    | 71.4    | 2.9          | 1.0          | 7.6     | 7.6        |
| Local Minded         | 11.5               | 0.0              | 5.3                    | 0.0     | 75.5         | 6.4          | 1.1     | 9.6        |
| Uninformed           | 10.2               | 0.7              | 6.8                    | 0.7     | 3.4          | 73.3         | 8.9     | 4.1        |
| Cynical              | 16.4               | 7.4              | 0.0                    | 1.2     | 0.0          | 7.4          | 80.2    | 2.5        |
| Suspicious           | 13.7               | 1.0              | 0.0                    | 5.2     | 7.2          | 6.2          | 10.3    | 69.1       |

### 5.8. Analysis of Alternative Question Format for Benefit and Harm

One of the questions on the CBAMS II survey asks:

Do you believe that answering and sending back your census form could personally benefit you in any way, personally harm you, or neither benefit nor harm?

One of the recommendations from cognitive testing the instrument was to divide the question into two separate questions, one focused on benefit and the other on harm. Specifically, the cognitive report recommendation is:

There was some evidence that the answer choices were not exclusive at BENHARM. One respondent said her answer would have been different if the question had referred to the impact on the community rather than on her personally, indicating that her feelings about the possible benefit and harm of the Census were mixed. Another respondent had difficulty answering and eventually said “neither”, suggesting that she could not decide between the two bipolar options. The question is a forced choice, bipolar attitude question from a previous survey. However, these results suggest that there is genuine ambivalence (as opposed to neutrality) that is not being adequately measured by the question in its current form.

**Recommendation 4.** Ask separate questions about “benefit” and “harm” to allow for

Following this recommendation, we developed two questions:

Do you believe that answering and sending back your census form could harm you?

Do you believe that answering and sending back your census form could benefit you?

While both questions are asking a respondent their opinion on whether sending back the census form will cause them harm, benefit, both or neither, there are a few differences. First, the original question used the term “personally.” Removing this word allows a broader interpretation of benefit and harm, such as benefit for the community. Second, in the original question, the response options were provided to the respondent except that “both benefit and harm” was not read. The respondent was expected to repeat back one of the responses, which may have resulted in response ordering effects. With the revision, the set of two questions only requires the respondent to answer “yes” or “no”.

The original plan after cognitive interviewing was to run a split sample experiment with 50 percent receiving the original question and 50 percent receiving the two yes/no questions. Later during questionnaire development, a decision was made to eliminate the experiment and use the original question. However, the in-person questionnaires were printed and distributed with the experiment intact. Therefore, we have 569 interviews where the original question was asked and 500 interviews where the two question set was asked. Each of the 20 sites had sample from each of the two conditions. This was not controlled in the experiment, but was generally evenly distributed within a site. One site had a 70/30 split, but the remaining sites were somewhere between a 60/40 and 50/50 split.

One of the comments in the cognitive interviewing report was that there is “genuine ambivalence” to the question that is not represented by the forced choice option. About 8% of the respondents did not provide an answer to whether the census benefits them. Only 2% of respondents did not provide an answer to whether the census harms them. Less than 1% did not respond to the forced choice.

To compare the question versions, we constructed a four-category variable from the two yes/no questions (we treated non-respondents as “no” for the purposes of this comparison):

| Benefit? | Harm? | BENHARM                    |
|----------|-------|----------------------------|
| No       | No    | 1 Neither benefit nor harm |
| Yes      | No    | 2 Benefit                  |
| No       | Yes   | 3 Harm                     |
| Yes      | Yes   | 4 Both benefit and harm    |

The percentage of respondents who reported “harm” or “both benefit and harm” are very low based on both questionnaire options. Combined, less than 5% of the population thinks that mailing back their

census form can harm them. But, the percentage of respondents who think mailing back their census form will benefit them is very different between the two conditions. Over 75% of respondents reported benefit, but not harm, when asked in two separate questions. This compared to 45% when asked as the forced choice. The expected result of removing “personally” and broadening the scope to community, business, and so forth, is that more people should choose “yes” to the benefit question. However, the experiment cannot discern whether the difference is due to splitting the question into two or removing “personally,” or both.

Table 34: Comparison of Benefit and Harm Questions

|                            | Original<br>n=569<br>(a) | Two questions<br>n=500<br>(b) |
|----------------------------|--------------------------|-------------------------------|
| 1 Neither benefit nor harm | 49.7<br>(+/-12.0)        | 19.8<br>(+/-9.2)              |
| 2 Benefit                  | 45.6<br>(+/-12.1)        | 75.5<br>(+/-9.8)              |
| 3 Harm                     | 2.8<br>(+/-3.6)          | 3.8<br>(+/-3.9)               |
| 4 Both benefit and harm    | 1.9<br>(+/-1.8)          | 0.9<br>(+/-1.0)               |

## 6. KEY LESSONS LEARNED, CONCLUSIONS, AND RECOMMENDATIONS

### LCA Produced the Most Meaningful Census Mindsets

With four segments, the same general characteristics emerged from the segments using three different models (K-Means, Q-Factor, and LCA), but the profiles for the LCA groups were notably more distinct (higher between-segment variability) from each other than were profiles of K-Means or Q-Factor groups. On average, the range across all the profile measures was higher in the LCA solutions than in either the K-Means or Q-Factor solutions. As we increased the number of segments, the methods deviated from each other in grouping, but again the segments from LCA were clearly more distinct than the other two methods. Therefore, the CBAMS II research team recommended moving forward with LCA to produce CBAMS II mindsets.

### Census Mindsets have Changed

Model fit indices and estimates of mindset sizes suggest that there were only four mindsets in the CBAMS I data (excluding *Unacquainted*). This is consistent with the original mindset solution from CBAMS I, and the four groups estimated using LCA are similar in profiles to the four mindsets estimated for CBAMS I using Q-Factor analysis. The four-group CBAMS II solution produced groups with different profiles. While the *Head Nodder\** and *Leading Edge\** profiles still seem to appear, the *Leading Edge\** group in CBAMS II was much larger. The lower-affinity groups were quite different from the original *Insulated\** and *Cynical Fifth\** groups and may represent post-census groups—low-affinity groups that have been positively impacted by the 2010 Census and the ICP.

### Seven Census Mindsets

LCA revealed seven distinct mindsets toward the census. These mindsets are listed below ranked from highest to lowest affinity; common characteristics that describe each group are indicated in italics.

1. **Government-Minded** (19% of the population)  
*High census affinity; aware of the census and its uses; affluent, White, educated, and with high Internet use.*
2. **Compliant and Caring** (15% of the population)



- High census affinity; believes the census could benefit them; cares about social programs; female; cell-only (defined as not having a landline telephone, only a cell phone).*
3. **Dutiful** (14% of the population)  
*High trust in government; believes completing the census is their civic responsibility; includes the Hispanic HTC group.*
  4. **Local-Minded** (12% of the population)  
*Low understanding of the census; trusts the government; female; non-White, immigrants, and low income; cell-only.*
  5. **Uninformed** (16% of the population)  
*Lower income, less educated, not technologically savvy; ambivalent toward the census.*
  6. **Cynical** (10% of the population)  
*Low affinity toward the census; concerned about privacy and suspicious of the government; older White Americans; primary men.*
  7. **Suspicious** (14% of the population)  
*Low awareness of census; thinks the census could harm them; young and mobile; American Indians and Asians.*

### **Recommendations for Future Mindset Replication**

We recommend a model that uses a small subset of variables. The reason is efficiency of future classifications as well as the fact that people are not fully aligned with one, and only one, mindset. While it is convenient to classify people into mindsets, people more likely have attitudes toward the census that draw from multiple mindsets. The classification model provides a measure of an individual's shared characteristics with each mindset. This is more informative than a single classification because it provides a dominant mindset as well as a secondary mindset.

### **Administrative Records**

Nearly two-thirds of the population is positive or neutral about the use of administrative records. People provide higher approval for the use of government records, such as employment and social security, rather than private records such as medical records or credit history.

Both the burden and cost frames resulted in a more positive response to the use of administrative records than the control frame. Future messaging about administrative records should focus on cost savings. However, future research should focus on changes to the cost message over the decade. The cost message may particularly resonate with the public given that the 2010 Census is still very recent. The current fiscal climate may also be contributing to the more positive approval of administrative records when framed as cost savings.

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**APPENDIX A: VARIABLES USED IN CBAMS II SEGMENTATION VARIABLE REDUCTION**

Table 35. Variables Used in CBAMS II Segmentation Variable Reduction

| Variable               | Content   | Question  |
|------------------------|---|---|
| a2                     | Awareness   | The Census is the count of all the people who live in the United States. Have you ever heard of that before?  |
| b1r                    | Intent  | If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form.  |
| b5r                    | Importance  | Thinking about the Census overall, how important do you feel it is for you to participate in the Census?  |
| belief1                | Census should only ask number of residents *                        | The Census should only ask for the number of people living in the household and nothing else. (Strongly agree, Agree, Disagree, Strongly disagree)*   |
| belief2                | Refusal is a form of government protest *                           | Refusing to fill out the Census is a way for people to show that they don't like what the government is doing. (Strongly agree, Agree, Disagree, Strongly disagree, Neither agree nor disagree/No opinion)* |
| Benharm, benefit, harm | Two measures: Census can benefit (yes/no); Census can harm (yes/no) | Do you believe that answering and sending back your census form could personally benefit you in any way, personally harm you, or neither benefit nor harm?  |
|                        |   | Do you believe that answering and sending back your census form could benefit you?  |
|                        |   | Do you believe that answering and sending back your census form could harm you?   |
| c2r                    | Affinity  | Overall, how would you describe your general feelings about the Census? Do you feel...? (Highly favorable, Moderately favorable, Neutral, Not too favorable, Rather unfavorable)                            |
| c3r                    | Familiarity   | In general, how familiar are you with the way Census data impacts you and your community. Would you say...? (Very familiar, Somewhat familiar, Not very familiar, Not familiar at all)                      |
| c4ar                   | Use: Allocate funds   | Is the Census used...? To decide how much money communities will get from the government?   |
| c4br                   | Use: Representation   | Is the Census used...? To decide how many representatives each state will have in Congress?   |
| c4cr                   | Use: Track change   | Is the Census used...? To see what changes have taken place in the size, location and characteristics of the people in the United States?   |
| c4dr                   | Use: Property tax   | Is the Census used...? To determine property taxes?   |
| c4er                   | Use: Track lawbreakers  | Is the Census used...? To help the police and FBI keep track of people who break the law?   |
| c4fr                   | Use: Plan for the future  | Is the Census used...? To help businesses and governments plan for the future?  |
| c4gr                   | Use: Local illegal residents  | Is the Census used...? To locate people living in the country illegally?  |

| Variable | Content  | Question   |
|----------|--|--|
| c4hr     | Use: State income tax                                | Is the Census used...? To determine state income tax rates?  |
| c4ir     | Use: Count citizens and non-citizens                 | Is the Census used...? To count both citizens and non-citizens?  |
| c4jr     | Use: Measure unemployment                            | Is the Census used...? To determine the rate of unemployment?  |
| c6r      | Aware of home visit                                  | Are you aware that if you don't mail back the Census form that a Census Bureau interviewer tries to visit your home to gather the necessary information?                       |
| ce8      | Preferred mode: coded to reflect internet preference | If you had a choice, would you prefer to answer the census by Telephone, In-person, Internet, Mail   |
| comp1    | Paperwork: Wait to complete *                        | I usually wait to complete paperwork until it is due. Strongly agree. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                    |
| comp2    | Paperwork: Complete immediately                      | I usually take care of paperwork as soon as I receive it. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                |
| comp3    | Paperwork: Completing feels good                     | Completing paperwork on time makes me feel good. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)   |
| comp4    | Paperwork: Start and stop *                          | I usually start and stop paperwork, rather than completing it in one sitting (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)             |
| comp5    | Paperwork: Put on stack *                            | I usually put paperwork I receive in a stack of things I need to complete at some point. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree) |
| comp6    | Paperwork: Miss deadlines *                          | I sometimes miss deadlines for paperwork, especially when it's not a bill. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)               |
| comp7    | Paperwork: Set aside time                            | I try to set aside a special time in the week to take care of paperwork. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                 |
| comp8    | Paperwork: Prioritize                                | I prioritize paperwork in terms of when it is due. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                       |
| d1r      | Know: Law requires response                          | As far as you know, does the law require you to answer the Census questions?   |
| d2r      | Know: Census is confidential                         | As far as you know, is the Census Bureau required by law to keep information confidential?   |
| e1ar     | Invasion of privacy *                                | The Census is an invasion of privacy. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| e1br     | Important to be counted                              | It is important for everyone to be counted in the Census. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                |
| e1er     | Census shows pride                                   | Taking part in the Census shows I am proud of who I am. (Somewhat agree, Neither agree nor disagree, Somewhat  |

| Variable | Content                              | Question  |
|----------|--------------------------------------|---|
|          |                                      | disagree, or Strongly disagree)   |
| e1fr     | Let gov't know what community needs  | Filling out the Census form will let the government know what my community needs. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                   |
| e1gr     | Doesn't matter *                     | I just don't see that it matters much if I personally fill out the Census form or not. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                              |
| e1hr     | Civic responsibility                 | It is my civic responsibility to fill out the Census form. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| e1ir     | Confidentiality can be trusted       | The Census Bureau's promise of confidentiality can be trusted. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| e1jr     | Concern for misuse *                 | I am concerned that the information I provide will be misused. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| e1lr     | Govt. already has info. *            | The government already has my personal information, like my tax returns, so I don't need to fill out a Census form. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree) |
| e1mr     | Never see results *                  | I'll never see results from the Census in my neighborhood. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| e1nr     | Takes too long *                     | It takes too long to fill out the Census information, I don't have time (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)   |
| issue1   | Care for the elderly                 | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Care for the elderly   |
| issue10  | Schools and the education system     | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Schools and the education system   |
| issue2   | Daycare for children                 | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Daycare for children   |
| issue3   | Fire and police stations             | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Fire and police stations   |
| issue4   | Hospitals and healthcare             | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Hospitals and healthcare   |
| issue5   | Job training programs                | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Job training programs  |
| issue6   | Mental health care                   | All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.<br>Mental health care                                  |
| issue7   | Political representation in Congress | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Political representation in Congress   |

| Variable | Content                             | Question   |
|----------|-------------------------------------|--|
| issue8   | Public transportation               | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Public transportation   |
| issue9   | Roads and highways                  | For each list, please tell me which one is the most important to you and which one is next most important to you.<br>Roads and highways  |
| priv7    | Businesses have too much info.      | Businesses and private industry have too much information about me. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| q32b     | Govt. doesn't care about me *       | I don't think public officials care much what people like me think. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| q32c     | Privacy well protected              | People's rights to privacy are well protected. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)   |
| q32d     | Lost control over information *     | People have lost all control over how personal information about them is used. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                       |
| q32f     | Govt. knows too much *              | The government knows more about me than it needs to. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)   |
| tog1     | Govt. uses info responsibly         | The government in Washington can be trusted to use my information responsibly. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                       |
| tog2     | Govt. has my best interests in mind | I trust the government in Washington to keep my best interests in mind (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)   |
| tog3     | Govt. keeps info safe               | When I give information to the government in Washington, I know it will be kept safe (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                 |
| tog4     | Govt. should collect info.          | The government in Washington should collect information about the population so that it can make the right decisions (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree) |
| tog5     | Trust state more than Federal *     | I trust my state government more than the government in Washington. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)  |
| tog6     | Trust local more than Federal *     | I trust my city, town, and county government more than the government in Washington. (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                                 |
| tog7     | Census more trustworthy             | The Census Bureau is more trustworthy than most other parts of the government in Washington (Somewhat agree, Neither agree nor disagree, Somewhat disagree, or Strongly disagree)                          |

\*Variable reverse scored.

*Centered Variables*

We centered on mean within respondent for the following series:

- c4dr c4er c4gr c4hr c4jr c4ar c4br c4cr c4fr d1r d2r c4ir aware;
- tog1-tog7 comp1-comp8 q32b q32c q32d q32f priv7; and
- e1ar e1gr e1jr e1lr e1mr e1nr belief1 e1br e1er e1fr e1hr e1ir belief2.

**Appendix B: Profiles of Four Mindset Solutions Produced Using Different Approaches**

*Table 36. Profiles of Four Mindset Solutions Produced Using Different Approaches*

|  | K-Means |     |     |     | LCA  |     |      |     | Q-Factor |     |     |     |
|--|---------|-----|-----|-----|------|-----|------|-----|----------|-----|-----|-----|
| Size   | 33%     | 19% | 18% | 30% | 36%  | 19% | 15%  | 31% | 29%      | 14% | 32% | 24% |
| Aware of Census                              | 96%     | 91% | 92% | 91% | 100% | 93% | 100% | 82% | 96%      | 95% | 91% | 90% |
| Replied to Census                            | 86%     | 78% | 80% | 77% | 88%  | 85% | 86%  | 66% | 87%      | 82% | 76% | 79% |
| Intent                                       | 76%     | 68% | 56% | 59% | 88%  | 77% | 62%  | 35% | 79%      | 65% | 59% | 59% |
| Affinity                                     | 49%     | 40% | 19% | 38% | 62%  | 53% | 15%  | 15% | 49%      | 36% | 29% | 41% |
| Importance                                   | 81%     | 72% | 49% | 69% | 93%  | 90% | 49%  | 41% | 81%      | 65% | 59% | 73% |
| Familiarity                                  | 31%     | 26% | 19% | 21% | 37%  | 32% | 21%  | 10% | 32%      | 25% | 20% | 23% |
| Use: Representation                          | 85%     | 71% | 82% | 75% | 89%  | 83% | 90%  | 60% | 87%      | 81% | 74% | 75% |
| Know: Law requires response                  | 46%     | 39% | 46% | 41% | 43%  | 55% | 58%  | 29% | 46%      | 50% | 38% | 42% |
| Know: Census is confidential                 | 90%     | 85% | 80% | 86% | 88%  | 93% | 83%  | 82% | 88%      | 90% | 83% | 86% |
| Use: Allocate funds                          | 83%     | 79% | 73% | 76% | 88%  | 85% | 80%  | 63% | 84%      | 79% | 74% | 77% |
| Use: Track change                            | 93%     | 87% | 90% | 87% | 96%  | 93% | 89%  | 80% | 94%      | 89% | 88% | 87% |
| Use: Plan for the future                     | 91%     | 84% | 80% | 88% | 93%  | 90% | 83%  | 79% | 92%      | 88% | 81% | 89% |
| Use: Count citizens and non-citizens         | 70%     | 78% | 67% | 77% | 67%  | 96% | 65%  | 69% | 72%      | 76% | 69% | 78% |
| Use: Property tax                            | 32%     | 36% | 30% | 40% | 21%  | 60% | 21%  | 42% | 28%      | 34% | 36% | 41% |
| Use: Track lawbreakers                       | 15%     | 22% | 19% | 32% | 9%   | 44% | 10%  | 30% | 13%      | 19% | 22% | 36% |
| Use: Local illegal residents                 | 22%     | 35% | 26% | 38% | 13%  | 56% | 18%  | 40% | 20%      | 31% | 31% | 39% |
| Use: State income tax                        | 35%     | 39% | 34% | 45% | 24%  | 65% | 27%  | 45% | 33%      | 36% | 39% | 46% |
| Use: Measure unemployment                    | 52%     | 55% | 38% | 59% | 41%  | 75% | 35%  | 59% | 45%      | 58% | 51% | 59% |
| Invasion of privacy *                        | 91%     | 88% | 74% | 80% | 98%  | 78% | 73%  | 77% | 90%      | 83% | 81% | 81% |
| Important to be counted                      | 97%     | 98% | 88% | 96% | 98%  | 99% | 91%  | 91% | 96%      | 97% | 94% | 96% |
| Doesn't matter *                             | 91%     | 86% | 72% | 79% | 97%  | 81% | 75%  | 73% | 90%      | 82% | 81% | 78% |
| Civic responsibility                         | 96%     | 93% | 80% | 89% | 98%  | 99% | 83%  | 80% | 94%      | 92% | 87% | 91% |
| Let gov't know what community needs          | 90%     | 89% | 65% | 86% | 94%  | 95% | 64%  | 76% | 86%      | 81% | 81% | 90% |
| Confidentiality can be trusted               | 89%     | 81% | 56% | 81% | 90%  | 92% | 57%  | 69% | 84%      | 79% | 71% | 85% |
| Census shows pride                           | 82%     | 81% | 56% | 81% | 83%  | 96% | 54%  | 69% | 76%      | 78% | 71% | 85% |
| Concern for misuse *                         | 87%     | 80% | 63% | 71% | 94%  | 70% | 56%  | 70% | 86%      | 72% | 74% | 72% |
| Govt. already has info. *                    | 89%     | 83% | 67% | 74% | 95%  | 76% | 64%  | 70% | 85%      | 84% | 77% | 73% |
| Takes too long *                             | 88%     | 88% | 76% | 76% | 93%  | 82% | 82%  | 70% | 88%      | 82% | 83% | 75% |
| Never see results *                          | 72%     | 66% | 44% | 56% | 82%  | 58% | 43%  | 47% | 71%      | 63% | 55% | 54% |
| Census should only ask number of residents * | 63%     | 58% | 47% | 48% | 77%  | 45% | 38%  | 43% | 66%      | 51% | 52% | 47% |
| Refusal is a form of government protest *    | 76%     | 67% | 64% | 59% | 87%  | 41% | 64%  | 60% | 78%      | 68% | 65% | 56% |
| Trust state more than Federal *              | 64%     | 63% | 45% | 51% | 68%  | 42% | 40%  | 60% | 62%      | 49% | 57% | 53% |



|                                      | K-Means |     |     |     | LCA |     |     |     | Q-Factor |     |     |     |
|--------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|
| Govt. has my best interests in mind  | 61%     | 58% | 8%  | 61% | 54% | 66% | 14% | 55% | 48%      | 47% | 43% | 66% |
| Govt. keeps info safe                | 72%     | 56% | 18% | 61% | 64% | 72% | 18% | 55% | 59%      | 55% | 46% | 66% |
| Govt. should collect info.           | 99%     | 93% | 62% | 92% | 96% | 96% | 71% | 85% | 93%      | 91% | 81% | 94% |
| Govt. uses info responsibly          | 75%     | 62% | 13% | 64% | 67% | 75% | 16% | 57% | 58%      | 56% | 50% | 69% |
| Trust local more than Federal *      | 55%     | 63% | 37% | 45% | 59% | 38% | 28% | 59% | 50%      | 43% | 52% | 52% |
| Census more trustworthy              | 56%     | 53% | 35% | 65% | 53% | 83% | 39% | 46% | 55%      | 54% | 47% | 65% |
| Privacy well protected               | 68%     | 55% | 16% | 53% | 60% | 63% | 18% | 50% | 55%      | 52% | 43% | 57% |
| Govt. doesn't care about me *        | 56%     | 45% | 22% | 35% | 57% | 35% | 17% | 38% | 44%      | 41% | 39% | 42% |
| Lost control over information *      | 43%     | 37% | 23% | 32% | 45% | 26% | 12% | 39% | 37%      | 32% | 34% | 35% |
| Govt. knows too much *               | 59%     | 53% | 26% | 39% | 61% | 34% | 18% | 47% | 55%      | 41% | 42% | 41% |
| Businesses have too much info.       | 54%     | 44% | 67% | 63% | 53% | 63% | 79% | 49% | 59%      | 55% | 53% | 63% |
| Paperwork: Complete immediately      | 66%     | 90% | 50% | 55% | 62% | 79% | 58% | 62% | 59%      | 67% | 73% | 57% |
| Paperwork: Completing feels good     | 90%     | 93% | 73% | 85% | 88% | 96% | 77% | 81% | 88%      | 85% | 84% | 86% |
| Paperwork: Set aside time            | 67%     | 55% | 44% | 61% | 55% | 87% | 45% | 53% | 63%      | 59% | 52% | 63% |
| Paperwork: Put on stack *            | 3%      | 85% | 20% | 12% | 22% | 19% | 26% | 28% | 2%       | 5%  | 61% | 11% |
| Paperwork: Miss deadlines *          | 70%     | 90% | 68% | 40% | 68% | 57% | 68% | 63% | 67%      | 68% | 78% | 40% |
| Paperwork: Start and stop *          | 94%     | 91% | 88% | 9%  | 73% | 57% | 75% | 61% | 89%      | 79% | 86% | 5%  |
| Paperwork: Wait to complete *        | 69%     | 90% | 64% | 44% | 68% | 64% | 63% | 60% | 62%      | 63% | 79% | 47% |
| Paperwork: Prioritize                | 90%     | 76% | 75% | 82% | 81% | 92% | 76% | 81% | 89%      | 84% | 75% | 82% |
| Census could benefit me              | 54%     | 50% | 25% | 50% | 59% | 65% | 20% | 34% | 53%      | 45% | 39% | 50% |
| Census could harm me                 | 3%      | 9%  | 13% | 7%  | 3%  | 5%  | 12% | 10% | 5%       | 5%  | 10% | 6%  |
| Prefers to complete on internet      | 39%     | 29% | 34% | 31% | 44% | 20% | 37% | 30% | 39%      | 35% | 32% | 30% |
| Hospitals and healthcare             | 34%     | 29% | 18% | 36% | 29% | 30% | 26% | 36% | 15%      | 76% | 24% | 34% |
| Schools and the education system     | 53%     | 66% | 45% | 57% | 54% | 59% | 38% | 63% | 55%      | 37% | 61% | 59% |
| Daycare for children                 | 7%      | 16% | 4%  | 18% | 8%  | 15% | 2%  | 18% | 7%       | 7%  | 13% | 17% |
| Mental health care                   | 7%      | 16% | 6%  | 17% | 9%  | 20% | 7%  | 13% | 9%       | 13% | 11% | 16% |
| Care for the elderly                 | 25%     | 37% | 30% | 36% | 24% | 40% | 32% | 35% | 25%      | 40% | 33% | 32% |
| Job training programs                | 15%     | 25% | 22% | 21% | 18% | 24% | 14% | 23% | 25%      | 0%  | 24% | 20% |
| Fire and police stations             | 39%     | 27% | 43% | 24% | 39% | 26% | 53% | 21% | 41%      | 37% | 29% | 26% |
| Political representation in Congress | 34%     | 15% | 37% | 14% | 38% | 12% | 41% | 11% | 37%      | 35% | 18% | 15% |
| Roads and highways                   | 19%     | 9%  | 23% | 11% | 21% | 10% | 21% | 10% | 25%      | 5%  | 14% | 12% |
| Public transportation                | 14%     | 4%  | 11% | 5%  | 13% | 4%  | 14% | 5%  | 15%      | 9%  | 7%  | 6%  |

\*Reverse-coded

Note: Reading across each row, yellow highlighting indicates higher response percentages and blue highlighting indicates lower response percentages. Color-coding shows the relative magnitude of response differences across mindsets and which variables fit together in each cluster.

Table 37: Profiles of Five Mindset Solutions Produced Using Different Approaches

|  | K-Means |     |     |     |     | LCA  |     |      |     |     | Q-Factor |     |     |     |     |
|--|---------|-----|-----|-----|-----|------|-----|------|-----|-----|----------|-----|-----|-----|-----|
| Size   | 22%     | 17% | 14% | 25% | 23% | 33%  | 17% | 13%  | 12% | 25% | 25%      | 30% | 3%  | 27% | 15% |
| Aware of Census                              | 89%     | 91% | 94% | 92% | 98% | 100% | 92% | 100% | 90% | 81% | 90%      | 92% | 77% | 96% | 96% |
| Replied to Census                            | 78%     | 76% | 81% | 83% | 85% | 90%  | 83% | 89%  | 74% | 65% | 78%      | 76% | 81% | 88% | 82% |
| Intent                                       | 54%     | 66% | 68% | 67% | 74% | 90%  | 74% | 63%  | 59% | 33% | 59%      | 61% | 49% | 80% | 64% |
| Affinity                                     | 36%     | 36% | 42% | 37% | 42% | 65%  | 52% | 15%  | 30% | 11% | 40%      | 31% | 12% | 51% | 35% |
| Importance                                   | 64%     | 66% | 74% | 73% | 71% | 93%  | 90% | 49%  | 65% | 38% | 71%      | 61% | 37% | 83% | 66% |
| Familiarity                                  | 19%     | 27% | 31% | 23% | 29% | 37%  | 31% | 21%  | 20% | 10% | 22%      | 22% | 17% | 33% | 25% |
| Use: Representation                          | 71%     | 73% | 87% | 74% | 91% | 92%  | 84% | 89%  | 57% | 64% | 75%      | 75% | 60% | 88% | 81% |
| Know: Law requires response                  | 42%     | 42% | 46% | 41% | 47% | 45%  | 55% | 61%  | 33% | 29% | 42%      | 39% | 43% | 46% | 47% |
| Know: Census is confidential                 | 86%     | 85% | 84% | 85% | 89% | 88%  | 92% | 84%  | 85% | 81% | 87%      | 84% | 68% | 88% | 89% |
| Use: Allocate funds                          | 75%     | 78% | 81% | 79% | 81% | 90%  | 85% | 78%  | 68% | 65% | 76%      | 77% | 64% | 85% | 77% |
| Use: Track change                            | 85%     | 85% | 89% | 91% | 95% | 96%  | 92% | 89%  | 84% | 82% | 87%      | 88% | 79% | 94% | 89% |
| Use: Plan for the future                     | 86%     | 81% | 91% | 86% | 90% | 95%  | 90% | 82%  | 79% | 81% | 89%      | 83% | 61% | 93% | 86% |
| Use: Count citizens and non-citizens         | 75%     | 74% | 72% | 75% | 68% | 68%  | 95% | 68%  | 74% | 67% | 77%      | 71% | 50% | 72% | 76% |
| Use: Property tax                            | 44%     | 36% | 29% | 36% | 26% | 21%  | 60% | 18%  | 35% | 43% | 42%      | 37% | 28% | 27% | 31% |
| Use: Track lawbreakers                       | 35%     | 23% | 20% | 20% | 13% | 9%   | 46% | 10%  | 21% | 30% | 35%      | 22% | 22% | 13% | 18% |
| Use: Local illegal residents                 | 40%     | 33% | 26% | 31% | 19% | 12%  | 56% | 17%  | 38% | 38% | 39%      | 32% | 32% | 19% | 30% |
| Use: State income tax                        | 49%     | 42% | 32% | 42% | 27% | 23%  | 65% | 24%  | 42% | 46% | 47%      | 40% | 34% | 32% | 35% |
| Use: Measure unemployment                    | 60%     | 52% | 46% | 54% | 44% | 41%  | 74% | 33%  | 54% | 59% | 58%      | 52% | 48% | 43% | 56% |
| Invasion of privacy *                        | 76%     | 84% | 85% | 89% | 86% | 99%  | 76% | 71%  | 86% | 76% | 81%      | 84% | 53% | 92% | 82% |
| Important to be counted                      | 94%     | 96% | 97% | 96% | 94% | 99%  | 99% | 91%  | 96% | 90% | 95%      | 95% | 80% | 97% | 96% |
| Doesn't matter *                             | 76%     | 84% | 83% | 83% | 90% | 97%  | 79% | 75%  | 86% | 70% | 78%      | 83% | 63% | 91% | 82% |
| Civic responsibility                         | 88%     | 89% | 94% | 91% | 92% | 99%  | 99% | 85%  | 90% | 78% | 91%      | 88% | 68% | 95% | 92% |
| Let gov't know what community needs          | 85%     | 84% | 84% | 84% | 85% | 94%  | 95% | 65%  | 84% | 75% | 89%      | 83% | 35% | 88% | 81% |
| Confidentiality can be trusted               | 78%     | 78% | 83% | 80% | 79% | 90%  | 92% | 57%  | 82% | 66% | 84%      | 74% | 37% | 85% | 79% |
| Census shows pride                           | 79%     | 77% | 78% | 80% | 70% | 84%  | 96% | 55%  | 77% | 65% | 84%      | 74% | 44% | 78% | 76% |
| Concern for misuse *                         | 69%     | 77% | 78% | 80% | 79% | 93%  | 68% | 58%  | 82% | 67% | 73%      | 76% | 50% | 86% | 72% |
| Govt. already has info. *                    | 71%     | 81% | 82% | 81% | 82% | 95%  | 74% | 65%  | 85% | 66% | 74%      | 79% | 35% | 86% | 84% |
| Takes too long *                             | 75%     | 85% | 81% | 84% | 87% | 94%  | 80% | 81%  | 90% | 66% | 75%      | 83% | 75% | 88% | 83% |
| Never see results *                          | 50%     | 62% | 64% | 65% | 64% | 82%  | 56% | 42%  | 64% | 44% | 55%      | 58% | 38% | 72% | 62% |
| Census should only ask number of residents * | 44%     | 57% | 57% | 57% | 60% | 77%  | 41% | 37%  | 57% | 43% | 47%      | 54% | 40% | 67% | 51% |
| Refusal is a form of government protest *    | 56%     | 67% | 69% | 67% | 76% | 85%  | 39% | 62%  | 80% | 57% | 55%      | 66% | 46% | 80% | 68% |
| Trust state more than Federal *              | 49%     | 59% | 60% | 54% | 62% | 66%  | 41% | 37%  | 71% | 57% | 55%      | 53% | 89% | 61% | 52% |
| Govt. has my best interests in mind          | 59%     | 50% | 58% | 49% | 40% | 52%  | 69% | 13%  | 61% | 51% | 66%      | 45% | 21% | 48% | 46% |

|                                      | K-Means |      |     |      |      | LCA |     |     |     |     | Q-Factor |     |     |     |     |
|--------------------------------------|---------|------|-----|------|------|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|
| Govt. keeps info safe                | 55%     | 54%  | 65% | 58%  | 50%  | 62% | 74% | 18% | 63% | 52% | 65%      | 49% | 22% | 59% | 54% |
| Govt. should collect info.           | 89%     | 85%  | 94% | 91%  | 88%  | 96% | 96% | 72% | 88% | 84% | 93%      | 85% | 35% | 94% | 91% |
| Govt. uses info responsibly          | 61%     | 58%  | 64% | 60%  | 50%  | 66% | 76% | 17% | 66% | 53% | 70%      | 53% | 24% | 58% | 56% |
| Trust local more than Federal *      | 46%     | 57%  | 52% | 48%  | 51%  | 56% | 38% | 27% | 72% | 54% | 53%      | 49% | 75% | 50% | 45% |
| Census more trustworthy              | 62%     | 49%  | 60% | 55%  | 47%  | 55% | 85% | 42% | 34% | 49% | 63%      | 50% | 30% | 56% | 50% |
| Privacy well protected               | 51%     | 51%  | 55% | 52%  | 50%  | 59% | 63% | 19% | 59% | 46% | 56%      | 46% | 16% | 56% | 52% |
| Govt. doesn't care about me *        | 30%     | 42%  | 48% | 43%  | 46%  | 56% | 34% | 17% | 53% | 35% | 41%      | 40% | 23% | 45% | 41% |
| Lost control over information *      | 28%     | 34%  | 42% | 37%  | 34%  | 44% | 25% | 12% | 45% | 36% | 35%      | 35% | 21% | 38% | 32% |
| Govt. knows too much *               | 35%     | 50%  | 45% | 49%  | 50%  | 60% | 32% | 17% | 66% | 42% | 43%      | 43% | 26% | 56% | 41% |
| Businesses have too much info.       | 65%     | 45%  | 61% | 55%  | 59%  | 55% | 64% | 78% | 35% | 56% | 64%      | 50% | 71% | 57% | 57% |
| Paperwork: Complete immediately      | 57%     | 87%  | 53% | 65%  | 61%  | 59% | 80% | 61% | 90% | 50% | 56%      | 76% | 49% | 60% | 66% |
| Paperwork: Completing feels good     | 82%     | 90%  | 85% | 91%  | 82%  | 89% | 96% | 78% | 88% | 78% | 86%      | 85% | 72% | 88% | 85% |
| Paperwork: Set aside time            | 62%     | 48%  | 56% | 73%  | 50%  | 56% | 88% | 50% | 55% | 48% | 64%      | 50% | 53% | 63% | 61% |
| Paperwork: Put on stack *            | 13%     | 100% | 15% | 3%   | 5%   | 16% | 18% | 24% | 63% | 18% | 10%      | 65% | 12% | 2%  | 3%  |
| Paperwork: Miss deadlines *          | 42%     | 89%  | 48% | 69%  | 73%  | 65% | 53% | 70% | 96% | 52% | 42%      | 79% | 59% | 67% | 68% |
| Paperwork: Start and stop *          | 9%      | 91%  | 13% | 100% | 100% | 71% | 53% | 80% | 99% | 48% | 7%       | 87% | 69% | 89% | 81% |
| Paperwork: Wait to complete *        | 46%     | 89%  | 52% | 67%  | 67%  | 65% | 63% | 64% | 94% | 49% | 48%      | 79% | 55% | 63% | 64% |
| Paperwork: Prioritize                | 80%     | 70%  | 83% | 89%  | 85%  | 82% | 92% | 78% | 80% | 79% | 83%      | 75% | 77% | 89% | 86% |
| Census could benefit me              | 46%     | 42%  | 50% | 50%  | 46%  | 61% | 63% | 22% | 39% | 32% | 50%      | 42% | 17% | 54% | 44% |
| Census could harm me                 | 8%      | 9%   | 6%  | 7%   | 5%   | 3%  | 5%  | 12% | 8%  | 10% | 7%       | 9%  | 20% | 5%  | 6%  |
| Prefers to complete on internet      | 27%     | 34%  | 39% | 33%  | 38%  | 44% | 18% | 34% | 29% | 34% | 30%      | 33% | 12% | 40% | 34% |
| Hospitals and healthcare             | 35%     | 30%  | 36% | 23%  | 34%  | 29% | 30% | 23% | 36% | 36% | 34%      | 24% | 19% | 15% | 74% |
| Schools and the education system     | 63%     | 62%  | 36% | 71%  | 38%  | 52% | 58% | 37% | 69% | 60% | 59%      | 62% | 51% | 54% | 39% |
| Daycare for children                 | 23%     | 11%  | 1%  | 17%  | 1%   | 7%  | 16% | 2%  | 14% | 17% | 18%      | 13% | 13% | 7%  | 6%  |
| Mental health care                   | 21%     | 13%  | 5%  | 12%  | 6%   | 9%  | 21% | 7%  | 12% | 12% | 16%      | 11% | 11% | 8%  | 13% |
| Care for the elderly                 | 43%     | 35%  | 12% | 40%  | 21%  | 22% | 41% | 32% | 36% | 33% | 32%      | 33% | 42% | 25% | 38% |
| Job training programs                | 23%     | 20%  | 9%  | 37%  | 6%   | 18% | 24% | 14% | 23% | 22% | 21%      | 24% | 24% | 25% | 0%  |
| Fire and police stations             | 21%     | 30%  | 42% | 21%  | 54%  | 40% | 27% | 52% | 23% | 23% | 25%      | 31% | 25% | 41% | 37% |
| Political representation in Congress | 3%      | 20%  | 49% | 6%   | 55%  | 41% | 11% | 44% | 13% | 11% | 15%      | 18% | 13% | 37% | 37% |
| Roads and highways                   | 5%      | 14%  | 30% | 8%   | 25%  | 21% | 10% | 22% | 9%  | 11% | 13%      | 14% | 8%  | 26% | 5%  |
| Public transportation                | 2%      | 6%   | 17% | 4%   | 19%  | 13% | 4%  | 14% | 5%  | 6%  | 6%       | 6%  | 9%  | 15% | 8%  |

\*Reverse-coded

Note: Reading across each row, yellow highlighting indicates higher response percentages and blue highlighting indicates lower response percentages. Color-coding shows the relative magnitude of response differences across mindsets and which variables fit together in each cluster.

.....C/:

Table 38: Profiles of Six Mindset Solutions Produced Using Different Approaches

|                                      | K-Means |     |     |     |     |     | LCA  |      |     |     |      |     | Q-Factor |     |     |     |     |     |
|--------------------------------------|---------|-----|-----|-----|-----|-----|------|------|-----|-----|------|-----|----------|-----|-----|-----|-----|-----|
| Size                                 | 18%     | 20% | 14% | 24% | 10% | 15% | 14%  | 23%  | 18% | 13% | 9%   | 24% | 25%      | 2%  | 32% | 14% | 23% | 3%  |
| Aware of Census                      | 90%     | 97% | 91% | 93% | 92% | 92% | 99%  | 100% | 92% | 91% | 100% | 81% | 90%      | 86% | 92% | 95% | 98% | 76% |
| Replied to Census                    | 77%     | 86% | 78% | 84% | 78% | 77% | 88%  | 90%  | 83% | 76% | 84%  | 66% | 78%      | 85% | 76% | 84% | 89% | 78% |
| Intent                               | 58%     | 79% | 58% | 70% | 52% | 68% | 92%  | 87%  | 74% | 58% | 51%  | 33% | 59%      | 69% | 61% | 64% | 82% | 50% |
| Affinity                             | 39%     | 50% | 36% | 40% | 13% | 41% | 74%  | 52%  | 53% | 30% | 6%   | 11% | 40%      | 53% | 30% | 35% | 52% | 15% |
| Importance                           | 66%     | 80% | 66% | 77% | 40% | 73% | 96%  | 90%  | 89% | 67% | 30%  | 37% | 71%      | 74% | 61% | 67% | 85% | 43% |
| Familiarity                          | 20%     | 34% | 21% | 24% | 21% | 27% | 44%  | 33%  | 31% | 19% | 18%  | 9%  | 22%      | 25% | 21% | 24% | 36% | 20% |
| Use: Representation                  | 73%     | 93% | 81% | 74% | 82% | 71% | 86%  | 94%  | 84% | 60% | 87%  | 63% | 76%      | 76% | 75% | 82% | 88% | 59% |
| Know: Law requires response          | 41%     | 47% | 40% | 43% | 51% | 39% | 49%  | 45%  | 55% | 33% | 61%  | 29% | 42%      | 36% | 40% | 47% | 49% | 35% |
| Know: Census is confidential         | 85%     | 88% | 87% | 87% | 80% | 86% | 88%  | 89%  | 92% | 83% | 80%  | 81% | 86%      | 85% | 84% | 90% | 89% | 69% |
| Use: Allocate funds                  | 76%     | 82% | 79% | 81% | 70% | 79% | 87%  | 92%  | 84% | 69% | 74%  | 64% | 77%      | 77% | 77% | 77% | 86% | 61% |
| Use: Track change                    | 87%     | 95% | 87% | 91% | 89% | 85% | 97%  | 96%  | 92% | 84% | 86%  | 81% | 87%      | 86% | 89% | 89% | 95% | 74% |
| Use: Plan for the future             | 87%     | 93% | 91% | 88% | 75% | 82% | 95%  | 95%  | 90% | 77% | 77%  | 81% | 88%      | 84% | 83% | 87% | 94% | 61% |
| Use: Count citizens and non-citizens | 77%     | 68% | 73% | 77% | 59% | 77% | 69%  | 63%  | 97% | 73% | 70%  | 67% | 77%      | 74% | 71% | 75% | 72% | 50% |
| Use: Property tax                    | 43%     | 27% | 36% | 36% | 29% | 35% | 20%  | 20%  | 59% | 36% | 20%  | 43% | 42%      | 37% | 37% | 31% | 25% | 33% |
| Use: Track lawbreakers               | 35%     | 11% | 27% | 22% | 17% | 22% | 8%   | 10%  | 45% | 21% | 9%   | 31% | 34%      | 21% | 22% | 18% | 12% | 28% |
| Use: Local illegal residents         | 41%     | 17% | 31% | 31% | 24% | 35% | 12%  | 13%  | 54% | 38% | 15%  | 39% | 39%      | 20% | 32% | 30% | 18% | 37% |
| Use: State income tax                | 51%     | 28% | 37% | 42% | 30% | 39% | 24%  | 22%  | 65% | 41% | 25%  | 46% | 47%      | 45% | 40% | 34% | 30% | 39% |
| Use: Measure unemployment            | 64%     | 48% | 51% | 54% | 33% | 52% | 46%  | 39%  | 74% | 53% | 32%  | 58% | 59%      | 50% | 53% | 56% | 42% | 47% |
| Invasion of privacy *                | 79%     | 92% | 81% | 89% | 67% | 87% | 99%  | 94%  | 79% | 89% | 59%  | 76% | 81%      | 80% | 84% | 83% | 93% | 58% |
| Important to be counted              | 97%     | 98% | 94% | 97% | 81% | 98% | 99%  | 98%  | 99% | 97% | 86%  | 90% | 95%      | 92% | 95% | 96% | 97% | 83% |
| Doesn't matter *                     | 79%     | 93% | 78% | 85% | 70% | 86% | 97%  | 95%  | 81% | 85% | 66%  | 70% | 78%      | 75% | 83% | 82% | 92% | 68% |
| Civic responsibility                 | 90%     | 97% | 89% | 93% | 72% | 93% | 100% | 97%  | 99% | 90% | 74%  | 78% | 90%      | 92% | 89% | 92% | 95% | 75% |
| Let gov't know what community needs  | 87%     | 91% | 84% | 87% | 55% | 88% | 97%  | 89%  | 95% | 83% | 56%  | 76% | 89%      | 78% | 83% | 81% | 89% | 47% |
| Confidentiality can be trusted       | 82%     | 88% | 78% | 83% | 48% | 82% | 96%  | 83%  | 92% | 81% | 46%  | 67% | 84%      | 78% | 74% | 80% | 86% | 46% |
| Census shows pride                   | 83%     | 80% | 75% | 81% | 45% | 83% | 87%  | 79%  | 96% | 77% | 43%  | 67% | 83%      | 90% | 73% | 77% | 78% | 56% |
| Concern for misuse *                 | 72%     | 87% | 71% | 81% | 54% | 81% | 95%  | 88%  | 71% | 84% | 42%  | 67% | 73%      | 74% | 76% | 73% | 86% | 58% |
| Gov already has info. *              | 74%     | 91% | 74% | 82% | 58% | 85% | 95%  | 93%  | 76% | 86% | 50%  | 67% | 74%      | 82% | 79% | 84% | 87% | 45% |

|  | K-Means |     |     |     |     |      | LCA |     |     |     |     |     | Q-Factor |     |     |     |     |     |
|--|---------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|
| Takes too long *                             | 73%     | 90% | 79% | 86% | 73% | 88%  | 95% | 92% | 81% | 89% | 73% | 66% | 74%      | 71% | 83% | 84% | 90% | 78% |
| Never see results *                          | 53%     | 74% | 60% | 64% | 36% | 66%  | 91% | 74% | 56% | 63% | 30% | 44% | 54%      | 56% | 57% | 64% | 73% | 40% |
| Census should only ask number of residents * | 48%     | 67% | 48% | 58% | 42% | 56%  | 79% | 68% | 44% | 57% | 31% | 43% | 49%      | 56% | 53% | 51% | 67% | 38% |
| Refusal is a form of government protest *    | 56%     | 82% | 63% | 68% | 59% | 67%  | 89% | 80% | 39% | 84% | 54% | 57% | 55%      | 59% | 66% | 68% | 83% | 45% |
| Trust state more than Federal *              | 53%     | 68% | 50% | 54% | 49% | 61%  | 73% | 59% | 41% | 67% | 37% | 57% | 54%      | 1%  | 54% | 52% | 68% | 84% |
| Govt. has my best interests in mind          | 65%     | 55% | 53% | 51% | 5%  | 57%  | 73% | 34% | 69% | 58% | 5%  | 52% | 67%      | 32% | 45% | 46% | 48% | 29% |
| Govt. keeps info safe                        | 62%     | 67% | 58% | 57% | 16% | 58%  | 80% | 42% | 76% | 60% | 13% | 54% | 66%      | 44% | 49% | 54% | 60% | 27% |
| Govt. should collect info.                   | 94%     | 98% | 90% | 95% | 43% | 92%  | 99% | 92% | 98% | 88% | 61% | 84% | 94%      | 90% | 85% | 91% | 94% | 41% |
| Govt. uses info responsibly                  | 69%     | 69% | 56% | 59% | 8%  | 65%  | 85% | 45% | 78% | 65% | 8%  | 54% | 70%      | 60% | 52% | 56% | 59% | 27% |
| Trust local more than Federal *              | 46%     | 60% | 46% | 47% | 38% | 60%  | 70% | 42% | 39% | 68% | 27% | 54% | 52%      | 0%  | 50% | 45% | 54% | 71% |
| Census more trustworthy                      | 65%     | 53% | 64% | 55% | 25% | 54%  | 49% | 62% | 84% | 32% | 27% | 50% | 64%      | 87% | 48% | 52% | 53% | 37% |
| Privacy well protected                       | 56%     | 64% | 50% | 51% | 11% | 57%  | 82% | 38% | 64% | 56% | 11% | 48% | 57%      | 54% | 45% | 53% | 56% | 22% |
| Govt. doesn't care about me *                | 38%     | 58% | 31% | 43% | 18% | 45%  | 78% | 34% | 36% | 53% | 10% | 35% | 41%      | 26% | 40% | 40% | 47% | 27% |
| Lost control over information *              | 30%     | 45% | 32% | 36% | 21% | 36%  | 61% | 27% | 26% | 45% | 8%  | 37% | 35%      | 13% | 34% | 32% | 40% | 25% |
| Gov knows too much *                         | 37%     | 59% | 40% | 49% | 24% | 54%  | 77% | 42% | 34% | 63% | 11% | 42% | 42%      | 31% | 44% | 40% | 59% | 28% |
| Businesses have too much info.               | 65%     | 58% | 59% | 53% | 69% | 43%  | 43% | 69% | 62% | 35% | 80% | 54% | 63%      | 58% | 51% | 57% | 58% | 66% |
| Paperwork: Complete immediately              | 67%     | 63% | 39% | 69% | 50% | 91%  | 68% | 52% | 79% | 89% | 63% | 51% | 56%      | 78% | 74% | 67% | 58% | 59% |
| Paperwork: Completing feels good             | 86%     | 86% | 83% | 92% | 65% | 93%  | 91% | 86% | 97% | 87% | 73% | 79% | 86%      | 94% | 85% | 85% | 87% | 81% |
| Paperwork: Set aside time                    | 66%     | 60% | 50% | 73% | 37% | 50%  | 62% | 52% | 87% | 54% | 49% | 49% | 64%      | 76% | 51% | 61% | 62% | 57% |
| Paperwork: Put on stack *                    | 12%     | 6%  | 17% | 2%  | 30% | 100% | 22% | 13% | 17% | 60% | 28% | 19% | 10%      | 0%  | 62% | 3%  | 2%  | 7%  |
| Paperwork: Miss deadlines *                  | 50%     | 71% | 33% | 70% | 69% | 89%  | 68% | 60% | 55% | 96% | 73% | 53% | 41%      | 55% | 78% | 68% | 68% | 67% |



|                                      | K-Means |     |     |      |     |     | LCA |     |     |     |     |     | Q-Factor |     |     |     |     |     |
|--------------------------------------|---------|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-----|-----|
| Paperwork: Start and stop *          | 9%      | 87% | 13% | 100% | 90% | 91% | 74% | 67% | 55% | 99% | 81% | 48% | 7%       | 93% | 87% | 81% | 88% | 81% |
| Paperwork: Wait to complete *        | 54%     | 69% | 33% | 69%  | 69% | 89% | 73% | 57% | 65% | 94% | 63% | 49% | 47%      | 73% | 78% | 63% | 63% | 60% |
| Paperwork: Prioritize                | 81%     | 89% | 84% | 90%  | 69% | 72% | 84% | 79% | 92% | 79% | 81% | 80% | 83%      | 93% | 75% | 86% | 88% | 82% |
| Census could benefit me              | 53%     | 52% | 45% | 52%  | 16% | 47% | 66% | 53% | 64% | 38% | 15% | 33% | 51%      | 61% | 42% | 45% | 52% | 19% |
| Census could harm me                 | 8%      | 4%  | 7%  | 6%   | 14% | 8%  | 2%  | 5%  | 5%  | 7%  | 15% | 12% | 7%       | 4%  | 9%  | 5%  | 5%  | 19% |
| Prefers to complete on internet      | 28%     | 46% | 35% | 32%  | 28% | 31% | 49% | 38% | 20% | 31% | 36% | 32% | 31%      | 17% | 34% | 33% | 42% | 11% |
| Hospitals and healthcare             | 56%     | 37% | 12% | 25%  | 18% | 30% | 28% | 29% | 30% | 35% | 21% | 37% | 34%      | 18% | 24% | 74% | 14% | 19% |
| Schools and the education system     | 53%     | 39% | 62% | 68%  | 38% | 65% | 52% | 50% | 59% | 69% | 37% | 58% | 60%      | 65% | 62% | 39% | 51% | 54% |
| Daycare for children                 | 16%     | 1%  | 16% | 17%  | 2%  | 13% | 6%  | 7%  | 15% | 14% | 3%  | 17% | 18%      | 13% | 13% | 6%  | 5%  | 13% |
| Mental health care                   | 22%     | 4%  | 9%  | 14%  | 5%  | 15% | 9%  | 10% | 20% | 13% | 4%  | 11% | 17%      | 18% | 11% | 12% | 6%  | 13% |
| Care for the elderly                 | 50%     | 11% | 15% | 43%  | 31% | 35% | 20% | 28% | 40% | 35% | 34% | 32% | 33%      | 51% | 33% | 37% | 21% | 47% |
| Job training programs                | 5%      | 6%  | 39% | 32%  | 16% | 22% | 17% | 17% | 24% | 24% | 14% | 22% | 20%      | 29% | 25% | 0%  | 23% | 27% |
| Fire and police stations             | 25%     | 50% | 25% | 25%  | 50% | 28% | 41% | 44% | 26% | 25% | 50% | 21% | 25%      | 23% | 31% | 39% | 43% | 26% |
| Political representation in Congress | 11%     | 61% | 18% | 8%   | 43% | 16% | 43% | 39% | 12% | 12% | 46% | 11% | 13%      | 8%  | 18% | 38% | 43% | 9%  |
| Roads and highways                   | 2%      | 29% | 28% | 5%   | 25% | 11% | 22% | 18% | 10% | 9%  | 26% | 11% | 11%      | 1%  | 13% | 6%  | 31% | 6%  |
| Public transportation                | 1%      | 24% | 11% | 3%   | 10% | 4%  | 17% | 10% | 4%  | 6%  | 13% | 7%  | 4%       | 0%  | 6%  | 9%  | 19% | 7%  |

\*Reverse-coded

Note: Reading across each row, yellow highlighting indicates higher response percentages and blue highlighting indicates lower response percentages. Color-coding shows the relative magnitude of response differences across mindsets and which variables fit together in each cluster.



**APPENDIX C: PRE-NOTIFICATION LETTER—TELEPHONE**



5/5/11

Dear Resident:

I am writing to ask for your help. The Census is a count of the population that is required by the United States Constitution. You may have heard about the recent Census. Now that it is over, ICF Macro, an independent public opinion research firm, is conducting a survey to learn people's opinions about the Census and finding the best ways to conduct the Census.

Your participation in this survey is voluntary, and we intend to protect your anonymity by not asking for your name, address, or other personal information that could easily identify you. Your answers to this survey will be combined in the reports of the results. You can validate that this survey is a legitimate Federally-approved information collection by asking the interviewer for the OMB control number.

The interviewer will ask one adult in your household to answer questions. The interview takes about 20 - 25 minutes. If the interviewer calls at a busy time, please let us know a better time to call back.

Each household in the nation had a chance of being chosen for this survey. Your phone number was selected at random by a computer. Even if you did not respond to the Census, your answers to this survey are very important.

We really appreciate the time you take to help us with this important evaluation effort. If you have any questions, please call our survey information line at 1-800-992-5186.

Sincerely,

A handwritten signature in black ink, appearing to read "James Dayton". The signature is fluid and cursive, with a large, stylized "D" at the end.

James Dayton  
Senior Vice President  
ICF Macro

**APPENDIX D: PRE-NOTIFICATION LETTER—IN-PERSON**



5/9/11

Dear Resident:

I am writing to ask for your help. The Census is a count of the population that is required by the United States Constitution. You may have heard about the recent Census. Now that it is over, ICF Macro, an independent public opinion research firm, is conducting a survey to learn people's opinions about the Census and finding the best ways to conduct the Census.

In the next few weeks, an interviewer will visit your home. Your participation in this survey is voluntary, and we intend to protect your anonymity by not asking for your name, address, or other personal information that could easily identify you. Your answers to this survey will be combined in the reports of the results. You can validate that this survey is a legitimate Federally-approved information collection by asking the interviewer for the OMB control number.

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.

The interviewer will show identification and inform you that he or she is visiting on behalf of ICF Macro. The interviewer will ask one adult in your household to answer questions. The interview takes about 20 - 25 minutes. If the interviewer comes at a busy time, please let us know a better time to come back.

Each household in the nation had a chance of being chosen for this survey. Your address was selected at random by a computer. Even if you did not respond to the Census, your answers to this survey are very important.

We really appreciate the time you take to help us with this important evaluation effort. If you have any questions, please call our survey information line at 1-800-992-5186.

Sincerely,

A handwritten signature in black ink, appearing to read "James Dayton".

James Dayton  
Senior Vice President  
ICF Macro

## **APPENDIX E: TELEPHONE SCRIPT**

### **Table of Contents**

|  |    |
|--|----|
| Change sheet .....                       | 2  |
| Landline Screener .....                  | 2  |
| Cell Phone Screener .....                | 11 |
| Consent .....                            | 13 |
| Census Awareness .....                   | 14 |
| Census Knowledge.....                    | 15 |
| Attitudes about the Census.....          | 17 |
| Zip Code.....                            | 19 |
| Census Beliefs.....                      | 20 |
| Census Motivators .....                  | 22 |
| Census Experience .....                  | 30 |
| Trust in Government.....                 | 33 |
| Efficacy .....                           | 34 |
| Concerns about Privacy .....             | 35 |
| Compliance with Required Paperwork ..... | 35 |
| Census Administrative Records .....      | 37 |
| Phone Questions.....                     | 46 |
| Phone Communications .....               | 48 |
| Internet Questions .....                 | 48 |
| Demographics .....                       | 51 |

SAMPLE VARIABLES:

CALLTYPE (01= Landline, 02= Cell phone)

EXPERIME (01 = AM1 and 02 = AM2)

FRAME (01=Cost 02=Burden 03=Control)

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## CHANGE SHEET

### LANDLINE SCREENER

---

*/ SCRIPT FOR ANSWERING MACHINES: CATI DISPLAY ON 1ST AND 4TH ATTEMPT  
RESULTING IN AN ANSWERING MACHINE OR PRIVACY MANAGER DISPOSITION*

///ASK if EXPERIME=01///

AM1 Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census. Your number was chosen randomly from all numbers in the United States to participate in this important evaluation. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you. . Please call **1-800-992-5186** and reference the following ID **///INSERT MASTERID///** to participate.

AM1. Hola, soy \_\_\_\_\_ de ICF Macro, una empresa independiente de investigación. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010. Su número fue elegido al azar de entre todos los números de Estados Unidos para participar en esta importante evaluación. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente. Llame al 1-800-992-5186 y haga referencia a la siguiente Identificación **///insert masterID///** para participar.

*/ SCRIPT FOR ANSWERING MACHINES: CATI DISPLAY ON 1ST AND 4TH ATTEMPT  
RESULTING IN AN ANSWERING MACHINE OR PRIVACY MANAGER DISPOSITION  
/ EXPERIMENT=2*

///ASK if EXPERIME=02///

AM2 Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census. The results of this important evaluation will influence how the next Census is conducted. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you. Please call **1-800-992-5186** and reference the following ID **///INSERT MASTERID///** to participate.

AM2 Hola, soy \_\_\_\_\_ de ICF Macro, una empresa independiente de investigación. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010. Los resultados de esta importante evaluación influirán en la manera en que se lleve a cabo el

próximo Censo. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente. Llame al 1-800-992-5186 y haga referencia a la siguiente Identificación *////insert masterID////* para participar.

*//PRIVACY MANAGER TEXT: TO BE READ AT PRIVACY MANAGER PROMPTS AT THE 1<sup>ST</sup> AND 4<sup>TH</sup> ATTEMPTS A RECORD IS DISPOSITIONED AS A PRIVACY MANAGER //*

“CBAMS Survey”

IF MESSAGE ASKS TO ENTER A PHONE NUMBER:

Enter: 800-922-5186

*/ ASK ALL CALLTYPE=01*

**INTRO1.** Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census. This call may be monitored and recorded for quality assurance purposes.

**IF NECESSARY:** Your number was chosen randomly from all numbers in the United States to participate in this important evaluation. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

**IF NECESSARY:** The results of this important evaluation will be given to United States policy makers and will influence how the next Census is conducted.

**IF ASKED:** We are conducting this survey for the U.S. Census Bureau.  
Is this (phone number) ?

- 01 YES
- 02 NO *///TERM AS DISP 014///*
- 03 DISPOSITION SCREEN
- 14 CONTINUE IN SPANISH

**INTRO1.** Hola, soy \_\_\_\_ de ICF Macro, una empresa independiente de investigación. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010. Esta llamada puede ser monitoreada y grabada con fines de aseguramiento de la calidad.

**SI ES NECESARIO:** Su número fue elegido al azar de entre todos los números de Estados Unidos para participar en esta importante evaluación. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

**SI LE PREGUNTAN:** Estamos realizando esta encuesta para la Oficina del Censo de EE. UU.  
¿Este es el (número de teléfono)?

01 SÍ  
02 NO ///TERM AS DISP 014///  
03 DISPOSITION SCREEN  
14 CONTINUE IN SPANISH

*/ IF RESUMED INTERVIEW AND ADULTS>1/*

**RINTRO1 Hello, this is NAME from ICF Macro. We recently started a survey about the 2010 Census with the///INSERT SELECTED///in your household. May I please speak with the[INSERT SELECTED]in your household?**

01 YES  
02 NO ///GO TO TERMINATION SCREEN///  
03 DISPOSITION SCREEN  
14 CONTINUE IN SPANISH

**RINTRO1 Hola, soy NOMBRE de ICF Macro. Recientemente comenzamos una encuesta sobre el Censo de 2010 con ///INSERTAR LA PERSONA SELECCIONADA///de su casa. ¿Podría hablar con [INSERTAR LA PERSONA SELECCIONADA] de su casa?**

01 SÍ  
02 NO ///IR A PANTALLA DE FINALIZACIÓN///  
03 DISPOSITION SCREEN  
14 CONTINUE IN SPANISH

*/ IF RESUMED INTERVIEW AND ADULTS=1*

**RINTRO2: Hello, this is NAME from ICF Macro. We recently started a survey about the 2010 Census with the adult in your household. May I please speak with the adult?**

01 YES  
02 NO ///GO TO TERMINATION SCREEN///  
03 DISPOSITION SCREEN  
14 CONTINUE IN SPANISH

**RINTRO2: Hola, soy NOMBRE de ICF Macro. Recientemente comenzamos una encuesta sobre el Censo de 2010 con el adulto de su casa. ¿Podría hablar con el adulto?**

01 SÍ  
02 NO ///IR A PANTALLA DE FINALIZACIÓN///  
03 DISPOSITION SCREEN  
14 CONTINUE IN SPANISH

*/ IF INTRO1=14, RESET INTRO1. IF INTRO1=01 CONTINUE.*

*/ IF CALLTYPE=01*

*/ /ASK IF INTRO1 IN (01)/*

**HS1. Is this a private residence?**

01 YES

02 NO

**HS1. ¿Este es un domicilio particular?**

01 YES

02 NO

*/ /READ IF HS1 =02 TERMINATE DISPO 10/*

**X2 Thank you very much, but we are only interviewing private residences**

**. STOP//TERM//**

**X2 Muchas gracias, pero solo estamos entrevistando a personas en domicilios particulares.**

**. FIN//TERM//**

*/ /ASK IF HS1=01*

**ADULTS I need to randomly select one adult who lives in your household to be interviewed. How many members of your household, including yourself, are 18 years of age or older?**

— NUMBER OF ADULTS [RANGE 0-18]

**ADULTS Necesito seleccionar al azar a un adulto que viva en su casa para entrevistarlo. ¿Cuántos integrantes de su familia, incluido/a usted mismo/a, tienen 18 años de edad o más?**

— CANTIDAD DE ADULTOS [DE 0 A 18]

*/ ASK IF ADULTS=0/*

**ADULT0 You are saying there are NO adults 18 or over in your household.**

**Is that correct?**

01 YES, CORRECT: NO ADULTS 18 OR OVER IN HOUSEHOLD ///SKIP TO X3///

02 NO, INCORRECT **///RESET TO ADULTS///**

**ADULT0 Me está diciendo que NO hay personas de 18 años o más en su casa.**

**¿Esto es correcto?**

01 YES, CORRECT: NO ADULTS 18 OR OVER IN HOUSEHOLD ///SKIP TO X3///

02 NO, INCORRECT **///RESET TO ADULTS///**



*/ //IF ADULT0 =1/*

X3 Thanks very much, but we are only interviewing adults 18 or over. ///TERM AS  
DISP 017///

X3 Muchas gracias, pero solo estamos entrevistando a personas de 18 años o  
más.//TERM//

*/ IF ADULT > 5*

NOTE2 I am sorry. I just want to make sure I recorded this correctly. You said that  
there are (s1\_1) adults living in your household. Is that correct?

01 YES, CORRECT AS IS

02 NO //RESET TO ADULTS//

NOTE2 Perdón. Sólo quiero asegurarme de que registré esto correctamente. Usted  
dijo que (s1\_1) adultos viven en su casa. ¿Esto es correcto?

01 YES, CORRECT AS IS

02 NO //RESET TO ADULTS//

*/ /ASK IF ADULTS=01/*

**ONEADULT Are you the adult?**

01 YES

02 NO

**ONEADULT ¿Es usted el adulto?**

01 YES

02 NO

*/ ASK IF ADULTS=02*

**TWOADLT1. Are you an adult?**

**IF NECESSARY: I mean are you at least 18 years old?**

01 YES

02 NO

**TWOADLT1. ¿Es usted una persona adulta?**

**SI ES NECESARIO: Quiero decir, ¿tiene al menos 18 años de edad?**

01 YES

02 NO

*/ /ASK IF TWOADLT1=02/*

**GETADLT2 May I speak with one of the adults?**

**[INTERVIEWER NOTE: Type “suspend” if respondent does not want to continue]**

001 YES, ADULT COMING TO THE PHONE. ///GO TO INTRO2///

**GETADLT2 ¿Puedo hablar con uno de los adultos?**

**[NOTA AL ENTREVISTADOR: Escriba “suspendida” si el entrevistado no desea continuar.]**

001 YES, ADULT COMING TO THE PHONE. ///GO TO INTRO2///

*/ CREATE VARIABLE TWOADLT IF 2 ADULTS IN HOUSEHOLD, THEN RANDOMLY  
SELECT “1” OR “2”. IF TWOADLT=1, THEN THE OLDEST PERSON IS SELECTED. IF  
TWOADLT=2, THEN THE YOUNGEST ADULT IS SELECTED.  
/*

*/ IF GETADLT2=001 AND TWOADLT=2*

**INTRO2 Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census.**

INTRO2 Hola, soy NOMBRE de ICF Macro, una empresa de investigación independiente. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010.

*/ IF TWOADLT=01 OR 02*

**TWOADLT2. The person in your household that I need to speak with is the [INSERT SELECTED]. May I speak to that person?**

**[IF NECESSARY: The computer randomly selects the youngest or oldest person in the household. This way everyone has an equal chance of being included.]**

01 YES, ADULT COMING TO PHONE [GO TO NEWADULT]

02 YES, ADULT ON PHONE [GO TO CONSENT]

**TWOADLT2. La persona de la casa con la que necesito hablar es el otro adulto. ¿Puedo hablar con esa persona?**

**[SI ES NECESARIO: La computadora selecciona al azar la persona más joven o de más edad en la casa. De esta forma todos tienen iguales oportunidades de ser incluidos.]**

01 YES, ADULT COMING TO PHONE [GO TO NEWADULT]

02 YES, ADULT ON PHONE [GO TO CONSENT]

*INTERVIEWER NOTE] SUSPEND IF THE SELECTED RESPONDENT IS NOT  
AVAILABLE.*

*/  
/ASK IF ADULTS >2/*

**MEN How many of these adults are men?**

\_\_ ENTER RESPONSE ///RANGE 0 - 18///

**MEN** ¿Cuántos de estos adultos son hombres?

\_\_ ENTER RESPONSE ///RANGE 0 - 18///

/ /ASK IF ADULTS >2/

**WOMEN** How many of these adults are women?

\_\_ ENTER RESPONSE ///RANGE 0 - 18///

**WOMEN** ¿Cuántos de estos adultos son mujeres?

\_\_ ENTER RESPONSE ///RANGE 0 - 18///

/ IF ONEADULT HH SET SELECTED TO 21; IF TWOADLT=01 SET SELECTED TO 22,  
 IF TWOADLT=02 SET SELECTED TO 23; RANDOMLY SELECT ADULT; ASSIGN  
 SELECTED VALUE:  
 / 01 OLDEST FEMALE  
 / 02 2ND OLDEST FEMALE  
 / 03 3RD OLDEST FEMALE  
 / 04 4TH OLDEST FEMALE  
 / 05 5TH OLDEST FEMALE  
 / 06 6TH OLDEST FEMALE  
 / 07 7TH OLDEST FEMALE  
 / 08 8TH OLDEST FEMALE  
 / 09 9TH OLDEST FEMALE  
 / 11 OLDEST MALE  
 / 12 2ND OLDEST MALE  
 / 13 3RD OLDEST MALE  
 / 14 4TH OLDEST MALE  
 / 15 5TH OLDEST MALE  
 / 16 6TH OLDEST MALE  
 / 17 7TH OLDEST MALE  
 / 18 8TH OLDEST MALE  
 / 19 9TH OLDEST MALE  
 / 21 ONE ADULT  
 / 22 OLDEST ADULT  
 / 23 YOUNGEST ADULT  
 / 31 10TH OLDEST FEMALE  
 / 32 11TH OLDEST FEMALE  
 / 33 12TH OLDEST FEMALE  
 / 34 13TH OLDEST FEMALE  
 / 35 14TH OLDEST FEMALE  
 / 36 15TH OLDEST FEMALE  
 / 37 16TH OLDEST FEMALE  
 / 38 17TH OLDEST FEMALE  
 / 39 18TH OLDEST FEMALE  
 / 41 10TH OLDEST MALE  
 / 42 11TH OLDEST MALE  
 / 43 12TH OLDEST MALE  
 / 44 13TH OLDEST MALE  
 / 45 14TH OLDEST MALE  
 / 46 15TH OLDEST MALE  
 / 47 16TH OLDEST MALE  
 / 48 17TH OLDEST MALE  
 / 49 18TH OLDEST MALE  
 /  
 / /ASK IF TOTAL NUMBER OF MEN PLUS WOMEN IS LESS THAN NUMBER  
 RECORDED IN ADULTS/

SHOWTOT

I'm sorry, something is not right.

Number of Men - [INSERT NUMBER MEN]

Number of Women - [INSERT NUMBER WOMEN]

-----

Number of Adults - [INSERT NUMBER OF ADULTS]

01 CORRECT THE NUMBER OF MEN

02 CORRECT THE NUMBER OF WOMEN  
03 CORRECT THE NUMBER OF ADULTS

**SHOWTOT**

Lo siento, pero hay algo que no está bien.

Cantidad de hombres - [INSERT NUMBER MEN]

Cantidad de mujeres - [INSERT NUMBER WOMEN]

-----

Cantidad de adultos - [INSERT NUMBER OF ADULTS]

01 CORRECT THE NUMBER OF MEN

02 CORRECT THE NUMBER OF WOMEN

03 CORRECT THE NUMBER OF ADULTS

/ ***/ASK IF ADULTS >2/***

**ASKFOR** The person in your household that I need to speak with is the  
[INSERT SELECTED]

**Are you the person?**

01 YES

02 NO

**ASKFOR** La persona de la casa con la que necesito hablar es  
[INSERTE LA PERSONA SELECCIONADA]

**¿Es usted esa persona?**

01 YES

02 NO

/ ***ASK IF ONEADULT=02 OR ASKFOR=02***

**GETADULT.** May I speak with [FILL IN (HIM/HER) FROM PREVIOUS QUESTION]?

01 YES, ADULT COMING TO THE PHONE.

[INTERVIEWER NOTE: TYPE SUSPEND IF THE ADULT IS NOT AVAILABLE]

**GETADULT** ¿Podría hablar con él/ella?

01 YES, ADULT COMING TO THE PHONE.

[INTERVIEWER NOTE: TYPE SUSPEND IF THE ADULT IS NOT AVAILABLE]

/ ***//IF GETADULT = 01 OR TWOADLT2=01***

**NEWADULT.** Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census.

**[IF NECESSARY: Your number was chosen randomly from all numbers in the United States to participate in this important evaluation. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.**

**[IF NECESSARY: The results of this important evaluation will be given to United States policy makers and will influence how the next Census is conducted.]**

**IF ASKED: We are conducting this survey for the U.S. Census Bureau.**

001 PERSON INTERESTED, CONTINUE.

002 GO BACK TO ADULTS QUESTION. WARNING: A NEW RESPONDENT WILL BE SELECTED AND YOU NEED A SUPERVISOR'S PASSWORD TO CONTINUE.

**NEWADULT. Hola, soy NOMBRE de ICF Macro, una empresa de investigación independiente. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010.**

**[SI ES NECESARIO: Su número fue elegido al azar de entre todos los números de Estados Unidos para participar en esta importante evaluación. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.**

**[SI ES NECESARIO: Los resultados de esta importante evaluación se entregarán a responsables políticos estadounidenses y esto influirá en la manera en que se lleve a cabo el próximo Censo.]**

**SI LE PREGUNTAN: Estamos realizando esta encuesta para la Oficina del Censo de EE. UU.**

001 PERSON INTERESTED, CONTINUE.

002 GO BACK TO ADULTS QUESTION. WARNING: A NEW RESPONDENT WILL BE SELECTED AND YOU NEED A SUPERVISOR'S PASSWORD TO CONTINUE.

/

---

## **CELL PHONE SCREENER**

---

/ **ASK IF CALLTYPE=02**

**CINTRO. Hello, this is NAME from ICF Macro, an independent research firm. We are conducting a brief survey of the American public about the 2010 Census. This call may be monitored and recorded for quality assurance purposes.**

**IF NECESSARY: Your number was chosen randomly from all numbers in the United States to participate in this important evaluation. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.**

**IF ASKED: We are conducting this survey for the U.S. Census Bureau.**

**[IF NECESSARY: The results of this important evaluation will be given to United States policy makers and will influence how the next Census is conducted.]**  
**Is this (phone number) ?**

- 01 YES
- 02 NO ///TERM AS DISPO 014///
- 03 DISPOSITION SCREEN
- 14 CONTINUE IN SPANISH

**CINTRO. Hola, soy \_\_\_\_ de ICF Macro, una empresa de investigación independiente. Estamos realizando una breve encuesta al público estadounidense acerca del Censo de 2010.**

**SI ES NECESARIO: Su número fue elegido al azar de entre todos los números de Estados Unidos para participar en esta importante evaluación. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.**

**SI LE PREGUNTAN: Estamos realizando esta encuesta para la Oficina del Censo de EE. UU.**

**SI ES NECESARIO: Los resultados de esta importante evaluación se entregarán a autoridades estadounidenses encargadas de formular las políticas y esto influirá en la manera en que se lleve a cabo el próximo Censo.**

**¿Este es el (phone number)?**

- 01 YES
- 02 NO ///TERM AS DISPO 014///
- 03 DISPOSITION SCREEN
- 14 CONTINUE IN SPANISH

*/ IF CINTRO1=14, RESET CINTRO1. IF CINTRO1=01 CONTINUE.*  
*/ ASK IFCALLTYPE=02*

**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?**

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

**S1. Su seguridad es importante. ¿Se encuentra usted conduciendo un vehículo, caminando por la calle, en un lugar público u otro lugar donde hablar por teléfono podría distraerlo o poner en peligro su seguridad?**

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED



/ **///ASK IF S1 IN (01,97,99)**

X4 Thank you very much. When would be a better time to contact you about this survey?

01 SCHEDULED CALLBACK (DISPO 160)

02 UNSCHEDULED CALLBACK (DISPO 108)

X4 Muchas gracias. ¿Cuándo sería un mejor momento para comunicarnos con usted sobre esta encuesta?

01 SCHEDULED CALLBACK (DISPO 160)

02 UNSCHEDULED CALLBACK (DISPO 108)

/ **ASK OF IF S1=02**

/

Sage. Are you at least 18 years old?

01 YES

02 NO ///TERM AS DISP 017///

97 DON'T KNOW //TERM AS DISP 026///

99 REFUSED //TERM AS DISP 027///

Sage. ¿Tiene al menos 18 años de edad?

01 YES

02 NO ///TERM AS DISP 017///

97 DON'T KNOW //TERM AS DISP 026///

99 REFUSED //TERM AS DISP 027///

/ **ASK IF SAGE IN (02,97,99)**

X5 Thanks very much, but we are only interviewing adults 18 or over//TERM//

X5 Muchas gracias, pero sólo estamos entrevistando a personas de 18 años o más.//TERM//

---

## CONSENT

---

/ **ASK IF NEWADULT=01 OR ASKFOR=01 OR ONEADULT=01 OR TWOADLT2=02 OR SAGE=01 OR RINTRO1=05///**

/ **IF CALLTYPE=01 DISPLAY 002**

CONSENT Before we start, I want to tell you a few things about the survey. 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. We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify

you. The survey takes about 20-25 minutes to complete. You can validate that this survey is a legitimate federally-approved information collection using the U.S. Office of Management and Budget approval number 0606-0947, expiring on 9/30/2011. Federal agencies may not sponsor surveys and respondents are not required to respond without a valid control number.

This call may be recorded or monitored for quality assurance.

[IF RESPONDENT IS NOT AVAILABLE/REFUSED - TYPE SUSPEND]

001 RESPONDENT WANTS TO CONTINUE SURVEY

002 GO BACK TO ADULTS QUESTION. WARNING: A NEW RESPONDENT WILL BE SELECTED AND YOU NEED A SUPERVISOR'S PASSWORD TO CONTINUE.

CONSENT Bien, antes de empezar, quiero decirle algunas cosas sobre la encuesta. Su participación en esta encuesta es voluntaria, pero sus respuestas son importantes. Usted puede elegir no responder ninguna pregunta y ponerle fin a la entrevista en cualquier momento. Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente. La entrevista completa dura entre 20 y 25 minutos. Puede verificar que esta encuesta es una legítima recopilación de información aprobada por el gobierno federal usando el número de aprobación de la Oficina de Gestión y Presupuesto de los EE. UU. 0607-0947, que vence el 9/30/2011. Las agencias federales no pueden patrocinar encuestas y los encuestados no están obligados a responder sin un número de control válido.

Esta llamada puede ser monitoreada o grabada con fines de aseguramiento de la calidad.

[IF RESPONDENT IS NOT AVAILABLE/REFUSED - TYPE SUSPEND]

001 RESPONDENT WANTS TO CONTINUE SURVEY

002 GO BACK TO ADULTS QUESTION. WARNING: A NEW RESPONDENT WILL BE SELECTED AND YOU NEED A SUPERVISOR'S PASSWORD TO CONTINUE.

---

## CENSUS AWARENESS

---

/ *ASK IF CONSENT=001*

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

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

A1. ¿Alguna vez escuchó hablar sobre el Censo de los Estados Unidos?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF A1=02,97,99**

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

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

A3. El Censo es el recuento de todas las personas que viven en los Estados Unidos. ¿Alguna vez escuchó eso antes?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

---

## CENSUS KNOWLEDGE

---

/ **ASK IF CONSENT=001/**

C3r. In general, how familiar are you with the way Census data impacts you and your community. Would you say...?

- 04 Very familiar
- 03 Somewhat familiar
- 02 Not very familiar
- 01 Not familiar at all
- 97 DON'T KNOW
- 99 REFUSED

C3r. En general, ¿cuánto sabe usted sobre la repercusión que los datos del Censo tienen en usted y en su comunidad? Diría que...

- 04 MUCHO
- 03 ALGO
- 02 POCO
- 01 NADA
- 97 DON'T KNOW
- 99 REFUSED

*/ ASK IF CONSENT=001/*

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...?

*/ ROTATE LIST*

C4ar. To decide how much money communities will get from the government?

C4br. To decide how many representatives each state will have in Congress?

C4cr. To see what changes have taken place in the size, location and characteristics of the people in the United States?

C4dr. To determine property taxes?

C4er. To help the police and FBI keep track of people who break the law?

C4fr. To help businesses and governments plan for the future?

C4gr. To locate people living in the country illegally?

C4hr. To determine state income tax rates?

C4ir. To count both citizens and non-citizens?

C4jr. To determine the rate of unemployment?

01 YES

02 NO

97 DON'T KNOW

99 REFUSED

Las personas tienen diferentes ideas sobre los propósitos del Censo. Le leeré algunas de estas ideas. A medida que las leo, dígame en cada caso si cree o no que el Censo se usa para ese propósito. ¿El Censo se usa para...

*/ ROTATE LIST*

C4ar. decidir cuánto dinero recibirán las comunidades del gobierno?

C4br. decidir cuántos representantes tendrá cada estado en el Congreso?

C4cr. ver qué cambios han ocurrido en el tamaño, la ubicación y las características de la población de los Estados Unidos?

C4dr. determinar impuestos a la propiedad?

C4er. ayudar a la policía y al FBI a seguirles la pista a las personas que infringen la ley?

C4fr. ayudar a las empresas y al gobierno a hacer planes?

C4gr. localizar personas que viven en el país ilegalmente?

C4hr. determinar impuestos estatales sobre ingresos?

C4ir. contar tanto a los ciudadanos como a los no ciudadanos?

C4jr. determinar la tasa de desempleo?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

D1r. As far as you know, does the law require you to answer the Census questions?

- 01 Yes, it's required
- 02 No, it is not required
- 97 DON'T KNOW
- 99 REFUSED

D1r. Por lo que usted sabe, ¿la ley exige que usted responda a las preguntas del Censo?

- 01 SÍ, LO EXIGE
- 02 NO, NO LO EXIGE
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

D2r. As far as you know, is the Census Bureau required by law to keep information confidential?

- 01 Yes, it's required
- 02 No, it is not required
- 97 DON'T KNOW
- 99 REFUSED

D2r. Por lo que usted sabe, ¿la ley exige que la Oficina del Censo mantenga la confidencialidad de la información?

- 01 SÍ, LO EXIGE
- 02 NO, NO LO EXIGE
- 97 DON'T KNOW
- 99 REFUSED

---

## ATTITUDES ABOUT THE CENSUS

---

/ **ASK IF CONSENT=001**

B1r. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

- 05 Definitely would
- 04 Probably would
- 03 Might or might not
- 02 Probably would not
- 01 Definitely would not
- 97 DON'T KNOW
- 99 REFUSED

B1r. Si el Censo se realizara hoy, ¿qué probabilidad habría de que usted participe? Al decir participar nos referimos a llenar y enviar por correo un formulario del Censo. Diría que usted...

- 05 Definitivamente participaría
- 04 Probablemente participaría
- 03 Podría participar o no
- 02 Probablemente no participaría
- 01 Definitivamente no participaría
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001/**

B5r. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

- 04 Very important
- 03 Somewhat important
- 02 Not too important
- 01 Not at all important
- 97 DON'T KNOW
- 99 REFUSED

B5r. En general, ¿qué importancia cree usted que tiene participar en el Censo? Diría que es...

- 04 MUY IMPORTANTE
- 03 ALGO IMPORTANTE
- 02 NO DEMASIADO IMPORTANTE
- 01 NADA IMPORTANTE
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001/**

C2r. Overall, how would you describe your general feelings about the Census? Do you feel...?

- 05 Highly favorable
- 04 Moderately favorable
- 03 Neutral
- 02 Not too favorable

01 Rather unfavorable  
97 DON'T KNOW  
99 REFUSED

C2r. En general, ¿cómo describiría su opinión acerca del Censo en general? Diría que su opinión es...

05 MUY FAVORABLE  
04 MODERADAMENTE FAVORABLE  
03 NEUTRAL  
02 NO MUY FAVORABLE  
01 MÁS BIEN DESFAVORABLE  
97 DON'T KNOW  
99 REFUSED

---

## ZIP CODE

---

/ **ASK IF CONSENT=001**

ZIP. What is your zip code?

IF NECESSARY: To make sure that the survey represents the whole US, we need to collect some information about your location.

IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you. We only report all the results combined together, not any one person's answers.

\_\_\_ RECORD RESPONSE /RANGE 00000-99996/  
99997 DON'T KNOW  
99999 REFUSED

ZIP. ¿Cuál es su código postal?

SI ES NECESARIO: Para asegurarnos de que la encuesta represente a la totalidad de los Estados Unidos, necesitamos obtener cierta información acerca de su lugar de residencia.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente. Sólo comunicamos todos los resultados combinados, no las respuestas individuales.

\_\_\_ REGISTRO DE RESPUESTAS / ESCALA 00000-99996/  
99997 DON'T KNOW  
99999 REFUSED



---

## CENSUS BELIEFS

---

*/ ASK IF CONSENT=001*

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.

*/ ROTATE LIST*

E1ar. The Census is an invasion of privacy.

E1br. It is important for everyone to be counted in the Census.

E1er. Taking part in the Census shows I am proud of who I am.

E1fr. Filling out the Census form will let the government know what my community needs.

E1gr. I just don't see that it matters much if I personally fill out the Census form or not.

E1hr. It is my civic responsibility to fill out the Census form.

E1ir. The Census Bureau's promise of confidentiality can be trusted.

E1jr. I am concerned that the information I provide will be misused.

E1lr. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.

E1mr. I'll never see results from the Census in my neighborhood.

E1nr. It takes too long to fill out the Census information, I don't have time.

BELIEF1. The Census should only ask for the number of people living in the household and nothing else.

BELIEF2. Refusing to fill out the Census is a way for people to show that they don't like what the government is doing.

- 04 Strongly agree
- 03 Agree
- 02 Disagree
- 01 Strongly disagree
- 96 NEITHER AGREE NOR DISAGREE/NO OPINION
- 97 DON'T KNOW
- 99 REFUSED

A continuación voy a leerle algunas opiniones que algunas personas pueden tener sobre el Censo. A medida que las leo, dígame si está muy de acuerdo, de acuerdo, en desacuerdo o muy en desacuerdo con cada una.

*/ ROTATE LIST*

E1ar. El Censo es una invasión de la privacidad.

E1br. Es importante que todas las personas sean contadas en el Censo.

E1er. Participar en el Censo demuestra que estoy orgulloso de ser quien soy.

E1fr. Llenar el formulario del Censo le permitirá al gobierno saber qué necesita mi comunidad.

E1gr. No creo que importe demasiado si yo lleno o no el formulario del Censo.

E1hr. Llenar el formulario del Censo es mi responsabilidad cívica.

E1ir. La promesa de confidencialidad de la Oficina del Censo es confiable.

E1jr. Me preocupa que la información que yo proporcione se use indebidamente.

E1lr. El gobierno ya tiene mi información personal, por ejemplo en mi declaración de impuestos, por lo tanto no es necesario que llene el formulario del Censo.

E1mr. Nunca veré resultados del Censo en mi barrio.

E1nr. Llenar el formulario del Censo toma demasiado tiempo; no tengo tiempo.

BELIEF1. El Censo solamente debería preguntar cuántas personas viven en el hogar y nada más.

BELIEF2. Negarse a llenar el formulario del Censo es una forma de expresar que no nos gusta lo que el gobierno está haciendo.

- 04 MUY DE ACUERDO
- 03 DE ACUERDO
- 02 EN DESACUERDO
- 01 MUY EN DESACUERDO
- 96 NEITHER AGREE NOR DISAGREE/NO OPINION
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

BENHARM. Do you believe that answering and sending back your census form could personally benefit you in any way, personally harm you, or neither benefit nor harm?

- 01. NEITHER HARM NOR BENEFIT
- 02. PERSONALLY BENEFIT
- 03. PERSONALLY HARM
- 04. BOTH BENEFIT AND HARM
- 97 DON'T KNOW
- 99 REFUSED

BENHARM. ¿Cree que responder y devolver el formulario del Censo le provocará algún beneficio personal, algún perjuicio o ni beneficio ni perjuicio?

- 01. NEITHER HARM NOR BENEFIT
- 02. PERSONALLY BENEFIT
- 03. PERSONALLY HARM
- 04. BOTH BENEFIT AND HARM
- 97 DON'T KNOW
- 99 REFUSED

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## CENSUS MOTIVATORS

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/ **ASK IF CONSENT=001**

*Care for the elderly*  
*Daycare for children*  
*Fire and police stations*  
*Hospitals and healthcare*  
*Job training programs*  
*Mental health care*  
*Political representation in Congress*  
*Public transportation*  
*Roads and highways*  
*Schools and the education system*

*Cuidado para personas de edad avanzada*  
*Guardería para niños*  
*Estaciones de bomberos y de policía*  
*Hospitales y atención médica*  
*Programas de capacitación laboral*  
*Atención de la salud mental*  
*Representación política en el Congreso*  
*Transporte público*  
*Calles y carreteras*  
*Escuelas y sistema educativo*

PREMOT Your participation in Census surveys helps determine funding for a number of programs and services. I am going to read you several lists of these services. For each list, please tell me which one is the most important to you and which one is next most important to you.

PREMOT Su participación en las encuestas del Censo ayuda a determinar la financiación de distintos programas y servicios. Voy a leerle varias listas de estos servicios. Para cada lista, dígame cuál es la más importante y cuál es la menos importante.

/ **ASK IF CONSENT=001**

The first list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

01 Daycare for children  
02 Political representation in Congress  
03 Schools and the education system  
97 DON'T KNOW  
99 REFUSED

La primera lista es...

SI es necesario: Todos estos programas y servicios pueden ser importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 GUARDERÍAS PARA NIÑOS
- 02 REPRESENTACIÓN POLÍTICA EN EL CONGRESO
- 03 ESCUELAS Y SISTEMA EDUCATIVO
- 97 DON'T KNOW
- 99 REFUSED

MOT1A. Of those, which is most important to you?

- / **ASK IF MOT1A IN (01,02,03)**
- / **SHOW LIST AGAIN**
- / **REMOVE ANSWER FROM MOT1A**

MOT1A. De todos estos, ¿cuál es más importante para usted?

MOT1B. Which is next most important? [READ LIST IF NECESSARY]

MOT1B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

- / **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Care for the elderly
- 02 Daycare for children
- 03 Public transportation
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Todos estos programas y servicios pueden ser importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 CUIDADO PARA PERSONAS DE EDAD AVANZADA
- 02 GUARDERÍA PARA NIÑOS
- 03 TRANSPORTE PÚBLICO
- 97 DON'T KNOW
- 99 REFUSED

MOT2A. Of those, which is most important to you?

- / **ASK IF MOT2A IN (01,02,03)**
- / **SHOW LIST AGAIN**
- / **REMOVE ANSWER FROM MOT2A**

MOT2A. De todos estos, ¿cuál es más importante para usted?

MOT2B. Which is next most important? [READ LIST IF NECESSARY]

MOT2B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

- / **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Care for the elderly
- 02 Hospitals and healthcare
- 03 Job training programs
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

[IF NECESSARY]: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 CUIDADO PARA PERSONAS DE EDAD AVANZADA
- 02 HOSPITALES Y ATENCIÓN MÉDICA
- 03 PROGRAMAS DE CAPACITACIÓN LABORAL
- 97 DON'T KNOW
- 99 REFUSED

MOT3A. Of those, which is most important to you?

- / **ASK IF MOT3A IN (01,02,03)**
- / **SHOW LIST AGAIN**
- / **REMOVE ANSWER FROM MOT3A**

MOT3A. De todos estos, ¿cuál es más importante para usted?

MOT3B. Which is next most important? [READ LIST IF NECESSARY]

MOT3B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Hospitals and healthcare
- 02 Mental health care
- 03 Roads and highways
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 HOSPITALES Y ATENCIÓN MÉDICA
- 02 ATENCIÓN DE LA SALUD MENTAL
- 03 CALLES Y CARRETERAS
- 97 DON'T KNOW
- 99 REFUSED

MOT4A. Of those, which is most important to you?

/ **ASK IF MOT4A IN (01,02,03)**  
/ **SHOW LIST AGAIN**  
/ **REMOVE ANSWER FROM MOT4A**

MOT4A. De todos estos, ¿cuál es más importante para usted?

MOT4B. Which is next most important? [READ LIST IF NECESSARY]

MOT4B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Care for the elderly
- 02 Political representation in Congress
- 03 Roads and highways
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 CUIDADO PARA PERSONAS DE EDAD AVANZADA
- 02 REPRESENTACIÓN POLÍTICA EN EL CONGRESO
- 03 CALLES Y CARRETERAS
- 97 DON'T KNOW
- 99 REFUSED

MOT5A. Of those, which is most important to you?

- / **ASK IF MOT5A IN (01,02,03)**
- / **SHOW LIST AGAIN**
- / **REMOVE ANSWER FROM MOT5A**

MOT5A. De todos estos, ¿cuál es más importante para usted?

MOT5B. Which is next most important? [READ LIST IF NECESSARY]

MOT5B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

- / **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Fire and police stations
- 02 Hospitals and healthcare
- 03 Schools and the education system
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 ESTACIONES DE BOMBEROS Y POLICÍA



02 HOSPITALES Y ATENCIÓN MÉDICA  
03 ESCUELAS Y SISTEMA EDUCATIVO  
97 DON'T KNOW  
99 REFUSED

MOT6A. Of those, which is most important to you?

/ **ASK IF MOT6A IN (01,02,03)**  
/ **SHOW LIST AGAIN**  
/ **REMOVE ANSWER FROM MOT6A**

MOT6A. De todos estos, ¿cuál es más importante para usted?

MOT6B. Which is next most important? [READ LIST IF NECESSARY]

MOT6B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

01 Fire and police stations  
02 Job training programs  
03 Public transportation  
97 DON'T KNOW  
99 REFUSED

La siguiente lista es...

SI es necesario: Todos estos programas y servicios pueden ser importantes, pero queremos tener su opinión de lo que es más y menos importante.

01 ESTACIONES DE BOMBERO Y POLICÍA  
02 PROGRAMAS DE CAPACITACIÓN LABORAL  
03 TRANSPORTE PÚBLICO  
97 DON'T KNOW  
99 REFUSED

MOT7A. Of those, which is most important to you?

/ **ASK IF MOT7A IN (01,02,03)**  
/ **SHOW LIST AGAIN**  
/ **REMOVE ANSWER FROM MOT7A**

MOT7A. De todos estos, ¿cuál es más importante para usted?

MOT7B. Which is next most important? [READ LIST IF NECESSARY]

MOT7B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

01 Daycare for children  
02 Fire and police stations  
03 Roads and highways  
97 DON'T KNOW  
99 REFUSED

La siguiente lista es...

SI es necesario: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

01 GUARDERÍAS PARA NIÑOS  
02 ESTACIONES DE BOMBEROS Y POLICÍA  
03 CALLES Y CARRETERAS  
97 DON'T KNOW  
99 REFUSED

MOT8A. Of those, which is most important to you?

/ **ASK IF MOT8A IN (01,02,03)**  
/ **SHOW LIST AGAIN**  
/ **REMOVE ANSWER FROM MOT8A**

MOT8A. De todos estos, ¿cuál es más importante para usted?

MOT8B. Which is next most important? [READ LIST IF NECESSARY]

MOT8B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Mental health care
- 02 Public transportation
- 03 Schools and the education system
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Todos estos programas y servicios pueden ser importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 ATENCIÓN DE LA SALUD MENTAL
- 02 TRANSPORTE PÚBLICO
- 03 ESCUELAS Y SISTEMA EDUCATIVO
- 97 DON'T KNOW
- 99 REFUSED

MOT9A. Of those, which is most important to you?

/ **ASK IF MOT9A IN (01,02,03)**  
/ **SHOW LIST AGAIN**  
/ **REMOVE ANSWER FROM MOT9A**

MOT9A. De todos estos, ¿cuál es más importante para usted?

MOT9B. Which is next most important? [READ LIST IF NECESSARY]

MOT9B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

/ **ASK IF CONSENT=001**

The next list is...

[IF NECESSARY]: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

- 01 Job training programs
- 02 Mental health care
- 03 Political representation in Congress
- 97 DON'T KNOW
- 99 REFUSED

La siguiente lista es...

SI es necesario: Es posible que todos estos programas y servicios le resulten importantes, pero queremos tener su opinión de lo que es más y menos importante.

- 01 PROGRAMAS DE CAPACITACIÓN LABORAL
- 02 ATENCIÓN DE LA SALUD MENTAL
- 03 REPRESENTACIÓN POLÍTICA EN EL CONGRESO
- 97 DON'T KNOW
- 99 REFUSED

MOT10A. Of those, which is most important to you?

- / **ASK IF MOT10A IN (01,02,03)**
- / **SHOW LIST AGAIN**
- / **REMOVE ANSWER FROM MOT10A**

MOT10A. De todos estos, ¿cuál es más importante para usted?

MOT10B. Which is next most important? [READ LIST IF NECESSARY]

MOT10B. ¿Cuál le sigue en importancia? [VUELVA A LEER LA LISTA SI ES NECESARIO]

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## CENSUS EXPERIENCE

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- / **ASK IF CONSENT=001**

CE1. Did you receive a Census form in the mail in 2010?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

CE1. ¿Recibió un formulario del Censo por correo este año?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

- / **ASK IF CE1=01**

CE2. Did you or someone else in your household fill out and return the form?

- 01 YES

02 NO  
97 DON'T KNOW  
99 REFUSED

CE2. ¿Usted u otra persona de su casa llenó y devolvió el formulario?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CE2=01**

CE3 Did you personally fill out the form or did someone else in your household fill out the form?

01 I FILLED OUT THE FORM  
02 SOMEONE ELSE FILLED OUT THE FORM  
03 WE WORKED ON IT TOGETHER  
97 DON'T KNOW  
99 REFUSED

CE3 ¿Usted personalmente llenó el formulario u otra persona de su casa lo hizo?

01 I FILLED OUT THE FORM  
02 SOMEONE ELSE FILLED OUT THE FORM  
03 WE WORKED ON IT TOGETHER  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CE2 =01**

CE4 Did you personally return the form or did someone else in your household return the form?

01 MYSELF  
02 SOMEONE ELSE  
97 DON'T KNOW  
99 REFUSED

CE4 ¿Usted personalmente devolvió el formulario u otra persona de su casa lo hizo?

01 MYSELF  
02 SOMEONE ELSE  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CE3=01**

CE5. When you filled out the form, did you answer all the questions completely?

01 YES

02 NO  
97 DON'T KNOW  
99 REFUSED

CE5. Cuando llenó el formulario, ¿respondió las preguntas completamente?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CONSENT=001**

C6r. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer tries to visit your home to gather the necessary information?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

C6r. ¿Sabe usted que, si no devuelve el formulario por correo, un encuestador de la Oficina del Censo intentará visitarlo en su casa para obtener la información necesaria?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CONSENT=001**

CE6. Did a Census interviewer visit your home?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

CE6. ¿Lo visitó en su casa un encuestador de la Oficina del Censo?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CE6=01**

CE7. Did you or someone else from your household complete the Census with the interviewer?

01 YES  
02 NO

97 DON'T KNOW  
99 REFUSED

CE7. ¿Usted u otra persona de su casa completó el Censo con el encuestador?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF CONSENT=001**

CE8 If you had a choice, would you prefer to answer the census by

/ **ROTATE ANSWER CHOICES**  
01 Telephone  
02 In-person  
03 Internet  
04 Mail  
96 SOME OTHER WAY (VOLUNTEERED)  
97 DON'T KNOW  
99 REFUSED

CE8 Si tuviera la opción, preferiría completar el Censo:

/ **ROTATE ANSWER CHOICES**  
01 POR TELÉFONO  
02 PERSONALMENTE  
03 POR INTERNET  
04 POR CORREO  
96 SOME OTHER WAY (VOLUNTEERED)  
97 DON'T KNOW  
99 REFUSED

---

## TRUST IN GOVERNMENT

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/ **ASK IF CONSENT=001**

For each of the next statements, please think of the government in general and not just the Census Bureau, and tell me to what extent you agree that the statement describes you.

/ **ROTATE QUESTIONS TOG1-PRIV7**

TOG1 The government in Washington can be trusted to use my information responsibly  
Would you say you



TOG2 I trust the government in Washington to keep my best interests in mind

TOG3 When I give information to the government in Washington, I know it will be kept safe

TOG4 The government in Washington should collect information about the population so that it can make the right decisions

TOG5. I trust my state government more than the government in Washington.

TOG6. I trust my city, town, and county government more than the government in Washington.

TOG7. The Census Bureau is more trustworthy than most other parts of the government in Washington.

Para cada una de las afirmaciones siguientes, piense en el Gobierno en general y no solo en la Oficina del Censo y diga en qué medida usted se siente o no identificado.

/ **ROTATE QUESTIONS TOG1-PRIV7**

TOG1 Puedo confiar en que Washington utilizará mi información de manera responsable.

Diría que usted está...

- 05 MUY DE ACUERDO
- 04 ALGO DE ACUERDO
- 03 NI EN ACUERDO NI EN DESACUERDO
- 02 ALGO EN DESACUERDO, O
- 01 MUY EN DESACUERDO
- 97 DON'T KNOW
- 99 REFUSED

TOG2 Confío en que el gobierno de EE.UU., tendrá en cuenta mis intereses.

TOG3 Cuando doy información al gobierno de EE.UU., sé que estará protegida.

TOG4 El gobierno de EE.UU. debe obtener información sobre la población para poder tomar decisiones acertadas.

TOG5. Confío en mi gobierno estatal más que en el gobierno federal.

TOG6. Confío en el gobierno de mi ciudad, localidad y condado más que en el gobierno federal.

TOG7. La Oficina del Censo es más digna de confianza que la mayor parte del gobierno de EE.UU.

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## **EFFICACY**

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**Q32b:** I don't think public officials care much what people like me think.

**Q32b:** No creo que a los funcionarios públicos les importe demasiado lo que pensemos personas como yo.

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## CONCERNS ABOUT PRIVACY

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**Q32c:** People's rights to privacy are well protected.

**Q32c:** El derecho de las personas a la privacidad está bien protegido.

**Q32d:** People have lost all control over how personal information about them is used.

**Q32d:** Las personas han perdido todo control sobre cómo se usa su información personal.

**Q32f:** The government knows more about me than it needs to.

**Q32f:** El gobierno sabe más sobre mí de lo que necesita.

**PRIV7.** Businesses and private industry have too much information about me.

**PRIV7.** Las empresas e industrias privadas tienen demasiada información sobre mí.

|    |                                |
|----|--------------------------------|
| 05 | Strongly agree                 |
| 04 | Somewhat agree                 |
| 03 | Neither agree nor disagree     |
| 02 | Somewhat disagree, or          |
| 01 | Strongly disagree              |
| 97 | DON'T KNOW                     |
| 99 | REFUSED                        |
| 05 | MUY DE ACUERDO                 |
| 04 | ALGO DE ACUERDO                |
| 03 | NI EN ACUERDO NI EN DESACUERDO |
| 02 | ALGO EN DESACUERDO, O          |
| 01 | MUY EN DESACUERDO              |
| 97 | DON'T KNOW                     |
| 99 | REFUSED                        |

---

## COMPLIANCE WITH REQUIRED PAPERWORK

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*/ ASK IF CONSENT=001*

Different people approach paperwork like bills and forms differently. The next questions are about how you deal with the paperwork you have to do in your life. For these questions, think about how you do things like paying bills, renewing memberships and subscriptions, or completing your pet registration.

For each of the statements, please tell me to what extent you agree that the statement describes you.

*/ ROTATE QUESTIONS COMP1 - COMP8*

[READ SCALE THE FIRST TIME; AS NECESSARY THEREAFTER]

- COMP1. I usually wait to complete paperwork until it is due.
- COMP2. I usually take care of paperwork as soon as I receive it.
- COMP3. Completing paperwork on time makes me feel good.
- COMP4. I usually start and stop paperwork, rather than completing it in one sitting
- COMP5. I usually put paperwork I receive in a stack of things I need to complete at some point.
- COMP6. I sometimes miss deadlines for paperwork, especially when it's not a bill.
- COMP7. I try to set aside a special time in the week to take care of paperwork.
- COMP8. I prioritize paperwork in terms of when it is due.

Would you say you

- 05 Strongly agree
- 04 Somewhat agree
- 03 Neither agree nor disagree
- 02 Somewhat disagree, or
- 01 Strongly disagree
- 97 DONT KNOW
- 99 REFUSED

Cada persona encara de manera diferente las tareas administrativas, como pagar facturas y llenar formularios. Las siguientes preguntas se refieren a cómo encara usted las tareas administrativas en su vida. Para responderlas, piense en cómo hace tareas tales como pagar cuentas, renovar membrecías y suscripciones, o registrar a su mascota.

Para cada una de las afirmaciones siguientes, diga en qué medida usted está de acuerdo o en desacuerdo.

*/ ROTATE QUESTIONS COMP1 - COMP8*

[LEA LA ESCALA LA PRIMERA VEZ, Y DESPUÉS REPÍTALA SI ES NECESARIO.]

- COMP1. En general espero hasta la fecha de vencimiento de los plazos para hacer los trámites.
- COMP2. En general me hago cargo de los papeles en cuanto los recibo.
- COMP3. Hacer las tareas administrativas me hace sentir bien.
- COMP4. En general comienzo las tareas administrativas y después las interrumpo, en lugar de completarlas en un solo momento.
- COMP5. En general pongo los papeles que recibo en una pila para completar en algún momento.

COMP6. A veces se me vencen los plazos , en especial cuando no se trata de una factura.

COMP7. Intento dedicar un momento especial de la semana a las tareas administrativas.

COMP8. Doy prioridad a las tareas administrativas en función de las fechas de vencimiento.

Diría que usted está...

- 05 MUY DE ACUERDO
- 04 ALGO DE ACUERDO
- 03 NI EN ACUERDO NI EN DESACUERDO
- 02 ALGO EN DESACUERDO, O
- 01 MUY EN DESACUERDO
- 97 DON'T KNOW
- 99 REFUSED

---

## **CENSUS ADMINISTRATIVE RECORDS**

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### **COST FRAME**

*/ ASK IF CONSENT=001 AND FRAME=01*

AMCost1: The 2010 Census cost over \$10 billion. The Census Bureau is looking at saving money next time by getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms.

Suppose you didn't send back your Census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census saving money by getting your information from other government records?

AMCost1: El Censo de 2010 costó más de 10 mil millones de dólares. La Oficina del Censo tratará de ahorrar dinero la próxima vez obteniendo de los registros gubernamentales la información sobre sexo, edad, fecha de nacimiento y raza de aquellas personas que no devuelvan sus formularios del Censo por correo.

Supongamos que usted no devolvió su formulario del Censo por correo por algún motivo. En una escala del 1 al 5, siendo 1 totalmente negativo y 5 totalmente positivo, ¿cómo calificaría el hecho de que la Oficina del Censo ahorre dinero obteniendo información sobre usted de otros registros gubernamentales?

- 05 = COMPLETELY POSITIVE
- 04 =
- 03=
- 02=
- 01= COMPLETELY NEGATIVE

97 = DON'T KNOW  
99 = REFUSED

/ **ASK IF CONSENT=001 AND FRAME=01**  
/

AMCOST2: And on the same scale, how do you feel about the Census spending more by sending an interviewer to your home to ask you for the information rather than using other government records?

AMCOST2: Y en la misma escala, ¿cómo calificaría el hecho de que la Oficina del Censo gaste más dinero enviando un entrevistador a su casa para pedirle la información, en vez de usar otros registros del gobierno?

05 = COMPLETELY POSITIVE  
04 =  
03=  
02=  
01= COMPLETELY NEGATIVE  
97 = DON'T KNOW  
99= REFUSED

/ **ASK IF CONSENT=001 AND FRAME=01**

AMCOST3: On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies?

AMCOST3: En una escala del 1 al 5, siendo 1 poco dispuesto y 5 totalmente dispuesto, ¿cuán dispuesto estaría usted a permitir que la Oficina del Censo use su número de seguro social para que sea menos costoso obtener su sexo, edad, fecha de nacimiento y raza de otras agencias gubernamentales?

05 = COMPLETELY WILLING  
04 =  
03=  
02=  
01= COMPLETELY UNWILLING  
97 = DON'T KNOW  
99= REFUSED

**ASK IF CONSENT=001 AND FRAME=01**

AMCOST4: In order to save money, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]?

/ <RANDOMIZE AMCOST4A : AMCOST4G>

AMCost4A= Your most recent income tax returns.

AMCost4B= A credit bureau

AMCost4C= Your employment history

AMCost4D= Medical records from your doctor

AMCost4E= Information about your health insurance coverage

AMCost4F= Information on your government benefits such as unemployment or Social Security

AMCost4G= Your Medicare records

01 = APPROVE

02 = DISAPPROVE

97 = DON'T KNOW

99 = REFUSED

[IF NECESSARY FOR AMCOST4E ] HOW ABOUT FOR PEOPLE WHO DO HAVE HEALTH INSURANCE. WOULD YOU APPROVE OR DISAPPROVE?

[IF NECESSARY FOR AMCOST4G] HOW ABOUT FOR PEOPLE WHO ARE ON MEDICARE. WOULD YOU APPROVE OR DISAPPROVE?

AMCOST4: ¿Usted aprobaría o desaprobaría que, para ahorrar dinero, la Oficina del Censo obtenga información sobre el sexo, la edad, la fecha de nacimiento y la raza de su grupo familiar de [FILL ITEM]?

/ <RANDOMIZE AMCOST4A : AMCOST4G>

AMCost4A= Sus declaraciones más recientes de impuestos

AMCost4B= Un buró de crédito

AMCost4C= Su historial de empleo

AMCost4D= Su historial médico

AMCost4E= Información sobre su cobertura de seguro médico

AMCost4F= Información sobre sus beneficios gubernamentales, como beneficios por desempleo o del Seguro Social

AMCost4G= Sus registros de Medicare

01 = APPROVE

02 = DISAPPROVE

97 = DON'T KNOW

99 = REFUSED

[IF NECESSARY FOR AMCOST4E] PARA LAS PERSONAS QUE SÍ TIENEN SEGURO MÉDICO, ¿LO APROBARÍA O NO LO APROBARÍA?

[IF NECESSARY FOR AMCOST4G] PARA LAS PERSONAS QUE CUENTAN CON MEDICARE, ¿LO APROBARÍA O NO LO APROBARÍA?

/ **ASK IF CONSENT=001 AND FRAME=01**

AMCost5: Finally, if you had to choose, would you prefer that the Census save money by getting your household's information from other government records or would you prefer that the Census spend more to send an interviewer to your home to ask you for it?

AMCost5: Finalmente, si tuviera que elegir, ¿preferiría que la Oficina del Censo ahorrara dinero obteniendo la información de su grupo familiar por medio de otros registros gubernamentales o que gaste más enviando un entrevistador a su casa para pedírsela?

01= PREFER TO GET INFORMATION FROM RECORDS  
02= PREFER TO GET INFORMATION AT HOME  
97= DON'T KNOW  
99= REFUSED

**BURDEN FRAME**

/ **ASK IF CONSENT=001 AND FRAME=02**

AMBrd1: Some people think that filling out and mailing back a Census form is too much trouble. The Census Bureau is looking at ways to make the Census easier next time by getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms.

Suppose you didn't send back your Census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census making things easier by getting your information from other government records?

AMBrd1: Algunas personas creen que llenar y devolver un formulario del Censo por correo es muy complicado. La Oficina del Censo tratará de hacer el Censo más fácil la próxima vez obteniendo de los registros gubernamentales la información sobre sexo, edad, fecha de nacimiento y raza de aquellas personas que no devuelvan sus formularios del Censo por correo.

Supongamos que usted no devolvió su formulario del Censo por correo por algún motivo. En una escala del 1 al 5, siendo 1 totalmente negativo y 5 totalmente positivo, ¿cómo calificaría el hecho de que la Oficina del Censo facilite el proceso obteniendo información sobre usted de otros registros gubernamentales?

05 = COMPLETELY POSITIVE  
04 =  
03 =

02=  
01= COMPLETELY NEGATIVE  
97 = DON'T KNOW  
99 = REFUSED

/ **ASK IF CONSENT=001 AND FRAME=02**

AMBrd2: And on the same scale, how do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?

AMBrd2: Y en la misma escala, ¿cómo calificaría el hecho de que la Oficina del Censo le envíe un entrevistador a su casa para pedirle la información, en vez de usar otros registros del gobierno?

05 = COMPLETELY POSITIVE  
04 =  
03=  
02=  
01= COMPLETELY NEGATIVE  
97 = DON'T KNOW  
99 = REFUSED

/ **ASK IF CONSENT=001 AND FRAME=02**

AMBrd3: On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies?

AMBrd3: En una escala del 1 al 5, siendo 1 poco dispuesto y 5 totalmente dispuesto, ¿cuán dispuesto estaría usted a permitir que la Oficina del Censo su número de seguro social para que sea más fácil obtener su sexo, edad, fecha de nacimiento y raza de otras agencias gubernamentales?

05 = COMPLETELY WILLING  
04 =  
03=  
02=  
01= COMPLETELY UNWILLING  
97 = DON'T KNOW  
99= REFUSED

/ **ASK IF CONSENT=001 AND FRAME=02**

AMBrd4: In order to make it easier to do the Census, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from **[FILL ITEM]**?

/ **<RANDOMIZE AMBRD4A : AMBRD4G>**

AMBrd4A= Your most recent income tax returns.  
AMBrd4B= A credit bureau



AMBrd4C= Your employment history  
AMBrd4D= Medical records from your doctor  
AMBrd4E= Information about your health insurance coverage  
AMBrd4F= Information on your government benefits such as unemployment or Social Security  
AMBrd4G= Your Medicare records

AMBrd4: ¿Usted aprobaría o desaprobaría que, para facilitar la tarea del Censo, la Oficina del Censo obtenga información sobre el sexo, la edad, la fecha de nacimiento y la raza de su grupo familiar de **[FILL ITEM]**?

/ <RANDOMIZE AMBRD4A : AMBRD4G>

AMBrd4A= Sus declaraciones más recientes de impuestos  
AMBrd4B= Un buró de crédito  
AMBrd4C= Su historial de empleo  
AMBrd4D= Su historial médico  
AMBrd4E= Información sobre su cobertura de seguro médico  
AMBrd4F= Información sobre sus beneficios gubernamentales, como beneficios por desempleo o del Seguro Social  
AMBrd4G= Sus registros de Medicare

01 = APPROVE  
02 = DISAPPROVE  
97 = DON'T KNOW  
99 = REFUSED

[IF NECESSARY FOR AMBRD4E] HOW ABOUT FOR PEOPLE WHO DO HAVE HEALTH INSURANCE. WOULD YOU APPROVE OR DISAPPROVE?

[IF NECESSARY FOR AMBRD4G] HOW ABOUT FOR PEOPLE WHO ARE ON MEDICARE. WOULD YOU APPROVE OR DISAPPROVE?

[IF NECESSARY FOR AMBRD4E] PARA LAS PERSONAS QUE SÍ TIENEN SEGURO MÉDICO, ¿LO APROBARÍA O NO LO APROBARÍA?

[IF NECESSARY FOR AMBRD4G] PARA LAS PERSONAS QUE CUENTAN CON MEDICARE, ¿LO APROBARÍA O NO LO APROBARÍA?

/ /// ASK IF CONSENT=001 AND FRAME=02///

AMBrd5: Finally, if you had to choose, would you prefer that the Census make things easier by getting your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

AMBrd5: Finalmente, si tuviera que elegir, ¿preferiría que la Oficina del Censo facilite el proceso obteniendo la información de su grupo familiar por medio de otros registros gubernamentales o que envíe un entrevistador a su casa para pedírsela?

01= PREFER TO GET INFORMATION FROM RECORDS  
02= PREFER TO GET INFORMATION AT HOME  
97= DON'T KNOW  
99= REFUSED

## **CONTROL FRAME**

/ ***ASK IF CONSENT=001 AND FRAME=03***

3AMCtrl1: The Census Bureau is thinking about getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms next time.

Suppose you didn't send back your Census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census getting your information from other government records?

AMCtrl1: La Oficina del Censo está considerando obtener de los registros gubernamentales la información sobre sexo, edad, fecha de nacimiento y raza de aquellas personas que no devuelvan sus formularios por correo en el próximo Censo.

Supongamos que usted no devolvió su formulario del Censo por correo por algún motivo. En una escala del 1 al 5, siendo 1 completamente negativo y 5 completamente positivo, ¿cómo calificaría el hecho de que la Oficina del Censo obtenga información sobre usted por medio de otros registros gubernamentales?

05 = COMPLETELY POSITIVE  
04 =  
03=  
02=  
01= COMPLETELY NEGATIVE  
97 = DON'T KNOW  
99 = REFUSED

/ ***ASK IF CONSENT=001 AND FRAME=03***

AMCtrl2: And on the same scale, how do you feel about the Census sending an interviewer to your home to ask you for the information rather than using other government records?

AMCtrl2: Y en la misma escala, ¿cómo calificaría el hecho de que la Oficina del Censo le envíe un entrevistador a su casa para pedirle la información, en vez de usar otros registros del gobierno?

05 = COMPLETELY POSITIVE  
04 =  
03=  
02=  
01= COMPLETELY NEGATIVE  
97 = DON'T KNOW  
99 = REFUSED

/ **ASK IF CONSENT=001 AND FRAME=03**

AMCtrl3: On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to allow the Census Bureau to use your Social Security Number to obtain your sex, age, date of birth, and race from other government agencies?

AMCtrl3: En una escala del 1 al 5, **siendo 1 poco dispuesto y 5 totalmente dispuesto**, ¿cuán dispuesto estaría usted a permitir que la Oficina del Censo su número de seguro social para que sea más fácil obtener su sexo, edad, fecha de nacimiento y raza de otras agencias gubernamentales?

05 = COMPLETELY WILLING  
04 =  
03=  
02=  
01= COMPLETELY UNWILLING  
97 = DON'T KNOW  
99= REFUSED

/ **ASK IF CONSENT=001 AND FRAME=03**

AMCtrl4: In order to make it easier to do the Census, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]?

/ **<RANDOMIZE AMCTRL4A : AMCTRL4G>**

AMCtrl4A= Your most recent income tax returns.  
AMCtrl4B= A credit bureau  
AMCtrl4C= Your employment history  
AMCtrl4D= Medical records from your doctor  
AMCtrl4E= Information about your health insurance coverage  
AMCtrl4F= Information on your government benefits such as unemployment or Social

Security

AMCtrl4G= Your Medicare records

[IF NECESSARY FOR AMCTRL4E] HOW ABOUT FOR PEOPLE WHO DO HAVE HEALTH INSURANCE. WOULD YOU APPROVE OR DISAPPROVE?

[IF NECESSARY FOR AMCTRL4G] HOW ABOUT FOR PEOPLE WHO ARE ON MEDICARE. WOULD YOU APPROVE OR DISAPPROVE?

01 = APPROVE  
02 = DISAPPROVE  
97 = DON'T KNOW  
99 = REFUSED

AMCtrl4: ¿Usted aprobaría o desaprobaría que, para facilitar la tarea del Censo, la Oficina del Censo obtenga información sobre el sexo, la edad, la fecha de nacimiento y la raza de su grupo familiar de **[FILL ITEM]**?

/

*<RANDOMIZE AMCTRL4A : AMCTRL4G>*

AMCtrl4A= Sus declaraciones más recientes de impuestos.  
AMCtrl4B= Un buró de crédito  
AMCtrl4C= Su historial de empleo  
AMCtrl4D= Su historial médico  
AMCtrl4E= Información sobre su cobertura de seguro médico  
AMCtrl4F= Información sobre sus beneficios gubernamentales, como beneficios por desempleo o del Seguro Social  
AMCtrl4G= Sus registros de Medicare

[IF NECESSARY FOR AMCTRL4E] PARA LAS PERSONAS QUE SÍ TIENEN SEGURO MÉDICO, ¿LO APROBARÍA O NO LO APROBARÍA?

[IF NECESSARY FOR AMCTRL4G] PARA LAS PERSONAS QUE CUENTAN CON MEDICARE, ¿LO APROBARÍA O NO LO APROBARÍA?

01 = APPROVE  
02 = DISAPPROVE  
97 = DON'T KNOW  
99 = REFUSED

/ **ASK IF CONSENT=001 AND FRAME=03**

AMCtrl5: Finally, if you had to choose, would you prefer that the Census gets your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

AMCtrl5: Finalmente, si tuviera que elegir, ¿preferiría que la Oficina del Censo obtenga la información de su grupo familiar por medio de otros registros gubernamentales o que envíe un entrevistador a su casa para pedírsela?

01= PREFER TO GET INFORMATION FROM RECORDS  
02= PREFER TO GET INFORMATION AT HOME  
97= DON'T KNOW  
99= REFUSED

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## PHONE QUESTIONS

---

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

/ **ASK IF CALLTYPE=02 AND CONSENT=001**

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.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

L2. Además de su celular, ¿existe al menos un teléfono dentro de su casa que funcione y no sea un teléfono celular? No incluya los teléfonos que solo se usan para trabajo o solo para computadoras o máquinas de fax.

01 SÍ  
02 NO  
97 NO SABE  
99 SE NEGÓ A CONTESTAR

/ **ASK IF L2=01**

L2a. How many?

IF NECESSARY: Telephone lines inside your home.

— Telephones /RANGE=1-6/  
97 DON'T KNOW  
99 REFUSED

L2a. ¿Cuántos?

SI ES NECESARIO: Líneas telefónicas dentro de su hogar.

|    |                        |
|----|------------------------|
| —  | Teléfonos /ESCALA=1-6/ |
| 97 | NO SABE                |
| 99 | SE NEGÓ A CONTESTAR    |

/ **ASK IF CALLTYPE=01 AND CONSENT=001**

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

|    |            |
|----|------------|
| 01 | YES        |
| 02 | NO         |
| 97 | DON'T KNOW |
| 99 | REFUSED    |

L3. Además de su teléfono fijo residencial, ¿utiliza uno o más teléfonos celulares?

|    |            |
|----|------------|
| 01 | SÍ         |
| 02 | NO         |
| 97 | DON'T KNOW |
| 99 | REFUSED    |

/ **ASK IF L3=01**

L3a. How many?

IF NECESSARY: Cell phones do you use.

|    |                         |
|----|-------------------------|
| —  | Cell phones /RANGE=1-6/ |
| 97 | DON'T KNOW              |
| 99 | REFUSED                 |

L3a. ¿Cuántos?

SI ES NECESARIO: Teléfonos celulares usa.

|    |                                  |
|----|----------------------------------|
| —  | Teléfonos celulares /ESCALA=1-6/ |
| 97 | DON'T KNOW                       |
| 99 | REFUSED                          |

/ **ASK IF L2=01,97,99 OR L3=01,97,99**

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

|    |   |
|----|---|
| 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                                 |
| 88 | DON'T HAVE A CELL PHONE   |

89 DON'T HAVE ANY PHONE  
97 DON'T KNOW  
99 REFUSED

L6. De todas las llamadas telefónicas, recibe,...

01 ¿ TODAS O CASI TODAS EN UN TELÉFONO CELULAR?  
02 ¿ ALGUNAS EN UN TELÉFONO CELULAR Y OTRAS EN UN TELÉFONO FIJO?  
03 ¿ MUY POCAS O NINGUNA EN UN TELÉFONO CELULAR?  
87 NO TIENE TELÉFONO FIJO  
88 NO TIENE TELÉFONO CELULAR  
89 NO TIENE NINGÚN TELÉFONO  
97 DON'T KNOW  
99 REFUSED

---

## PHONE COMMUNICATIONS

---

/ **ASK IF CALLTYPE=02 OR L3=01**

INT1. Do you ever use your cell phone to access the internet?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

INT1. ¿Alguna vez usa su teléfono celular para acceder a Internet?

01 SÍ  
02 NO  
97 DON'T KNOW  
99 REFUSED

---

## INTERNET QUESTIONS

---

/ **ASK IF CONSENT=001**

INT2. Do you ever use the internet on a laptop or desktop computer?

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

INT2. ¿Alguna vez usa Internet en una computadora de escritorio o portátil?

01 SÍ  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF INT1=01 OR INT2=01**

J8r. On an average day, about how many hours do you use the Internet at home, work or somewhere else?

IF NECESSARY: Please include time you use the internet on your phone or on a regular computer.

- 0 NONE OR LESS THAN ONE [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
- 11 MORE THAN 10 HOURS
- 97 DON'T KNOW
- 99 REFUSED

J8r. En una jornada promedio, ¿cuántas horas usa Internet en el hogar, en el trabajo o en otro lado?

IF NECESSARY: Please include time you use the internet on your phone or on a regular computer.

- 0 MENOS DE UNA HORA O NADA [ENTREVISTADOR: 0 = EL ENTREVISTADO NO USA INTERNET O NO TIENE INTERNET]
- 1 HORA
- 2 HORAS
- 3 HORAS
- 4 HORAS
- 5 HORAS
- 6 HORAS
- 7 HORAS
- 8 HORAS
- 9 HORAS
- 10 HORAS
- 11 MÁS DE 10 HORAS
- 97 NO SABE
- 99 SE NEGÓ A CONTESTAR

/ **ASK F INT1=01 OR INT2=01**

On the internet, do you

/ **ROTATE LIST**

IntSite1. Pay bills, manage bank accounts, or trade stocks



IntSite2. Visit social networking sites such as Facebook, Myspace, or LinkedIn

IntSite3. Shop or buy things on sites like amazon or expedia.com.

IntSite4. Create accounts to get personalized information (like review your cell phone bill or read special content at a magazine)

IntSite5. Read news sites or blogs

IntSite6. Post things about yourself like pictures, status, or blog entries.

IntSite7. Prepare and file state or federal income taxes

|    |            |
|----|------------|
| 01 | YES        |
| 02 | NO         |
| 97 | DON'T KNOW |
| 99 | REFUSED    |

Por Internet, usted:

*/ ROTATE LIST*

IntSite1. Paga facturas, administra cuentas bancarias o negocia acciones

IntSite2. Visita sitios de redes sociales como Facebook, Myspace o LinkedIn

IntSite3. Compra artículos en sitios como amazon.com o expedia.com

IntSite4. Crea cuentas para obtener información personalizada (como revisar su factura de teléfono celular o leer contenidos especiales en una revista)

IntSite5. Lee las noticias o blogs

IntSite6. Publica contenido sobre usted, como fotografías, datos personales o participaciones en blogs.

IntSite7. Prepara y presenta declaraciones de impuestos estatales o federales.

|    |            |
|----|------------|
| 01 | YES        |
| 02 | NO         |
| 97 | DON'T KNOW |
| 99 | REFUSED    |

*/ ASK FOR EACH OF INTSITE1-INTSITE4 FOR WHICH THE ANSWER=01 IF INT1=01 AND INT2=01*

INTSRC1-INTSRC4 You said that you [pop in from intsite1-intsite4] on the web. To do that, do you use your

|    |            |
|----|------------|
| 01 | computer,  |
| 02 | phone, or  |
| 03 | both       |
| 97 | DON'T KNOW |
| 99 | REFUSED    |

INTSRC1-INTSRC4 Usted dijo que [pop in from intsite1-intsite4] por la web. Para hacer eso, usted usa su:

- 01 COMPUTADORA,
- 02 TELÉFONO, O
- 03 AMBOS
- 97 DON'T KNOW
- 99 REFUSED

---

## DEMOGRAPHICS

---

The next questions are about you. We use this information to group the survey data in analysis. It helps us ensure that everyone's opinion is represented.

Las siguientes preguntas se refieren a usted. Usamos esta información para agrupar los datos de la encuesta con fines de análisis. Nos ayuda a garantizar que estén representadas las opiniones de todos.

/ **ASK IF CONSENT=001**

ASKGENDR [ASK IF NECESSARY] I'm sorry, I am required to ask, what is your gender?

- 01 MALE
- 02 FEMALE

ASKGENDR [pregunte SI ES NECESARIO] Lo siento, pero debo preguntarle, ¿cuál es su género?

- 01 MALE
- 02 FEMALE

/ **ASK IF CALLTYPE=02 AND CONSENT=001**

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

- RECORD ANSWER /RANGE 1-20/
- 97 DON'T KNOW
- 99 REFUSED

M1. ¿Cuántas personas viven en su casa, incluido usted?

- RECORD ANSWER /RANGE 1-20/
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF(CALLTYPE = 01 AND ADULTS>0) OR (CALLTYPE = 02 AND M1<>1)**

M2. *Are there children living at home with you who are under 18 and go to school?*

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

M2. *¿En su casa viven niños o adolescentes menores de 18 años que asisten a la escuela?*

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

M3. What is your marital status?

- 01 Now married
- 02 Widowed
- 03 Divorced
- 04 Separated
- 05 Never married
- 97 DON'T KNOW
- 99 REFUSED

M3. *¿Cuál es su estado civil?*

- 01 CASADO
- 02 VIUDO
- 03 DIVORCIADO
- 04 SEPARADO
- 05 SOLTERO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

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

- 01 Less than grade school
- 02 Less than high school graduate
- 03 High school graduate
- 04 Some college
- 05 College graduate
- 06 Postgraduate
- 97 DON'T KNOW
- 99 REFUSED

M4. *¿Cuál es el máximo nivel o grado de escuela formal que terminó?*

- 01 NO COMPLETÓ LA ESECUELA PRIMARIA
- 02 NO COMPLETÓ LA ESECUELA SECUNDARIA O PREPARATORIA
- 03 COMPLETÓ LA ESECUELA SECUNDARIA O PREPARATORIA
- 04 NO COMPLETÓ LA UNIVERSIDAD
- 05 COMPLETÓ ESTUDIOS UNIVERSITARIOS
- 06 POSGRADO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

M5. Are you Hispanic or Latino?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

M5. ¿Es usted hispano o latino?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

/ **MULTIPUNCH**

/ **MULT=06**

*NOTE: In data M6\_a through M6\_f will indicate the order answers were selected (if respondent answers Caucasian and Asian, M6\_a=05 and M6\_b=02).*

M6. Which of these categories best describes your race?

[READ LIST, SELECT ALL THAT APPLY]

- 01 American Indian or Alaska Native
- 02 Asian
- 03 Native Hawaiian or other Pacific Islander
- 04 Black or African-American
- 05 White
- 06 OTHER
- 97 DON'T KNOW
- 99 REFUSED

*NOTA: en los datos, M6\_a a M6\_f indicarán el orden en que se seleccionaron las respuestas (si el respondiente contesta caucásico y asiático M6\_a=05 y M6\_b=02).*

M6. ¿Cuál de estas categorías describe mejor su raza?

- 01 INDÍGENA AMERICANO O NATIVO DE ALASKA
- 02 ASIÁTICO
- 03 NATIVO DE HAWÁI U OTRA ISLA DEL PACÍFICO
- 04 NEGRO O AFROAMERICANO
- 05 BLANCO
- 06 OTRO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

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

- 01 English
- 02 Spanish
- 03 An Asian or Pacific Islander language such as Chinese, Japanese, Tagalog, or Vietnamese
- 04 Other
- 97 DON'T KNOW
- 99 REFUSED

M7. ¿Qué idioma se habla con más frecuencia en su casa?

- 01 INGLÉS
- 02 ESPAÑOL
- 03 UN IDIOMA ASIÁTICO O DE UNA ISLA DEL PACÍFICO, COMO CHINO, JAPONÉS, TAGALOG O VIETNAMITA
- 04 OTRO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

M8. Were you born in the United States?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

M8. ¿Nació en los Estados Unidos?

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

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

- 01 Rent
- 02 Own
- 03 OTHER
- 97 DON'T KNOW
- 99 REFUSED

M9. ¿Usted es inquilino o propietario de su casa o apartamento?

- 01 INQUILINO
- 02 PROPIETARIO
- 03 OTHER
- 97 DON'T KNOW
- 99 REFUSED

/ **ASK IF CONSENT=001**

/ **THE BEFORE TAXES MODIFICATION COMES FROM THE IN PERSON TEAM, WHICH NOTES THAT THIS LANGUAGE WAS USED IN CBAMS I**

M10a. Is your total household income *before taxes* less than \$50,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income.

IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

- 01 YES
- 02 NO
- 97 DON'T KNOW
- 99 REFUSED

/ **LA MODIFICACIÓN ANTES DE IMPUESTOS PROVIENE DEL EQUIPO EN PERSONA, QUE ANOTA QUE ESTE LENGUAJE SE USÓ EN CBAMS I**

M10a. ¿El ingreso total de su hogar *antes de impuestos* es inferior a \$50,000?

SI ES NECESARIO: Estoy obligado a hacer esta pregunta porque debemos asegurarnos de que la encuesta represente a personas de todos los niveles de ingresos.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF M10A=01**

M10b. Is it less than \$25,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income.

IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

M10b. ¿Es inferior a \$25,000?

SI ES NECESARIO: Estoy obligado a hacer esta pregunta porque debemos asegurarnos de que la encuesta represente a personas de todos los niveles de ingresos.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF M10A=02**

M10c. Is it more than \$75,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income.

IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

01 YES  
02 NO  
97 DON'T KNOW

M10c. ¿Es superior a \$75,000?

SI ES NECESARIO: Estoy obligado a hacer esta pregunta porque debemos asegurarnos de que la encuesta represente a personas de todos los niveles de ingresos.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF M10C=01**

M10d. Is it more than \$100,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income.

IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

M10d. ¿Es superior a \$100,000?

SI ES NECESARIO: Estoy obligado a hacer esta pregunta porque debemos asegurarnos de que la encuesta represente a personas de todos los niveles de ingresos.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

/ **ASK IF M10D=01**

M10e. Is it more than \$150,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income.



IF NECESSARY: We intend to keep your answers anonymous by not asking for your name, address, or other personal information that could easily identify you.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

M10e. ¿Es superior a \$150,000?

SI ES NECESARIO: Estoy obligado a hacer esta pregunta porque debemos asegurarnos de que la encuesta represente a personas de todos los niveles de ingresos.

SI ES NECESARIO: Pretendemos proteger su anonimato al no pedirle su nombre, dirección ni otra información personal que podría identificarlo fácilmente.

01 YES  
02 NO  
97 DON'T KNOW  
99 REFUSED

*/ ASK IF CALLTYPE=1 OR CALLTYPE=2 AND CONSENT=001*

M11r. What is your age?

\_\_\_\_ years old /range 18-90/ [INTERVIEWER: 90 = 90 or more]  
97 DON'T KNOW  
99 REFUSED

M11r. ¿Qué edad tiene?

\_\_\_\_ years old /range 18-90/ [INTERVIEWER: 90 = 90 or more]  
97 DON'T KNOW  
99 REFUSED

*/ ASK IF M11R=97, 99*

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

01 18-24  
02 25-34  
03 35-44  
04 45-54  
05 55-64  
06 65 or older  
97 DON'T KNOW  
99 REFUSED

**M11a.** ¿A cuál de los siguientes grupos de edad pertenece usted?

- 01 18-24
- 02 25-34
- 03 35-44
- 04 45-54
- 05 55-64
- 06 65 or older**
- 97 DON'T KNOW
- 99 REFUSED

/ ***ASK IF CONSENT=001***

**LANG. DO NOT ASK: WAS THIS INTERVIEW CONDUCTED IN**

- 01 ENGLISH
- 02 SPANISH

**LANG. NO PREGUNTE: ESTA ENTREVISTA SE REALIZÓ EN**

- 01 ENGLISH
- 02 SPANISH

/ ***ASK ALL***

**CLOSE**

Those are all the questions I have for you today. Thank you for participating in this important survey.

**CERRAR**

Esas son todas las preguntas que tengo para usted en el día de hoy. Gracias por participar en esta importante encuesta.

**APPENDIX F: IN-PERSON SURVEY SCRIPT**

ICF Macro  
126 College Street  
Burlington VT 05401

OMB Control No. 0607-0947  
Expiration Date: 09/30/2011

# CBAMS II SURVEY

DATE OF INTERVIEW: \_\_\_\_\_

INTERVIEWER NAME: \_\_\_\_\_ INTERVIEWER ID NUMBER \_\_\_\_\_

LANGUAGE = 1 ENGLISH

---

## CENSUS AWARENESS

---

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

- 1 YES → GO TO B1
  - 2 NO
  - 97 DON'T KNOW
  - 99 REFUSED
- } → GO TO A2

A2. The Census is the count of all the people who live in the United States. Have you ever heard of that before?

- 1 YES
- 2 NO

## CENSUS KNOWLEDGE

B1. In general, how familiar are you with the way Census data impacts you and your community. Would you say...?

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

B2.



**BOOKMARK:**

- CHECK BOOKMARK FOR **B2** STARTING POINT.
- CIRCLE LETTER OF 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...?

|   | Would you say... |    |            |
|---|------------------|----|------------|
|   | Yes              | No | Don't know |
| a. To decide how much money communities will get from the government?   | 1                | 2  | 97         |
| b. To decide how many representatives each state will have in Congress?   | 1                | 2  | 97         |
| c. To see what changes have taken place in the size, location and characteristics of the people in the United States? | 1                | 2  | 97         |
| d. To determine property taxes?   | 1                | 2  | 97         |
| e. To help the police and FBI keep track of people who break the law?   | 1                | 2  | 97         |
| f. To help businesses and governments plan for the future?  | 1                | 2  | 97         |
| g. To locate people living in the country illegally?  | 1                | 2  | 97         |
| h. To determine state income tax rates?   | 1                | 2  | 97         |
| i. To count both citizens and non-citizens?   | 1                | 2  | 97         |
| j. To determine the rate of unemployment?   | 1                | 2  | 97         |

B3. 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

B4. 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

---

## ATTITUDES ABOUT THE CENSUS

---

C1. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form. Would you say you...?

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

C2. Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?

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

C3. Overall, how would you describe your general feelings about the Census? Do you feel...?

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

## CENSUS BELIEFS

D1.



**BOOKMARK:**

- CHECK BOOKMARK FOR **D1** 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.

|  | Strongly agree | Agree | Disagree | Strongly disagree | [DO NOT READ]<br>NEITHER/<br>NO<br>OPINION |
|--|----------------|-------|----------|-------------------|--|
| a. The Census is an invasion of privacy. Would you say you...  | 4              | 3     | 2        | 1                 | 98   |
| b. It is important for everyone to be counted in the Census.   | 4              | 3     | 2        | 1                 | 98   |
| c. Taking part in the Census shows I am proud of who I am.   | 4              | 3     | 2        | 1                 | 98   |
| d. Filling out the Census form will let the government know what my community needs.                                   | 4              | 3     | 2        | 1                 | 98   |
| e. I just don't see that it matters much if I personally fill out the Census form or not.                              | 4              | 3     | 2        | 1                 | 98   |
| f. It is my civic responsibility to fill out the Census form.  | 4              | 3     | 2        | 1                 | 98   |
| g. The Census Bureau's promise of confidentiality can be trusted.  | 4              | 3     | 2        | 1                 | 98   |
| h. I am concerned that the information I provide will be misused.  | 4              | 3     | 2        | 1                 | 98   |
| i. 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                 | 98   |
| j. I'll never see results from the Census in my neighborhood.  | 4              | 3     | 2        | 1                 | 98   |
| k. It takes too long to fill out the Census information, I don't have time.  | 4              | 3     | 2        | 1                 | 98   |
| l. The Census should only ask for the number of people living in the household and nothing else.                       | 4              | 3     | 2        | 1                 | 98   |
| m. Refusing to fill out the Census is a way for people to show that they don't like what the government is doing.      | 4              | 3     | 2        | 1                 | 98   |



**BOOKMARK:**

- CHECK BOOKMARK FOR **D2** ITEM CODE.
- CIRCLE THE CODE HERE:

**1** → **ASK D2**  
**2** → **ASK D3**

D2. Do you believe that answering and sending back your census form could personally benefit you in any way, personally harm you, or neither benefit nor harm?

- |   |                          |   |                               |
|---|--------------------------|---|-------------------------------|
| 2 | PERSONALLY BENEFIT       | } | → GO TO INSTRUCTION BEFORE E1 |
| 3 | PERSONALLY HARM          |   |                               |
| 1 | NEITHER HARM NOR BENEFIT |   |                               |
| 4 | BOTH BENEFIT AND HARM    |   |                               |

D3. Do you believe that answering and sending back your census form could harm you?

- 1 YES
- 2 NO

D4. Do you believe that answering and sending back your census form could benefit you?

- 1 YES
- 2 NO

---

**CENSUS MOTIVATORS**

---

Your participation in Census surveys helps determine funding for a number of programs and services. I am going to read you several lists of these services. For each list, please tell me which one is the most important to you and which one is next most important.

E1. SAY: This is the list.

| E1a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                               | E1b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|---|---|
| 1                                      | Daycare for children                    | 1   |
| 2                                      | Political representation<br>in Congress | 2   |
| 3                                      | Schools and the<br>education system     | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?



E2. SAY: This is the list.

| E2a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST             | E2b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|-----------------------|---|
| 1                                      | Care for the elderly  | 1   |
| 2                                      | Daycare for children  | 2   |
| 3                                      | Public transportation | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E3. SAY: This is the list.

| E3a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                   | E3b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|-----------------------------|---|
| 1                                      | Care for the elderly        | 1   |
| 2                                      | Hospitals and<br>healthcare | 2   |
| 3                                      | Job training programs       | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E4. SAY: This is the list.

| E4a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                   | E4b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|-----------------------------|---|
| 1                                      | Hospitals and<br>healthcare | 1   |
| 2                                      | Mental health care          | 2   |
| 3                                      | Roads and highways          | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E5. SAY: This is the list.

| E5a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                               | E5b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|---|---|
| 1                                      | Care for the elderly                    | 1   |
| 2                                      | Political representation<br>in Congress | 2   |
| 3                                      | Roads and highways                      | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E6. SAY: This is the list.

| E6a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                           | E6b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|-------------------------------------|---|
| 1                                      | Fire and police stations            | 1   |
| 2                                      | Hospitals and<br>healthcare         | 2   |
| 3                                      | Schools and the<br>education system | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E7. SAY: This is the list.

| E7a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                | E7b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|--------------------------|---|
| 1                                      | Fire and police stations | 1   |
| 2                                      | Job training programs    | 2   |
| 3                                      | Public transportation    | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E8. SAY: This is the list.

| E8a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                | E8b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|--------------------------|---|
| 1                                      | Daycare for children     | 1   |
| 2                                      | Fire and police stations | 2   |
| 3                                      | Roads and highways       | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E9. SAY: This is the list

| E9a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                        | E9b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|--|----------------------------------|---|
| 1                                      | Mental health care               | 1   |
| 2                                      | Public transportation            | 2   |
| 3                                      | Schools and the education system | 3   |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

E10. SAY: This is the list

| E10a.<br>MOST IMPORTANT<br>[CIRCLE ONE] | READ LIST                            | E10b.<br>NEXT MOST IMPORTANT<br>[CIRCLE ONE] |
|---|--------------------------------------|--|
| 1                                       | Job training programs                | 1  |
| 2                                       | Mental health care                   | 2  |
| 3                                       | Political representation in Congress | 3  |

IF NECESSARY: All of these programs and services may be important, but we want to get your view of what is most important to you and next most important to you.

THEN SAY: Of those, which one is the most important?

Which one is the next most important?

---

## CENSUS EXPERIENCE

---

F1. Did you receive a Census form in the mail in 2010?

- |    |            |              |
|----|------------|--------------|
| 1  | YES        |              |
| 2  | NO         |              |
| 97 | DON'T KNOW | } → GO TO F6 |
| 99 | REFUSED    |              |
- F2. Did you or someone else in your household fill out and return the form?

- |    |            |              |
|----|------------|--------------|
| 1  | YES        |              |
| 2  | NO         |              |
| 97 | DON'T KNOW | } → GO TO F6 |
| 99 | REFUSED    |              |
- F3. Did you personally fill out the form or did someone else in your household fill out the form?

- |   |                                  |
|---|----------------------------------|
| 1 | I FILLED OUT THE FORM            |
| 2 | SOMEONE ELSE FILLED OUT THE FORM |
| 3 | WE WORKED ON IT TOGETHER         |

F4. Did you personally return the form or did someone else in your household return the form?

- |   |              |
|---|--------------|
| 1 | MYSELF       |
| 2 | SOMEONE ELSE |

**INTERVIEWER:** DOES F3 = 1 (I FILLED OUT THE FORM)?

- |     |              |
|-----|--------------|
| YES | 1 → ASK F5   |
| NO  | 2 → GO TO F6 |

F5. When you filled out the form, did you answer all the questions completely?

- |   |     |
|---|-----|
| 1 | YES |
| 2 | NO  |

F6. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer tries to visit your home to gather the necessary information?

- |   |     |
|---|-----|
| 1 | YES |
| 2 | NO  |

F7. Did a Census interviewer visit your home?

- 1 YES
  - 2 NO
  - 97 DON'T KNOW
  - 99 REFUSED
- } → GO TO F9

→ F8. Did you or someone else from your household complete the Census with the interviewer?

- 1 YES
- 2 NO

F9.



**BOOKMARK:**

- CHECK BOOKMARK FOR **F9** STARTING POINT
- CIRCLE LETTER OF STARTING POINT
- READ CIRCLED ITEM FIRST
- MAKE SURE TO READ ALL 4 ITEMS
- CIRCLE PREFERENCE

If you had a choice, would you prefer to answer the census by...

| START |                              | PREFER<br>(CIRCLE ONE) |
|-------|------------------------------|------------------------|
| a     | Telephone                    | 1                      |
| b     | In-person                    | 2                      |
| c     | Internet                     | 3                      |
| d     | Mail                         | 4                      |
|       | SOME OTHER WAY (VOLUNTEERED) | 96                     |

## TRUST IN GOVERNMENT

G1.



**BOOKMARK:**

- CHECK BOOKMARK FOR **G1** STARTING POINT AND CIRCLE LETTER OF STARTING POINT

For each of the next statements, please think of the government in general and not just the Census Bureau, and tell me to what extent you agree that the statement describes you.

|  | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |
|--|----------------|----------------|----------------------------|-------------------|-------------------|
| a. The government in Washington can be trusted to use my information responsibly. Would you say that you...              | 5              | 4              | 3                          | 2                 | 1                 |
| b. I trust the government in Washington to keep my best interests in mind.   | 5              | 4              | 3                          | 2                 | 1                 |
| c. When I give information to the government in Washington, I know it will be kept safe.                                 | 5              | 4              | 3                          | 2                 | 1                 |
| d. The government in Washington should collect information about the population so that it can make the right decisions. | 5              | 4              | 3                          | 2                 | 1                 |
| e. I trust my state government more than the government in Washington.   | 5              | 4              | 3                          | 2                 | 1                 |
| f. I trust my city, town, and county government more than the government in Washington.                                  | 5              | 4              | 3                          | 2                 | 1                 |
| g. The Census Bureau is more trustworthy than most other parts of the government in Washington.                          | 5              | 4              | 3                          | 2                 | 1                 |
| h. I don't think public officials care much what people like me think.   | 5              | 4              | 3                          | 2                 | 1                 |
| i. People's rights to privacy are well protected.  | 5              | 4              | 3                          | 2                 | 1                 |
| j. People have lost all control over how personal information about them is used.  | 5              | 4              | 3                          | 2                 | 1                 |
| k. The government knows more about me than it needs to.  | 5              | 4              | 3                          | 2                 | 1                 |
| l. Businesses and private industry have too much information about me.   | 5              | 4              | 3                          | 2                 | 1                 |

## COMPLIANCE WITH REQUIRED PAPERWORK

H1.



**BOOKMARK:**

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

Different people approach paperwork like bills and forms differently. The next questions are about how you deal with the paperwork you have to do in your life. For these questions, think about how you do things like paying bills, renewing memberships and subscriptions, or completing your pet registration.

For each of the statements below, please tell me to what extent you agree that the statement describes you.

|   | Strongly agree | Somewhat agree | Neither agree nor disagree | Somewhat disagree | Strongly disagree |
|---|----------------|----------------|----------------------------|-------------------|-------------------|
| a. I usually wait to complete paperwork until it is due. Would you say that you...          | 5              | 4              | 3                          | 2                 | 1                 |
| b. I usually take care of paperwork as soon as I receive it.                                | 5              | 4              | 3                          | 2                 | 1                 |
| c. Completing paperwork on time makes me feel good.   | 5              | 4              | 3                          | 2                 | 1                 |
| d. I usually start and stop paperwork, rather than completing it in one sitting.            | 5              | 4              | 3                          | 2                 | 1                 |
| e. I usually put paperwork I receive in a stack of things I need to complete at some point. | 5              | 4              | 3                          | 2                 | 1                 |
| f. I sometimes miss deadlines for paperwork, especially when it's not a bill.               | 5              | 4              | 3                          | 2                 | 1                 |
| g. I try to set aside a special time in the week to take care of paperwork.                 | 5              | 4              | 3                          | 2                 | 1                 |
| h. I prioritize paperwork in terms of when it is due.                                       | 5              | 4              | 3                          | 2                 | 1                 |

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## CENSUS ADMINISTRATIVE RECORDS-COST FRAME

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I-1. The 2010 Census cost over \$10 billion. The Census Bureau is looking at saving money next time by getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms.

Suppose you didn't send back your Census form for one reason or another. On a scale from 1 to 5 where 1 is completely negative and 5 is completely positive, how do you feel about the Census saving money by getting your information from other government records?

- 5 COMPLETELY POSITIVE
- 4
- 3
- 2
- 1 COMPLETELY NEGATIVE

I-2. And on the same scale, how do you feel about the Census spending more by sending an interviewer to your home to ask you for the information rather than using other government records?

- 5 COMPLETELY POSITIVE
- 4
- 3
- 2
- 1 COMPLETELY NEGATIVE

I-3. On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to allow the census bureau to use your social security number to obtain your sex, age, date of birth, and race from other government agencies?

- 5 COMPLETELY WILLING
- 4
- 3
- 2
- 1 COMPLETELY UNWILLING



I-4.



**BOOKMARK:**

- CHECK BOOKMARK FOR I-4 STARTING POINT AND CIRCLE LETTER OF STARTING POINT.

| In order to save money, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]? | Would you... |            |
|---|--------------|------------|
|   | Approve      | Disapprove |
| a. Your most recent income tax returns  | 1            | 2          |
| b. A credit bureau  | 1            | 2          |
| c. Your employment history  | 1            | 2          |
| d. Medical records from your doctor   | 1            | 2          |
| e. Information about your health insurance coverage IF NECESSARY: How about for people who have health insurance? Would you approve or disapprove?                  | 1            | 2          |
| f. Information on your government benefits such as unemployment or Social Security  | 1            | 2          |
| g. Your Medicare records IF NECESSARY: How about for people who are on Medicare? Would you approve or disapprove?   | 1            | 2          |

I-5. Finally, if you had to choose, would you prefer that the Census save money by getting your household's information from other government records or would you prefer that the Census spend more to send an interviewer to your home to ask you for it?

- 1 PREFER TO GET INFORMATION FROM RECORDS
- 2 PREFER TO GET INFORMATION AT HOME

## PHONE QUESTIONS

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

- J1. 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        |            |
| 2  | NO         |            |
| 97 | DON'T KNOW | → GO TO J2 |
| 99 | REFUSED    |            |

→ J1a. How many?

IF NECESSARY: Telephone lines inside your home.

\_\_\_ Telephones **[6 = 6 or more]**

97 DON'T KNOW

99 REFUSED

- J2. Do you use one or more cell phone numbers?

|    |            |            |
|----|------------|------------|
| 1  | YES        |            |
| 2  | NO         |            |
| 97 | DON'T KNOW | → GO TO J3 |
| 99 | REFUSED    |            |

→ J2a. How many?

IF NECESSARY: Cell phones do you use.

\_\_\_ Cell phones **[6 = 6 or more]**

- J3.

**INTERVIEWER:** CIRCLE ONE CODE AND FOLLOW INSTRUCTION.

WHICH KIND OF PHONE DOES R HAVE?

LANDLINE AND CELL (J1=1, J2=1)..... 1→ GO TO J4

ONLY LANDLINE (J1=1, J2=2)..... 2→ GO TO K2

ONLY CELL (J1=2, J2=1)..... 3→ GO TO K1

NO PHONE (J1=2, J2=2)..... 4→ GO TO K2

NOT SURE (J1=97, 99, OR J2=97, 99)..... 5→ GO TO J4

J4. Of all the telephone calls that you receive, are ...

- 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
- 88 DON'T HAVE A CELL PHONE
- 89 DON'T HAVE ANY PHONE → GO TO K2

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## INTERNET QUESTIONS

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**INTERVIEWER:** DOES J2 = 1 (USES CELL PHONE)?

- YES 1 → GO TO K1
- NO 2 → GO TO K2

K1. Do you ever use your cell phone to access the internet?

- 1 YES
- 2 NO

K2. Do you ever use the internet on a laptop or desktop computer?

- 1 YES
- 2 NO

**INTERVIEWER:** DOES K1 OR K2 = 1 (USES INTERNET)?

- YES 1 → GO TO K3
- NO 2 → GO TO L1.

K3. On an average day, about how many hours do you use the Internet at home, work or somewhere else?

IF NECESSARY: Please include time you use the internet on your phone or on a regular computer.

- 0 NONE OR LESS THAN ONE [**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
- 11 MORE THAN 10 HOURS



**BOOKMARK:**

- CHECK BOOKMARK FOR **K4** STARTING POINT AND CIRCLE LETTER OF STARTING POINT
- WORK THROUGH ALL ITEMS IN K4.

| K4. On the internet, do you...   | <b>INTERVIEWER:</b><br>Does K1 <b>AND</b> K2 = 01?<br>YES    1 → ASK K5<br>NO     2 → DO NOT ASK K5 |     | K5. FOR a TO d IF YES TO K4, ASK:<br>You said that you [INSERT STEM] on the web. To do that, do you use your computer, phone or both? |       |      |
|--|---|-----|---|-------|------|
|  | NO  | YES | COMPUTER  | PHONE | BOTH |
| a. Pay bills, manage bank accounts or trade stocks   | 2   | 1 → | 1   | 2     | 3    |
| b. Visit social networking sites such as Facebook, Myspace, or LinkedIn                        | 2   | 1 → | 1   | 2     | 3    |
| c. Shop or buy things on sites like Amazon, or Expedia.com                                     | 2   | 1 → | 1   | 2     | 3    |
| d. Create accounts to get review of your cell phone bill or read special content at a magazine | 2   | 1 → | 1   | 2     | 3    |
| e. Read news sites or blogs  | 2   | 1   |   |       |      |
| f. Post things about yourself like pictures, status or blog entries.                           | 2   | 1   |   |       |      |
| g. Prepare and file state or federal income taxes  | 2   | 1   |   |       |      |

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## DEMOGRAPHICS

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L1. The next questions are about you. We use this information to group the survey data in analysis. It helps us ensure that everyone's opinion is represented.

ASK IF NECESSARY: I'm sorry, I am required to ask, what is your gender?

- 1 MALE
- 2 FEMALE

L2. Including yourself, how many people live in your household?

\_\_\_\_\_ [20 = 20 OR MORE]  
NUMBER OF PEOPLE  
97 DON'T KNOW → GO TO L3  
99 REFUSED

**INTERVIEWER:**

IF ANSWER TO L2 = One person            1 → GO TO L4  
IF ANSWER TO L2 = Two or more        2 → GO TO L3

L3. Are there children living at home with you who are under 18 and go to school?

- 1 YES
- 2 NO
- 97 DON'T KNOW
- 99 REFUSED

L4. What is your marital status?

READ LIST IF NECESSARY

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

L5. 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

L6. Are you Hispanic or Latino?

- 1 YES
- 2 NO

L7. 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

L8. What language is spoken most often in this household?

- 1 English
- 2 Spanish
- 3 An Asian or Pacific Islander language such as Chinese, Japanese, Tagalog, or Vietnamese
- 4 Other

L9. Were you born in the United States?

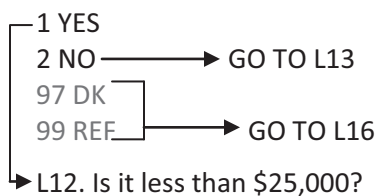
- 1 YES
- 2 NO

L10. Do you rent or own your house or apartment?

- 1 Rent
- 2 Own
- 3 OTHER

L11. Is your total household income before taxes less than \$50,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income. IF NECESSARY: Your responses are completely anonymous.



IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income. IF NECESSARY: Your responses are completely anonymous.

- 1 YES
  - 2 NO
- GO TO L16

L13. Is it more than \$75,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income. IF NECESSARY: Your responses are completely anonymous.

- 1 YES
- 2 NO → GO TO L16

→ L14. Is it more than \$100,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income. IF NECESSARY: Your responses are completely anonymous.

- 1 YES
- 2 NO → GO TO L16

→ L15. Is it more than \$150,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income. IF NECESSARY: Your responses are completely anonymous.

- 1 YES
- 2 NO

L16. What is your age?

- \_\_\_\_\_ years old [range 18-90] INTERVIEWER: 90 = 90 OR OLDER
- 97 DON'T KNOW
- 99 REFUSED

→ L17. 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

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](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0947" as the subject.

**INTERVIEWER:** ASK ONLY IF INTERVIEW DONE IN ENGLISH OR SPANISH.

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 END INTERVIEW

▶ May I have your first name and telephone number in case they want to contact you?

FIRST NAME: \_\_\_\_\_

TELEPHONE NUMBER: (    ) \_\_\_\_\_ - \_\_\_\_\_

When is the best time to reach you?

\_\_\_\_ : \_\_\_\_ AM PM

\_\_\_\_\_ DAY(S) OF WEEK



## **APPENDIX G: COGNITIVE INTERVIEWING SCRIPT**

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?

### **INFORMED CONSENT**

We are developing a survey to gather information about how to increase public awareness and motivate people to respond to the census promptly, saving millions of taxpayer dollars. We are planning to use this survey over the phone with participants from across the country. The survey is still in development, and we want to understand how participants respond to the questions and what they think and feel about them before we do the main study. The survey will cover topics about intent to complete the census form, awareness of the census, legal issues, attitudes, potential motivators, participation in civic programs and services, media exposure, and past experiences with the census. We'll be asking you questions about these topics, and following up with discussion about your reactions to and understanding of the survey questions. Your input will help us finalize the survey, which will be conducted from December 2010-March 2011.

We will be inviting 9 participants from across the country to participate in similar interviews for this part of the research. Your telephone number has been chosen randomly. Your participation in this study is completely voluntary – you can choose not to participate, or choose not to answer any questions we ask in the interview. If you do chose to participate, all of the information you share will be seen only by members of the research team for the purpose of improving the questionnaire. There is no direct benefit to you from participation in this research, but your input will help us make sure that the

views of participants like you are represented during the main study about the United States Census.

IS IT OK IF WE PROCEED?

## Table of Contents

|  |    |
|--|----|
| Census Awareness .....                   | 2  |
| Census Knowledge.....                    | 3  |
| Attitudes about the Census.....          | 4  |
| Zip Code.....                            | 5  |
| Census Beliefs.....                      | 5  |
| Census Motivators .....                  | 7  |
| Census Experience .....                  | 10 |
| Trust in Government.....                 | 12 |
| Efficacy.....                            | 14 |
| Concerns about Privacy .....             | 14 |
| Compliance with Required Paperwork ..... | 15 |
| Census Administrative Records.....       | 16 |
| Phone Questions.....                     | 18 |
| Phone Communications .....               | 18 |
| Internet Questions.....                  | 18 |
| Demographics .....                       | 20 |

### COGNITIVE INTERVIEWER:

WRITE NOTES ON THE SURVEY IN THESE BOXES

RETURN NOTES WITH RECOMMENDATIONS IMMEDIATELY AFTER EACH INTERVIEW

DO NOT READ ANSWER CHOICES IN CAPS

SEVERAL QUESTIONS ON THIS SURVEY MUST BE PRESERVED IN THEIR ORIGINAL FORMAT. WE SHOULD ADMINISTER THESE AND NOTE ANY CONFUSION OR HESITATION, BUT IN THE INTERESTS OF TIME, WE WILL NOT PROBE THESE QUESTIONS.

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## CENSUS AWARENESS

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

1 YES

2 NO →ASK A3

IF YES->WHAT IS THE CENSUS?

**DOES CENSUS MEAN ANYTHING ELSE TO YOU?**

**ASK IF ABOVE=NO OTHERWISE CONTINUE**

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
- 2 NO

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**CENSUS KNOWLEDGE**

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**C3r In general, how familiar are you with the way Census data impacts you and your community Would you say...?**

- 4 Very familiar
- 3 Somewhat familiar
- 2 Not very familiar
- 1 Not familiar at all
- 97 DON'T KNOW
- 99 REFUSED

**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...?**

**INTERVIEWER: READ THE LIST YES, NO, DON'T KNOW FOR THE FIRST ITEM. AS NECESSARY AFTERWARD. DO NOT READ "REFUSED".**

C4ar To decide how much money communities will get from the government?

C4br To decide how many representatives each state will have in Congress?

C4cr To see what changes have taken place in the size, location and characteristics of the people in the United States?

C4dr To determine property taxes?

C4er To help the police and FBI keep track of people who break the law?

C4fr To help businesses and governments plan for the future?

C4gr To locate people living in the country illegally?

C4hr To determine state income tax rates?

C4ir To count both citizens and non-citizens?

C4jr To determine the rate of unemployment?

- 1 Yes
- 2 No
- 97 Don't Know
- 99 REFUSED

**D1r 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
- 97 DON'T KNOW
- 99 REFUSED

**D2r 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
- 97 DON'T KNOW
- 99 REFUSED

PLEASE NOTE ANY OBVIOUS HESITATION, CONFUSION, OR DIFFICULTY HERE.

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### ATTITUDES ABOUT THE CENSUS

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**B1r If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in a Census form Would you say you...?**

- 5 Definitely would
- 4 Probably would
- 3 Might or might not
- 2 Probably would not
- 1 Definitely would not
- 97 DON'T KNOW
- 99 REFUSED

**B5r Thinking about the Census overall, how important do you feel it is for you to participate in the Census? Would you say it is...?**

- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important
- 97 DON'T KNOW
- 99 REFUSED

**C2r Overall, how would you describe your general feelings about the Census? Do you feel...?**

- 5 Highly favorable
- 4 Moderately favorable
- 3 Neutral
- 2 Not too favorable
- 1 Rather unfavorable
- 97 DON'T KNOW
- 99 REFUSED

PLEASE NOTE ANY OBVIOUS HESITATION, CONFUSION, OR DIFFICULTY HERE.

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## ZIP CODE

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**ZIP** To make sure that the survey represents the whole US, we need to collect some information about your location What is your zip code?

**IF NECESSARY: This survey is completely anonymous We only report all the results combined together, not any one person's answers**

RECORD RESPONSE /RANGE 00000-99999/

ASK: IN YOUR OWN WORDS, WHAT IS THIS QUESTION ASKING?

HOW DO YOU FEEL ABOUT PROVIDING YOUR ZIP CODE TO A TELEPHONE INTERVIEWER?

REWORD: IS IT CLEAR TO YOU WHY WE ARE ASKING FOR YOUR ZIP CODE?

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## CENSUS BELIEFS

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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

- 4 Strongly agree
- 3 Agree
- 2 Disagree
- 1 Strongly disagree
- 97 NEITHER AGREE NOR DISAGREE/NO OPINION
- 98 DON'T KNOW
- 99 REFUSED

**E1ar The Census is an invasion of privacy**

**E1br It is important for everyone to be counted in the Census**

**E1er Taking part in the Census shows I am proud of who I am**

**E1fr Filling out the Census form will let the government know what my community needs**

**E1gr I just don't see that it matters much if I personally fill out the Census form or not**

**E1hr It is my civic responsibility to fill out the Census form**

**E1ir The Census Bureau's promise of confidentiality can be trusted**

**E1jr I am concerned that the information I provide will be misused**

**E1lr The government already has my personal information, like my tax returns, so I don't need to fill out a Census form**

**E1mr I'll never see results from the Census in my neighborhood**

**E1nr It takes too long to fill out the Census information, I don't have time**

E SERIES: PLEASE NOTE ANY OBVIOUS HESITATION, CONFUSION, OR DIFFICULTY HERE.

**BELIEF1 The Census should only ask for the number of people living in the household and nothing else**

RE BELIEF1:

IN YOUR OWN WORDS, WHAT DID THIS STATEMENT MEAN TO YOU?

HAVE YOU HEARD ANYTHING IN THE NEWS ABOUT WHAT THE CENSUS IS ALLOWED TO ASK ABOUT BY LAW?

IF THE QUESTION READ:

THE CENSUS SHOULD ONLY ASK HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD

WOULD YOUR ANSWER STILL BE \_\_\_\_\_

DID THIS QUESTION MEAN THE SAME THING TO YOU OR SOMETHING DIFFERENT? IS ONE CLEARER THAN THE OTHER?

ADDITIONAL COMMENTS:

**BELIEF2 Refusing to fill out the Census is a way for people to show that they don't like what the government is doing**

RE BELIEF2:

WHAT DID THIS QUESTION MEAN TO YOU?

ADDITIONAL COMMENTS:

**BENHARM Do you believe that answering and sending back your census form could personally benefit you in any way, personally harm you, or neither benefit nor harm?**

- 1 NEITHER
- 2 HARM
- 3 BENEFIT
- 97 DK
- 99 REFUSED

INTERVIEWER: WAS THE AUTOMATIC RESPONSE "HARM", "BENEFIT", OR "NEITHER"?  
IF NOT, WHAT WAS IT?

WHAT DOES PERSONALLY BENEFIT OR PERSONALLY HARM MEAN TO YOU

IF HARM → HOW COULD IT HARM YOU?

DO YOU ALSO THINK IT COULD BENEFIT, OR JUST HARM?

IF YES → HOW?

IF BENEFIT → HOW COULD IT BENEFIT YOU?

DO YOU ALSO THINK IT COULD HARM, OR JUST BENEFIT?

IF YES → HOW?

IF NEITHER → SO IT CAN'T BENEFIT YOU AT ALL?

AND IT CAN'T HARM YOU?

INTERVIEWER: WE'RE PROBING TO SEE WHETHER THEY PICK "NEITHER" WHEN THEY MEAN "BOTH"

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## CENSUS MOTIVATORS

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**PREMOT** Your participation in Census surveys helps determine funding for a number of programs and services I am going to read you several lists of these services For each list, please tell me which one is the most important to you and which one is least important

**ADD** - This is more a change to the questionnaire, but one we think will benefit us if it's needed:

**Read if necessary:** "All of these programs and services may be important, but we want to get your view of what is most important to you and least important to you."

FROM THIS DESCRIPTION, WHAT DO YOU THINK I AM GOING TO READ TO YOU

- 1 Daycare for children
- 2 Political representation in Congress
- 3 Schools and the education system
- 97 DK
- 99 REF

**MOT1A** Of those, which is most important to you?

**MOT1B** Which is least important?

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B

INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU CHOOSE THE MOST IMPORTANT ITEM?

HOW DID YOU CHOOSE THE LEAST IMPORTANT ITEM?

WHAT DOES “POLITICAL REPRESENTATION IN CONGRESS” MEAN TO YOU IN THIS QUESTION?

INTERVIEWER: NOTE UNINTENDED INTERPRETATIONS

- 1 Care for the elderly
- 2 Daycare for children
- 3 Public transportation
- 97 DK
- 99 REF

**MOT2A Of those, which is most important to you?**

**MOT2B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B

INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU CHOOSE THE MOST IMPORTANT ITEM?

HOW DID YOU CHOOSE THE LEAST IMPORTANT ITEM?

INTERVIEWER: NOTE UNINTENDED INTERPRETATIONS

- 1 Care for the elderly
- 2 Hospitals and healthcare
- 3 Job training programs
- 97 DK
- 99 REF

**MOT3A Of those, which is most important to you?**

**MOT3B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B

INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU CHOOSE THE MOST IMPORTANT ITEM?

HOW DID YOU CHOOSE THE LEAST IMPORTANT ITEM?

INTERVIEWER: NOTE UNINTENDED INTERPRETATIONS

DID YOU NOTICE THAT I REPEATED SOME OF THE ITEMS FROM PREVIOUS QUESTIONS?

DID THAT CONFUSE YOU AT ALL?

- 1 Hospitals and healthcare
- 2 Mental health care
- 3 Roads and highways
- 97 DK
- 99 REF



**MOT4A Of those, which is most important to you?**

**MOT4B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B  
INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU COME UP WITH YOUR ANSWER?

- 1 Daycare for children
  - 2 Fire and police stations
  - 3 Hospitals and healthcare
  - 4 Job training programs
- 97 DK  
99 REF

**MOT1A Of those, which is most important to you?**

**MOT1B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B  
INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU COME UP WITH YOUR ANSWER?

- 1 Care for the elderly
  - 2 Daycare for children
  - 3 Fire and police stations
  - 4 Public transportation
- 97 DK  
99 REF

**MOT2A Of those, which is most important to you?**

**MOT2B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B  
INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU COME UP WITH YOUR ANSWER?

- 1 Fire and police stations
  - 2 Mental health care
  - 3 Roads and highways
  - 4 Schools and the education system
- 97 DK

99 REF

**MOT3A Of those, which is most important to you?**

**MOT3B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B

INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

- 1 Hospitals and healthcare
  - 2 Political representation in Congress
  - 3 Public transportation
  - 4 Schools and the education system
- 97 DK  
99 REF

**MOT4A Of those, which is most important to you?**

**MOT4B Which is least important?**

INTERVIEWER: NOTE WHETHER IT IS NECESSARY TO REPEAT THE LIST FOR ITEM B

INTERVIEWER: NOTE IF RESPONDENT WANTS TO PICK MORE THAN ONE

HOW DID YOU COME UP WITH YOUR ANSWER?

DID YOU NOTICE ANY DIFFERENCES BETWEEN THE QUESTIONS IN THIS SERIES?

DID YOU NOTICE SOME HAD THREE ITEMS AND SOME HAD FOUR?

WHICH WAS EASIER TO ANSWER: THE ONES WITH THREE OR THE ONES WITH FOUR?

---

## CENSUS EXPERIENCE

---

**CE1 Did you receive a Census form in the mail this year?**

- |               |                |
|---------------|----------------|
| 1 YES         | →NEXT QUESTION |
| 2 NO          | →SKIP TO C6R   |
| 97 DON'T KNOW | →SKIP TO C6R   |
| 99 REFUSED    | →SKIP TO C6R   |

TELL ME HOW YOU REMEMBERED THIS

IF YES → DO YOU REMEMBER WHAT IT LOOKED LIKE?

DO YOU REMEMBER WHAT QUESTIONS IT ASKED?

IF NO OR DK → DO YOU KNOW IF SOMEONE ELSE IN YOUR HOUSE RECEIVE ONE?

**ASK IF CE1=1**

CE2 Did you or someone else in your household fill out and return the form?

- 1 YES →NEXT QUESTION
- 2 NO →SKIP TO CE5
- 97 DON'T KNOW→SKIP TO CE5
- 99 REFUSED →SKIP TO CE5

**ASK IF CE2 = 1**

CE3 Did you personally fill out the form or did someone else in your household fill out the form?

- 1 I FILLED OUT THE FORM
- 2 SOMEONE ELSE FILLED OUT THE FORM
- 3 WE WORKED ON IT TOGETHER
- 97 DK
- 99 REF

IF 1 → PLEASE TELL ME HOW YOU REMEMBERED THAT

IF 2 → WERE YOU THERE WHEN THE OTHER PERSON FILLED IT OUT?

IF NO → HOW DID YOU REMEMBER IT WAS THE OTHER PERSON? DID YOU TALK ABOUT IT AT THE TIME?

**ASK IF CE2 = 1**

CE4 Did you personally return the form or did someone else in your household return the form?

- 1 MYSELF
- 2 SOMEONE ELSE
- 97 DON'T KNOW
- 99 REFUSED

INTERVIEWER: IF SPONTANEOUS RESPONSE IS NOT "ME", "MYSELF", OR A MARKER FOR SOMEONE ELSE IN THE HOUSEHOLD, NOTE THAT HERE.

THE LAST QUESTION WAS ABOUT FILLING OUT THE FORM THIS ONE SAID "RETURN THE FORM". DO YOU THINK THOSE ARE DIFFERENT?

How?

**ASK IF CE1=1**

CE5 When you filled out the form, did you answer all the questions completely?

- 1 YES
- 2 NO
- 97 DON'T KNOW
- 99 REFUSED

IF YES → CAN YOU REMEMBER WHAT THE FORM ASKED YOU?  
HOW DID YOU REMEMBER THAT?

IF NO → DO YOU REMEMBER WHAT QUESTIONS YOU DID NOT ANSWER?  
IF NO → HOW DID YOU REMEMBER THAT YOU DID NOT ANSWER ALL THE QUESTIONS

**C6r Are you aware that if you don't mail back the Census form that a Census Bureau interviewer tries to visit your home to gather the necessary information?**

- 1 YES
- 2 NO
- 98 DON'T KNOW
- 99 REFUSED

**CE6 Did a Census interviewer visit your home?**

- 1 YES →NEXT QUESTION
- 2 NO →SKIP TO CE8
- 98 DON'T KNOW →SKIP TO CE8
- 99 REFUSED →SKIP TO CE8

IF NO OR DK → DO YOU THINK SOMEONE MIGHT HAVE COME WHEN SOMEONE ELSE WAS HOME BUT YOU WEREN'T?

**ASK IF CE6=1**

**CE7 Did you or someone else from your household complete the Census with the interviewer?**

- 1 YES
- 2 NO
- 98 DON'T KNOW
- 99 REFUSED

INTERVIEWER: NOTE IF SPONTANEOUS ANSWER IS NOT YES OR NO

WAS THAT YOU OR WAS IT SOMEONE ELSE?

**CE8 If you had a choice, would you prefer to answer the census by**

- 1 Telephone
- 2 In-person
- 3 Internet
- 4 Mail
- 96 SOME OTHER WAY (VOLUNTEERED)
- 97 DK
- 99 REFUSED

---

## **TRUST IN GOVERNMENT**

---

For each of the next statements, please tell me to what extent you agree that the statement describes you

**ROTATE QUESTIONS TOG1-COMP8**

**TOG1 The federal government can be trusted to use my information responsibly**

**Would you say you**

Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree, or  
Strongly disagree  
DK  
REF

TELL ME MORE ABOUT THAT.

IF NECESSARY: HOW DID YOU COME UP WITH THAT ANSWER?

TO YOU, WHAT DOES IT MEAN TO USE INFORMATION RESPONSIBLY?

### **TOG2 I trust the federal government to keep my best interests in mind**

INTERVIEWER: READ LIST ONLY AS NECESSARY

TELL ME MORE ABOUT THAT.

IF NECESSARY: HOW DID YOU COME UP WITH THAT ANSWER?

IF NEGATIVE → IF THE GOVERNMENT DID KEEP YOUR BEST INTERESTS IN MIND, WHAT KINDS OF THINGS WOULD THEY DO?

IF POSITIVE → WHAT DOES “BEST INTERESTS” MEAN TO YOU? WHAT KINDS OF THINGS DOES THAT MEAN THE GOVERNMENT DOES?

### **TOG3 When I give information to the federal government, I know it will be kept safe**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

TO YOU, WHAT DOES IT MEAN TO KEEP INFORMATION SAFE?

### **TOG4 The government should collect information about the population so that it can make the right decisions**

TELL ME MORE ABOUT THAT.

IF NECESSARY: HOW DID YOU COME UP WITH THAT ANSWER?

IF NEGATIVE → DO YOU THINK THAT THERE ARE SOME THINGS THAT THE GOVERNMENT CURRENTLY DOES THAT REQUIRE INFORMATION LIKE A COUNT OF THE POPULATION?

WOULD YOU SAY THAT COLLECTING SOME KINDS OF INFORMATION IS IMPORTANT?

IF YES → WHAT KINDS OF INFORMATION

WHAT KINDS OF INFORMATION SHOULD THE GOVERNMENT NOT COLLECT?

WOULD YOU SAY THAT EVEN IF THE GOVERNMENT COULD USE THOSE NUMBERS TO MAKE SURE THAT PROGRAMS WERE PROVIDED TO THE RIGHT PEOPLE?

INTERVIEWER: WE WANT TO KNOW WHETHER THE OBJECTION IS TO THE IDEA OF COLLECTING INFORMATION IN GENERAL OR TO THE SPECIFIC INFORMATION COLLECTED

IF POSITIVE → WHAT KINDS OF DECISIONS MIGHT BE INCLUDED HERE?

**TOG5 I trust my state government more than the federal government**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

**TOG6 I trust my local government more than the federal government**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

WHAT WOULD YOU SAY YOUR “LOCAL” GOVERNMENT IS? HOW IS THAT DIFFERENT FROM THE STATE GOVERNMENT?

**TOG7 The Census Bureau is more trustworthy than most other parts of the federal government**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

---

**EFFICACY**

---

INTERVIEWER, CONTINUE TO USE THE STRONGLY AGREE TO STRONGLY DISAGREE LANGUAGE HERE

**Q32b: I don't think public officials care much what people like me think**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

WHAT DO YOU THINK OF WHEN YOU THINK OF “PEOPLE LIKE ME”?

---

**CONCERNS ABOUT PRIVACY**

---

**Q32c: People's rights to privacy are well protected**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

IF NEGATIVE → WHAT KINDS OF RIGHTS DO YOU THINK ARE NOT PROTECTED?

**Q32d: People have lost all control over how personal information about them is used**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

WHAT KINDS PERSONAL INFORMATION DO YOU THINK THIS QUESTION IS ASKING ABOUT?

**Q32f: The government knows more about me than it needs to**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

**PRIV7 Businesses and private industry have too much information about me**

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT?

WHAT DO YOU THINK OF WHEN YOU THINK OF “BUSINESSES AND PRIVATE INDUSTRY”?

---

## COMPLIANCE WITH REQUIRED PAPERWORK

---

Different people approach paperwork like bills and forms differently. The next questions are about how you deal with the paperwork you have to do in your life. For these questions, think about how you do things like paying bills, renewing memberships and subscriptions, or completing your pet registration.

For each of the statements below, please tell me to what extent you agree that the statement describes you

*ROTATE LIST*

[READ SCALE THE FIRST TIME; AS NECESSARY THEREAFTER]

**COMP1 I usually wait to complete paperwork until it is due**

Would you say you

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree, or
- Strongly disagree
- DK
- REF

INTERVIEWER: READ LIST HERE.

WHY DID YOU SAY YOU \_\_\_\_\_ WITH THAT STATEMENT? WHAT KINDS OF PAPERWORK WERE YOU THINKING OF?

**COMP2 I usually take care of paperwork as soon as I receive it**

NOTE PROBLEMS

**COMP3 Completing paperwork on time makes me feel good**

NOTE PROBLEMS

**COMP4 I usually start and stop paperwork, rather than completing it in one sitting**

IF POSITIVE → IS THAT ALL PAPERWORK?

**COMP5 I usually put paperwork I receive in a stack of things I need to complete at some point**

IF POSITIVE → CAN YOU THINK OF WHAT IS IN THAT STACK RIGHT NOW?

**COMP6 I sometimes miss deadlines for paperwork, especially when it's not a bill**

IF POSITIVE → CAN YOU REMEMBER WHAT THE LAST DEADLINE YOU MISSED WAS?

**COMP7 I try to set aside a special time in the week to take care of paperwork**

NOTE PROBLEMS

**COMP8 I prioritize paperwork in terms of when it is due**

WHEN I SAY "PRIORITIZE PAPERWORK", WHAT DOES THAT MEAN TO YOU?

FOR THESE QUESTIONS, WHAT KINDS OF THINGS WERE YOU THINKING OF WHEN I SAID "PAPERWORK"?

IF THE RESPONDENT RETURNED THE MAIL CENSUS → WHEN YOU GOT YOUR MAIL CENSUS FORM THIS YEAR, DID YOU RETURN IT RIGHT AWAY, OR DID YOU PUT IT ASIDE FOR AWHILE?

---

## CENSUS ADMINISTRATIVE RECORDS

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*IF EXP5AGC=1, THEN AGC1=THE SOCIAL SECURITY ADMINISTRATION, AGC2= THE IRS, AGC3= A PRIVATE CREDIT AGENCY SUCH AS EXPERIAN  
IF EXP5AGC=2, THEN AGC1= THE IRS, AGC2=THE SOCIAL SECURITY ADMINISTRATION, AGC3=A PRIVATE CREDIT AGENCY SUCH AS EXPERIAN  
IF EXP5AGC=3, THEN AGC1= A PRIVATE CREDIT AGENCY SUCH AS EXPERIAN, AGC2= THE IRS, AGC3= THE SOCIAL SECURITY ADMINISTRATION  
THE CENSUSMISS FILLS ARE RANDOMIZED BETWEEN RESPONDENTS (ONE RESPONDENT SEES THE SAME FILL FOR ALL THREE QUESTIONS) THE FILLS ARE "PEOPLE WHO ARE MISSED IN THE CENSUS?" [FLAG: EXP5MISS=1]: OR "ALL THE PEOPLE FOR WHOM THEY HAVE INFORMATION IN THEIR RECORDS?" [FLAG: EXP5MISS=2]:*

**AMQ19:** Now I will ask you about a proposal to improve the accuracy of the Census count. It involves using records from a number of government agencies to identify people who are missed in the Census. One of the agencies is **the social security administration**. People missed by the Census who have **social security numbers** could then be counted. Would you favor or oppose **the social security administration** giving the Census Bureau the sex, age, date of birth, and Hispanic origin, and race of **people who are missed in the census**?



- 1 = FAVOR →ASK AMQ20
- 2 = OPPOSE →ASK AMQ20
- 97 = DK →SKIP TO AMQ21
- 99 = REF →SKIP TO AMQ21

AMQ20: How strongly do you feel about this: very strongly, somewhat strongly, not too strongly, or not strongly at all?

- 1 = Very strongly
- 2 = Somewhat Strongly
- 3 = Not too strongly
- 4 = Not strongly at all
- 97 = DK
- 99 = RF

TELL ME MORE ABOUT THAT. IF NEEDED: HOW DID YOU COME UP WITH YOUR ANSWER.

**AMQ21: Another agency being considered is **the IRS**. Would you favor or oppose the IRS giving the Census Bureau the sex, age, date of birth, Hispanic origin, and race of all the people for whom they have information in their records?**

- 1 = FAVOR
- 2 = OPPOSE
- 97 = DK
- 99 = REF

TELL ME MORE ABOUT THAT:  
IF NEEDED: HOW DID YOU COME UP WITH THAT ANSWER

WHAT DOES A PRIVATE CREDIT AGENCY MEAN TO YOU IN THIS QUESTION

**AMQ22: A final agency being considered is **a private credit agency such as Experian**. Would you favor or oppose **a private credit agency such as Experian** giving the Census Bureau the sex, age, date of birth, Hispanic origin, and race of all the people for whom they have information in their records?**

- 1 = FAVOR
- 2 = OPPOSE
- 97 = DK
- 99 = REF

TELL ME MORE ABOUT THAT:  
IF NEEDED: HOW DID YOU COME UP WITH THAT ANSWER

WHAT DOES A PRIVATE CREDIT AGENCY MEAN TO YOU IN THIS QUESTION

**AMQ23: Another proposal is to do away with Census forms entirely No one would be asked to fill out a form Instead, the Census Bureau would count the entire population by getting information from other government agencies Would you favor or oppose the Census Bureau getting everyone's sex, age, date of birth, Hispanic origin, and race from the records of other government agencies, so no one would have to fill out a census form?**

- 1 = FAVOR →NEXT QUESTION

2 = OPPOSE →SKIP TO PHONE QUESTIONS  
97 = DK →SKIP TO PHONE QUESTIONS  
99 = REF →SKIP TO PHONE QUESTIONS

TELL ME MORE ABOUT THAT:

IF NEEDED: HOW DID YOU COME UP WITH THAT ANSWER

WHAT DOES A PRIVATE CREDIT AGENCY MEAN TO YOU IN THIS QUESTION

AMQ23b Would you still favor this action if it meant that the information the government had to make policy decisions were less accurate?

1 YES  
2 NO  
97 DK  
99 REF

TELL ME MORE ABOUT THAT:

IF NEEDED: HOW DID YOU COME UP WITH THAT ANSWER

WHAT DOES A PRIVATE CREDIT AGENCY MEAN TO YOU IN THIS QUESTION

---

## PHONE QUESTIONS

---

REMOVED PHONE QUESTIONS. THESE NEED TO BE ASKED THE WAY THEY ARE FOR WEIGHTING

---

## PHONE COMMUNICATIONS

---

INTERVIEWER, ASK IF THE RESPONDENT HAS A CELL PHONE. IF NOT, SKIP TO INT2

**INT1 Do you ever use your cell phone to access the internet?**

1 YES  
2 NO  
98 DON'T KNOW  
99 REFUSED

---

## INTERNET QUESTIONS

---

**INT2 Do you ever use the internet on a laptop or desktop computer?**

1 YES  
2 NO  
98 DON'T KNOW  
99 REFUSED

INTERVIEWER, ASK THE NEXT QUESTION IF THEY HAVE INTERNET ON COMPUTER OR PHONE.  
OTHERWISE, SKIP TO DEMOGRAPHICS

J8r On an average day, about how many hours do you use the Internet at home, work or somewhere else?

IF NECESSARY: Please include time you use the internet on your phone or on a regular computer

- |    |   |
|----|---|
| 0  | NONE OR LESS THAN ONE [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   |
| 11 | MORE THAN 10 HOURS  |
| 97 | DON'T KNOW  |
| 99 | REFUSED   |

ARE YOU CONSIDERING THE AMOUNT OF TIME YOU USE THE INTERNET ON YOUR CELL PHONE?

**On the internet, do you**

**IntSite1. Pay bills, manage bank accounts, or trade stocks**

NOTE PROBLEMS

**IntSite2. Visit social networking sites such as Facebook, Myspace, or LinkedIn**

IF NO → WHEN I SAY "SOCIAL NETWORKING" WHAT DOES THAT MEAN TO YOU?

IF YES → DO YOU VISIT ANY OTHER SOCIAL NETWORKING SITES? WHICH ONES?

**IntSite3. Shop or buy things on sites like amazon or expedia.com**

NOTE PROBLEMS

**IntSite4. Create accounts to get personalized information (like review your cell phone bill or read special content at a magazine)**

IF YES → WHAT KINDS OF ACCOUNTS DO YOU HAVE?

IF NO → DO YOU HAVE AN E-MAIL ACCOUNT AT YAHOO, HOTMAIL, OR GMAIL?

IF YES TO SHOP OR BANKING → WHEN YOU SHOP OR BANK ONLINE, DO YOU CREATE ACCOUNTS AT THOSE SITES?

**IntSite5. Read news sites or blogs**

NOTE PROBLEMS

**IntSite6. Post things about yourself like pictures, status, or blog entries**

IF YES → WHAT KINDS OF THINGS ABOUT YOURSELF DO YOU PUT ONLINE? WHERE?

IF NO → DO YOU HAVE A FACEBOOK ACCOUNT OR AN ACCOUNT AT LINKEDIN?

**IntSite7. Prepare and file state or federal income taxes**

**NOTE PROBLEMS**

- 1 YES
- 2 NO
- 98 DON'T KNOW
- 99 REFUSED

*ASK FOR EACH OF INTSITE1-INTSITE4 FOR WHICH THE ANSWER=1 IF INT1=1 AND INT2=1*

**INTSRC1-INTSRC4. You said that you [pop in from intsite1-intsite4] on the web To do that, do you use your**

- 1 computer,
- 2 phone, or
- 3 both
- 97 DK
- 99 REF

**DEMOGRAPHICS**

The next questions are about you We use this information to group the survey data in analysis It helps us ensure that everyone’s opinion is represented

**ASKGENDR [ask IF NECESSARY] I’m sorry, I am required to ask, what is your gender?**

- 1 MALE
- 2 FEMALE

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

RECORD ANSWER /RANGE 1-20/

*ASK IF M1>1*

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

- 1 YES →NEXT QUESTION
- 2 NO →SKIP TO M3
- 97 DON'T KNOW →SKIP TO M3
- 99 REFUSED →SKIP TO M3

**CIS1 In the past two years, has any of your children told you that he or she learned about the Census in school**

**IN THE PAST TWO YEARS, HAVE YOUR CHILDREN LEARNED ABOUT THE CENSUS IN SCHOOL?**

**DOES THIS MEAN THE SAME THING TO YOU?**

**WOULD YOU SAY THAT THE ANSWER TO THIS QUESTION IS ALSO \_\_\_\_\_?**

CIS2 In the past two of years, have your children brought home any materials about the Census?

- 1 YES
- 2 NO
- 97 DON'T KNOW
- 99 REFUSED

**M3 What is your marital status?**

- 1 Now married
- 2 Widowed
- 3 Divorced
- 4 Separated
- 5 Never married
- 97 DON'T KNOW
- 99 REFUSED

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

- 1 Less than grade school
- 2 Less than high school graduate
- 3 High school graduate
- 4 Some college
- 5 College graduate
- 6 Postgraduate
- 97 DON'T KNOW
- 99 REFUSED

**M5 Are you Hispanic or Latino?**

- 1 YES
- 2 NO
- 97 DON'T KNOW
- 99 REFUSED

***MULTIPUNCH***

***PROGRAMMER: PLEASE UPDATE WITH VARIABLE NAMES FROM CBAMS I***

**M6 Which of these categories best describes your race?**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Native Hawaiian or other Pacific Islander
- 4 Black or African-American
- 5 White
- 6 OTHER
- 97 DON'T KNOW
- 99 REFUSED

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

- 1 English

- 2 Spanish
- 3 An Asian or Pacific Islander language such as Chinese, Japanese, Tagalog, or Vietnamese
- 4 Other
- 97 DON'T KNOW
- 99 REFUSED

**M8 Were you born in the United States?**

- 1 YES
- 2 NO
- 97 DON'T KNOW
- 99 REFUSED

**M9 Do you rent or own your house or apartment?**

- 1 Rent
- 2 Own
- 3 OTHER
- 98 DON'T KNOW
- 99 REFUSED

**M10a Is your total household income less than \$50,000?**

**IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income**

**IF NECESSARY: Your responses are completely anonymous**

- 1 YES→ **NEXT QUESTION**
- 2 NO→SKIP TO **M10C**
- 97 DK→>SKIP TO M11
- 99 REF→>SKIP TO M11

**M10b** Is it less than \$25,000?

**IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income**

**IF NECESSARY: Your responses are completely anonymous**

- 1 YES→>SKIP TO M11
- 2 NO→>SKIP TO M11
- 97 DK→>SKIP TO M11
- 99 REF→>SKIP TO M11

**M10c** Is it more than \$75,000?

**IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income**

**IF NECESSARY: Your responses are completely anonymous**

- 1 YES→**NEXT QUESTION**
- 2 NO→>SKIP TO M11
- 97 DK→>SKIP TO M11
- 99 REF→>SKIP TO M11

**M10d** Is it more than \$100,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income

IF NECESSARY: Your responses are completely anonymous

1 YES→NEXT QUESTION

2 NO→>SKIP TO M11

97 DK→>SKIP TO M11

99 REF→>SKIP TO M11

**M10e** Is it more than \$150,000?

IF NECESSARY: I am required to ask because we have to make sure that the survey represents people with all levels of income

IF NECESSARY: Your responses are completely anonymous

1 YES

2 NO

97 DK

99 REF

NOTE ANY PROBLEMS WITH THE INCOME SERIES

**M11r What is your age?**

\_\_\_\_\_ years old /range 18-90/

97 DON'T KNOW

99 REFUSED

THAT WAS MY LAST QUESTION. THANK YOU FOR YOUR TIME AND EFFORT TODAY. SO THAT WE MAY BE ABLE TO MAIL THE \$50 GIFT FOR PARTICIPATING IN THIS INTERVIEW WITH ME TODAY, I WOULD LIKE TO CONFIRM THE ADDRESS WE HAVE FOR YOU. IS IT STILL...?

THANK YOU. YOU SHOULD RECEIVE THE GIFT IN 6-8 WEEKS. HAVE A NICE DAY.

**APPENDIX H: SORRY I MISSED YOU CARD**



Sorry I missed you –

Day/Date/Time: \_\_\_\_\_

I stopped by to talk with you about a national study you've been chosen to take part in.

I will contact you again soon. I look forward to meeting you.

My name is:

\_\_\_\_\_

I can be reached at:

\_\_\_\_\_



Siento no haberlo(a) encontrado –

Día/fecha/hora: \_\_\_\_\_

Venía para hablar con usted sobre un estudio nacional en el que usted ha sido elegido(a) para participar.

Pronto me volveré a comunicar con usted.

Estoy ansioso por conocerlo(a).

Mi nombre es:

\_\_\_\_\_

Se puede comunicar conmigo llamando al:

\_\_\_\_\_



## APPENDIX I: 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    |
|               | SACRAMNTO-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    |

| STRATUM         | MARKET                     |    |
|-----------------|----------------------------|----|
|                 | NEW ORLEANS                | LA |
|                 | BIRMINGHAM (ANN AND TUSC)  | AL |
|                 | MEMPHIS                    | TN |
|                 | 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 |

| STRATUM | MARKET                     |       |
|---------|----------------------------|-------|
|         | COLUMBIA                   | SC    |
|         | SPRINGFIELD                | MO    |
|         | JACKSON                    | MS    |
|         | SYRACUSE                   | NY    |
|         | CHATTANOOGA                | TN    |
|         | 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    |

| STRATUM | MARKET                     |       |
|---------|----------------------------|-------|
|         | BOISE                      | ID    |
|         | FARGO-VALLEY CITY          | ND    |
|         | COLUMBUS                   | GA    |
|         | CORPUS CHRISTI             | TX    |
|         | LA CROSSE-EAU CLAIRE       | WI    |
|         | AMARILLO                   | TX    |
|         | COLUMBUS-TUPELO-WEST POINT | MS    |
|         | 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    |

| STRATUM | MARKET                     |          |
|---------|----------------------------|----------|
|         | 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    |
|         | 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       |

| STRATUM | MARKET          |
|---------|-----------------|
|         | PRESQUE ISLE ME |
|         | HELENA MT       |
|         | NORTH PLATTE NE |
|         | ALPENA MI       |
|         | GLENDIVE MT     |

## **APPENDIX J: CALCULATING MINDSET PROBABILITIES**

The steps for calculating mindset membership probabilities are detailed in the algorithm below. Using the maximum probability score to assign to a mindset will provide about 65% accuracy. This can be improved upon by using a  $k$  nearest neighbor discriminant analysis. This classifies a respondent into the same mindset as their  $k$  closest neighbors. The neighbors are the CBAMS II respondents. Based on a test data set with  $k=3$  neighbors, the overall classification improved to 75% accuracy.

### **1. Calculate motivator scores**

| <b>Survey Question</b> | <b>Issue List</b>                       | <b>Preference Score</b> | <b>Most Important (A)</b> | <b>Least Important (Not A or B)</b> |
|------------------------|---|-------------------------|---------------------------|-------------------------------------|
| MOT1                   | 01 Daycare for children                 | ISSUE2                  | +1                        | -1                                  |
|                        | 02 Political representation in Congress | ISSUE7                  | +1                        | -1                                  |
|                        | 03 Schools and the education system     | ISSUE10                 | +1                        | -1                                  |
| MOT2                   | 01 Care for the elderly                 | ISSUE1                  | +1                        | -1                                  |
|                        | 02 Daycare for children                 | ISSUE2                  | +1                        | -1                                  |
|                        | 03 Public transportation                | ISSUE8                  | +1                        | -1                                  |
| MOT3                   | 01 Care for the elderly                 | ISSUE1                  | +1                        | -1                                  |
|                        | 02 Hospitals and healthcare             | ISSUE4                  | +1                        | -1                                  |
|                        | 03 Job training programs                | ISSUE5                  | +1                        | -1                                  |
| MOT4                   | 01 Hospitals and healthcare             | ISSUE4                  | +1                        | -1                                  |
|                        | 02 Mental health care                   | ISSUE6                  | +1                        | -1                                  |
|                        | 03 Roads and highways                   | ISSUE9                  | +1                        | -1                                  |
| MOT5                   | 01 Care for the elderly                 | ISSUE1                  | +1                        | -1                                  |
|                        | 02 Political representation in Congress | ISSUE7                  | +1                        | -1                                  |
|                        | 03 Roads and highways                   | ISSUE9                  | +1                        | -1                                  |
| MOT6                   | 01 Fire and police stations             | ISSUE3                  | +1                        | -1                                  |
|                        | 02 Hospitals and healthcare             | ISSUE4                  | +1                        | -1                                  |
|                        | 03 Schools and the education system     | ISSUE10                 | +1                        | -1                                  |
| MOT7                   | 01 Fire and police stations             | ISSUE3                  | +1                        | -1                                  |
|                        | 02 Job training programs                | ISSUE5                  | +1                        | -1                                  |
|                        | 03 Public transportation                | ISSUE8                  | +1                        | -1                                  |
| MOT8                   | 01 Daycare for children                 | ISSUE2                  | +1                        | -1                                  |
|                        | 02 Fire and police stations             | ISSUE3                  | +1                        | -1                                  |
|                        | 03 Roads and highways                   | ISSUE9                  | +1                        | -1                                  |
| MOT9                   | 01 Mental health care                   | ISSUE6                  | +1                        | -1                                  |
|                        | 02 Public transportation                | ISSUE8                  | +1                        | -1                                  |
|                        | 03 Schools and the education system     | ISSUE10                 | +1                        | -1                                  |
| MOT10                  | 01 Job training programs                | ISSUE5                  | +1                        | -1                                  |
|                        | 02 Mental health care                   | ISSUE6                  | +1                        | -1                                  |
|                        | 03 Political representation in Congress | ISSUE7                  | +1                        | -1                                  |

## 2. Recode variables

Knowledge: C4gr, C4hr, C4jr, C4br

| Questionnaire Response option | Recoded value |
|-------------------------------|---------------|
| 1 Yes                         | 1             |
| 2 No                          | 2             |
| 97 Don't Know                 | 2             |
| 99 Refused                    | 2             |

Beliefs: E1hr, E1ir, E1jr, BELIEF1

| Questionnaire Response option            | Recoded value |
|--|---------------|
| 4 Strongly agree                         | 5             |
| 3 Agree                                  | 4             |
| 2 Disagree                               | 2             |
| 1 Strongly disagree                      | 1             |
| 96 Neither agree nor disagree/No opinion | 3             |

## 3. Calculate Recentering factors

Knowledge:  $RCK = (AWARE + C4GR + C4BR + C4JR + C4HR) / 5$

Beliefs:  $RCB = (E1IR + E1JR + E1HR + BELIEF1) / 4$

## 4. Recenter Variables

| Knowledge              | Beliefs                    |
|------------------------|----------------------------|
| $RAWARE = AWARE - RCK$ | $RE1hr = E1hr - RCB$       |
| $RC4gr = C4gr - RCK$   | $RE1ir = E1ir - RCB$       |
| $RC4hr = C4hr - RCK$   | $RE1jr = E1jr - RCB$       |
| $RC4jr = C4jr - RCK$   | $RBELIEF1 = BELIEF1 - RCB$ |
| $RC4br = C4br - RCK$   |                            |

## 5. Dichotomize Variables

### Step 1: Subtract Mean

RAWARE-0.34  
 RC4gr-(-0.28)  
 RC4hr-(-0.20)  
 RC4jr-(-0.06)  
 RC4br-0.21  
 RE1hr-0.85  
 RE1ir-0.45  
 RE1jr-(-0.94)

### Step 2: Recode to 1,-1

SRAWARE  
 SRC4gr  
 SRC4hr  
 SRC4jr  
 SRC4br  
 SRE1hr  
 SRE1ir  
 SRE1jr

$$= \begin{cases} 1 & \text{if } \leq 0 \\ -1 & \text{if } > 0 \end{cases}$$



|                 |           |
|-----------------|-----------|
| RBELIEF1(-0.37) | SRBELIEF1 |
| ISSUE1-4.44     | SISSUE1   |
| ISSUE2-3.20     | SISSUE2   |
| ISSUE6-3.24     | SISSUE6   |
| ISSUE8-2.94     | SISSUE8   |

**6. Estimate Probabilities**

$$g_i = \ln(Pr_i/Pr_1) = \beta_{i0} + \sum_j B_{ij}x_{ij}$$

$$Pr_1 = 1/(1 + \sum_{i=2}^7 e^{g_i}), Pr_i = Pr_1 e^{g_i}$$

**Parameter Estimates( $\beta_{ij}$ )**

| j  | Variable  | 2:                                |                            |            |                    |                  |               |                  |
|----|-----------|-----------------------------------|----------------------------|------------|--------------------|------------------|---------------|------------------|
|    |           | 1: Gov't<br>Minded<br>(reference) | Compliant<br>and<br>Caring | 3: Dutiful | 4: Local<br>Minded | 5:<br>Uninformed | 6:<br>Cynical | 7:<br>Suspicious |
| 0  | INTERCEPT | N/A                               | -0.3027                    | -1.1693    | 1.0138             | 9.5827           | 8.4970        | 11.3150          |
| 1  | SRAWARE   | N/A                               | 0.9140                     | 1.1335     | 0.9248             | 0.2893           | 0.6292        | 1.2187           |
| 2  | SISSUE    | N/A                               | -2.3483                    | -0.5559    | -2.8934            | -1.8011          | 0.2688        | -1.5900          |
| 3  | SRC4br    | N/A                               | -0.0422                    | -1.0293    | -0.3406            | 0.5273           | -0.0947       | -0.1433          |
| 4  | SRC4jr    | N/A                               | -0.3356                    | -1.8627    | -2.0228            | 0.0110           | 0.2080        | -1.5339          |
| 5  | SRC4hr    | N/A                               | -0.1240                    | -1.7689    | -1.4970            | -0.1857          | 0.1401        | -1.4325          |
| 6  | SISSUE6   | N/A                               | -1.4475                    | -0.2350    | -1.7270            | -1.3101          | -0.0036       | -0.8893          |
| 7  | SRC4gr    | N/A                               | -0.3505                    | -1.7928    | -1.8366            | -0.6847          | 0.1811        | -1.4785          |
| 8  | SRE1hr    | N/A                               | 0.3898                     | 0.3019     | 0.7691             | 0.6839           | 0.6448        | 0.6705           |
| 9  | SRBELIEF1 | N/A                               | 0.2375                     | -0.1090    | -0.1894            | -0.6284          | -0.6485       | -0.7497          |
| 10 | SISSUE8   | N/A                               | 0.9018                     | 0.2823     | 0.8868             | 0.8557           | 0.4132        | 0.3184           |
| 11 | SRE1ir    | N/A                               | 0.3260                     | -0.0928    | 0.6182             | 0.6527           | 0.8070        | 0.3464           |
| 12 | SRE1jr    | N/A                               | 0.8925                     | 0.0518     | 0.5849             | 0.1680           | -0.4571       | -0.3377          |
| 13 | SISSUE1   | N/A                               | -0.5630                    | -0.1472    | -0.6877            | -0.9789          | -0.0037       | -0.0908          |
| 14 | C2r       | N/A                               | 0.1164                     | 0.2183     | 0.1525             | -0.8658          | -1.0426       | -0.9084          |
| 15 | B1r       | N/A                               | 0.3080                     | 0.4759     | -0.1261            | -0.8788          | -0.9824       | -1.2114          |