

STUDY SERIES  
(*Survey Methodology* #2013-20)

**Cognitive Testing Report of Notice of Visit Flyer  
and Questions about Administrative Records Linkage**

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Report Issued: July 16, 2013

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## **Cognitive Testing Report of Notice of Visit Flyer and Questions about Administrative Records Linkage**

In order to facilitate the successful administration of the census and collect information about the U.S. population, the U.S. Census Bureau must be able to ensure respondents' comprehension of survey materials, cooperation in the process, and potential acceptance of alternative modes of data collection. The present study seeks to measure comprehension of two crucial parts of this process. The first part involves testing the comprehension of the "Notice of Visit," a flyer that is left at the homes of respondents who did not complete the initial enumeration and are unavailable for the nonresponse followup enumerator's visit. The second part of this study tests the acceptance by respondents of data sharing between the Census Bureau and other government and non-government agencies through a number of attitudinal questions.

The first part of the study tested a revised decennial census Notice of Visit flyer for the 2013 Census test. The flyer was tested for comprehension and respondents' comfort with the response options that are listed on the flyer (i.e., telephone or online). The second part of the study tested a series of questions that are part of an ongoing telephone-administered survey about trust in governmental statistical agencies. These questions ask how the respondent feels about the Census Bureau supplementing survey information with data from administrative records of other governmental agencies or non-governmental companies. After initial preferences were gauged, a series of social benefits of the census were explained to respondents to see if these advantages would affect a more favorable change in their opinion. Several framings of the social benefits of using administrative data were also tested with the hopes of identifying more powerful frames that may be used in future communications campaigns to promote cooperation with the decennial census and the Census Bureau more generally.



## **1. Introduction**

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## **2. Background**

### *2.1 Notice of Visit*

The "Notice of Visit" is a paper flyer that an enumerator leaves on a respondent's front door after she has come by to conduct an interview for the decennial census and the respondent was not home. Although this study only tested the Notice of Visit in English, the actual notice is double-sided; the front side is written in English and the back-side in Spanish. The Notice of Visit is intended to inform the respondent that an enumerator came by to conduct a census interview but that she was unable to speak with someone. The flyer explains that the respondent should reply to the notice either by calling a phone number listed on the flyer or going online to a site listed. If the respondent does not call or go online, an enumerator will return and attempt to conduct the interview in person. This study asks respondents to read over the notice and then respond to some questions about the details of its message.

## *2.2 Federal Statistical System Public Opinion Monitoring Survey (FSS POS)*

The Census Bureau partnered with other federal statistical agencies to understand public trust in official statistics in the United States. This interagency group commissioned a two-year-long telephone-administered survey—the Federal Statistical System Public Opinion Survey (FSS POS)—that seeks to measure trust in the federal statistical system, the credibility of federal statistics, and attitudes toward and knowledge of the statistical uses of administrative records. From February 2012 through September 2013, the Gallup is fielding 25 questions nightly as part of this an ongoing data collection for the Census Bureau. Nineteen of the 25 questions are core questions and six are available for rotation in month-long intervals over the course of its administration over two years. Core questions focus on awareness of and attitudes towards federal statistics and federal statistical agencies. The rotating questions have been reserved for a variety of topics related to attitudes toward data sharing and testing potential communications messages that could alter public opinions.

This series of cognitive interviews tested one of these sets of rotations, which will be implemented beginning in February of 2013 and continue until August of 2013. These rotations ask respondents how they feel about the Census Bureau obtaining contact information, income or name and age of household members from the Internal Revenue Service (IRS), the Social Security Administration (SSA), the Department of Motor Vehicles (DMV), or companies that provide publically accessible information. The questions ask about the Census Bureau obtaining a variety of information from these entities as a means of supplementing direct survey collection. After each question about the respondent's opinion of obtaining a particular type of information from a particular agency, two social frames were tested to see if they might influence the respondent's opinion positively. The two frames tested were that of (1) cost reduction and (2) social good (political representation or social services). These two reasons were identified by previous research as positively affecting respondents' perceptions of data sharing (Conrey, ZuWallack and Locke 2011; Smirnova and Scanlon 2012).

## **3. Methodology**

### *3.1 Respondents*

Members of the Center for Survey Measurement (CSM) staff conducted seventeen cognitive interviews in January of 2013. Respondents were recruited via Craigslist.com and signup sheets at tables set up in public areas in the Washington DC Metropolitan area. Respondents were recruited with the intention of achieving diversity in age, gender, education and race. Although such diversity was achieved, the results of this study do not reflect a random or representative sample and therefore may not be generalized to the US population. The demographic details of these seventeen respondents are provided in Table 1.

**Table 1. Summary of the Demographic Characteristics of Cognitive Interview Respondents**

	<b>Total</b>
<b>Gender</b>	
Male	10
Female	7
<b>Race</b>	
White	4
Black	13
<b>Age</b>	
<25 yrs.	4
25-60 yrs.	11
>60 yrs.	2

*3.2 Materials*

Two sets of materials were tested in this study: a Notice of Visit flyer and proposed questions for the FSS POS. At the beginning of each interview, CSM staff members showed respondents the Notice of Visit flyer and asked them a number of questions about the flyer to determine the salience and clarity of the information. Respondents were also asked what they would do if they received such a notice. Once the probing about the Notice of Visit was completed, respondents were instructed to pretend as though the rest of the survey was being conducted over the phone. Although four different sets of questions were tested in order to study each combination of data type and agency, in the actual phone survey, the interviewer will only ask one of these sets of questions per respondent. The combinations of agency and data type that are asked about are included in Table 2. To mitigate possible ordering effects during the cognitive interview, four different versions of the questionnaire were tested that involved different ordering and different combinations of agencies and data. These four versions are included in Appendix A.

**Table 2. Data type and Agency Combinations in FSS POS Questions**

Agency	Data Type			
	[Generic] Information	Contact Information	Name & Age	Income
Social Security Administration	X	X	X	
Internal Revenue Service			X	X
Department of Motor Vehicles		X		
Company that provides publically accessible information		X		X

Each protocol includes four sets of questions (of the eight possibilities illustrated in Table 2). Each set focuses on one type of data and one particular agency (e.g. obtaining contact information from the Department of Motor Vehicles). The structure of each question set began with an opening (cold/unframed) question about respondents’ preferences about obtaining data from a particular agency. Following the opening question, cost and social good frames were added to the question to see if the respondent’s opinion would become more favorable. Two different versions of each frame were tested. The two cost frames asked about cost saving at a national level or household level and the two social good frames asked about funding for schools, roads and hospitals or about political representation. These frames were distributed equally between the protocols and question sets. If the respondent’s opinion did not become more favorable after the motivational frames, additional follow-up questions about the respondent’s concerns and fears were subsequently asked.

Interviewers asked respondents the survey questions, as well as immediate follow-up probes about concepts and entities included in the question. Probes were semi-scripted and intended to cover certain pre-identified topics, but also allowed the interviewer the flexibility to follow unanticipated problems that surfaced. The goal of this method is to understand what the respondent was thinking when answering and how s/he interpreted the meaning of the question. This information is used to help the researcher identify which questions could benefit from revision and how they might be revised. The interview focused upon those terms that might be unclear to respondents. It is important that the concepts we seek to measure are understood consistently across respondents.

The protocol used to conduct these interviews is included in Appendix A. Respondents received a stipend of \$40 for their participation. The interviews were conducted at the Census Bureau headquarters, as well as at several coffee shops in Washington, D.C.

The results of both parts of the study are discussed in the next section.



## 4. Findings

### 4.1 Notice of Visit

The Notice of Visit was broadly understood by respondents in this study. Figure 1 illustrates the Notice that was cognitively tested:

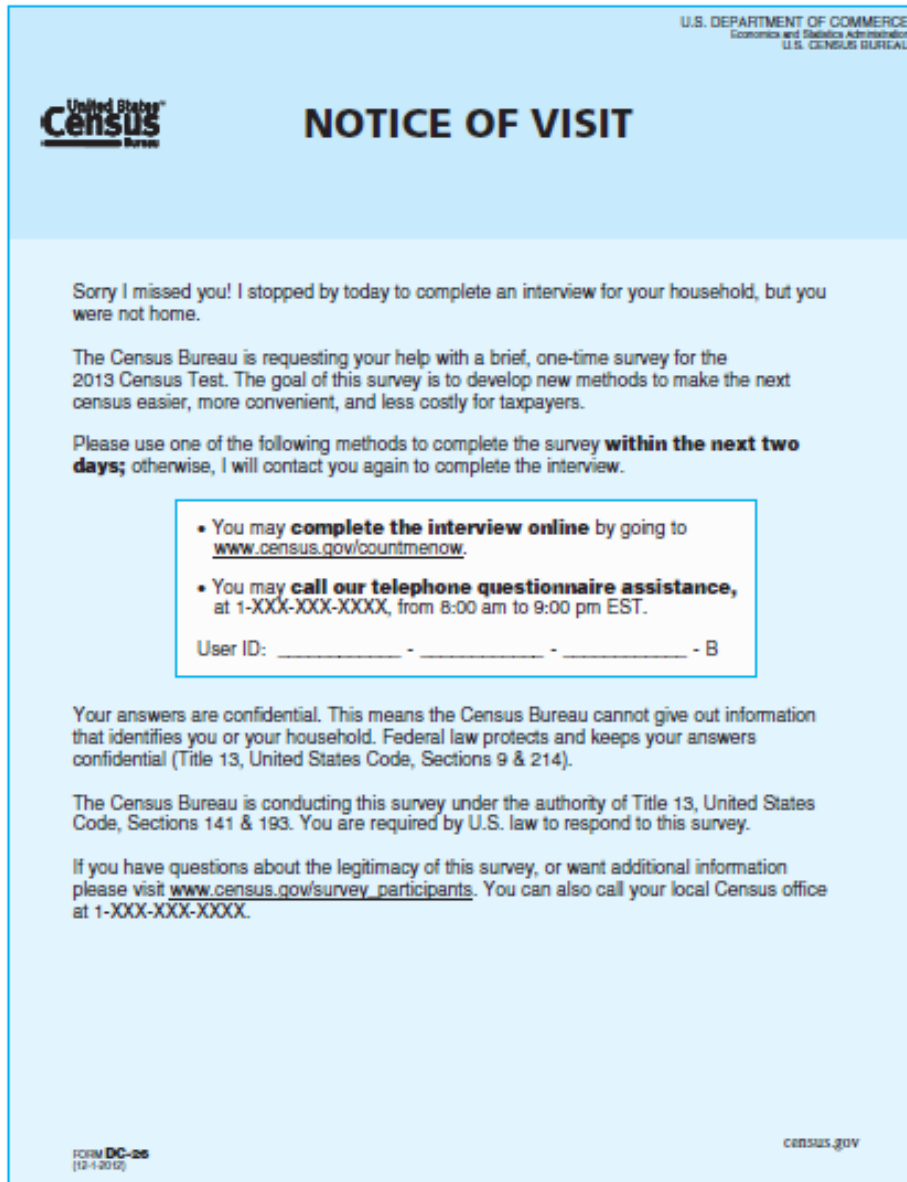


Figure 1: Notice of Visit Flyer

At the beginning of the cognitive interview, respondents were shown the flyer above. They were told that they would come home and find the notice on their door. Respondents were given a few minutes to look over the flyer before the researchers asked them about its content. Most respondents understood that they received the flyer because a census enumerator had come by while they were not home. Two respondents were not able to either identify the purpose or origin of the flyer and were not even clear that the flyer was associated with the Census Bureau. They clearly did not notice the Census Bureau located in the top left-hand corner of the flyer. The majority of respondents recognized the notice was from the Census Bureau. This recognition may be a result of the logo on the flyer or the text explaining its purpose, but it might also be a consequence of the interview environment: conducted by Census Bureau employees at the Census Bureau headquarters (for the most part). This interview environment primed respondents; therefore further testing in which interviews are not conducted by Census Bureau employees or at the Census Bureau should be conducted to make sure the origin of the notice is clear.

Based upon their reading of the flyer, respondents were asked to explain the purpose of the survey. Their opinions differed widely. Some respondents believed the notice was referring to the census itself, and it requested them to go online to fill out the census form so that they could “better the community,” “make sure [they are] counted,” or that “[the Census Bureau gets] the numbers right.” Others believed that this survey was a preliminary questionnaire that would help inform the future census form. These respondents indicated that the survey would “make the next census better,” “save taxpayers, or save [them] money,” or “will help design the questions.” Other respondents were unclear of the purpose of the survey and indicated that the Notice of Visit did not explain its intent. Respondents in this last category were more likely to report that they would not respond to the notice by calling or going online but would wait for someone to come back.

Most respondents noticed the box in the center of the flyer that delineated the two ways they might respond. When asked how they would likely respond, most people seemed to indicate a clear and strong preference for one of the two options, some going so far as to say that if their preferred option were not available, they would likely not respond at all. Respondents were, however, divided as to what their preferred option was. As previous research has indicated (Bailey et. al. 2011), younger respondents tended to prefer the online response option whereas older respondents explained that they did not have internet or computer access in their home or were not comfortable filling out surveys online. This second group indicated that they would call the number listed on the sheet, whereas the first group said that they would not call, or would only call as a “last resort.” Although most respondents indicated they would choose one of the options, when pressed what they would actually do—and the researchers told them that it was OK to say that they would not respond—there were two younger respondents who said that they would not do anything, they would wait for the enumerator to come back. Two of the older respondents who were confused by the purpose of the notice were hesitant when asked whether

they would actually respond if they received such a notice at their home. It seems as though they also would likely do nothing and wait to see if another enumerator came by.

Researchers asked respondents what would happen if they did not respond to the flyer. Many respondents said this was not clear; they did not see the answer to this question on the flyer. Two respondents said that an interviewer would come back, likely two days after they received the initial notice. Those who believed that the flyer did not say what would happen were divided as to what they thought might occur in the absence of a response. Some believed “nothing will happen,” “they’ll have one less person in the count,” whereas another said, “they’ll find another way to find you.”

In general, respondents were able to comprehend the main ideas of the notice. We do recommend further testing of the form in a different environment in order to make sure that the setting did not unintentionally prime respondents. Since the Census Bureau headquarters is not a neutral setting, it is difficult to infer the clarity of the flyer.

#### *4.2 FSS POS Questions*

The four versions of the protocol tested in this study are included in Appendix A.

The question-by-question analysis proceeds with four versions of the opening question and then discusses the four different frame questions: two versions of each of the cost and social good frames.

Below is the standard text of the opening questions. The bolded text represents the type of information (contact information, information, income, name and address) that could be taken from different entities (Social Security Administration, Internal Revenue Service, Department of Motor Vehicles, a company that provides publically accessible information) to supplement the census. These types of information and entities were rotated across sets.

1. For the next census in 2020, if the Census Bureau got **<data type>** that you already provided to **<entity>**, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the **<entity>** only to produce statistics, and that your personal information would remain unavailable to the public, would you be strongly in favor of the Census Bureau getting your **<data type>** from **<entity>**, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

Some respondents were unclear about the direction of data sharing mentioned in the question. Some dubious respondents asked explicitly whether the Census Bureau would be sharing this information with the other agencies or entities. Others made remarks such as, “I don’t think it is right for the Census Bureau to share confidential information with the IRS,” a statement that indicates confusion about whether the question is asking how they feel about these agencies sharing information with the Census Bureau or about the Census Bureau also sharing information with these other agencies or companies. This confusion affected their responses to this question and might have made respondents less receptive to data sharing. In contrast, others who were clear about the direction of data sharing made general opinion statements regarding government agencies sharing information: “If one agency has information I have no problem with them sharing it with other government agencies. I think there should be more sharing between government agencies.” This sentiment articulates a general preference for data sharing between government agencies, not only providing information to the Census Bureau.

Other findings were data- or agency- specific. These are discussed below. The numbered items present information about the <entity> in the above question and the lettered items represent the <data type>.

### ***1. Social Security Administration (SSA)***

#### ***a) Information***

Respondents generally understood this question to be asking about the Census Bureau getting information from the Social Security Administration. The term “information” was purposefully vague and as a result exhibited considerable ordering effects. When this question was not asked first in the series, respondents often assumed “information” was the same data type mentioned in the previous question (e.g. contact information, income, or name and address). When the question was asked first, people tended to think about the information that is collected by the Census Bureau on the decennial census form. Such “information” included name, address, the number household members, age, and race of household members. Some also mentioned social security numbers or retirement information since this is what people most commonly associated with the Social Security Administration. It is notable that no one mentioned income as a type of “information” that the Census Bureau might obtain unless a previous question had explicitly asked about income.

Since the question was about information more generally, responses tended to reflect respondents’ opinions about the SSA and about data sharing more broadly. Respondents indicated trust of the SSA; they perceived the agency as the most reliable source of information of the entities we asked about on this survey. When asked whether they believed the SSA had information about them or about other people, respondents generally believed the SSA has information on all American citizens. These respondents explained that the SSA had information about people who are working and paying into Social Security retirement funds and about people who receive disability payments. Respondents believed that the SSA has access to accurate data

about name, age, and income, though they were unclear as to whether the SSA would have current, updated contact information.

In line with previous research (Scanlon and Smirnova 2011; Smirnova and Scanlon 2012), reluctant respondents often said they might be comfortable with the SSA or other agencies sharing their data if they were first asked for permission. These respondents wanted to retain control over their information by knowing what types of information and under which circumstances their information would be shared. Two respondents brought up HIPAA (The Health Insurance Portability and Accountability Act) as a gold standard of data sharing that requests the consent of all people seeking medical services. These respondents insisted that the Census Bureau mimic this model if they plan to obtain or share administrative records data with other agencies.

#### b) Name and Age

Some respondents were asked their opinion of the Census Bureau obtaining “information such as your name and age from the Social Security Administration.” Although name and age were considered more innocuous than most other types of information tested (e.g. income, contact information), the specificity of the request (in contrast to “information”) seemed to evoke stronger feelings and attitudes. Respondents who received Social Security benefits seemed most uncomfortable with this data sharing. Several of these respondents mentioned that they have signed privacy statements that ought to protect the information that they provide to SSA. One respondent said that it was “violating my privacy” if the Census Bureau could “just go in there and get that.” Another respondent called this action “Big Brother.” In contrast, another respondent explained that she “did sign a waiver or something and if I remember, under the Freedom of Information Act, some things are public record. It wouldn’t matter one way or another but I would somewhat favor” the SSA sharing information with the Census Bureau. Other similar respondents believed that the SSA has a great deal of information and it would be wasteful not to share it with other government agencies that need it.

#### c) Income

Respondents generally understood this question. When asked if they believed the SSA had income information for everyone in the US, many believed that it does have information on all US citizens who have a social security number. The logic employed by respondents was that people who work pay taxes toward their retirement benefits and many who are unemployed receive Social Security benefits. According to this logic, the majority of those living in the US are included in the SSA data. Two of our respondents received Social Security benefits; as such, they were particularly knowledgeable about the type of information stored by the SSA.

## **2. Internal Revenue Service (IRS)**

Respondents believed that the IRS has a database of accurate information for all people who pay taxes in the US. Numerous respondents said, “The IRS can get whatever information it wants.” This sentiment again expressed confusion over the directionality of data sharing, though

respondents tended to believe that the information that the IRS maintains is accurate and up-to-date because “if you file taxes, you have updated this information recently” and if you have not, “they will find a way to find you and your information.” Confusion over information exchange directionality was most frequent when discussing the IRS. This may be a result of the IRS being an enforcement agency and therefore respondents may have some familiarity with the IRS following up with people for audits or verification of income information.

a) Name and Age

Respondents understood this question and believed that the IRS has your name and address. Respondents were generally comfortable with the Census Bureau obtaining name and address from the IRS.

b) Income

Respondents understood this question and believed that the IRS is a good source for income information. However, some respondents were unaware that the Census Bureau collects income information and expressed some confusion and discomfort over the Census Bureau obtaining this information.

**3. *Department of Motor Vehicles (DMV)***

Many respondents questioned the accuracy of obtaining information from the Department of Motor Vehicles. These respondents cited the fact that not everyone has a driver’s license and several respondents brought up the fact that there is a separate DMV for each state and therefore this question is not asking about one source, but rather 50 or 51 separate sources. Respondents who opposed the Census Bureau collecting information from the DMV opposed the process based upon concerns about accuracy rather than privacy or confidentiality.

a) Contact Information

Few respondents were supportive of the Census Bureau obtaining contact information from the DMV due to accuracy concerns. Respondents argued that not everyone has a driver’s license and as a result, the DMV does not have information on everyone. Most respondents who did have a driver’s license said that they did not think the DMV has their email address or phone number, only their physical mailing address. Finally, two respondents mentioned that younger people who are transient might not have driver’s licenses, and even when they do, the license may be from a different state than their current address. Considering all of these reasons, many respondents believed that using information collected from the DMV would be a poor strategy for the Census Bureau to pursue. Few privacy concerns were raised in response to this question. Instead, the primary concern was accuracy. The respondents’ comments about data collection processes reflect high comprehension of the question itself.

**4. *Company that provides publically accessible information***

Respondents did not have a strong grasp of what was meant by “a company that provides publically accessible information.” Some respondents believed that the term referred to public

records, such as marriage and death certificates that are available at municipal government offices. Other people thought the term referred to private companies, such as marketing companies that sell information to interested parties. The divergence in interpretations may have contributed to differing opinions and therefore must be reconciled before the survey is implemented in the field.

a) Income

Many respondents believed that it would be a bad idea for the Census Bureau to obtain income information from a company that provides publically accessible information because the information would be inaccurate. One respondent said that he has looked up his own income on some online sites that claim to have such publically accessible information and he said that the figures were “wildly inaccurate.”

b) Contact Information

When respondents were asked how they would feel about the Census Bureau obtaining their contact information from a company that provides publically accessible information, respondents were generally favorable. In this combination, respondents tended to think a company that provides publically accessible information was a marketing company. One respondent rationalized that, “if the information is already out there, why not?” Another was supportive of the Census Bureau using contact information from a company that provides publically accessible information, because “the companies do a good job of finding me, so it’s probably a good strategy;” still another said, “if I already gave out my address, then what do I have to fear?”

### ***5. Motivating Frames***

After the initial question (discussed above) about data sharing was asked of respondents (rotating agencies and types of data), interviewers explained to the respondents:

Now I will read you some reasons why some people like the idea of the Census getting your name and age from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

The motivating frames that follow this transition statement were developed from previous qualitative research that indicated that respondents were more favorable to the use of administrative records in census collections if the process would alleviate government costs, either giving money back to taxpayers or using the money for other government programs that are currently underfunded. Respondents were also supportive of this data collection method if they understood a social good to result from census data (e.g. political representation or allocation of public services).

In order to test how much these motivating frames influenced respondents’ opinions, two versions of each type of frame (i.e. cost and social good) were tested. The results are discussed below.

a) Cost Frame

After the initial question, respondents were told one of two things, either

1. The 2010 Census cost about \$100 dollars per housing unit. Getting **<data type>** from **<entity>** could reduce the cost for the 2020 Census and save government money.

or

2. The 2010 Census cost over \$10 billion dollars. Getting **<data type>** from **<entity>** could reduce the cost for the 2020 Census and save government money.

The intention of adding these frames was to understand whether cost savings would change respondents' opinions on data sharing. The first version was intended to give respondents a household-level idea of cost, whereas the second version was supposed to give a picture of how much the census costs at a national level.

Respondents generally understood what it meant to save government money. Many explained that it meant to “use the saved money for other government programs that need it,” or “to save taxpayers’ money.” One respondent interpreted the statement to mean that taxpayers would pay *more* money, because it would be saving the *government’s* money.

Several respondents indicated that these frames do not say how much money will be saved or that it definitely will save money, only that it *could* save money. In the \$10 billion dollar frame, more respondents mentioned that the government always makes promises to save money, but that it rarely follows through on these promises. Perhaps this large price tag contributed to the sentiment of unrealistic promises since the number is abstract and therefore seemingly unattainable.

Researchers also asked respondents what it meant for the Census to cost \$100 per housing unit. About half the respondents understood this to mean that the operation of sending surveys, enumerators and follow-up operations, on average, costs \$100 that is often paid for by taxes. The other half was unclear what this phrase meant—it was especially confusing for people who were unclear whether the phrase was saying that it cost \$100 or that they would save \$100.

b) Social Good Frame

The second set of motivating frames read to respondents after the initial question sought to emphasize the social goods that result from the Census Bureau’s data:

1. Because some people choose not to respond to the Census, getting **<data type>** from **<entity>** could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.

Or



2. Because some people choose not to respond to the Census, getting <data type> from <entity> could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.

Both of these frames were developed from qualitative research that previously identified these two issues as meaningful to respondents (Conrey, ZuWallack, and Locke 2011; Smirnova and Scanlon 2013).

The frame referencing the distribution of seats in the House of Representatives was very meaningful to those respondents with higher education, though many of our respondents with lower levels of education were confused by this question and/or did not know what it meant. The second frame was more consistently understood by respondents and tended to result in more favorable opinions toward data sharing. Unlike the cost frame that left ambiguous how much money would be saved (or if any would be saved at all), the idea that census data are used to determine where a “community should build new schools, hospitals, roads, and firehouses” seemed reasonable and beneficial to our respondents.

#### ***6. Understanding Concerns***

If respondents were not in favor of obtaining data from a particular agency and the cost and social good frames did not increase their favorability, they were asked to elaborate on their ambivalence or resistance. The first question in the series was open-ended:

***16. You seem to be [not in favor of/neither strongly in favor of nor against] the Census obtaining your information from the Department of Motor Vehicles. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)***

Respondents understood this question and were able to provide adequate responses. If the respondent expressed privacy or confidentiality concerns, distrust or hatred of the government, two follow-up multiple-choice questions were asked. The first asks the respondent to further specify his/her concern into one of five categories:

**17. Which of the following best describes your concern? Are you most concerned:  
(Rotate order, except last.)**

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

Respondents were able to select a choice among these options without difficulty. Two respondents asked if they might select all the options. This appeared to be a consequence of the options reflecting overlapping or interrelated concerns. This does not appear to be problematic, but is worthy of note. Respondents interpreted the phrase: “the government having too much information about you” in different ways. The dominant interpretation was that an enforcement agency (e.g., IRS, SSA) might be able to deny someone benefits or impose sanctions if they learned some relevant information about a person. Another, less popular, interpretation was that, if the government had too much information about a person, it would be easier for a hacker or government employee to misuse that data by engaging in identity theft.

The final question in each series asked about the respondent’s greatest fear or the greatest “threat to your personal information.” This question was worded as follows:

**18. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information:**

*(Rotate order, except last).*

- a. Insecure IT Systems**
- b. A Government employee misusing your data**
- c. A Government agency using the information to get you in trouble**
- d. An unauthorized person, or hacker, gaining access to your data**
- e. Something else**

Respondents understood this question and the associated response options. Respondents tended to choose options B and D most frequently, often offering a similar description of the fear: someone using your personal information to commit identity theft for economic profit or political gain. The distinction between these two options was that the first one was from within the agency, whereas the second one was from without. The “unauthorized person or hacker” was linked to “Insecure IT” systems, which were identified as technology systems that lacked the proper security settings (e.g. passwords, firewalls) to protect the information databases from external hackers. Although respondents offered diverse definitions of “Insecure IT systems,” their explanations indicated that the main concept was well conveyed and a number selected this response option themselves.

## **5. Recommendations**

### **Notice of Visit**

- 1. Enlarge the Census logo and/or center it at the top of the page.** A few respondents did not see the logo and as a result were unable to identify the source of the notice. Eye

tracking research indicates that respondents start by looking at the first question or at a place a few inches down on the left side of the page, then left to right (Romano, Holland, and Murphy 2009; Romano & Chen 2011; Ashenfelter 2010). In these situations, they rarely look at the header. Considering most of the interviews were conducted at Census Headquarters, it would be fair to presume that such confusion would be even more common in situations where respondents have not been primed by hearing about the Census Bureau recently or possibly ever. The larger the logo is, and more prominently displayed, the more likely that it will be noticed by respondents.

2. **Remove OMB approval expiration date.** One respondent said that an expiration date of the OMB approval is confusing, and that she might think that the notice was instructing her to respond on that date rather than in two days. If it were possible to remove this detail, or place it in a less conspicuous place on the notice, that might produce less confusion.

### FSS POS Questions

1. **Do not ask about obtaining information from the Department of Motor Vehicles.** Most respondents who took issue with this question focused on accuracy issues and logistics. The question produced more questions than answers.
2. **Do not ask about obtaining income from a company that provides publically accessible information.** It is unlikely that the Census Bureau would try to obtain income information from anyone other than the IRS or SSA, and respondents seemed particularly uneasy with income information being obtained by a private company. Many concerns were also accuracy-related rather than concerned with privacy or confidentiality.
3. **Provide a prompt for interviewers to define what is meant by “a company that provides publically accessible information.”** Many respondents were unclear what was meant by this term. If the intent is to include a broad range of entities then it may remain, but if not, it needs to be further specified or given a definition so that interviewers may assist respondents.
4. **Use “a company that provides publically accessible information” or “public records,” not both.** The two are used interchangeably in the question and the two terms evoke different definitions for respondents—different definitions that are associated with differing opinions about data sharing.
5. **Specify how much money would be saved in the cost frame.** A number of respondents raised issue with this frame, arguing that the frame did not make a difference because it simply states a fact or a problem without offering a solution to the issue. As it stands it is reminiscent of other “empty promises” made by the government and therefore might have the opposite effect on respondents’ approval of data sharing.

6. **Provide an interviewer prompt to explain the U.S. House of Representatives to respondents who are confused.** The frame appears to positively impact respondents with higher education, though respondents with lower education do not understand the concept of the U.S. House of representatives or the Census Bureau's relation to it. As a result, this "social good" frame only works for respondents with higher education.

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**Appendix A**  
**Version 1 of Administered Questionnaire**

**Notice of Visit / Interactive Address / Gallup Protocol (NAG) v1**

Introduction:

Hello, my name is \_\_\_\_\_. I work for the Census Bureau. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing. Every ten years the United States conducts a census, or count, of everyone who is living in the United States. In the past the Census Bureau has mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of taxpayers' money. In an effort to reduce cost, we are considering alternative ways of contacting people.

This is a two part study. In the first part, I'm going to show you a Notice of Visit that is left on the door of respondents with whom we were unable to get in touch. We want to make sure the notice makes sense and is clear to respondents. In the second part, I will ask you some questions about alternative ways that the Census Bureau could collect data. For all of these questions, I'm interested in knowing if you find anything unclear or confusing.

Permission to Tape-Record:

Because it would be hard to keep track of everything you say today, we're going to tape-record this session. [Hand respondent consent form.] Please read this over and sign it. I want you to know that your responses will be kept strictly confidential and will only be seen by Census employees involved in these projects. Your participation in this study is completely voluntary and you can decline to answer any particular question.

Think-out-loud Instructions:

As I said before, we are interested in how these questions work for you. So what I would like you to do is tell me everything you're thinking as you come up with your answers. Instead of thinking to yourself, I'd like you to think out loud. I would like you to tell me everything you're thinking as you hear the question and decide how to answer it. And sometimes I may ask you additional questions about the questions or your answers. There are no right or wrong answers. We are interested in how these questions work for you.

Because sometimes people take a while to get used to the idea of thinking out loud, I'd like to start out with a practice question. Can you tell me how many windows are in your house or apartment? [PROBE as appropriate to responses to this question.]


*If not in the home:*

*Also, some of the questions will ask you about this address or this house, apartment, or mobile home. Pretend you are taking this survey in your home and answer about where you live.*

Okay, let's begin with the Notice of Visit, a sheet that is left at your door if you are not home when a Census interviewer comes by.

## Part 1: Notice of Visit

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

 **NOTICE OF VISIT**

Sorry I missed you! I stopped by today to complete an interview for your household, but you were not home.

The Census Bureau is requesting your help with a brief, one-time survey for the 2013 Census Test. The goal of this survey is to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please use one of the following methods to complete the survey **within the next two days**; otherwise, I will contact you again to complete the interview.

- You may **complete the interview online** by going to [www.census.gov/countmenow](http://www.census.gov/countmenow).
- You may **call our telephone questionnaire assistance**, at 1-XXX-XXX-XXXX, from 8:00 am to 9:00 pm EST.

User ID: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - B

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you or your household. Federal law protects and keeps your answers confidential (Title 13, United States Code, Sections 9 & 214).

The Census Bureau is conducting this survey under the authority of Title 13, United States Code, Sections 141 & 193. You are required by U.S. law to respond to this survey.

If you have questions about the legitimacy of this survey, or want additional information please visit [www.census.gov/survey\\_participants](http://www.census.gov/survey_participants). You can also call your local Census office at 1-XXX-XXX-XXXX.

FORM DC-25  
(12-1-2012) census.gov



Probes: In your own words, what does this notice say?

What is the purpose of this survey?

What are your options for completing the interview?

What will happen if you do not respond?

What do you think you would do if you received this notice of visit?

Please type the address into the web browser. (Note whether it is entered correctly)

Do you feel comfortable going online to fill out a survey? Why or why not?

## Part 2: Gallup Study

For this part I am going to ask you some opinion questions. Please respond as you would if someone was calling you and asking these questions over the phone.

### Set 1

3. For the next census in 2020, if the Census Bureau got information that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be strongly in favor of the Census Bureau getting your information from the Social Security Administration, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your information from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frames – one per panel:

4. The 2010 Census cost over \$10 billion dollars. Getting your information directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

Social Good Frames – one per panel:

5. Because some people choose not to respond to the Census, getting information from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**  
**How did you choose your answer?**  
**What kind of information did you think this question was asking about?**  
**What does it mean to use information for statistics?**  
**What do you think is meant by getting information from the Social Security Administration?**

*For those who answer at least one question against or DK/REF/Neither:*

6. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the social Security Administration. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

7. *If the answer is privacy/confidentiality/trust/hate gov, ask:*

Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

8. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- a. Insecure IT Systems
  - b. A Government employee misusing your data
  - c. A Government agency using the information to get you in trouble
  - d. An unauthorized person, or hacker, gaining access to your data
  - e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

**Set 2**

9. For the next census in 2020, if the Census Bureau got information, like your name and age, that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Social Security Administration, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
- p. strongly in favor of this,
  - q. somewhat in favor of it,
  - r. neither in favor nor against it,
  - s. somewhat against it, or
  - t. strongly against it

Now I will read you some reasons why some people like the idea of the Census getting your (name and age from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

**Probe: In your own words, what is this question asking?  
How did you choose your answer?**

*Rotate order of frames:*

Cost Frame

10. The 2010 Census cost over \$10 billion dollars. Getting your name and age directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.
- u. strongly in favor of this,
  - v. somewhat in favor of it,
  - w. neither in favor nor against it,
  - x. somewhat against it, or
  - y. strongly against it

**Probe: What do you think it means to save government money?**

Social Good Frame

11. Because some people choose not to respond to the Census, getting names and ages from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- z. strongly in favor of this,
  - aa. somewhat in favor of it,
  - bb. neither in favor nor against it,
  - cc. somewhat against it, or
  - dd. strongly against it

**Probe: In your own words, what is this question asking?**

**Probe: Do you think the Social Security Administration has your income information? Why or why not?**

*For those who answer at least one question against or DK/REF/Neither:*

12. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your

information from the (Social Security Administration/IRS). Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

If the answer is *privacy/confidentiality/trust/hate gov*, ask:

13. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

14. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- Insecure IT Systems
  - A Government employee misusing your data
  - A Government agency using the information to get you in trouble
  - An unauthorized person, or hacker, gaining access to your data
  - Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

### Set 3

15. For the next census in 2020, if the Census Bureau got information, like your contact information, that you already provided to the Department of Motor Vehicles, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Department of Motor Vehicles only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Department of Motor Vehicles, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or

- ii. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your contact information from the Department of Motor Vehicles. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame

16. The 2010 Census cost about \$100 dollars per housing unit. Getting your contact information from the Department of Motor Vehicles could reduce the cost for the 2020 Census and save government money.
- jj. strongly in favor of this,
  - kk. somewhat in favor of it,
  - ll. neither in favor nor against it,
  - mm. somewhat against it, or
  - nn. strongly against it

**Probe: What does it mean to save government money? What does it mean to save \$100 per housing unit?**

Social Good Frame

17. Because some people choose not to respond to the Census, getting contact information from the Department of Motor Vehicles could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- oo. strongly in favor of this,
  - pp. somewhat in favor of it,
  - qq. neither in favor nor against it,
  - rr. somewhat against it, or
  - ss. strongly against it

**Probes: What does it mean to get “contact information”?**

**What does it mean to use information for statistics?**

*For those who answer at least one question against or DK/REF/Neither:*

18. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the Department of Motor Vehicles. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

19. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- a. About the government having too much information about you?
  - b. That the information could be used against you?
  - c. That you might lose control of your information?
  - d. About not knowing what is going to happen to your information?

e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

20. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

#### Set 4

21. For the next census in 2020, if the Census Bureau got information, like your name and age, from a company that provides publicly accessible information, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from this company only to produce statistics, would you be *strongly in favor of the Census Bureau getting your information from public records, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?*

- tt. strongly in favor of this,
- uu. somewhat in favor of it,
- vv. neither in favor nor against it,
- ww. somewhat against it, or
- xx. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your (name and age/income/contact information) from a company that provides publicly accessible information. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame – one per panel

22. The 2010 Census cost about \$100 dollars per housing unit. Getting your name and age from a company that provides publicly accessible information could reduce the cost for the 2020 Census and save government money.
- yy. strongly in favor of this,
  - zz. somewhat in favor of it,
  - aaa. neither in favor nor against it,
  - bbb. somewhat against it, or
  - ccc. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What does it mean to save government money?**

**What does it mean to save \$100 per housing unit?**

Social Good Frame – one per panel

23. Because some people choose not to respond to the Census, getting names and ages from a company that provides publicly accessible information could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- ddd. strongly in favor of this,
  - eee. somewhat in favor of it,
  - fff. neither in favor nor against it,
  - ggg. somewhat against it, or
  - hhh. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What is “a company that provides publicly accessible information”? Can you give me an example?**

*For those who answer at least one question against or DK/REF/Neither:*

24. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from a company that provides publicly accessible information. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

25. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- a. About the government having too much information about you?
  - b. That the information could be used against you?
  - c. That you might lose control of your information?
  - d. About not knowing what is going to happen to your information?
  - e. Another reason?



**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

26. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What does an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

Thanks. Now I have a few follow-up questions for you.

- Other than what we have already talked about, did you find any of the questions difficult? Are there questions that you think some people would find difficult?
- Did you find any of the questions sensitive? Are there questions that you think some people would find sensitive?

**Those are all of the questions I have. Thank you for your time.**

### Version 2 of Administered Questionnaire

#### Notice of Visit / Interactive Address / Gallup Protocol (NAG) v2

##### Introduction:

Hello, my name is \_\_\_\_\_. I work for the Census Bureau. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing. Every ten years the United States conducts a census, or count, of everyone who is living in the United States. In the past the Census Bureau has mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of taxpayers' money. In an effort to reduce cost, we are considering alternative ways of contacting people.

This is a two part study. In the first part, I'm going to show you a Notice of Visit that is left on the door of respondents with whom we were unable to get in touch. We want to make sure the notice makes sense

and is clear to respondents. In the second part, I will ask you some questions about alternative ways that the Census Bureau could collect data. For all of these questions, I'm interested in knowing if you find anything unclear or confusing.

Permission to Tape-Record:

Because it would be hard to keep track of everything you say today, we're going to tape-record this session. [Hand respondent consent form.] Please read this over and sign it. I want you to know that your responses will be kept strictly confidential and will only be seen by Census employees involved in these projects. Your participation in this study is completely voluntary and you can decline to answer any particular question.

Think-out-loud Instructions:

As I said before, we are interested in how these questions work for you. So what I would like you to do is tell me everything you're thinking as you come up with your answers. Instead of thinking to yourself, I'd like you to think out loud. I would like you to tell me everything you're thinking as you hear the question and decide how to answer it. And sometimes I may ask you additional questions about the questions or your answers. There are no right or wrong answers. We are interested in how these questions work for you.

Because sometimes people take a while to get used to the idea of thinking out loud, I'd like to start out with a practice question. Can you tell me how many windows are in your house or apartment? [PROBE as appropriate to responses to this question.]

*If not in the home:*

*Also, some of the questions will ask you about this address or this house, apartment, or mobile home. Pretend you are taking this survey in your home and answer about where you live.*

Okay, let's begin with the Notice of Visit, a sheet that is left at your door if you are not home when a Census interviewer comes by.

**Part 1: Notice of Visit**



## NOTICE OF VISIT

Sorry I missed you! I stopped by today to complete an interview for your household, but you were not home.

The Census Bureau is requesting your help with a brief, one-time survey for the 2013 Census Test. The goal of this survey is to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please use one of the following methods to complete the survey **within the next two days**; otherwise, I will contact you again to complete the interview.

- You may **complete the interview online** by going to [www.census.gov/countmenow](http://www.census.gov/countmenow).
- You may **call our telephone questionnaire assistance**, at 1-XXX-XXX-XXXX, from 8:00 am to 9:00 pm EST.

User ID: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - B

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you or your household. Federal law protects and keeps your answers confidential (Title 13, United States Code, Sections 9 & 214).

The Census Bureau is conducting this survey under the authority of Title 13, United States Code, Sections 141 & 193. You are required by U.S. law to respond to this survey.

If you have questions about the legitimacy of this survey, or want additional information please visit [www.census.gov/survey\\_participants](http://www.census.gov/survey_participants). You can also call your local Census office at 1-XXX-XXX-XXXX.

**Probes: In your own words, what does this notice say?**

**What is the purpose of this survey?**

**What are your options for completing the interview?**

**What will happen if you do not respond?**

**What do you think you would do if you received this notice of visit?**

**Please type the address into the web browser. (Note whether it is entered correctly)**

**Do you feel comfortable going online to fill out a survey? Why or why not?**

## Part 2: Gallup Study

For this part I am going to ask you some opinion questions. Please respond as you would if someone was calling you and asking these questions over the phone.

### Set 2

1. For the next census in 2020, if the Census Bureau got information, like your income, that you already provided to the IRS, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the IRS only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the IRS, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your income from the IRS. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

### Cost Frame

2. The 2010 Census cost about \$100 dollars per housing unit. Getting your income directly from the IRS could reduce the cost for the 2020 Census and save government money.
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

**What does it mean to cost \$100 per housing unit?**

### Social Good Frame

3. Because some people choose not to respond to the Census, getting income from the IRS could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it
  - f.

**Probe: In your own words, what is this question asking?**

**Probe: Do you think the IRS has your income information? Why or why not?**

*For those who answer at least one question against or DK/REF/Neither:*

4. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the (Social Security Administration/IRS). Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

5. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
  - a. About the government having too much information about you?
  - b. That the information could be used against you?
  - c. That you might lose control of your information?
  - d. About not knowing what is going to happen to your information?
  - e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

6. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
  - a. Insecure IT Systems
  - b. A Government employee misusing your data
  - c. A Government agency using the information to get you in trouble
  - d. An unauthorized person, or hacker, gaining access to your data
  - e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

### Set 3

7. For the next census in 2020, if the Census Bureau got information, like your contact information, that you already provided to the Department of Motor Vehicles, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Department of Motor Vehicles only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Department of Motor Vehicles, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
  - a. strongly in favor of this,

- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your contact information from the Department of Motor Vehicles. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame

8. The 2010 Census cost over \$10 billion dollars. Getting your contact information from the Department of Motor Vehicles could reduce the cost for the 2020 Census and save government money.
- a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: What does it mean to save government money?**

Social Good Frame

9. Because some people choose not to respond to the Census, getting contact information from the Department of Motor Vehicles could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probes: What does it mean to get “contact information”?**

**What does it mean to use information for statistics?**

*For those who answer at least one question against or DK/REF/Neither:*

10. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the Department of Motor Vehicles. Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

11. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- a. About the government having too much information about you?
  - b. That the information could be used against you?

- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

12. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- a. Insecure IT Systems
  - b. A Government employee misusing your data
  - c. A Government agency using the information to get you in trouble
  - d. An unauthorized person, or hacker, gaining access to your data
  - e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

#### Set 4

13. For the next census in 2020, if the Census Bureau got information, like your income, from a company that provides publicly accessible information, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from this company only to produce statistics, would you be *strongly in favor of the Census Bureau getting your information from public records, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?*
- a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your income from a company that provides publicly accessible information. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame – one per panel

14. The 2010 Census cost over \$10 billion dollars. Getting information like your income from a company that provides publicly accessible information could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What does it mean to save government money?**

Social Good Frame – one per panel

15. Because some people choose not to respond to the Census, information like your income from a company that provides publicly accessible information could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What does it mean to use information for statistics?**

**What is “a company that provides publicly accessible information”? Can you give me an example?**

*For those who answer at least one question against or DK/REF/Neither:*

16. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from a company that provides publicly accessible information. Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

17. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?



**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

18. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What does an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

### Set 1

1. For the next census in 2020, if the Census Bureau got information that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be strongly in favor of the Census Bureau getting your information from the Social Security Administration, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your information from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frames – one per panel:

2. The 2010 Census cost about \$100 dollars per housing unit. Getting your information directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

**What does it mean to cost \$100 per housing unit?**

Social Good Frames – one per panel:

3. Because some people choose not to respond to the Census, getting information from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What kind of information did you think this question was asking about?**

**What does it mean to use information for statistics?**

**What do you think is meant by getting information from the Social Security Administration?**

*For those who answer at least one question against or DK/REF/Neither:*

4. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the social Security Administration. Can you tell me why?

5. *If the answer is privacy/confidentiality/trust/hate gov, ask:*

Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*

- About the government having too much information about you?
- That the information could be used against you?
- That you might lose control of your information?
- About not knowing what is going to happen to your information?
- Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

6. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- Insecure IT Systems
  - A Government employee misusing your data
  - A Government agency using the information to get you in trouble
  - An unauthorized person, or hacker, gaining access to your data
  - Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

Thanks. Now I have a few follow-up questions for you.

- Other than what we have already talked about, did you find any of the questions difficult? Are there questions that you think some people would find difficult?
- Did you find any of the questions sensitive? Are there questions that you think some people would find sensitive?

**Those are all of the questions I have. Thank you for your time.**

**Version 3 of Administered Questionnaire**

**Notice of Visit / Interactive Address / Gallup Protocol (NAG) v3**

Introduction:

Hello, my name is \_\_\_\_\_. I work for the Census Bureau. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing. Every ten years the United States conducts a census, or count, of everyone who is living in the United States. In the past the Census Bureau has mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of taxpayers' money. In an effort to reduce cost, we are considering alternative ways of contacting people.

This is a two part study. In the first part, I'm going to show you a Notice of Visit that is left on the door of respondents with whom we were unable to get in touch. We want to make sure the notice makes sense and is clear to respondents. In the second part, I will ask you some questions about alternative ways that the Census Bureau could collect data. For all of these questions, I'm interested in knowing if you find anything unclear or confusing.

Permission to Tape-Record:

Because it would be hard to keep track of everything you say today, we're going to tape-record this session. [Hand respondent consent form.] Please read this over and sign it. I want you to know that your responses will be kept strictly confidential and will only be seen by Census employees involved in these projects. Your participation in this study is completely voluntary and you can decline to answer any particular question.

Think-out-loud Instructions:

As I said before, we are interested in how these questions work for you. So what I would like you to do is tell me everything you're thinking as you come up with your answers. Instead of thinking to yourself, I'd like you to think out loud. I would like you to tell me everything you're thinking as you hear the question and decide how to answer it. And sometimes I may ask you additional questions about the questions or your answers. There are no right or wrong answers. We are interested in how these questions work for you.

Because sometimes people take a while to get used to the idea of thinking out loud, I'd like to start out with a practice question. Can you tell me how many windows are in your house or apartment? [PROBE as appropriate to responses to this question.]

*If not in the home:*

*Also, some of the questions will ask you about this address or this house, apartment, or mobile home. Pretend you are taking this survey in your home and answer about where you live.*

Okay, let's begin with the Notice of Visit, a sheet that is left at your door if you are not home when a Census interviewer comes by.

## Part 1: Notice of Visit

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

**United States**  
**Census**  
BUREAU

# NOTICE OF VISIT

Sorry I missed you! I stopped by today to complete an interview for your household, but you were not home.

The Census Bureau is requesting your help with a brief, one-time survey for the 2013 Census Test. The goal of this survey is to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please use one of the following methods to complete the survey **within the next two days**; otherwise, I will contact you again to complete the interview.

- You may **complete the interview online** by going to [www.census.gov/countmenow](http://www.census.gov/countmenow).
- You may **call our telephone questionnaire assistance**, at 1-XXX-XXX-XXXX, from 8:00 am to 9:00 pm EST.

User ID: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - B

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you or your household. Federal law protects and keeps your answers confidential (Title 13, United States Code, Sections 9 & 214).

The Census Bureau is conducting this survey under the authority of Title 13, United States Code, Sections 141 & 193. You are required by U.S. law to respond to this survey.

If you have questions about the legitimacy of this survey, or want additional information please visit [www.census.gov/survey\\_participants](http://www.census.gov/survey_participants). You can also call your local Census office at 1-XXX-XXX-XXXX.

FORM DC-05  
(10-1-2012)

census.gov

**Probes: In your own words, what does this notice say?**

**What is the purpose of this survey?**

**What are your options for completing the interview?**

**What will happen if you do not respond?**

**What do you think you would do if you received this notice of visit?**

**Please type the address into the web browser. (Note whether it is entered correctly)**

**Do you feel comfortable going online to fill out a survey? Why or why not?**

## Part 2: Gallup Study

For this part I am going to ask you some opinion questions. Please respond as you would if someone was calling you and asking these questions over the phone.

### Set 3

19. For the next census in 2020, if the Census Bureau got information, like your contact information, that you already provided to the Department of Motor Vehicles, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Department of Motor Vehicles only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Department of Motor Vehicles, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your contact information from the Department of Motor Vehicles. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

#### Cost Frame

20. The 2010 Census cost over \$10 billion dollars. Getting your contact information from the Department of Motor Vehicles could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: What does it mean to save government money?**

#### Social Good Frame

21. Because some people choose not to respond to the Census, getting contact information from the Department of Motor Vehicles could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probes: What does it mean to get “contact information”?**

**What does it mean to use information for statistics?**

*For those who answer at least one question against or DK/REF/Neither:*

22. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the Department of Motor Vehicles. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

23. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

24. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- Insecure IT Systems
  - A Government employee misusing your data
  - A Government agency using the information to get you in trouble
  - An unauthorized person, or hacker, gaining access to your data
  - Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

#### Set 4

25. For the next census in 2020, if the Census Bureau got information, like your contact information, from a company that provides publicly accessible information, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from this company only to produce statistics, would you be *strongly in favor of the Census Bureau getting your information from public records, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?*



- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your (name and age/income/contact information) from a company that provides publicly accessible information. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame

26. The 2010 Census cost about \$100 dollars per housing unit. Getting your contact information from a company that provides publicly accessible information could reduce the cost for the 2020 Census and save government money.

- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What does it mean to save government money?**

**What does it mean to save \$100 per housing unit?**

Social Good Frame

27. Because some people choose not to respond to the Census, getting contact information from a company that provides publicly accessible information could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.

- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think is meant by “contact information”?**

**What does it mean to use information for statistics?**

**What is “a company that provides publicly accessible information”? Can you give me an example?**

*For those who answer at least one question against or DK/REF/Neither:*

28. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from a company that provides publicly accessible information. Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

29. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

30. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- Insecure IT Systems
  - A Government employee misusing your data
  - A Government agency using the information to get you in trouble
  - An unauthorized person, or hacker, gaining access to your data
  - Something else

**Probe: What does an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

### Set 1

1. For the next census in 2020, if the Census Bureau got information that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be strongly in favor of the Census Bureau getting your information from the Social Security Administration, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?
- strongly in favor of this,

- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your information from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frames

2. The 2010 Census cost over \$10 billion dollars. Getting your information directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

Social Good Frame

3. Because some people choose not to respond to the Census, getting information from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
  - a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What kind of information did you think this question was asking about?**

**What does it mean to use information for statistics?**

**What do you think is meant by getting information from the Social Security Administration?**

*For those who answer at least one question against or DK/REF/Neither:*

4. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the social Security Administration. Can you tell me why?

5. *If the answer is privacy/confidentiality/trust/hate gov, ask:*

Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

6. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

**Set 2**

7. For the next census in 2020, if the Census Bureau got information, like your name and age that you already provided to the IRS, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the IRS only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the IRS, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your name and age from the IRS. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame

8. The 2010 Census cost about \$100 dollars per housing unit. Getting your name and age directly from the IRS could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

**What does it mean to cost \$100 per housing unit?**

Social Good Frame– (one per panel)

9. Because some people choose not to respond to the Census, getting names and ages from the IRS could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**Probe: Do you think the IRS has your information? Why or why not?**

*For those who answer at least one question against or DK/REF/Neither:*

10. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the (Social Security Administration/IRS). Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

11. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

12. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- Insecure IT Systems
  - A Government employee misusing your data
  - A Government agency using the information to get you in trouble
  - An unauthorized person, or hacker, gaining access to your data
  - Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

Thanks. Now I have a few follow-up questions for you.

- Other than what we have already talked about, did you find any of the questions difficult? Are there questions that you think some people would find difficult?
- Did you find any of the questions sensitive? Are there questions that you think some people would find sensitive?

**Those are all of the questions I have. Thank you for your time.**

#### **Version 4 of Administered Questionnaire**

##### **Notice of Visit / Interactive Address / Gallup Protocol (NAG) v4**

###### Introduction:

Hello, my name is \_\_\_\_\_. I work for the Census Bureau. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing. Every ten years the United States conducts a census, or count, of everyone who is living in the United States. In the past the Census Bureau has mailed most households in the United States a paper census form and visited people who did not respond which cost a lot of taxpayers' money. In an effort to reduce cost, we are considering alternative ways of contacting people.

This is a two part study. In the first part, I'm going to show you a Notice of Visit that is left on the door of respondents with whom we were unable to get in touch. We want to make sure the notice makes sense and is clear to respondents. In the second part, I will ask you some questions about alternative ways that the Census Bureau could collect data. For all of these questions, I'm interested in knowing if you find anything unclear or confusing.

###### Permission to Tape-Record:

Because it would be hard to keep track of everything you say today, we're going to tape-record this session. [Hand respondent consent form.] Please read this over and sign it. I want you to know that your responses will be kept strictly confidential and will only be seen by Census employees involved in these projects. Your participation in this study is completely voluntary and you can decline to answer any particular question.

###### Think-out-loud Instructions:

As I said before, we are interested in how these questions work for you. So what I would like you to do is tell me everything you're thinking as you come up with your answers. Instead of thinking to yourself, I'd like you to think out loud. I would like you to tell me everything you're thinking as you hear the question and decide how to answer it. And sometimes I may ask you additional questions about the questions or your answers. There are no right or wrong answers. We are interested in how these questions work for you.

Because sometimes people take a while to get used to the idea of thinking out loud, I'd like to start out with a practice question. Can you tell me how many windows are in your house or apartment? [PROBE as appropriate to responses to this question.]

*If not in the home:*

*Also, some of the questions will ask you about this address or this house, apartment, or mobile home. Pretend you are taking this survey in your home and answer about where you live.*

Okay, let's begin with the Notice of Visit, a sheet that is left at your door if you are not home when a Census interviewer comes by.

**Part 1: Notice of Visit**





## NOTICE OF VISIT

Sorry I missed you! I stopped by today to complete an interview for your household, but you were not home.

The Census Bureau is requesting your help with a brief, one-time survey for the 2013 Census Test. The goal of this survey is to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please use one of the following methods to complete the survey **within the next two days**; otherwise, I will contact you again to complete the interview.

- You may **complete the interview online** by going to [www.census.gov/countmenow](http://www.census.gov/countmenow).
- You may **call our telephone questionnaire assistance**, at 1-XXX-XXX-XXXX, from 8:00 am to 9:00 pm EST.

User ID: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - B

Your answers are confidential. This means the Census Bureau cannot give out information that identifies you or your household. Federal law protects and keeps your answers confidential (Title 13, United States Code, Sections 9 & 214).

The Census Bureau is conducting this survey under the authority of Title 13, United States Code, Sections 141 & 193. You are required by U.S. law to respond to this survey.

If you have questions about the legitimacy of this survey, or want additional information please visit [www.census.gov/survey\\_participants](http://www.census.gov/survey_participants). You can also call your local Census office at 1-XXX-XXX-XXXX.

**Probes: In your own words, what does this notice say?**

**What is the purpose of this survey?**

**What are your options for completing the interview?**

**What will happen if you do not respond?**

**What do you think you would do if you received this notice of visit?**

**Please type the address into the web browser. (Note whether it is entered correctly)**

**Do you feel comfortable going online to fill out a survey? Why or why not?**

## Part 2: Gallup Study

For this part I am going to ask you some opinion questions. Please respond as you would if someone was calling you and asking these questions over the phone.

### Set 4

31. For the next census in 2020, if the Census Bureau got information, like your contact information, from a company that provides publicly accessible information, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from this company only to produce statistics, would you be *strongly in favor of the Census Bureau getting your information from public records, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it*?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your (name and age/income/contact information) from a company that provides publicly accessible information. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

### Cost Frame

32. The 2010 Census cost over \$10 billion dollars. Getting your contact information from a company that provides publicly accessible information could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What does it mean to save government money?**

### Social Good Frame

33. Because some people choose not to respond to the Census, getting contact information from a company that provides publicly accessible information could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or

e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think is meant by “contact information”?**

**What does it mean to use information for statistics?**

**What is “a company that provides publicly accessible information”? Can you give me an example?**

*For those who answer at least one question against or DK/REF/Neither:*

34. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from a company that provides publicly accessible information. Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

35. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

36. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What does an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

Set 1

27. For the next census in 2020, if the Census Bureau got information that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be strongly in favor of the Census Bureau getting your information from the Social Security Administration, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your information from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frames

28. The 2010 Census cost about \$100 dollars per housing unit. Getting your information directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

**What does it mean to cost \$100 per housing unit?**

Social Good Frames

29. Because some people choose not to respond to the Census, getting information from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.
- somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What kind of information did you think this question was asking about?**

**What does it mean to use information for statistics?**

**What do you think is meant by getting information from the Social Security Administration?**

*For those who answer at least one question against or DK/REF/Neither:*

30. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the social Security Administration. Can you tell me why?

*31. If the answer is privacy/confidentiality/trust/hate gov, ask:*

Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

32. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

**Set 2**

33. For the next census in 2020, if the Census Bureau got information, like your income, that you already provided to the Social Security Administration, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Social Security Administration only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Social Security Administration, *somewhat in favor of it*, *neither in favor nor*

*against it, somewhat against it, or strongly against it?*

- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your income from the Social Security Administration. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame – (one per panel)

34. The 2010 Census cost over \$10 billion dollars. Getting your income directly from the Social Security Administration could reduce the cost for the 2020 Census and save government money.

- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

**What do you think it means to save government money?**

Social Good Frame– (one per panel)

35. Because some people choose not to respond to the Census, getting income from the Social Security Administration could help the Census Bureau get a better idea of population sizes and thus know where the community should build new schools, hospitals, roads, and firehouses.

- a. strongly in favor of this,
- b. somewhat in favor of it,
- c. neither in favor nor against it,
- d. somewhat against it, or
- e. strongly against it
- f.

**Probe: In your own words, what is this question asking?**

**Probe: Do you think the Social Security Administration has your income information? Why or why not?**

*For those who answer at least one question against or DK/REF/Neither:*

36. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the Social Security Administration. Can you tell me why? (OPEN ENDED AND CODE. DO NOT READ CATEGORIES)

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

37. Which of the following best describes your concern? Are you most concerned: *Rotate order, except*

*last.*

- a. About the government having too much information about you?
- b. That the information could be used against you?
- c. That you might lose control of your information?
- d. About not knowing what is going to happen to your information?
- e. Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question asking about?**

**What does it mean that you might lose control of your information? Can you give me an example?**

38. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*
- a. Insecure IT Systems
  - b. A Government employee misusing your data
  - c. A Government agency using the information to get you in trouble
  - d. An unauthorized person, or hacker, gaining access to your data
  - e. Something else

**Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?**

**What does it mean that a government employee is misusing your data? Can you give me an example?**

**What is data?**

**What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?**

### Set 3

39. For the next census in 2020, if the Census Bureau got information, like your contact information, that you already provided to the Department of Motor Vehicles, they may not need to ask you for this information on a questionnaire. If you knew that this information was being obtained from the Department of Motor Vehicles only to produce statistics, and that your personal information would remain unavailable to the public, would you be *strongly in favor of* the Census Bureau getting your information from the Department of Motor Vehicles, *somewhat in favor of it*, *neither in favor nor against it*, *somewhat against it*, or *strongly against it*?
- a. strongly in favor of this,
  - b. somewhat in favor of it,
  - c. neither in favor nor against it,
  - d. somewhat against it, or
  - e. strongly against it

**Probe: In your own words, what is this question asking?**

**How did you choose your answer?**

Now I will read you some reasons why some people like the idea of the Census getting your contact information from the Department of Motor Vehicles. For each statement, please tell me if this reason would make you strongly in favor of this, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it.

*Rotate order of frames:*

Cost Frame – one per panel

40. The 2010 Census cost about \$100 dollars per housing unit. Getting your contact information from the Department of Motor Vehicles could reduce the cost for the 2020 Census and save government money.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probe: What does it mean to save government money? What does it mean to cost \$100 per housing unit?**

Social Good Frame – one per panel

41. Because some people choose not to respond to the Census, getting contact information from the Department of Motor Vehicles could help the Census Bureau get a better idea of population sizes and thus know how to distribute the seats in the U.S. House of Representatives.
- strongly in favor of this,
  - somewhat in favor of it,
  - neither in favor nor against it,
  - somewhat against it, or
  - strongly against it

**Probes: What does it mean to get “contact information”?  
What does it mean to use information for statistics?**

*For those who answer at least one question against or DK/REF/Neither:*

42. You seem to be not in favor of/neither strongly in favor of nor against the Census obtaining your information from the Department of Motor Vehicles. Can you tell me why?

*If the answer is privacy/confidentiality/trust/hate gov, ask:*

43. Which of the following best describes your concern? Are you most concerned: *Rotate order, except last.*
- About the government having too much information about you?
  - That the information could be used against you?
  - That you might lose control of your information?
  - About not knowing what is going to happen to your information?
  - Another reason?

**Probe: What does it mean for the government to have too much information about you? Can you give me an example?**

**How could the information be used against you? What kind of information is this question**



asking about?

What does it mean that you might lose control of your information? Can you give me an example?

44. When it comes to this topic, which of the following do you think is most likely to be a threat to your personal information: *Rotate order, except last.*

- a. Insecure IT Systems
- b. A Government employee misusing your data
- c. A Government agency using the information to get you in trouble
- d. An unauthorized person, or hacker, gaining access to your data
- e. Something else

Probe: What do you think is meant by an Insecure IT system mean? Can you give me an example?

What does it mean that a government employee is misusing your data? Can you give me an example?

What is data?

What does it mean for a Government agency using the information to get you into trouble? What types of information is this question asking about?

Thanks. Now I have a few follow-up questions for you.

- Other than what we have already talked about, did you find any of the questions difficult? Are there questions that you think some people would find difficult?
- Did you find any of the questions sensitive? Are there questions that you think some people would find sensitive?

Those are all of the questions I have. Thank you for your time.