

Quantitative Questionnaire

ELECTRONIC QUESTIONNAIRE

EXPOSURE TO TEST AD/CONCEPT # 1

What effect, if any, did this ad/concept have on your interest in participating in the upcoming Census?

1. Increased your interest a lot
2. Increased your interest somewhat
3. Had/concept no effect one way or another
4. Decreased your interest somewhat
5. Decreased your interest a lot

Which of the following statements comes closest to describing how you feel about this ad/concept for the 2010 Census?

1. You like it very much
2. You like it somewhat
3. You have no feelings about it one way or another
4. You dislike it somewhat
5. You dislike it very much

Thinking about the ad/concept you just saw, please tell me whether or not you agree with the following statements.

The ad/concept captured my attention.

1. Yes
2. No

The ad/concept made me feel like they were talking to me.

1. Yes
2. No

The ad/concept left me with a good feeling about the Census.

1. Yes
2. No

The ad/concept told me something new that I did not know before.

1. Yes
2. No

The ad/concept was hard to follow; I wasn't sure what was going on.

1. Yes
2. No

The ad/concept had nothing to do with me or my needs.

1. Yes
2. No

The ad/concept was hard to believe.

1. Yes
2. No

Now I would like to read you a series of statements. Based on the ad/concept you just saw, please tell me how much you agree or disagree with each statement using the following scale:

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

The Census is used to determine where public programs and services are needed.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

The ad/concept made me think about the Census in a more positive way.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

It is important for you/me to mail in your Census form.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

The ad/concept left me with a better understanding of what the Census is about.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

The ad/concept speaks specifically to me and others in my community

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

The Census is more important for some other people than it is for me.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

If you don't participate in the Census, you/me and your/my community could miss out on things like education, healthcare and job training.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

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

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

Answering the Census is an opportunity to do something that can make things better for my family and future generations.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

It is easy to fill out the Census form.

1. Strongly Agree
2. Somewhat Agree

3. Somewhat Disagree
4. Strongly Disagree

Answering the Census is an opportunity to say what your community needs.

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

By law, every household in the US is required to participate in the Census. (For ASIAN groups)

1. Strongly Agree
2. Somewhat Agree
3. Somewhat Disagree
4. Strongly Disagree

REPEAT SERIES OF QUESTIONS FOR EACH ADDITIONAL EXECUTION.

DEMOGRAPHICS

Gender

1. Male
2. Female

Age

1. Under 18 years old
2. 18-25 years old
3. 25-34 years old
4. 35-44 years old
5. 45-54 years old
6. 55 + years old

Country of birth

See Master List on Screener

Ethnic Background

See Master List on Screener

What is your employment status outside the home?

1. Full-time employed
2. Part-time employed
3. Not employed outside the home
4. Retired

What is your marital status?

1. Single, never been married
2. Married
3. Divorced/Widowed/Separated

What is the last year of school you completed?

1. Less than high school graduate
2. High school graduate
3. Some college
4. College graduate
5. Advanced degree

Group Number

- | | | | |
|------------|------|------------|---------|
| 1. Group 1 | City | Group time | Segment |
| 2. Group 2 | City | Group time | Segment |
| 3. Group 3 | City | Group time | Segment |
| 4. Group 4 | City | Group time | Segment |
| 5. ETC. | | | |