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MEMORANDUM FOR ACS Research and Evaluation Advisory Group

From: James Treat (**signed 04/08/2014**)
Chief, American Community Survey Office

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Subject: ACS Messaging Research: Benchmark Survey

Attached is the final American Community Survey Research and Evaluation report for ACS Messaging Research: Benchmark Survey. This research aims to increase participation rates in the ACS and address concerns about whether the ACS is too intrusive. This quantitative Benchmark telephone study of n=1015 US adults who generally handle the mail for their households supports those goals by providing formative research that will help ACSO decision makers develop effective messages. The study provides a guide for further communications research projects, including the subsequent Refinement research phase.

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Attachment

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ACS Messaging Research: Benchmark Survey

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ACS Messaging Research: Benchmark Survey

FINAL Report
March 19, 2014

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Note: This data collection has been approved by the Office of Management and Budget (OMB) as part of the CLMSO Generic Clearance for Data Use and Customer Evaluation Surveys, OMB No. 0607-0760. As such, the findings should not be used to draw inferences regarding the country's population at large.

EXECUTIVE SUMMARY

The American Community Survey Office (ACSO) is currently conducting a series of related research projects around improving the American Community Survey (ACS) mail package and messaging toward potential ACS participants. This research aims to increase participation rates in the ACS and address concerns about whether the ACS is too intrusive.

This quantitative Benchmark telephone study of n=1015 US adults who generally handle the mail for their households supports those goals by providing formative research that will help ACSO decision makers develop effective messages. The study provides a guide for further communications research projects, including the subsequent Refinement research phase.

Based on the Benchmark study, we present five recommendations:

- **Improve public awareness and use messages that educate respondents about the ACS.** Only one in nine (11%) respondents said they had previously heard of the American Community Survey. Those who had heard of the ACS were more likely to be favorable (75%) than the sample as a whole (58%).
- **Explore ways to leverage the decennial census' favorable brand to enhance the profile of the ACS.** While the ACS had limited awareness (28% of respondents didn't know how they felt about the ACS after hearing a description), the census has a very strong name recognition and favorability. Four in five (81%) adults we interviewed had a favorable view of the census, compared with three in five (58%) who had a favorable view of the ACS.
- **Test variations on "convenience" and "choice" messages.** The top testing message was "there are many ways to respond to the ACS including online, by mail, by phone, and in-person." This message was the most believable of the messages and a majority (52%) of respondents said the statement made them more likely to complete the ACS.
- **As much as possible, separate the ACS from views on the Federal Government.** A majority (52%) of respondents said they had an unfavorable view of the Federal Government and less than one in four (23%) said they trust the government in Washington to do the right thing "most" or "all" of the time. These negative perceptions are in stark contrast to the generally favorable view of the census that we heard in most interviews.
- **Anchor the ACS to community value and explain how ACS data are used locally.** Two of the top performing messages described local benefits of the ACS (state and local leaders using ACS data to build infrastructure, and distribution of \$450 billion of state and federal funds to communities). In particular, these messages scored high for making people we interviewed say they would be "much more likely to complete the ACS." We recommend further message development on how local governments and organizations use the ACS to benefit communities.

In the Benchmark phase, the goal was to help determine what messages should be explored further in the Refinement phase. Additional insights from qualitative research projects conducted as part of the larger ACS message development process will also inform the Refinement phase. This may include A/B testing of message variations, dropping less effective messages, and/or making improvements to messages initially tested in the Benchmark.

PROJECT BACKGROUND

Every year, the American Community Survey (ACS) collects detailed socioeconomic data from about 3.5 million households in the United States and 36,000 households in Puerto Rico. Resulting tabulations from that data collection are published annually for public dissemination. ACS data are widely used inside and outside the federal government, and in particular, ACS data help determine the distribution of more than \$450 billion in federal and state funds each year (Groves, 2012).

The ACS is a multi-modal survey and households initially receive a series of mailings to encourage them to respond online or by mail. These two modes are identified as self-response. In 2012, just less than 60 percent of households self-responded to the ACS survey (Olson, 2013). Census Bureau representatives attempt to follow up with the remaining households by telephone or in-person visits with Census Bureau field representatives. (For a full description of the ACS data collection methodology, see the 2009 ACS Design and Methodology Report.)

Telephone and in-person ACS completions are significantly more labor-intensive and therefore more expensive. Greater participation in the self-response phases can therefore result in significant cost efficiencies. For example, the Census Bureau anticipated a net savings of more than \$875,000 per year in nonresponse follow-up costs by increasing the overall mail response rate by 1.6 percent using an additional reminder postcard (see Chesnut, 2010).

The Census Bureau has previously conducted significant communications research around the decennial census. Segmentation studies like the Census Barriers, Attitudes, and Motivators Study (CBAMS) and CBAMS II, have found that appeals to community benefit are broadly effective at raising interest in participating in the census (See Bates et al., 2009 and Conrey et al., 2012).

Other research methodologies such as focus groups have reached similar conclusions (see Newburger July 2009; Newburger August 2009). In addition, messages about “mandatory participation” are highly effective for catching respondents’ attention and boosting response rates in data collections, though these can also elicit strong negative reactions from some respondents (Leslie, 1996; Schwede, 2008; Navarro, 2011).

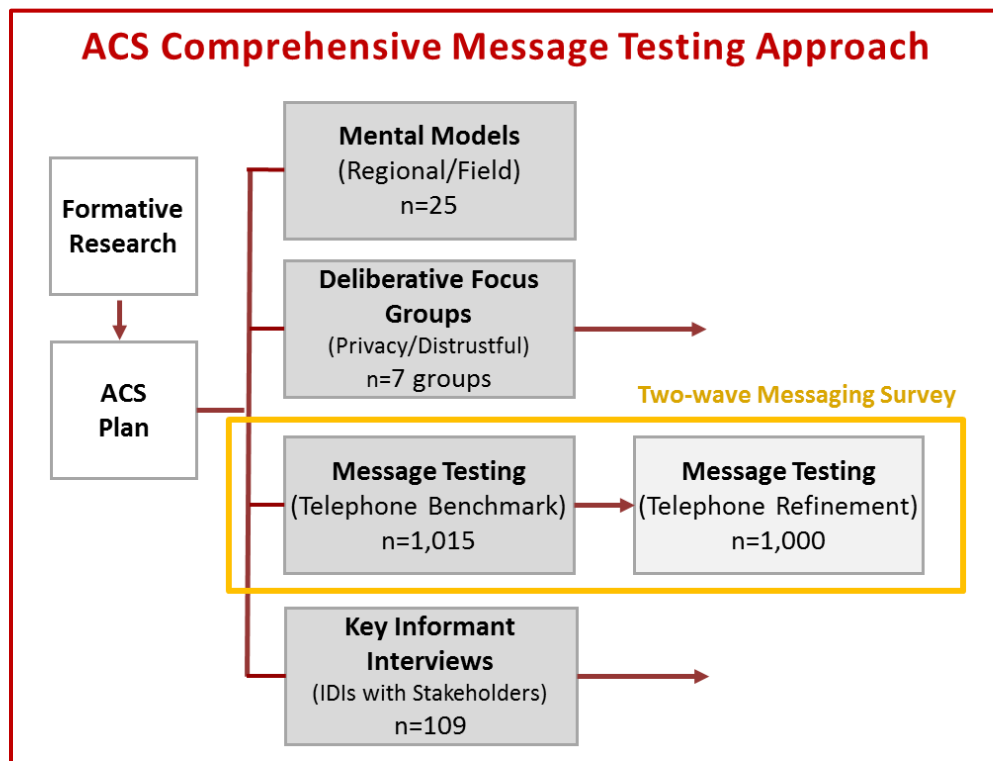
There are limitations in applying the findings of decennial messaging research to an on-going, sampled survey like the American Community Survey. The decennial enumeration is a high-visibility event with a large paid promotional and advertising campaign. Participation is asked of every household in the United States and the enumeration has very tangible benefits such as apportioning representation in Congress.

In addition, the decennial census asks relatively few questions (in part, because the ACS replaced the long-form census in the 2010 enumeration). By contrast, the ACS is a continuous survey that is less well-known and asks more questions to only a few participants in any specific geographic area at a time.

ACS Messaging Research: Benchmark Survey

The ACS comprehensive message testing research approach was designed to address the unique challenges of the ACS. This research program focuses on increasing self-response rates in the ACS survey and improving the value of Census Bureau data products to data users. The research also informs the Census Bureau's ongoing effort to address concerns about whether the ACS is too intrusive. Improving self-response rates from the initial mailings could reduce the number of those follow-up contacts that are costly to the Census Bureau and seen by some in the public as more intrusive – perhaps most especially phone calls or personal visits from Census Bureau field representatives.

This Benchmark study supports those goals by providing formative research to help develop effective messaging. The study provides practical utility to guide further communications research projects including the subsequent Refinement Phase. Other qualitative research projects, including Key Informant Interviews, Mental Modeling interviews among Census Bureau staff that collect telephone and in-person responses, and Deliberative Focus Groups, are contributing towards the goal of developing effective messages for respondents.



Messaging Benchmark and Refinement telephone survey is a two-phased telephone messaging study that builds on qualitative research projects such as the Key Informant Interviews and Mental Modeling Interviews. Each phase consists of n=1000 quantitative telephone interviews among U.S. adults who generally handle the mail for their household. It is worth noting that the two phases of the study are independent—respondents in the Benchmark phase will not be contacted in the Refinement phase. As a result, the study is not designed to measure changes in perception over time by comparing the results between the two phases.

RESEARCH GOALS AND OBJECTIVES

The Benchmark telephone survey focused on identifying the best message themes surrounding participation in the ACS (e.g., civic duty, importance for governance, community benefit). This phase consisted of n=1015 quantitative closed-ended telephone interviews among U.S. adults who generally handle the mail for their household. In the Benchmark, respondents heard a random selection of six of eleven messages, with questions measuring their assessment of each message heard.

The Refinement phase will build upon the Benchmark findings by “drilling down” on particular phrases, words, and tones from the highest-testing themes that convey the importance of the ACS.

The objectives of the ACS Messaging Benchmark study are to:

- Gather key attitudinal and behavioral data about ACS and Census Bureau
- Recommend messages that effectively address concerns about privacy, intrusiveness, and harassment among people who are “distrustful” of government
- Provide insight on topics, themes, and tones to increase interest in the ACS process and support of its mission
- Identify best messages (e.g., civic duty, importance for governance, community benefit) surrounding ACS participation
- Integrate findings from Benchmark wave as well as qualitative research projects into Refinement wave.

The research findings are intended to provide guidance (within a reasonable degree of certainty among survey respondents) on which messages are more or less effective than other messages. However, the surveys will not produce detailed statistical inferences about the population as a whole.

METHODOLOGY

This quantitative telephone study of n=1015 U.S. adults who generally handle the mail for their households was designed to help inform the Census Bureau’s internal decision-making about messages to respondents, through an evaluation of a variety of messages and measurement of awareness and perceptions of the Census Bureau and the American Community Survey. The study used a stratified sample design of landline and cellphones to evaluate and refine the most effective messages for use in the ACS mail package and other ACSO communications efforts.

In the survey development process, the survey sampling, weighting, and data analysis were modified to incorporate guidance from the Office of Management and Budget (OMB) about the use of the CLMSO Generic Clearance for Data User and Customer Evaluation Surveys.

Universe and Respondent Selection

In order to understand the attitudes of those most likely to interact with the ACS mail package, the universe for this study was U.S. adults (18 years or older) who generally handle the mail for their household. According to ACS estimates, there were approximately 131 million households in the U.S. in 2012 (Olson, 2013). Within households, we screened for an adult who generally handles the mail.

We used a Random Digit Dialing (RDD) sampling approach for both the landline-exchange and cellular interviews in order to minimize coverage omissions and ensure a broad response pool. In addition, the landline sample cases were stratified by ACS self-response rates to ensure that high-, medium-, and low-response counties had proportional representation in the overall survey results. The final sample included n=764 completed landline interviews and n=251 completed cell phone interviews.

Among the landline interviews, the sample frame was developed in two stages. Counties were initially stratified based on their 2012 ACS self-response rate, and then, telephone numbers were randomly generated using known exchanges within those strata.

Stratification

The research team used a geographic stratified sample design to ensure that the sample properly represented low-, medium-, and high-response areas. The team developed geographic strata based on ACS self-response rates from operational and population data for each of the 3,142 counties (and similar geographic entities such as parishes and independent cities) in the United States from the ACSO. These counties were ranked in order of their 2012 ACS self-response rates and subsequently divided into three strata with equally sized populations (approximately 102 million people each).

As shown in the table below, the sample frame accounted for n=750 landline interviews evenly distributed across the top-, middle-, and bottom-third of U.S. counties based on ACS self-response rates:

	Description	Population within strata	# of Counties within strata	Range of ACS self-response rates (2012)
Landline (n=750 /phase)	Top-third of U.S. population, based on ACS response rate, by county	~102,124,000	1,570 counties	100% - 64.7%
	Middle-third of U.S. population, based on ACS response rate, by county	~102,231,000	913 counties	64.7% - 55.9%
	Bottom-third of U.S. population, based on ACS response rate, by county	~102,248,000	660 counties	55.9% - 0.0%
Cell Phone (n=250 /phase)	Randomized based on known cell phone exchanges nationally (no self-response rate targeting)	278,000,000 (estimated*)	National	N/A

*According to the Pew Research Center, 91% of US adults have cell phones (Rainie, 2013).

Sample Selection

The second stage of developing the sample frame was generating the list of telephone numbers to contact. Phone numbers were selected using Random Digit Dialing (RDD) telephone sampling, a method that has been used for decades to create representative samples of the U.S. population. RDD offers excellent coverage of any designated area without the potential biases of other methodologies. As opposed to list-based sampling – which by definition does not include every household in a desired area – RDD generates every possible number in an exchange, including new movers and unlisted numbers.

To produce numbers for the landline sample, the first six digits dialed (area code + exchange) were determined based on the high-, medium-, and low- stratifications of ACS response rates. The final four digits were generated randomly. For telephone exchanges in multiple strata, we made an effort to determine which stratum has a greater number of numbers on that exchange, in which case, the exchange was assigned to that stratum. If no determination was possible, the exchange was assigned at random to a single stratum. As typical with geographic-based RDD frames, only exchanges with at least one listed household per hundred numbers were included in the sample frame.

We assumed that the low ACS self-response counties would have a lower telephone survey response rate and that conversely, the high-response strata would have a higher telephone response rate. Therefore, the high-response strata frame began with approximately n=15,250 landline numbers, the middle-response strata began with approximately n=17,500, and the low-response strata began with n=19,750 based on estimated numbers of RDD telephone numbers necessary to ensure an adequate sample.

While the distribution in each stratum varied slightly with the total population, we anticipated starting with a total of approximately n=52,500 RDD landline numbers (after removing disconnected, fax, and commercial numbers using computer database software).

Using a similar RDD methodology, cell phone interviews were targeted to a sampling of all known national cell exchanges. The cell phone RDD sample was randomized to guard against potential regional or demographic bias. We started with a total of approximately 20,000 RDD cellphone numbers.

Frame	Strata description	Sample Phone Numbers
Landline (n=764)	Top-third of U.S. population, based on ACS response rate, by county	15,250 numbers
	Middle-third of U.S. population, based on ACS response rate, by county	17,500 numbers
	Bottom-third of U.S. population, based on ACS response rate, by county	19,750 numbers
Cell Phone (n=251)	Randomized based on known cell phone exchanges nationally (no self-response rate targeting)	20,000 numbers

Fielding Process

Phone Interviews

Data were collected through closed-ended live telephone interviews conducted in English, with Spanish language callbacks as necessary, between January 25 -February 5, 2014. Prior to fielding, the questionnaire was cognitively tested and seven changes were incorporated in order to improve clarity and user-friendliness.

The interview began with an introduction and screening questions to ensure that each respondent was an adult in the household who generally handles the mail. Then the interviewers asked questions about the awareness of the ACS; attitudes towards the federal government, including the Census; concerns about the intrusiveness of the ACS; and messages regarding participation in the ACS. (See Appendix B: Benchmark Survey Questionnaire [English] and Appendix C: Benchmark Survey Questionnaire [Spanish].)

Up to eight attempts were made to contact each household in the sample frame until the interviews for that stratum were complete. Using area code information interviewers placed calls during the weeknight evening hours in their particular time zone. In addition, approximately n=120 interviews were conducted on Saturday, February 1st during local daytime hours.

Interviewers made all initial calls in English. If interviewers identified Spanish-speaking households that indicated a preference to conduct the interview in Spanish, a Spanish-language interviewer called back to complete the interview in Spanish. Of the 60 completed interviews that indicated that Spanish was the primary language spoken in their home, four in five (80%) opted to conduct the interview in Spanish.

The survey response rate was 4.7% (AAPOR 3). The contact rate was 31.8%, with a refusal rate of 13.9% (AAPOR 3). This is sufficient for the study's purpose of informing internal Census Bureau decision-making, but less than the required level for producing statistical estimates of the population or public dissemination. Based on OMB guidance, non-response bias analysis was not conducted for this study.

The survey was programmed using computer-aided telephone interviewing (CATI) software, including skip patterns and constrained responses. All interviewers were trained in administering of CATI surveys with closed ended questions and had experience conducting telephone interviews with the public.

Weighting

The sample was weighted to ensure that the findings were not unduly influenced by sample imbalances in demographic characteristics such as race, ethnicity, age, and gender. This relatively simple weighting approach was adopted after consultation with OMB regarding the use of the CLMSO Generic Clearance for Data User and Customer Evaluation Surveys. The survey was not designed to make estimates of the target population as a whole.

To develop the target demographic weights consistent with OMB guidance, we used householder (head-of-household) data from the Current Population Survey (CPS) as reliable demographic estimates of the population who handle mail were not available. While CPS householder data was not a perfect proxy, it provided a reasonable framework to represent adults who generally handle the mail in their household.

There was one notable adjustment between CPS householder data and the survey weighting. Gender weights in the Benchmark survey were constructed by combining the number of householders living in non-family households or in family households where no spouse is present for each gender. In addition, married couples living in the same household were considered equally likely to have a male or female adult who handled the mail, so as not to overweight the proportion of married families that identify the male as the householder for the family. We summarize the gender calculations below:

Number of Householders by gender and family status (in thousands)			
Householder Family Status	Total	Male	Female
Householder not in family household <i>(includes living alone or with nonrelatives)</i>	41,558	19,747	21,810
Householder in family without spouse <i>(includes married spouse absent, widowed, divorced, separated, or never married)</i>	21,699	6,230	15,469
Married with spouse present <i>(* for weighting purposes, married spouses in the same household are considered equally likely to generally handle the mail)</i>	59,204	29,602*	29,602*
Total Householders	122,460	55,579	66,881
Percentage	100%	45%	55%

(Source: CPS 2013 Annual Social and Economic Supplement, Tables H1, H2, and H3)

Hispanic ethnicity was weighted separately from race, as a majority of Hispanic survey respondents volunteered that their race was “Other” (interviewers typically noted answers such as “Hispanic,” “Latino,” or “Chicano.”) The following table details the target demographic weights for the survey:

Demographic Targets for Weighting		
Category	Characteristic	Target Percentage
Gender	Male	45%
	Female	55%
Ethnicity	Hispanic, any race	12%
	Non-Hispanic, any race	86%
Race	White, any ethnicity	71%
	Black or African-American, any ethnicity	12%
	Asian, any ethnicity	4%
Age	18-34	21%
	35-44	17%
	45-64	39%
	65+	23%

(Source: CPS 2013 Annual Social and Economic Supplement, Tables H1, H2, H3)

The research team used a Random Iterative Method to conduct weighting. Cases with unknown values for particular values (less than 5% of cases for any demographic), because the respondent volunteered “don’t know” or refused to answer the question, were assumed to be unweighted (i.e., weight of 1.0) for that particular item and iteration.

KEY FINDINGS

In the Benchmark phase, the goal was to help determine which messages should be explored further in the subsequent Refinement phase. In addition, other qualitative research projects conducted as part of the larger ACS message development process will help inform further exploration. This may include A/B testing of message variations, removing less effective messages, or making changes to the initial messages.

We analyzed the data to identify which messages were most effective at increasing likelihood to participate in the ACS survey. Several portions of the survey were analyzed, including:

- The initial awareness of Census/ACS
- Attitudes towards government
- Perceptions of the ACS
- A drilldown section heard only by those who were “distrustful” of the federal government
- Message testing section

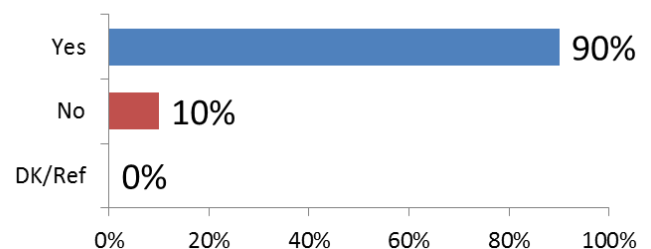
Appendix D: Benchmark Survey Databook presents crosstabs for demographic characteristics (gender, age, ethnicity, and race), education, and socioeconomic status (home ownership and household income). In addition, we present two attitudinal crosstabs based on whether the respondent initially said they were likely (or unlikely) to respond to the ACS if selected, and whether their attitudes toward government qualified them to see the “distrustful” drilldown section.

Awareness and Favorability of Census / ACS

Census Awareness

Among adults who handle mail that we interviewed, nine in ten (90%) said they had heard of the Census of the United States. 95% of adults in the sample with household incomes over \$50,000/year had heard of the census, compared with 86% of households under \$50,000/year. After hearing that the “Census is the count of all the people who live in the United States,” three in five of those who did not initially recognize the Census (59%) said they had heard of it before.

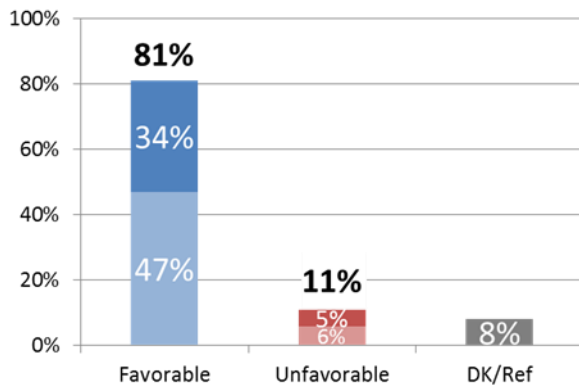
5. Have you ever heard of the **Census of the United States?** (unaided)



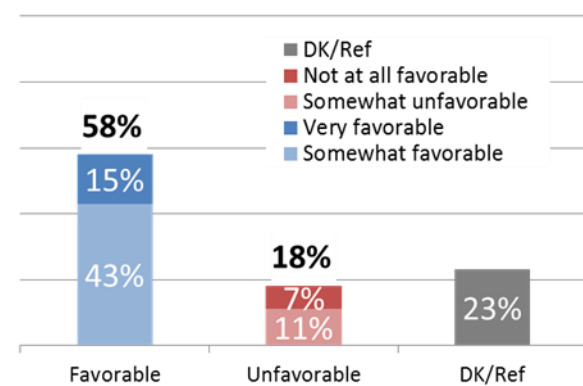
Census Favorability

Over four in five (81%) of mail handling adults interviewed had favorable general feelings towards the Census. This sentiment was broadly held across gender, age, race, and income levels. Nearly one in four (23%) respondents did not offer a view on the American Community Survey, even after hearing a description (described below).

7. Overall, how would you describe your general feelings about **the census**?



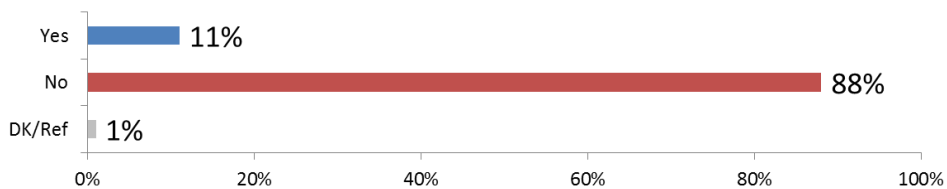
10. Overall, how would you describe your general feelings about **the American Community Survey**?



ACS Awareness

Compared to the census, the American Community Survey was much less well-known. When asked if they had heard of the ACS, only one in nine (11%) respondents said they had.

8. Have you ever heard of **the American Community Survey**?



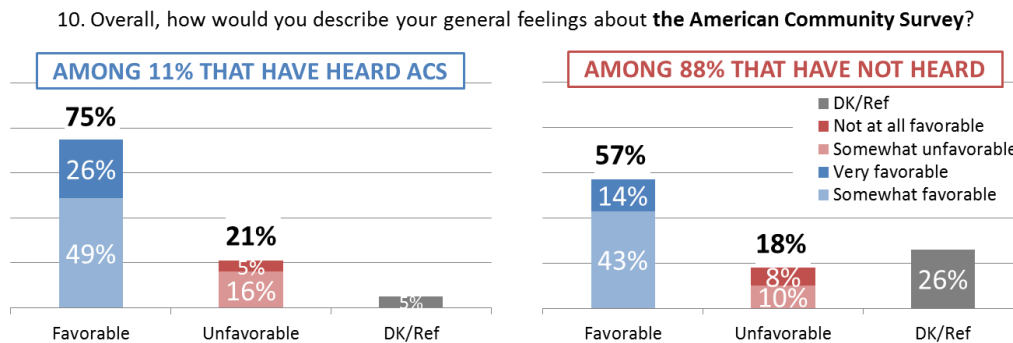
After hearing the following description, over seven in ten (71%) mail-handling adults in the survey still said they had not previously heard of the ACS.

All heard the following description:
 “I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the U.S. Census Bureau. Each year roughly three percent of all U.S. households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as your commute time, income, and the age of children.”

Census Favorability

Since many people we interviewed did not have previous knowledge about the ACS, they were primarily reacting to the description that they had just heard (see previous page). Even though the description included examples of topics that are some of the more controversial such as commute time, income and age of children (see Olson Oct. 2013), the respondents we spoke with had a generally favorable reaction (58% “favorable” vs. 18% “unfavorable.”)

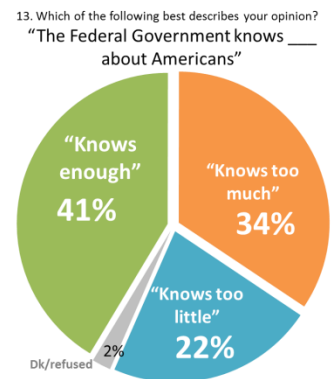
As illustrated below, the relatively small number of respondents who had initially heard of the ACS were more favorable than the majority who had not previously heard of the ACS (75% compared to 57%, respectively, two tailed T-Test, alpha=.05, p<.01). This suggests that greater awareness and education about the ACS may lead to more favorable impressions of the data collection.



Attitudes towards the Federal Government

A slight majority of respondents we interviewed had an unfavorable view of the federal government (52% unfavorable, 47% favorable). Less than one in four (23%) of the mail-handling adults we interviewed said they can “just about always” or “most of the time” trust the government in Washington to do what is right. This is not a novel finding. In fact, it is largely consistent with other surveys of the American public. For example, in October 2013, Pew found that less than one in five (19%) Americans said that they trust the government in Washington to do what is right just about always or most of the time (Pew 2013).

Relevant to the Census Bureau’s data collection efforts, one in three respondents (34%), and four in ten (40%) respondents over the age of 65, said the Federal Government “knows too much about Americans.” Given recent events, we are somewhat relieved to see that this number is not even higher (though these findings are only among participants who completed the survey, not necessarily the population as a whole). Only around one in five (22%) said that the government “knows too little about Americans,” which suggests that most Americans do not intuitively see the need for deeper, more detailed information collection by the government.



All three of these questions (favorability of the Federal Government, trust in government in Washington, and opinion on government information) contributed to determine whether a respondents was “distrustful” enough of the government to hear the “distrustful” drilldown section on intrusiveness and

privacy. (Full details of which answer choices led to the “distrustful” drilldown can be found in Appendix D: Benchmark Survey Databook.)

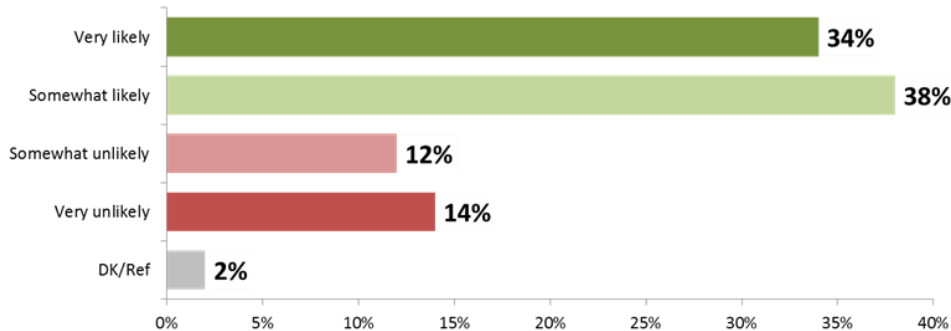
Perceptions of ACS

Respondents were then asked four questions about how likely they think they would be to participate if selected to participate in the ACS and how they think the ACS could affect themselves and their community. These questions served three purposes. First, these questions provided information about people’s perceptions of the ACS, useful in assessing how widespread concerns are about intrusiveness and negative effects from the survey. Second, each question contributed to identifying which respondents would hear the Distrustful drilldown section (in total n=499 participants qualified to hear the Distrustful drilldown section). Third and finally, two of these questions were repeated at the end of the survey to enable the research team to measure change in sentiments from before (“pre”) and after (“post”) the Distrustful drilldown and message section.

Likelihood to participate (“Pre”)

Nearly three in four (72%) people interviewed said they would be either very likely or somewhat likely to participate in the American Community Survey if contacted by the Census Bureau.

14. How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?



This question struck us as a fairly positive number for the Census Bureau, especially since roughly 60% of actual households participated in the ACS in 2012 (Olson, 2013). However, it is important to recognize that this question was neither intended to *directly measure* whether people would actually complete the ACS if it arrived in their mailbox, nor was it intended to assess the possibility that respondents who completed the voluntary telephone interview may be more likely to respond to the ACS than people who did not participate. There is a significant difference between people *saying* they would participate, and them actually completing the survey. For example, in the Benchmark survey, the demographic groups that most often said they were “very likely” to complete the ACS included Hispanics (41%), 18-34 year olds (38%), and blacks/African Americans (37%). However, these audiences have had below-average response rates in previous segmentation analysis of decennial data collections (see Bates and Mulry, 2007).

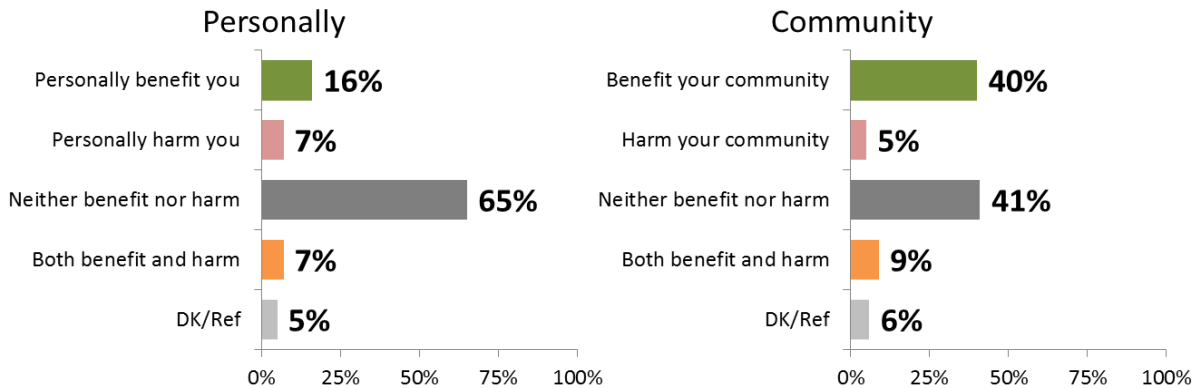
This implies there may be a difference between conscious resistance to taking the ACS. In addition, there might also be other challenges getting the attention of, and reminding these groups to participate in, the data collection. While further exploration of this specific observation is beyond the scope of this study, this will be addressed in later research stages that are more oriented around designing alternative mail package designs.

ACS Community and Personal Impact (“Pre”)

Interviewers then asked respondents if they thought answering the American Community Survey could personally benefit respondents, personally harm them, or some combination of the two. Respondents were then asked a similar question of whether they thought answering the American Community Survey could benefit, or harm their community in any way (or provide neither a benefit nor a harm).

15. Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?

16. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community} or neither benefit nor harm your community?



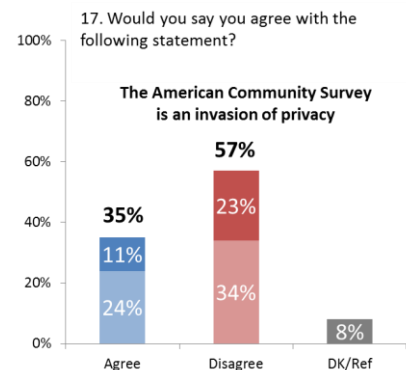
Two in five (40%) said that answering the ACS could benefit their community, compared with only one in eight (16%) who said the survey could benefit them personally. This suggests that respondents are able to more plausibly envision ways that their community gains from ACS data collection, compared to the benefits they would receive themselves. Two in three (65%) mail-handling adults we interviewed said that answering the ACS would “neither benefit nor harm” them.

ACS is an invasion of privacy (“Pre”)

The majority of people we interviewed (57%) disagreed with the statement “the American Community Survey is an invasion of privacy.” Fully one-third (35%) of those we interviewed said they agree, including one in ten (11%) who “strongly agree.”

There is a noticeable divide visible among those we interviewed when comparing higher income households to lower income households, possibly in part because lower income respondents tend to have

lower levels of civic engagement. While 38% of those with a household income less than \$50,000 agree that the “ACS is an invasion of privacy” (including 12% who “strongly agree”), the same view is shared by only a quarter (25%) of those in households over \$50,000 (and only 6% “strongly agree”).



Confidentiality

The vast majority of people we interviewed (70%) believed that the Census Bureau and the American Community Survey are required by law to keep information gathered confidential. Compared to whites we interviewed, more African Americans said the Census Bureau and the ACS are required by law to keep information gathered confidential, though there was not a statistically significant difference (77% among blacks versus 69% among whites).

Drilldown among respondents “Distrustful” of Federal Government

As part of our comprehensive research process, we have several research projects designed to provide greater insight into how to address concerns about privacy and intrusiveness with survey respondents that are distrustful of government.

Within the Benchmark survey drilldown section, we focused our analysis on five drilldown statements to identify which approaches for addressing intrusion and privacy were most likely to increase trust in the Census Bureau among this naturally distrustful segment of the population. Two statements (penalties for unlawful disclosure, and the success of the American Community Survey in protecting personal information) were statistically better than other statements.

Drilldown definition, demographics

In the Benchmark, respondents were internally coded as “Distrustful” if they answered at least three of the attitudinal or perception questions in a suspicious or cynical manner. Several of these questions were adapted for the ACS from questions used in the 2010 decennial CBAMS II study (see Conrey et al. 2012).

The eight questions that determined Distrustful coding were:

- ✓ Unfavorable to federal government
- ✓ Government knows too much
- ✓ ACS is an invasion of privacy
- ✓ Say not sure of ACS confidentiality
- ✓ Unlikely to respond to ACS
- ✓ ACS could personally harm
- ✓ ACS could harm community
- ✓ Never/only/sometimes trust government to do right the thing

(Full details of which answer choices led to the “distrustful” drilldown can be found in Appendix D: Benchmark Survey Databook.)

In total, 499 respondents qualified as Distrustful, which was sufficient for our analysis design. We had *a priori* conservatively estimated that one in four respondents would qualify as Distrustful, in part because we preferred the chance of having too many drilldown respondents, rather than risk having too few to draw any meaningful conclusions.

The Distrustful group had demographics that were broadly similar to the sample as a whole. The Distrustful were somewhat older (67% age 45+ vs. 62% age 45+ overall, $p < .01$), and somewhat more likely to be white (77% vs. 71% overall, $p < .01$). The following table compares demographic attributes of the two groups:

Attribute		Overall Sample	Among Distrustful
Gender	Female	55%	53%
	Male	45%	47%
Age	18-34	21%	16%
	35-44	17%	17%
	45-64	39%	40%
	65+	23%	27%
Ethnicity	Hispanic	12%	10%
	Non-Hispanic	86%	88%
Race	White	71%	77%
	Black	12%	8%
	Asian	4%	3%

The biggest differences were around attitudes towards the government. Four in five (80%) of the Distrustful in our sample said they have an unfavorable view of the federal government. Nearly three in five (57%) said the government “knows too much” about Americans. Fully 96% of this subgroup said they can trust the government in Washington to do what is right only some of the time or never.

Drilldown Statements

All Distrustful respondents heard the following five statements (in a random order) in the drilldown section:

Drilldown Statements Tested
By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.
Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.
The Census Bureau is different than many other parts of the federal government. They are solely a research organization.
Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.
The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.

These statements were designed to explore several approaches for boosting trust in the integrity of the Census Bureau in the context of the American Community Survey. For each statement, Distrustful respondents answered whether the statement made them “trust the Census Bureau much more, somewhat more, neither more nor less, somewhat less, or much less.”

The following table provides a summary of the findings for the Distrustful drilldown statements:

Would you say this statement makes you trust the Census Bureau...? (%)	More	Less	Much more	Somewhat more	Neither more nor less	Somewhat less	Much less
By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.	45	16	13	32	39	6	10
Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.	36	17	9	27	46	8	9
The Census Bureau is different than many other parts of the federal government. They are solely a research organization.	35	17	8	27	46	7	10
Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.	34	20	10	24	42	9	11
The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.	30	15	9	21	54	7	8

The statement about “penalties for unlawful disclosure” of personal information by Census Bureau employees was the most effective for increasing trust about the Distrustful we interviewed. By nearly a 3:1 ratio, respondents who heard this section said the statement made them trust the Census Bureau “more” rather than “less” (45% to 16%). Other statements, such as “not sharing individual responses with other government agencies,” or that the ACS has “existed in some form or another since the 1850s” were not as effective with the Distrustful respondents we interviewed.

To statistically test the differences between the drilldown statements, we converted the trust categorical answers into a five-point quantitative scale (“trust much more”=1, “trust much less”=5, etc.). Missing cases for volunteered responses of “don’t know” or “refused” were omitted (<5% of cases).

The trust ratings for these messages were positively correlated and ranged from $r=.55$ to $r=.64$, using a Pearson’s Correlation Coefficient. This indicates that about a third of the variation between the various messages ($r^2=.30-.36$) can be explained by the tendency for individuals who rated one statement highly are more likely to rate other statements highly as well.

We ranked the five drilldown statements from highest to lowest mean score. Using this ranking, we compared the top statement with the other four statements using paired T-Tests with Hommel correction for multiple family-wise comparisons ($\alpha=0.10$). The top message was statistically different than the bottom three messages, but was not statistically different than the second best message.

	Mean	Would you say this statement makes you trust the Census Bureau...?							
		More	Less	Much more	Somewhat more	Neither more nor less	Somewhat less	Much less	
21 By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.	2.68	45	16	13	32	39	6	10	1 st tier
22 Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.	2.79	36	17	9	27	46	8	9	
25 The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.	2.85	30	15	9	21	54	7	8	2 nd tier
23 The Census Bureau is different than many other parts of the federal government. They are solely a research organization.	2.85	35	17	8	27	46	7	10	
24 Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.	2.88	34	20	10	24	42	9	11	

Comparisons made with paired T-tests ($\alpha=.10$) using Hommel correction for family-wise error rates.. Tiers developed by comparing top message to all others to establish significant relationships.

Message Testing

In the Messaging section, we employed two metrics to assess each statement: the believability of the message (Metric A: a four-point scale from “very believable to “very unbelievable”) and stated likelihood to respond (Metric B: a five-point scale from “much more likely to respond” to “much less likely to respond,” including a midpoint of “neither more nor less likely”). Each respondent heard six of the eleven messages at random and the order was randomized to address potential order bias and learning effects.

Towards the goal of ensuring a fair test not inadvertently biased by message length, each statement was crafted to be roughly comparable in terms of size (27 words on average), and five messages were a single sentence while six were two sentences.

Our data analysis approach compared the messages using these two variables in both probabilistic and non-probabilistic approaches. Messages were compared side-by-side to identify “big picture” differences across the eleven statements. In particular, we assessed messages based on the superlative “top box” answer choices (i.e. “very believable” or “much more likely to participate”) to observe which messages had strong impacts among the largest number of people we interviewed. We also looked at the results by various demographic and attitudinal crosstabs in a non-statistical way.

All 11 statements/messages tested (any given respondent only heard six)

There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.

Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.

The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.

State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.

The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.

The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.

Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.

Filling out the American Community Survey is required by law, just like filling out the census once every ten years.

The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.

The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.

All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.

The single most believable message among people we interviewed was **“There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.”** Half of people interviewed (51%) said this statement is “very believable,” and overall, 86% found the statement to be “believable.” In addition, this message was also highest rated among people interviewed in terms of increasing peoples’ likelihood of completing the American Community Survey. 52% of people interviewed said that statement makes them “more likely to complete” the ACS, including 22% who said the statement makes them “much more likely” to complete the ACS. Very few people interviewed found the statement “unbelievable” (11%) and very few said the statements make them “less likely” to complete the ACS. Roughly one in three (35%) of those interviewed said the statement makes them “neither more nor less likely” to complete the ACS.

This message presents unique challenges to incorporate into Census Bureau communications. On one hand, it provides clear guidance to respondents about how to complete the ACS, and might thus have an educational function. On the other hand, during the development of the ACS Internet response options, “choice” strategies underperformed “push” strategies that encouraged only online response (see Matthews et al, 2012). Further research is necessary to explore if, and where, this message theme can be incorporated in the ACS mail package without incidentally encouraging ACS participants to switch to higher-cost response modes like in-person or telephone over mail or the Internet.

Another message that people interviewed found believable as well as encouraging ACS completion is **“Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.”** Better than three in four of those we interviewed (78%) said this message is believable, including better than one in three who said it is “very believable” (37%). Nearly half of those interviewed (46%) said this statement makes them “more likely” to complete the ACS, including 18% who said it makes them “much more likely” to complete the ACS. Very few people interviewed found this statement “unbelievable” (10%) and very few said it makes them “less likely” to complete the ACS (8%). However, two in five (39%) rated the statement neutrally in terms of encouraging ACS participation, saying it makes them “neither more nor less likely.”

Among people we interviewed, both of those statements ranked above average when it came to making people say they would be “much more likely to complete the American Community Survey” and both statements tested above average when it came to being rated “very believable” (means of 17.5% and 25.5%, respectively).

Three other messages test above average in terms of making people we interviewed say they would be “much more likely” to complete the ACS.

- State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.
- The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.
- Filling out the American Community Survey is required by law, just like filling out the census once every ten years.

**Summary of all message tested
(ranked by “much more likely” to complete the ACS)**

(%)	“Much more likely” to complete the ACS	“Very believable”
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	22	51
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	20	26
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	19	21
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	18	37
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	18	21
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	17	28
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	17	23
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	16	19
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	16	17
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	15	21
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	15	16

NOTE: Full crosstabs available in Appendix D: Benchmark Survey Databook

**All message tested
(ranked by “very believable”)**

How believable is this statement? (%)	Very believable	Somewhat believable	Somewhat unbelievable	Very unbelievable
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	51	35	7	4
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	37	45	8	7
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	28	44	13	12
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	26	43	18	11
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	23	47	16	11
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	21	45	18	11
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	21	53	15	8
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	21	34	20	20
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	19	51	15	13
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	17	49	20	11
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	16	40	22	20

NOTE: Full crosstabs available in Appendix D: Benchmark Survey Databook

**All message tested
(ranked by “much more likely” to complete the ACS)**

And when it comes to completing the American Community Survey, would you say this statement makes you... (%)	Much more likely	Somewhat more likely	Neither	Somewhat Less likely	Much Less likely
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	22	30	35	7	5
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	20	31	33	8	7
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	19	30	33	8	8
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	18	28	33	7	11
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	18	28	39	6	6
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	17	31	38	7	7
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	17	29	39	7	7
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	16	34	35	7	7
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	16	30	37	10	7
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	15	32	38	7	7
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	15	23	43	7	10

NOTE: Full crosstabs available in Appendix D: Benchmark Survey Databook

Top messages: Statistical testing around believability

	(%)	Mean Score	Very believable
26	There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	1.63	51
32	Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	1.85	37
36	The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	2.11	28
44	Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	2.11	21
28	State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	2.15	26
38	The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	2.16	23
30	The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	2.21	21
40	The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	2.23	19
42	The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	2.25	17
34	Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	2.40	21
46	All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	2.46	16

1st tier
2nd tier
3rd tier
4th tier

Comparisons made with Tukey's HSD test (a=.05) Tiers developed by comparing top message to all others to establish significant relationships, with next tier developed by comparing from highest remaining message with others.

Top messages: Statistical Testing around Likelihood to Respond

	(%)	Mean Score	Much more likely to complete the ACS
27	There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	2.42	22
29	State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	2.51	20
33	Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	2.54	18
41	The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	2.54	16
31	The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	2.55	19
37	The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	2.55	17
45	Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	2.58	15
39	The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	2.59	17
43	The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	2.62	16
35	Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	2.64	18
47	All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	2.72	15

1st tier
2nd tier

Comparisons made with Tukey's HSD test (a=.05) Tiers developed by comparing top message to all others to establish significant relationships, with next tier developed by comparing from highest remaining message with others.

Message Testing: Pre-/Post- Comparisons

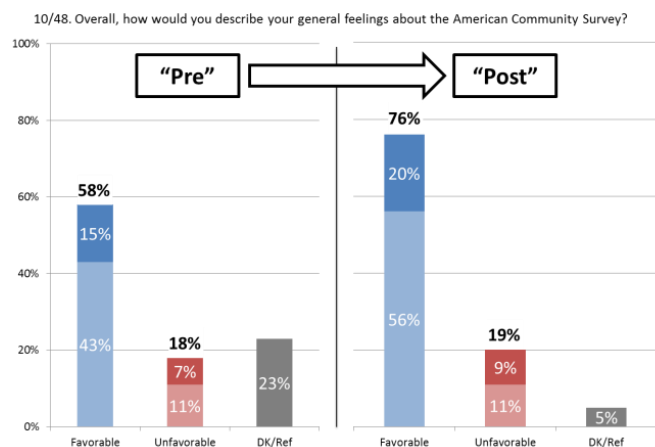
The survey included five questions that were asked both “pre” and “post” the message testing section:

ACS Favorability	✓ Overall, how would you describe your general feelings about the American Community Survey?
ACS Likelihood to Participate	✓ How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?
ACS Invasion of Privacy	✓ Would you say you agree with the following statement? “The American Community Survey is an invasion of privacy.”
Personal/Community Benefit and Harm	<ul style="list-style-type: none"> ✓ Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you? ✓ Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community}, or neither benefit nor harm your community?

We analyzed changes between the “pre” and “post” responses to these questions to look for statistical relationships between exposure to particular messages and attitudes towards participation in the ACS.

ACS Favorability

On the metric concerning ACS favorability, among those we interviewed we observed an 18-percentage point pre-to-post shift in favorability, including a 5-percentage point shift in the category of “very favorable” to the ACS and 13-percentage point shift in the category of “somewhat favorable” to the ACS. In essence, after messaging that raised awareness, favorability for ACS is closer to where the census began at the start of the survey (81% favorable, 11% unfavorable, 8% dk).



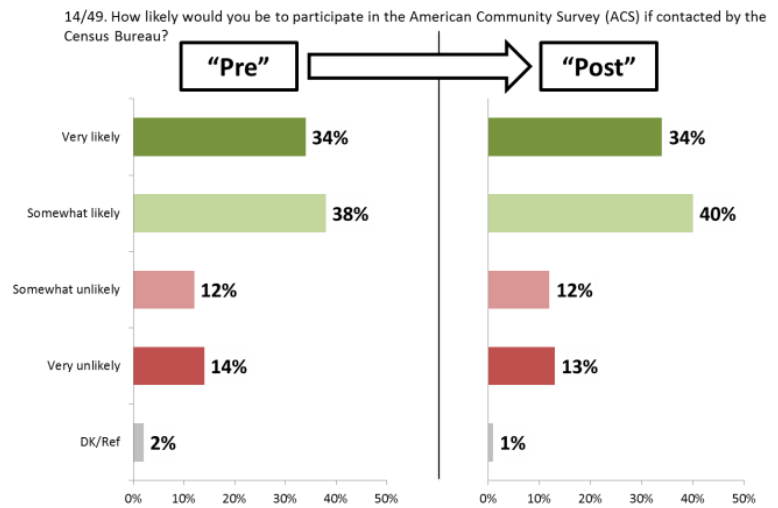
At the start of the survey, nearly a quarter (23%) of people we interviewed volunteered a response of “don’t know” when they were initially asked their general feelings about the ACS. However, by the end of the survey, the vast majority of these respondents formed some opinion about the ACS, noticeable based on just 5% volunteering a response of “don’t know” towards the end of the survey. Among those

we interviewed, there was minimal pre-to-post movement in terms of the overall percentage who described their feelings towards the ACS as “unfavorable” (18% in the “pre” and 19% in the “post”).

ACS Likelihood to participate

On the metric concerning likelihood to participate in the ACS if contacted by the Census Bureau, we observed barely any pre-to-post movement among those we interviewed.

At the start of the survey, 72% of those we interviewed said they are likely to participate, compared to 74% who said the same at the end of the survey.



Likelihood to participate is behavioral-based in nature, whereas other metrics (such as ACS favorability) are attitudinal in nature. With this in mind, it is not surprising to see a lack of movement on this behavioral-based measure.

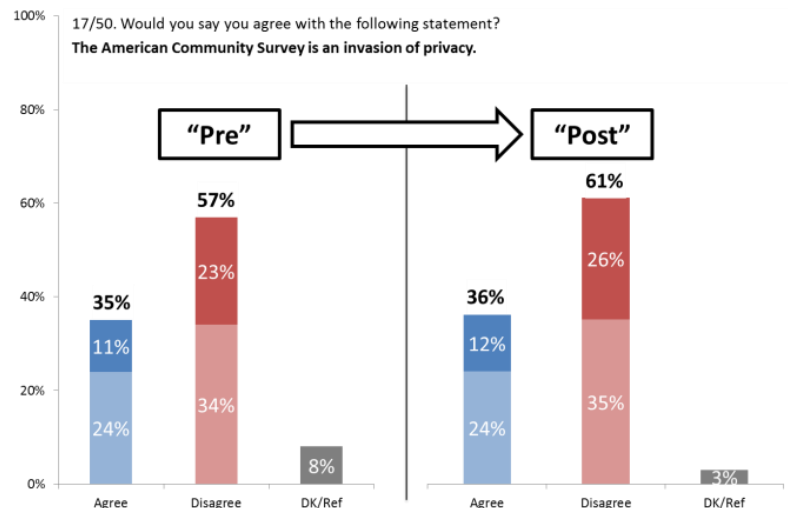
Our initial plan called for a logistic regression method that would use the difference from pre- to post-likelihood to participate measures as the dependent variable for the model. However, after a correlation analysis to measure exposure to messages, we decided not to proceed with regression analysis.

ACS Invasion of Privacy

On the metric assessing whether or not the ACS is as “an invasion of privacy,” we observed minimal pre-to-post movement among those we interviewed.

At both the start (“pre”) and end (“post”) of the survey, just nearly a third of people interviewed agreed with the statement (35% and 36%, respectively).

We noticed a 5-percentage point drop between pre-and-post in terms of those interviewed volunteered a response of “don’t know” (8% vs. 3%).

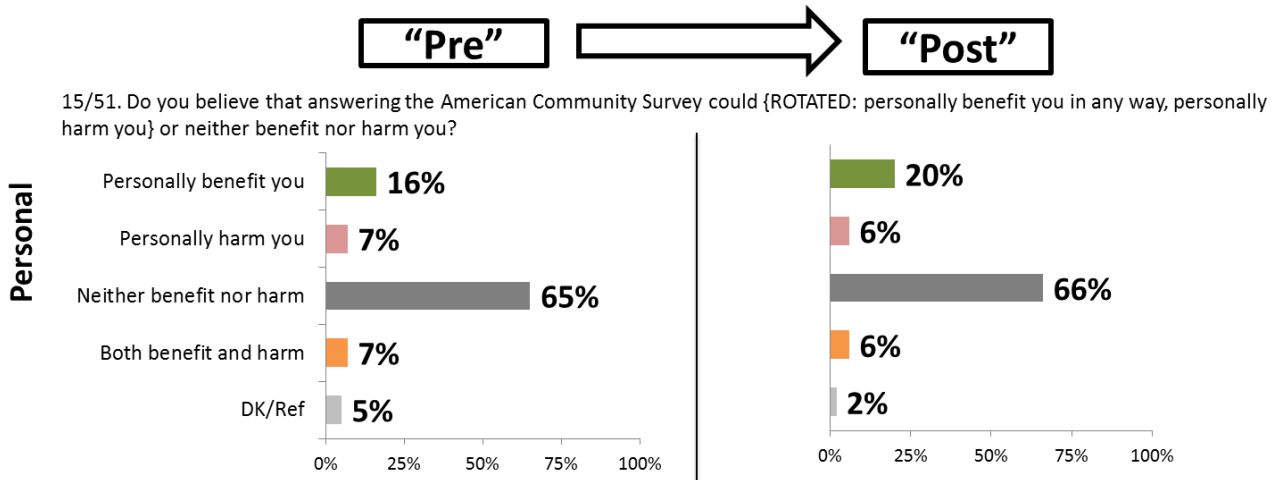


Whether pre or post, the majority of people interviewed (57% and 61%, respectively) disagreed with the statement “The American Community Survey is an invasion of privacy.”

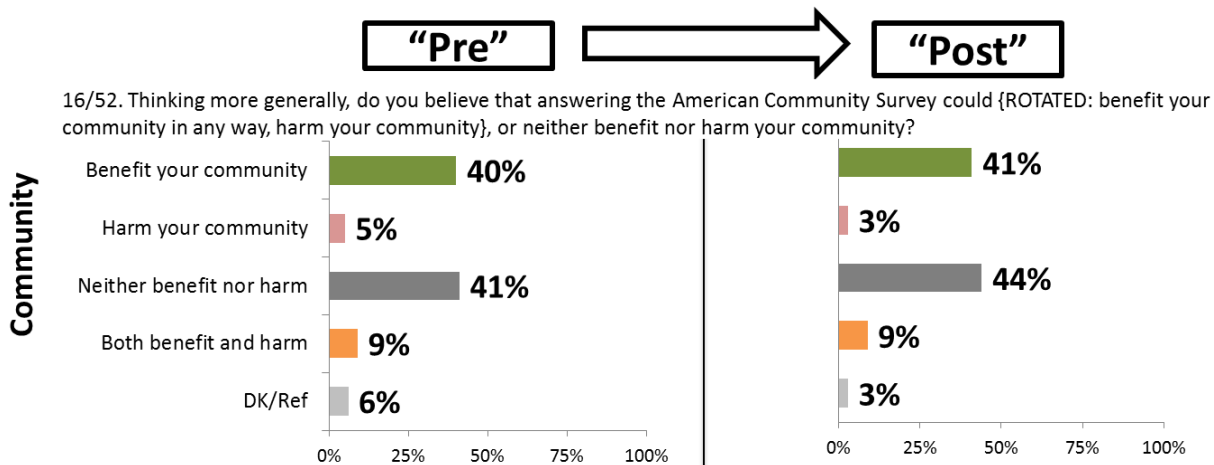
Personal/Community Benefit and Harm

We saw minimal pre-to-post movement among those we interviewed in terms of the two questions exploring whether answering the ACS could benefit or harm 1) them personally, and 2) their community.

On the question of “personal” benefit or harm, nearly two in three people interviewed pre or post (65% and 66%, respectively) said that answering the ACS would “neither benefit nor harm” them personally. Pre-to-post, we saw a 4-percentage point gain among those who said that answering the ACS could “personally benefit” them (16% to 20%).



On the question of “community” benefit or harm, fully two in five people interviewed pre or post (40% and 41%, respectively) said that answering the ACS would “benefit their community.” A plurality of people interviewed said that they believe answering the ACS would “neither benefit nor harm” their community (41% “pre”, 44% “post”).



RECOMMENDATIONS / NEXT STEPS

Based on the findings from the Benchmark survey, we recommend five areas to drilldown on in the Refinement study.

Explore ways to leverage the census' favorable brand to enhance the ACS

The census has a very strong name recognition and favorability. Four in five (81%) adults we spoke to had a favorable view of the census compared to only three in five (58%) who had a favorable view of the ACS. The message directly comparing the number of people who participate in the decennial versus the number in the ACS had the second highest mean believability among the eleven tested messages. In addition, it was in first tier of messages that increased respondent's likelihood to respond to the ACS.

It is worth noting that this Benchmark study measured favorability to the census, but did not separately measure favorability to the Census Bureau. We think it likely that attitudes towards the Census Bureau are closely associated with the decennial census. For the Refinement or other subsequent research, the survey should perhaps explore if these positive attitudes extend to the Census Bureau as well.

Improve public awareness and use messages that educate respondents about the ACS

Only one in nine (11%) respondents said they had previously heard of the American Community Survey. This suggests that the first messaging barrier for the ACS might start with awareness: messaging may need to jointly inform and persuade households to respond. A promising finding is that the relatively small number of respondents aware of the ACS were more favorable (75%) than the larger group that who were not familiar (57%). After respondents heard various messages, favorability to the American Community Survey had increased to 76% (an 18-percentage point increase from the pre-measures).

Test variations on "convenience" and "choice" messages

The top testing message was "there are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person." This message was the most believable of the messages and a majority (52%) of respondents said the statement made them more likely to complete the ACS (though not different from other messages in a statistically significant way.) This suggests that the Census Bureau research team should consider additional Refinement testing around convenience and choice regarding the response modes that can be used respond.

As much as possible, separate the ACS from views on the Federal Government

A majority (52%) of respondents said they had an unfavorable view of the federal government and fully three in four (76%) said they trust the government in Washington to do the right thing "only some of the time" or "never." These negative perceptions come in stark contrast to the generally favorable view of the census that we measured among respondents. The American Community Survey would likely benefit by keeping its image distant from the wider frustration and disappointment in the federal government.

With this in mind, the least successful message was that “ACS responses are strictly confidential and cannot be shared, even with other government agencies.” This tested in the bottom tier of messages in terms of both believability and likelihood to participate. In part, this may have been because the word “confidential” as well as “sharing with other government agencies” brought to mind recent headlines around national security and spying.

Anchor the ACS to community value and explain how ACS data are used locally

We recommend further exploration in the Refinement phase on messages about how ACS data are used by local governments and organizations to provide value in local communities. Two in five (40%) people we interviewed said they believe answering the ACS could benefit their community and in addition, 9% said answering the ACS could both benefit and harm their community.

Messages that described local benefits resulting from ACS participation (state and local leaders using ACS data to build infrastructure, and the distribution of \$450 billion of state and federal funds to communities) were in the top three messages for making people say they would be “much more likely to complete the ACS.” However, we believe there is room for improvement, since neither of these messages performed statistically better than other top tier messages we tested. Additional Refinement messages should look at other types of local entities such as small businesses and non-profits towards a goal of communicating how participation in the ACS benefits local communities.

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APPENDIX B: BENCHMARK SURVEY QUESTIONNAIRE (ENGLISH)

**American Community Survey, US Census Bureau
Comprehensive Message Testing
Benchmark Questionnaire (n=1,000 completed telephone interviews)
Submitted to OMB**

Note:

- This version reflects the recommended changes from the cognitive interviews
- Text within **## HASHES ##** denotes comments (not read by interviewer)
- Text with **/* BRACKETS */** denotes survey logic (also not read by interviewer)
- **## CBAMS I & III ##** indicates questions from or adapted from CBAMS I & II

Screeners

/* DISPLAY */ Hello, my name is _____ and I'm calling from PSB Interviewing, an independent research firm. We are conducting interviews to learn the public's views on how the government conducts research surveys. This interview will be brief and we are not trying to sell you anything.

(IF NECESSARY) We are conducting this survey on behalf of the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number 0607-0760, expiring on September 30th, 2014.

(IF NECESSARY) Your phone number was randomly selected from all the numbers in the United States to participate.

/* DISPLAY */ Great, before we start, I want to tell you a few things about the survey. Participation is voluntary, but your responses are important. I want to assure you your answers will be kept anonymous and I will not ask for information that could personally identify you. At the end of the interview, I will provide you with an email address where you can send any comments or questions about this survey.

/* QSCREEN */ Are you someone in your household who generally handles the mail?

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)

/* QSCREEN2 */ ## IF QSCREEN = C2 OR C3 ## May I please speak with someone in your household who generally handles the mail?

- 1) Yes **## RETURN TO INITIAL DISPLAY WITH NEW RESPONDENT ##**
- 2) No **/* TERMINATE */**
- 3) Don't know (**DO NOT READ**) **/* TERMINATE */**

1. What language is spoken most often in this household?
(DO NOT READ CHOICES)

- 1) English
- 2) Spanish
- 3) Other **/* SPECIFY */**
- 4) Don't know **(DO NOT READ)**
- 5) Refused **(DO NOT READ)**

/* Q1B */ ## IF Q1 = C2 ## Would you prefer to conduct this interview in Spanish?

- 1) Yes **## FLAG FOR SPANISH CALLBACK AND DISCONTINUE ##**
- 2) No

2. In which of these age categories do you belong? Please just stop me when I read the appropriate category.

- 1) 17 and under **/* TERMINATE */**
- 2) 18-24
- 3) 25-34
- 4) 35-44
- 5) 45-54
- 6) 55-64
- 7) 65 and over
- 8) Don't know **(DO NOT READ)**
- 9) Refused **(DO NOT READ)**

Awareness of Census / ACS

3. Have you ever heard of the Census of the United States? **## CBAMS I & II ##**

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

/* DISPLAY */ The Census is the count of all the people who live in the United States. It happens every 10 years.

4. **## IF "NO" OR "DON'T KNOW" TO CENSUS AWARENESS ##** Have you ever heard of that before? **## CBAMS I & II ##**

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

5. Overall, how would you describe your general feelings about the census?
CBAMS I & II
- 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Not at all favorable
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)

6. Have you ever heard of the American Community Survey?
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)

/* DISPLAY */ ## IF HAVE HEARD OF ACS ## As you may know, The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and the people in your household. For example, it asks about topics such as your commute time, income, and the age of children.

/* DISPLAY */ ## IF HAVE NOT HEARD OF ACS ## I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as your commute time, income, and the age of children.

7. **## IF "NO" OR "DON'T KNOW" TO ACS AWARENESS ##** Have you ever heard of that before?
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)

8. **## PRE-TEST (PRE MESSAGING) ##** Overall, how would you describe your general feelings about the American Community Survey?
- 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Very unfavorable
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)

Attitudes towards government ## INDICATES POTENTIAL DRILLDOWN CRITERIA ##

9. Overall, how would you describe your feelings about the federal government?
- 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable ##DRILLDOWN CRITERIA##
 - 4) Very unfavorable ##DRILLDOWN CRITERIA##
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)
10. How often do you think you can trust the government in Washington to do what is right?
- /* RANDOM REVERSE CHOICES */
- 1) Just about always
 - 2) Most of the time
 - 3) Only some of the time ##DRILLDOWN CRITERIA##
 - 4) Never (**DO NOT READ**) ##DRILLDOWN CRITERIA##
 - 5) Don't know (**DO NOT READ**) /* DO NOT ROTATE */
 - 6) Refused (**DO NOT READ**) /* DO NOT ROTATE */
11. Which of the following best describes your opinion? /*RANDOM REVERSE CHOICES*/
- 1) The federal government **knows too much** about Americans ##DRILLDOWN CRITERIA##
 - 2) The federal government **knows enough** about Americans
 - 3) The federal government **knows too little** about Americans
 - 4) Don't know (**DO NOT READ**) /* DO NOT ROTATE */
 - 5) Refused (**DO NOT READ**) /* DO NOT ROTATE */

Attitudes towards Census Bureau & ACS

12. ## PRE-TEST (PRE MESSAGING) ## How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?
- 1) Very likely
 - 2) Somewhat likely
 - 3) Somewhat unlikely ##DRILLDOWN CRITERIA##
 - 4) Very unlikely ##DRILLDOWN CRITERIA##
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)

/* QInsert1 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##
/* CODE */ Insert1

- 1) personally benefit you in any way, personally harm you
- 2) personally harm you in any way, personally benefit you

13. **## PRE-TEST (PRE MESSAGING) ##** Do you believe that answering the American Community Survey could [personally benefit you in any way, personally harm you OR personally harm you in any way, personally benefit you] or neither benefit nor harm you?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Personally benefit you
- 2) Personally harm you
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

/* QInsert2 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##
/* CODE */ Insert2

- 1) benefit your community in any way, harm your community
- 2) harm your community in any way, benefit your community

14. **## PRE-TEST (PRE MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could [benefit your community in any way, harm your community OR harm your community in any way, benefit your community] or neither benefit nor harm your community?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

15. **## PRE-TEST (PRE MESSAGING) ##** Would you say you agree with the following statement? The American Community Survey is an invasion of privacy.
(READ CHOICES)

CBAMS I & II

- 1) Strongly agree
- 2) Somewhat agree
- 3) Somewhat disagree
- 4) Strongly disagree
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

##DRILLDOWNCRITERIA##

Appendix B: Benchmark Questionnaire (English)

16. As far as you know, are the Census Bureau and the American Community Survey required by law to keep information gathered confidential? **## CBAMS I & II ##**

- 1) Yes
- 2) No **##DRILLDOWN CRITERIA##**
- 3) Don't know (**DO NOT READ**) **##DRILLDOWN CRITERIA##**
- 4) Refused (**DO NOT READ**) **##DRILLDOWN CRITERIA##**

/* QDRILLDOWNCODING1 */ Initial coding **/* CODE */**
/* MULTIPLE RESPONSES PERMITTED */

- 1) **## IF Q11=C3 OR C4 ##** Unfavorable to federal government
- 2) **## IF Q12=C3 OR C4 ##** Never/sometimes trust government to do right the thing
- 3) **## IF Q13=C1##** Government knows too much
- 4) **## IF Q14=C3 OR C4 ##** Unlikely to respond to ACS
- 5) **## IF Q15=C2 ##** ACS could personally harm
- 6) **## IF Q16=C2 ##** ACS could harm community
- 7) **## IF Q17=C1 OR C2##** ACS invasion of privacy
- 8) **## IF Q18=C2-C4 ##** Say not sure of confidentiality

/* QDRILLDOWNCODING 2 */ Secondary coding question **/* CODE */**

- 1) **## IF 3+ CHOICES CODED IN PREVIOUS Q ##** See drilldown section
- 2) **## IF ELSE ##** Do not see drilldown section

Drilldown on Intrusiveness Among Those Who Are Distrustful
IF QDRILLDOWNCODING2=C1

/* DISPLAY */ I would like to read you some statements about the American Community Survey and the Census Bureau.

/* METRIC A */ Would you say this statement makes you trust the Census Bureau...?
(READ CHOICES, READ AGAIN IF NECESSARY)

- 1) Much more
- 2) Somewhat more
- 3) Neither more nor less
- 4) Somewhat less
- 5) Much less
- 6) Don't know **(DO NOT READ)**
- 7) Refused **(DO NOT READ)**

/* RANDOM ROTATE SERIES */

17. The Census Bureau is different than many other parts of the federal government. They are solely a research organization.
18. The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.
19. Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.
20. By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.
21. Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.

/* END SERIES */

Message Testing

/* DISPLAY */ Now I would like to read you some statements and ask your opinion on each. For each statement, I will ask you how believable you find it and I will also ask if that statement would make you more or less likely to complete the American Community Survey.

/* METRIC A */ How believable is this statement?

- 1) Very believable
- 2) Somewhat believable
- 3) Somewhat unbelievable
- 4) Very unbelievable
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

/* METRIC B */ And when it comes to completing the American Community Survey, would you say this statement makes you... (**READ CHOICES**)

- 1) Much more likely to complete the ACS
- 2) Somewhat more likely
- 3) Neither more nor less likely
- 4) Somewhat less likely
- 5) Much less likely to complete the ACS
- 6) Don't know (**DO NOT READ**)
- 7) Refused (**DO NOT READ**)

/* RANDOM ROTATE SERIES */ ## ASK 6 OF 11 ##

22. **## DETERMINING WHERE FUNDING GOES ##**
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.
23. **## NON-PARTISAN ##**
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.
24. **## ESSENTIAL FOR GOVERNANCE ##**
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.
25. **## ACCURATE AND TIMELY DECISION MAKING INFO ##**
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.

Appendix B: Benchmark Questionnaire (English)

26. **## LEARNING ABOUT WHERE THEY LIVE ##**
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.
27. **## GOOD FOR THE ECONOMY, PRIVATE SECTOR ##**
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.
28. **## OBLIGATED TO RESPOND ##**
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.
29. **## ONLY A FEW ##**
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.
30. **## LEGACY / PATRIOTISM ##**
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.
31. **## EASY/TECHNOLOGY ##**
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.
32. **## PRIVACY/SECURITY ##**
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents provide cannot be shared with anyone – not even other government agencies.

/* END SERIES */

Post-Messaging Metrics (compare to Pre-Test/Pre-Message Metrics)

/* DISPLAY */ Thank you. I will now ask you a few brief questions based on what you have just heard.

33. **## POST-TEST (POST MESSAGING) ##** Overall, how would you describe your feelings about the American Community Survey?
- 1) Very favorable
 - 2) Somewhat favorable
 - 3) Somewhat unfavorable
 - 4) Not at all favorable
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)
34. **## POST-TEST (POST MESSAGING) ##** How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?
- 1) Very likely
 - 2) Somewhat likely
 - 3) Somewhat unlikely
 - 4) Very unlikely
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)
35. **## POST-TEST (POST MESSAGING) ##** Would you say you agree with the following statement? The ACS is an invasion of privacy. **## CBAMS I & II ##**
- 1) Strongly agree
 - 2) Somewhat agree
 - 3) Somewhat disagree
 - 4) Strongly disagree
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)
36. **## POST-TEST (POST MESSAGING) ##** Do you believe that answering the American Community Survey could [**personally benefit you in any way, personally harm you OR personally harm you in any way, personally benefit you**] or neither benefit nor harm you? **## ANSWER CHOICES IN SAME ORDER AS PRE ##**
- 1) Personally benefit you
 - 2) Personally harm you **## DRILLDOWN CRITERIA ##**
 - 3) Neither benefit nor harm
 - 4) Both benefit and harm
 - 5) Don't know (**DO NOT READ**)
 - 6) Refused (**DO NOT READ**)

37. **## POST-TEST (POST MESSAGING) ##** Thinking more generally, do you believe that answering the American Community Survey could [**benefit your community in any way, harm your community OR harm your community in any way, benefit your community**] or neither benefit nor harm your community?

ANSWER CHOICES IN SAME ORDER AS PRE

- 1) Benefit your community
- 2) Harm your community
- 3) Neither benefit nor harm
- 4) Both benefit and harm
- 5) Don't know (**DO NOT READ**)
- 6) Refused (**DO NOT READ**)

##DRILLDOWN CRITERIA##

DEMOGRAPHICS, INCLUDING COMMUNICATIONS

/* DISPLAY */ Thank you. These final questions are for statistical purposes only.

38. As best as you can recall, did you or did someone else in your household complete the 2010 Census?

- 1) I completed the 2010 Census
- 2) Someone else in my household completed the 2010 Census
- 3) No one in my household completed the 2010 Census
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

39. As best as you can recall, have you or someone else in your household completed the American Community Survey?

- 1) I have completed the American Community Survey
- 2) Someone else in my household has completed the American Community Survey
- 3) No one in my household has completed the American Community Survey
- 4) Don't know (**DO NOT READ**)
- 5) Refused (**DO NOT READ**)

Q3 (**ASK OR VERIFY**) Are you male or female?

- 1) Male
- 2) Female
- 3) Refused (**DO NOT READ**)

Q4 What is your five digit zip code? **/* OPEN END NUMERIC (00000 TO 99999) */**
CBAMS I & II

40. Do you or someone else in your household have any of the following?

/* MULTIPLE RESPONSES PERMITTED */

- 1) A land-line telephone
- 2) A cell-phone, including smart phone
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

41. **## IF HAS CELL PHONE ##** Do you ever use your cell phone to access the internet?

CBAMS I & II

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

Appendix B: Benchmark Questionnaire (English)

42. Do you ever use the internet on a tablet, laptop, or a desktop computer? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)
43. **## IF USES INTERNET ##** On an average day, about how many hours do you use the internet at home, work or somewhere else? **## CBAMS I & II ##**
- 1) None
 - 2) 1-2 hours per day
 - 3) 3-4 hours
 - 4) 5-6 hours
 - 5) 7-8 hours
 - 6) 9-10 hours
 - 7) More than 10 hours
 - 8) Don't know (**DO NOT READ**)
 - 9) Refused (**DO NOT READ**)
44. Including yourself, how many people live in your household?
/* **OPEN END NUMERIC** */ **## CBAMS I & II ##**
45. Do you have any children in school who are under 18 living at home with you? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)
46. What is the highest grade or year of regular school you completed? **## CBAMS I & II ##**
- 1) Less than grade school
 - 2) Less than high school graduate
 - 3) High school graduate
 - 4) Some college
 - 5) College graduate
 - 6) Post-graduate
 - 7) Don't know (**DO NOT READ**)
 - 8) Refused (**DO NOT READ**)
47. Are you Hispanic or Latino? **## CBAMS I & II ##**
- 1) Yes
 - 2) No
 - 3) Don't know (**DO NOT READ**)
 - 4) Refused (**DO NOT READ**)

Appendix B: Benchmark Questionnaire (English)

48. Which of these categories describes your race? Please select one or more.

/* MULTIPLE RESPONSES PERMITTED */

- 1) American Indian or Alaska Native
- 2) Asian
- 3) Native Hawaiian or other Pacific Islander
- 4) Black or African American
- 5) White
- 6) Other **/* SPECIFY */ (DO NOT READ)**
- 7) Don't know **(DO NOT READ)**
- 8) Refused **(DO NOT READ)**

49. Were you born in the United States?

CBAMS I & II

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

50. Does your household rent or own your house or apartment?

- 1) Rent
- 2) Own
- 3) Other
- 4) Don't know **(DO NOT READ)**
- 5) Refused **(DO NOT READ)**

51. Is your total household income less than \$50,000?

CBAMS I & II

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refuse **(DO NOT READ)**

52. **## IF <\$50K ##** Is it less than \$25,000?

CBAMS I & II

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

53. **## IF >\$50K ##** Is it more than \$75,000?

CBAMS I & II

- 1) Yes
- 2) No
- 3) Don't know **(DO NOT READ)**
- 4) Refused **(DO NOT READ)**

Appendix B: Benchmark Questionnaire (English)

54. **## IF <\$75K ##** Is it more than \$100,000? **## CBAMS I & II ##**

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

55. **## IF <\$100K ##** Is it more than \$150,000? **## CBAMS I & II ##**

- 1) Yes
- 2) No
- 3) Don't know (**DO NOT READ**)
- 4) Refused (**DO NOT READ**)

56. **/* CODE */ Income ## CODED BASED ON PREVIOUS QUESTIONS ##**

- 1) **## IF Q53 = C1 AND Q54 = C1 ##** <25k
- 2) **## IF Q53 = C1 AND Q54 = C2 ##** 25k-50k
- 3) **## IF Q53 = C2 AND Q55 = C2 ##** 50k-74k
- 4) **## IF Q55 = C1 AND Q56 = C2 ##** 75k-100k
- 5) **## IF Q56 = C1 AND Q57 = C2 ##** 100k-150k
- 6) **## IF Q57 = C1 ##** >150k
- 7) **## IF OTHER ##** Undetermined

/* DISPLAY */ Thank you, that concludes our survey. If you have any questions or comments about this survey you may send to Sam Hagedorn at shagedorn@psasurveys.com. Thank you for participating in this process.

(DO NOT READ: If requested, mailing address is attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20007)

APPENDIX C: BENCHMARK SURVEY QUESTIONNAIRE (SPANISH)

**American Community Survey, US Census Bureau
Comprehensive Message Testing
Benchmark Questionnaire (n=1,000 completed telephone interviews)
Submitted to OMB
January 20, 2014**

Note:

- This version reflects the recommended changes from the cognitive interviews
- Text within **## HASHES ##** denotes comments (not read by interviewer)
- Text with **/* BRACKETS */** denotes survey logic (also not read by interviewer)
- **## CBAMS I & III ##** indicates questions from or adapted from CBAMS I & II

Screeners

/* DISPLAY */ Hola, me llamo _____ y le estoy llamando de PSB Interviewing, que es una empresa de investigación independiente. Estamos llevando a cabo entrevistas para conocer las opiniones del público sobre cómo el gobierno lleva a cabo encuestas. Esta entrevista será breve y no le va a vender nada.

(IF NECESSARY) Estamos llevando a cabo esta encuesta en nombre de la Oficina del Censo de EE.UU. Está aprobada por la Oficina de Administración y Presupuesto número de aprobación 0607-0760 EE.UU. que vence el 30 de septiembre de 2014.

(IF NECESSARY) Su número de teléfono fue seleccionado al azar entre todos los números en los Estados Unidos para participar.

/* DISPLAY */ Bueno. Antes de empezar, quiero decir algunas cosas acerca de la encuesta. Su participación es voluntaria, pero sus respuestas son importantes. Quiero asegurarle que sus respuestas son anónimas y no voy a pedir información que le pueda identificar. Al final de la entrevista, le voy a dar con una dirección de correo electrónico que usted puede usar para enviar cualquier comentario o pregunta acerca de la encuesta.

/* QSCREEN */ ¿Es usted la persona que por lo general maneja la correspondencia de su hogar?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)

/* QSCREEN2 */ ## IF QSCREEN = C2 OR C3 ## ¿Puedo hablar con la persona de su hogar que por lo general maneja la correspondencia?

- 1) Sí **## RETURN TO INITIAL DISPLAY WITH NEW RESPONDENT ##**
- 2) No **/* TERMINATE */**
- 3) No sabe (**NO LEA**) **/* TERMINATE */**

Appendix C: Benchmark Questionnaire (Spanish)

1. ¿Cuál es el idioma que más se habla en su hogar?
(NO LEA LAS OPCIONES)

- 1) Inglés
- 2) Español
- 3) Otro /* SPECIFY */
- 4) No sabe (NO LEA)
- 5) Se niega a responder (NO LEA)

/* Q1B */ ## IF Q1 = C2 ## ¿Y Usted prefiere realizar esta entrevista en español?

- 1) Sí ## FLAG FOR SPANISH CALLBACK AND DISCONTINUE ##
- 2) No

2. ¿A cuál de las siguientes categorías de edad pertenece usted? Deténgame cuando lea la categoría a la que corresponde.

- 1) 17 años o menos
 - 2) Entre 18 y 24 años
 - 3) Entre 25 y 34 años
 - 4) Entre 35 y 44 años
 - 5) Entre 45 y 54 años
 - 6) Entre 55 y 64 años
 - 7) 65 años o más
 - 8) No sabe (NO LEA)
 - 9) Se niega a responder (NO LEA)
- /* TERMINATE */

Awareness of Census / ACS

3. ¿Ha oído hablar del Censo de los Estados Unidos (Census of the United States)? **##**
CBAMS I & II ##

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

/* DISPLAY */ El Censo es el recuento de todas las personas que viven en los Estados Unidos. Se realiza cada 10 años.

4. **## IF “NO” OR “DON’T KNOW” TO CENSUS AWARENESS ##** ¿Había oído hablar de esto anteriormente? **## CBAMS I & II ##**

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

5. En términos generales, ¿cómo describiría su opinión general sobre el Censo? **## CBAMS I & II ##**

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable
- 4) Para nada a favor
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

6. ¿Ha oído hablar de la Encuesta sobre la Comunidad Estadounidense (American Community Survey)?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

/* DISPLAY */ ## IF HAVE HEARD OF ACS ## Como posiblemente sepa, la Encuesta sobre la Comunidad Estadounidense es realizada por la Oficina del Censo de los EE. UU. Cada año, aproximadamente un tres por ciento de todos los hogares estadounidenses son seleccionados al azar para participar. La encuesta incluye preguntas acerca de usted y de las demás personas de su hogar. Por ejemplo, las preguntas se basan en temas como el tiempo de viaje entre su lugar de residencia y su trabajo, sus ingresos y la edad de hijos en su hogar.

/* DISPLAY */ ## IF HAVE NOT HEARD OF ACS ## Quisiera darle algo de información acerca de la Encuesta sobre la Comunidad Estadounidense. La Encuesta sobre la Comunidad Estadounidense es realizada por la Oficina del Censo de los EE. UU. Cada año, aproximadamente un tres por ciento de todos los hogares estadounidenses son seleccionados al azar para participar. La encuesta incluye preguntas acerca de usted y de las demás personas de su hogar. Por ejemplo, las preguntas se basan en temas como el tiempo de viaje entre su lugar de residencia y su trabajo, sus ingresos y la edad de hijos en su hogar.

7. **## IF “NO” OR “DON’T KNOW” TO ACS AWARENESS ##** ¿Había oído hablar de esto anteriormente?

- 1) Sí
- 2) No
- 3) No sabe (**NO LEA**)
- 4) Se niega a responder (**NO LEA**)

8. **## PRE-TEST (PRE MESSAGING) ##** En términos generales, ¿cómo describiría su opinión general acerca de la Encuesta sobre la Comunidad Estadounidense?

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable
- 4) Muy desfavorable
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

Attitudes towards government ## INDICATES POTENTIAL DRILLDOWN CRITERIA ##

9. En términos generales, ¿cómo describiría su opinión general sobre el gobierno federal?
- 1) Muy a favor
 - 2) Un poco a favor
 - 3) Un poco desfavorable **##DRILLDOWN CRITERIA##**
 - 4) Muy desfavorable **##DRILLDOWN CRITERIA##**
 - 5) No sabe (NO LEA)
 - 6) Se niega a responder (NO LEA)
10. ¿Con qué frecuencia cree que puede confiar en que el gobierno en Washington hace lo que es correcto? **/* RANDOM REVERSE CHOICES */**
- 1) Casi siempre
 - 2) La mayoría de las veces
 - 3) Solo algunas veces **##DRILLDOWN CRITERIA##**
 - 4) Nunca (NO LEA) **##DRILLDOWN CRITERIA##**
 - 5) No sabe (NO LEA) **/* DO NOT ROTATE */**
 - 6) Se niega a responder (NO LEA) **/* DO NOT ROTATE */**
11. ¿Cuál de las siguientes opciones describe mejor su opinión? **/*RANDOM REVERSE CHOICES*/**
- 1) El gobierno federal **sabe demasiado** sobre los estadounidenses **##DRILLDOWN CRITERIA##**
 - 2) El gobierno federal **sabe suficiente** sobre los estadounidenses
 - 3) El gobierno federal **sabe muy poco** sobre los estadounidenses
 - 4) No sabe (NO LEA) **/* DO NOT ROTATE */**
 - 5) Se niega a responder (NO LEA) **/* DO NOT ROTATE */**

Attitudes towards Census Bureau & ACS

12. **## PRE-TEST (PRE MESSAGING) ##** ¿Cuál es la probabilidad de que participe en la Encuesta sobre la Comunidad Estadounidense (American Community Survey) si la Oficina del Censo se pone en contacto con usted?
- 1) Muy probable
 - 2) Algo probable
 - 3) Poco probable **##DRILLDOWN CRITERIA##**
 - 4) Nada probable **##DRILLDOWN CRITERIA##**
 - 5) No sabe (NO LEA)
 - 6) Se niega a responder (NO LEA)

/* QInsert1 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##

/* CODE */ Suplemento1

- 1) de alguna manera beneficiarle personalmente, perjudicarlo personalmente
- 2) de alguna manera perjudicarlo personalmente, beneficiarlo personalmente

13. **## PRE-TEST (PRE MESSAGING) ##** ¿Cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiarle personalmente, perjudicarlo personalmente O de alguna manera perjudicarlo personalmente, beneficiarlo personalmente] o ni beneficiarlo ni perjudicarlo?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Beneficiarlo personalmente
- 2) Perjudicarlo personalmente
- 3) Ni beneficiarlo ni perjudicarlo
- 4) Beneficiarlo y perjudicarlo
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

##DRILLDOWN CRITERIA##

/* QInsert2 */ ## TO RANDOMIZE THE ORDER OF THE FOLLOWING QUESTION, RESPONDENTS WILL BE CODED FOR ONE OF THE FOLLOWING ORDERS ##
/* CODE */ Suplemento2

- 1) de alguna manera beneficiar a su comunidad, perjudicar a su comunidad
- 2) de alguna manera perjudicar a su comunidad, beneficiar a su comunidad

14. **## PRE-TEST (PRE MESSAGING) ##** Pensando de una forma más generalizada, ¿cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiar a su comunidad, perjudicar a su comunidad O de alguna manera perjudicar a su comunidad, beneficiar a su comunidad] o ni beneficiar ni perjudicar a su comunidad?

ANSWER CHOICES WILL BE DISPLAYED IN SAME ORDER AS QTEXT

- 1) Beneficiar a su comunidad
- 2) Perjudicar a su comunidad
- 3) Ni beneficiar ni perjudicar
- 4) Beneficiar y perjudicar
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

##DRILLDOWN CRITERIA##

15. **## PRE-TEST (PRE MESSAGING) ##** ¿Podría decir que está de acuerdo con el siguiente enunciado? La Encuesta sobre la Comunidad Estadounidense es una invasión a la privacidad.

(LEA LAS OPCIONES)

CBAMS I & II

- 1) Totalmente de acuerdo
- 2) Algo de acuerdo
- 3) Algo en desacuerdo
- 4) Totalmente en desacuerdo
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

##DRILLDOWN CRITERIA##

##DRILLDOWNCRITERIA##

16. Que usted sepa, ¿existe la obligación legal de que la Oficina del Censo y la Encuesta sobre la Comunidad Estadounidense mantengan la confidencialidad de la información recopilada? **## CBAMS I & II ##**

- 1) Sí
- 2) No **##DRILLDOWN CRITERIA##**
- 3) No sabe (NO LEA) **##DRILLDOWN CRITERIA##**
- 4) Se niega a responder (NO LEA) **##DRILLDOWN CRITERIA##**

/* QDRILLDOWNCODING1 */ Codificación inicial **/* CODE */**

/* MULTIPLE RESPONSES PERMITTED */

- 1) **## IF Q11=C3 OR C4 ##** Desfavorable al gobierno federal
- 2) **## IF Q12=C3 OR C4 ##** Nunca/A veces confía en que el gobierno haga lo correcto
- 3) **## IF Q13=C1##** El gobierno sabe demasiado
- 4) **## IF Q14=C3 OR C4 ##** No es probable que conteste la ACS
- 5) **## IF Q15=C2 ##** La ACS podría perjudicarle personalmente
- 6) **## IF Q16=C2 ##** La ACS podría perjudicar a la comunidad
- 7) **## IF Q17=C1 OR C2##** La ACS es una invasión a la privacidad
- 8) **## IF Q18=C2-C4 ##** Dice no estar seguro de la confidencialidad

/* QDRILLDOWNCODING 2 */ Pregunta secundaria de codificación **/* CODE */**

- 1) **## IF 3+ CHOICES CODED IN PREVIOUS Q ##** Consulte la sección de desglose
- 2) **## IF ELSE ##** No consulte la sección de desglose

Drilldown on Intrusiveness/privacy ## IF QDRILLDOWNCODING2=C1 ##

/* DISPLAY */ Quisiera leerle algunos enunciados acerca de la Encuesta sobre la Comunidad Estadounidense y la Oficina del Censo.

/* METRIC A */ ¿Podría decir que este enunciado le hace confiar en la Oficina del Censo...?
(LEA LAS OPCIONES; SI ES NECESARIO, VUELVA A LEERLAS)

- 1) Mucho más
- 2) Un poco más
- 3) Ni más ni menos
- 4) Un poco menos
- 5) Mucho menos
- 6) No sabe (**NO LEA**)
- 7) Se niega a responder (**NO LEA**)

/* RANDOM ROTATE SERIES */

17. La Oficina del Censo es diferente a muchas otras divisiones del gobierno federal. Esta organización se ha creado únicamente para la investigación.
18. El Censo de los EE. UU. existe desde la década de 1790 y la Encuesta sobre la Comunidad Estadounidense se ha estado realizando de alguna manera u otra desde la década de 1850.
19. Participar en la Encuesta sobre la Comunidad Estadounidense es seguro. Todas las respuestas individuales están protegidas por la ley y no se comparten con nadie más, ni siquiera con otras agencias del gobierno.
20. Por ley, los empleados de la Oficina del Censo no pueden divulgar públicamente ninguna información que podría identificar a una persona en particular. Las penas por divulgación ilegal pueden ser de hasta doscientos cincuenta mil dólares o hasta cinco años de cárcel.
21. Cada año, millones de estadounidenses participan en la Encuesta sobre la Comunidad Estadounidense. Sin embargo, la ECE no divulga ninguna información que pueda identificar a alguna de las personas que participan.

/* END SERIES */

Message Testing

/* DISPLAY */ Ahora quisiera leerle algunos enunciados y pedirle su opinión acerca de cada uno de ellos. Le preguntaré qué tan creíble considera cada enunciado y también le preguntaré si ese enunciado haría que sea más o menos probable que responda la Encuesta sobre la Comunidad Estadounidense.

/* METRIC A */ ¿Cuán creíble es este enunciado?

- 1) Muy creíble
- 2) Bastante creíble
- 3) Poco creíble
- 4) Nada creíble
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

/* METRIC B */ En lo que respecta a responder la Encuesta sobre la Comunidad Estadounidense, ¿podría decir que este enunciado le hace...? (**LEA LAS OPCIONES**)

- 1) Mucho más probable responder la ECE
- 2) Algo más probable
- 3) Ni más ni menos probable
- 4) Algo menos probable
- 5) Mucho menos probable responder la ECE
- 6) No sabe (**NO LEA**)
- 7) Se niega a responder (**NO LEA**)

/* RANDOM ROTATE SERIES */ ## ASK 6 OF 11 ##

22. **## DETERMINING WHERE FUNDING GOES ##**
La Encuesta sobre la Comunidad Estadounidense ayuda a determinar la distribución anual de más de 450 mil millones de dólares de fondos federales que se destinan a las comunidades a nivel nacional.
23. **## NON-PARTISAN ##**
La ley exige que la Encuesta sobre la Comunidad Estadounidense sea completamente apolítica y sin denominación partidista. Esto garantiza que las estadísticas que la Oficina del Censo recopila y produce sean confiables y veraces.
24. **## ESSENTIAL FOR GOVERNANCE ##**
Los líderes estatales y locales usan los datos de la Encuesta sobre la Comunidad Estadounidense para determinar dónde construir nuevas carreteras, escuelas y hospitales.
25. **## ACCURATE AND TIMELY DECISION MAKING INFO ##**
La Encuesta sobre la Comunidad Estadounidense suele ser la fuente de información estadística más precisa y oportuna, lo que es esencial al tomar decisiones.

26. **## LEARNING ABOUT WHERE THEY LIVE ##**
Nada en el sector privado se puede comparar con la Encuesta sobre la Comunidad Estadounidense. Es la fuente principal de información que los estadounidenses usan para aprender más sobre sus vecindarios, comunidades, ciudades y estados.
27. **## GOOD FOR THE ECONOMY, PRIVATE SECTOR ##**
La Encuesta sobre la Comunidad Estadounidense se usa para producir indicadores económicos claves. Las empresas usan la ECE para crear trabajos, planificar el futuro y desarrollar la economía.
28. **## OBLIGATED TO RESPOND ##**
La ley exige que se responda la Encuesta sobre la Comunidad Estadounidense, de la misma manera que se realiza el censo una vez cada diez años.
29. **## ONLY A FEW ##**
Aunque todos los hogares participan en el censo cada diez años, solo un pequeño grupo de hogares son seleccionados para participar en la Encuesta sobre la Comunidad Estadounidense cada año.
30. **## LEGACY / PATRIOTISM ##**
El censo ha estado funcionando continuamente desde que Thomas Jefferson, James Madison y los demás fundadores lo establecieron en el año 1790. Participar en la Encuesta sobre la Comunidad Estadounidense es una expresión de patriotismo y deber civil.
31. **## EASY/TECHNOLOGY ##**
Hay muchas maneras de contestar la Encuesta sobre la Comunidad Estadounidense. Puede completarse por correo, por teléfono, por Internet o en persona.
32. **## PRIVACY/SECURITY ##**
Toda la información personal recopilada como parte de la Encuesta sobre la Comunidad Estadounidense se mantiene de forma estrictamente confidencial. Las respuestas provistas por cada participante no pueden compartirse con nadie, ni siquiera con otras agencias del gobierno.

/* END SERIES */

Post-Messaging Metrics (compare to Pre-Test/Pre-Message Metrics)

/* DISPLAY */ Gracias. Ahora voy a hacerle unas preguntas breves en base a lo que acaba de escuchar.

33. **## POST-TEST (POST MESSAGING) ##** En términos generales, ¿cómo describiría su opinión general acerca de la Encuesta sobre la Comunidad Estadounidense?

- 1) Muy a favor
- 2) Un poco a favor
- 3) Un poco desfavorable
- 4) Para nada a favor
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

34. **## POST-TEST (POST MESSAGING) ##** ¿Cuál es la probabilidad de que participe en la Encuesta sobre la Comunidad Estadounidense si la Oficina del Censo se pone en contacto con usted?

- 1) Muy probable
- 2) Algo probable
- 3) Poco probable
- 4) Nada probable
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

35. **## POST-TEST (POST MESSAGING) ##** ¿Podría decir que está de acuerdo con el siguiente enunciado? La ECE es una invasión a la privacidad. **## CBAMS I & II ##**

- 1) Totalmente de acuerdo
- 2) Algo de acuerdo
- 3) Algo en desacuerdo
- 4) Totalmente en desacuerdo
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

36. **## POST-TEST (POST MESSAGING) ##** ¿Cree que el contestar la Encuesta sobre la Comunidad Estadounidense podría [de alguna manera beneficiarle personalmente, perjudicarle personalmente O de alguna manera perjudicarle personalmente, beneficiarle personalmente] o ni beneficiarle ni perjudicarle?

ANSWER CHOICES IN SAME ORDER AS PRE

- 1) Beneficiarle personalmente
- 2) Perjudicarle personalmente
- 3) Ni beneficiarle ni perjudicarle
- 4) Beneficiarle y perjudicarle
- 5) No sabe (NO LEA)
- 6) Se niega a responder (NO LEA)

DRILLDOWN CRITERIA

37. **## POST-TEST (POST MESSAGING) ##** Pensando de una forma más generalizada, ¿cree que contestar la Encuesta sobre la Comunidad Estadounidense podría [**de alguna manera beneficiar a su comunidad, perjudicar a su comunidad O de alguna manera perjudicar a su comunidad, beneficiar a su comunidad**] o ni beneficiar ni perjudicar a su comunidad?

ANSWER CHOICES IN SAME ORDER AS PRE

- 1) Beneficiar a su comunidad
- 2) Perjudicar a su comunidad
- 3) Ni beneficiar ni perjudicar
- 4) Beneficiar y perjudicar
- 5) No sabe (**NO LEA**)
- 6) Se niega a responder (**NO LEA**)

##DRILLDOWN CRITERIA##

DEMOGRAPHICS, INCLUDING COMMUNICATIONS

/* DISPLAY */ Gracias. Las siguientes preguntas finales son únicamente para fines estadísticos.

38. Que usted recuerde, ¿usted o alguien de su hogar completó el Censo del 2010?
- 1) Yo completé el Censo del 2010
 - 2) Alguien de mi hogar completó el Censo del 2010
 - 3) Nadie de mi hogar completó el Censo del 2010
 - 4) No sabe (**NO LEA**)
 - 5) Se niega a responder (**NO LEA**)
39. Que usted recuerde, ¿usted o alguien de su hogar contestó la Encuesta sobre la Comunidad Estadounidense?
- 1) Yo contesté la Encuesta sobre la Comunidad Estadounidense
 - 2) Alguien de mi hogar contestó la Encuesta sobre la Comunidad Estadounidense
 - 3) Nadie de mi hogar contestó la Encuesta sobre la Comunidad Estadounidense
 - 4) No sabe (**NO LEA**)
 - 5) Se niega a responder (**NO LEA**)
40. **(PREGUNTE O VERIFIQUE)** ¿Es usted hombre o mujer?
- 1) Hombre
 - 2) Mujer
 - 3) Se niega a responder (**NO LEA**)
41. ¿Cuál es su código postal de cinco dígitos? **/* OPEN END NUMERIC (00000 TO 99999) */**
42. ¿Usted o alguien de su hogar tiene alguno de los siguientes artículos?
/* MULTIPLE RESPONSES PERMITTED */
- 1) Un teléfono fijo
 - 2) Un teléfono móvil, incluso un teléfono inteligente
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)
43. **## IF HAS CELL PHONE ##** ¿Alguna vez accede a Internet desde su teléfono móvil?
CBAMS I & II
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)

Appendix C: Benchmark Questionnaire (Spanish)

44. ¿Alguna vez usa Internet desde una tableta, una computadora portátil o una computadora de escritorio? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)
45. **## IF USES INTERNET ##** En un día normal, ¿cuántas horas usa Internet en la casa, en el trabajo o en cualquier otro lugar? **## CBAMS I & II ##**
- 1) Ninguna
 - 2) De 1 a 2 horas al día
 - 3) De 3 a 4 horas
 - 4) De 5 a 6 horas
 - 5) De 7 a 8 horas
 - 6) De 9 a 10 horas
 - 7) Más de 10 horas
 - 8) No sabe (**NO LEA**)
 - 9) Se niega a responder (**NO LEA**)
46. Incluyendo a usted, ¿cuántas personas viven en su hogar?
/* **RESPUESTA NUMÉRICA ABIERTA** */ **## CBAMS I & II ##**
47. ¿Tiene hijos menores de 18 años que asistan a la escuela y vivan en su hogar? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)
48. ¿Cuál fue el grado o año de estudios más alto que completó? **## CBAMS I & II ##**
- 1) Escuela primaria incompleta
 - 2) Escuela secundaria incompleta
 - 3) Escuela secundaria completa
 - 4) Estudios universitarios incompletos
 - 5) Estudios universitarios completos
 - 6) Posgrado
 - 7) No sabe (**NO LEA**)
 - 8) Se niega a responder (**NO LEA**)

Appendix C: Benchmark Questionnaire (Spanish)

49. ¿Es usted hispano o latinoamericano? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)
50. ¿Cuál de las siguientes categorías describe su origen étnico? Por favor seleccione todos los que apliquen a usted. **## CBAMS I & II ##**
/* MULTIPLE RESPONSES PERMITTED */
- 1) Indígena estadounidense o nativo de Alaska
 - 2) Asiático
 - 3) Nativo de Hawái o nativo de otra de las islas del Pacífico
 - 4) Negro o afroamericano
 - 5) Blanco
 - 6) Otro **/* SPECIFY */**
 - 7) No sabe (**NO LEA**)
 - 8) Se niega a responder (**NO LEA**)
51. ¿Nació usted en los Estados Unidos? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)
52. ¿Usted o las personas de su hogar son propietarios o están alquilando su casa o apartamento?
- 1) Alquila
 - 2) Propietario
 - 3) Otro
 - 4) No sabe (**NO LEA**)
 - 5) Se niega a responder (**NO LEA**)
53. ¿Es su ingreso familiar total menos de \$50,000? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (**NO LEA**)
 - 4) Se niega a responder (**NO LEA**)

Appendix C: Benchmark Questionnaire (Spanish)

54. **## IF <\$50K ##** ¿Es menos de \$25,000? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (NO LEA)
 - 4) Se niega a responder (NO LEA)
55. **## IF >\$50K ##** ¿Es más de \$75,000? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (NO LEA)
 - 4) Se niega a responder (NO LEA)
56. **## IF <\$75K ##** ¿Es más de \$100,000? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (NO LEA)
 - 4) Se niega a responder (NO LEA)
57. **## IF <\$100K ##** ¿Es más de \$150,000? **## CBAMS I & II ##**
- 1) Sí
 - 2) No
 - 3) No sabe (NO LEA)
 - 4) Se niega a responder (NO LEA)
58. **/* CODE */ Ingreso ## CODED BASED ON PREVIOUS QUESTIONS ##**
- 1) **## IF Q53 = C1 AND Q54 = C1 ##** menos de 25,000
 - 2) **## IF Q53 = C1 AND Q54 = C2 ##** de 25,000 a 50,000
 - 3) **## IF Q53 = C2 AND Q55 = C2 ##** de 50,000 a 74,000
 - 4) **## IF Q55 = C1 AND Q56 = C2 ##** de 75,000 a 100,000
 - 5) **## IF Q56 = C1 AND Q57 = C2 ##** de 100,000 a 150,000
 - 6) **## IF Q57 = C1 ##** más de 150,000
 - 7) **## IF OTHER ##** no determinado

/* DISPLAY */ Gracias, este concluye la encuesta. Si usted tiene alguna pregunta o comentario sobre esta encuesta puede enviar a Sam Hagedorn en shagedorn@psasurveys.com. Gracias por participar en esta entrevista.

(NO LEA): Si se solicita, el dirección de correo es “attn: Sam Hagedorn 1110 Vermont Ave NW Suite 1200, Washington DC 20005”

APPENDIX D: BENCHMARK SURVEY DATABOOK

This Benchmark survey is designed to support those goals by providing formative research that will help ACS decision-makers develop effective messages. The study provides practical utility to guide further communications research projects by testing differences between various messages. Other qualitative research projects, including Key Informant Interviews, Mental Modeling interviews with Census Bureau staff that collect telephone and in-person responses, and Deliberative Focus Groups will contribute to developing effective messages for respondents.

Methodology

This data collection has been approved by the Office of Management and Budget (OMB) as part of the CLMSO Generic Clearance for Data Use and Customer Evaluation Surveys, OMB No. 0607-0760.

Penn Schoen Berland (PSB) conducted telephone interviews from January 23-February 5, 2014 among n=1,015 Americans adults who generally handle the mail for their household.

These findings are designed to provide guidance for internal Census Bureau decision-making only. The findings are not intended for publication or public dissemination. While the results may inform ACS messaging and subsequent research, they may not be used to drive any policy decisions. Data from the study will be included in reports with clear statements about the methodology and limitations.

Note: some percentages may add to more or less than 100% due to rounding or item non-response. Volunteered answers are indicated by “(Vol.)”

Definition of Crosstabs			
Crosstab		Definition of crosstab	% total
All		Adults who generally handle the mail	100
Gender	Male	Males	45
	Female	Females	55
Age	18-34	18-34 years old	21
	35-44	35-44 years old	17
	45-64	45-64 years old	39
	65+	65+ years old	23
Ethnicity	Hispanic	Hispanic, any race	12
	Non-Hispanic	Non-Hispanic, any race	86
Race	White	White, any ethnicity	71
	Black/AA	Black or African American, any ethnicity	12
	Asian	Asian, any ethnicity	4
Education	HS or less	High school graduate or less, no college	30
	At least some college	Some college or more	70
Residence	Rent Home	Rents home	28
	Own Home	Owns home	68
HHI	HHI <50K	Household income less than 50k/year	43
	HHI >50K	Household income more than 50k/year	41
ACS Participation	ACS part. likely	Self-reported very likely or somewhat likely to participate in the ACS, if contacted	72
	Part. not likely	Self-reported very unlikely or somewhat unlikely to participate in the ACS, if contacted	26
Distrustful	Dis. trust	Qualified to hear the distrustful drilldown on intrusiveness and privacy questions	49
	Not dis. trust	Did not hear the distrustful drilldown	51

Introduction/Screens

(ALL HEARD THE FOLLOWING) Hello, my name is _____ and I'm calling from PSB Interviewing, an independent research firm. We are conducting interviews to learn the public's views on how the government conducts research surveys. This interview will be brief and we are not trying to sell you anything.

(IF NECESSARY) We are conducting this survey on behalf of the U.S. Census Bureau. It has been approved by US Office of Management and Budget approval number 0607-0760, expiring on September 30th, 2014.

(IF NECESSARY) Your phone number was randomly selected from all the numbers in the United States to participate.

(ALL HEARD THE FOLLOWING) Great, before we start, I want to tell you a few things about the survey. Participation is voluntary, but your responses are important. I want to assure you your answers will be kept anonymous and I will not ask for information that could personally identify you. At the end of the interview, I will provide you with an email address where you can send any comments or questions about this survey.

1. Are you someone in your household who generally handles the mail?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
No	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

2. What language is spoken most often in this household? (CHOICES NOT READ)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
English	93	94	93	88	92	95	97	51	99	97	99	100	84	97	88	96	88	98	94	93	95	92
Spanish	6	6	6	10	8	5	3	48	0	2	0	0	15	2	11	4	12	1	6	6	5	7
Other	1	1	1	2	0	0	0	1	0	1	1	0	0	1	1	0	0	1	1	1	0	1
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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3. (IF SPANISH) Would you prefer to conduct this interview in Spanish?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	50	21	29	15	10	18	7	50	0	13	0	0	38	12	25	23	41	4	36	14	19	31
Base (n-size, weighted)	60	25	34	22	13	18	6	60	0	14	0	0	45	14	31	26	50	4	43	16	23	37
Yes (SPANISH CALLBACK)	80	74	84	61	80	95	100	80	0	81	0	0	85	62	86	69	81	68	75	92	81	79
No	20	26	16	39	20	5	0	20	0	19	0	0	15	38	14	31	19	32	25	8	19	21

4. In which of these age categories do you belong? Please just stop me when I read the appropriate category.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
17 and under	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18-24	5	6	4	24	0	0	0	12	4	3	11	17	8	4	11	2	7	2	6	3	3	7
25-34	16	18	15	76	0	0	0	24	15	13	22	30	12	18	29	11	16	19	17	15	13	19
35-44	17	20	15	0	100	0	0	28	16	17	16	17	13	19	15	19	13	24	18	16	17	18
45-54	20	19	20	0	0	51	0	19	20	20	23	18	21	19	20	20	17	24	21	17	20	19
55-64	19	17	20	0	0	49	0	10	20	19	17	13	20	18	13	21	18	18	18	22	20	17
65 and over	23	19	26	0	0	0	100	7	25	27	12	6	26	21	11	27	28	13	21	27	27	19
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Awareness of Census / ACS

5. Have you ever heard of the Census of the United States?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	90	89	90	82	89	93	91	80	91	92	91	77	82	93	84	92	86	95	91	87	90	90
No	10	10	9	17	10	6	9	19	9	7	9	23	18	7	15	7	14	5	8	13	10	10
Don't know (Vol.)	0	0	1	1	1	0	1	1	0	0	0	0	0	1	0	1	0	0	1	0	0	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

(ALL HEARD THE FOLLOWING) The Census is the count of all the people who live in the United States. It happens every 10 years.

6. (AMONG THOSE WHO HAD NOT HEARD OF THE CENSUS OR DID NOT KNOW INITIALLY) Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	97	44	53	26	16	27	28	21	76	59	10	5	49	47	39	53	60	18	58	34	53	44
Base (n-size, weighted)	105	49	55	39	19	25	22	25	80	58	12	11	52	52	45	54	61	21	64	35	52	53
Yes	59	59	60	32	66	85	71	55	60	71	38	14	51	68	47	73	62	70	57	64	69	50
No	40	41	39	68	34	11	29	45	38	29	54	86	47	32	51	27	38	30	42	36	29	50
Don't know (Vol.)	1	0	2	0	0	4	0	0	1	0	9	0	2	0	2	0	0	0	2	0	2	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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7. Overall, how would you describe your general feelings about the census?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very favorable	34	35	34	32	34	34	39	34	35	35	31	23	28	37	32	36	33	39	42	15	21	47
Somewhat favorable	47	44	48	46	49	49	43	42	47	47	52	51	49	46	48	46	48	48	45	51	51	43
Somewhat unfavorable	6	7	5	6	2	8	5	7	6	5	5	6	7	5	7	5	6	4	4	10	10	2
Not at all favorable	5	6	4	5	4	5	6	6	5	5	5	0	6	4	5	4	5	4	3	10	9	1
Don't know (Vol.)	8	8	8	11	11	5	8	11	7	7	7	21	9	7	9	8	9	5	6	13	10	7
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

8. Have you ever heard of the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	11	11	11	10	15	12	9	30	9	8	18	4	18	9	15	10	14	10	12	10	10	13
No	88	88	87	90	85	86	90	70	90	91	81	96	81	91	84	89	84	90	87	89	89	87
Don't know (Vol.)	1	0	1	1	0	2	1	0	1	1	1	0	1	1	2	0	2	0	1	1	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

(ALL HEARD THE FOLLOWING) I would like to tell you some information about the American Community Survey. The American Community Survey is conducted by the US Census Bureau. Each year roughly three percent of all US households are selected at random to participate. The survey asks questions about you and people in your household. For example, it asks about topics such as your commute time, income, and the age of children.

9. (AMONG THOSE WHO HAD NOT HEARD OF THE ACS OR DID NOT KNOW INITIALLY)																						
Have you ever heard of that before?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. Trust
Base (n-size, unweighted)	902	386	516	137	122	367	274	70	820	687	97	24	251	636	220	645	374	367	645	239	469	433
Base (n-size, weighted)	901	406	495	197	150	341	210	88	802	666	103	46	243	644	244	621	367	380	650	233	450	450
Yes	21	20	23	20	24	21	22	22	22	21	25	24	21	22	19	23	22	22	22	20	19	24
No	78	79	77	80	75	78	77	78	78	78	75	76	78	78	80	76	77	78	77	79	80	76
Don't know (Vol.)	1	1	1	0	1	1	2	0	1	1	0	0	1	1	1	1	0	1	1	1	1	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

10. Overall, how would you describe your general feelings about the American Community Survey?																						
	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. Trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very favorable	15	16	15	21	13	14	14	21	15	14	17	14	16	15	15	16	15	18	19	4	7	23
Somewhat favorable	43	43	43	48	49	41	39	51	42	43	48	36	45	43	51	40	49	43	48	31	37	49
Somewhat unfavorable	11	10	11	6	8	13	12	10	11	11	9	6	13	10	8	12	10	10	7	22	17	4
Very unfavorable	7	7	8	4	5	9	9	3	8	8	5	7	8	7	6	8	6	5	3	20	13	2
Don't know (Vol.)	23	25	22	20	24	23	25	15	24	23	20	37	17	25	20	24	20	24	23	23	26	21
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Attitudes towards government

11. Overall, how would you describe your feelings about the federal government?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very favorable	11	10	11	12	10	11	10	18	10	8	16	8	17	8	16	8	13	10	12	5	2	19
Somewhat favorable	36	39	33	43	41	35	26	55	33	31	51	54	32	37	36	36	35	40	40	24	15	56
Somewhat unfavorable*	26	25	26	27	28	26	22	16	27	28	19	24	20	28	25	26	23	28	25	27	35	16
Very unfavorable*	26	25	26	16	20	25	39	10	27	30	13	5	27	25	20	27	25	21	21	38	45	6
Don't know (Vol.)	2	1	3	2	1	3	3	1	3	2	1	8	3	2	2	2	3	1	1	5	2	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

*Indicates potential drilldown criteria

12. How often do you think you can trust the government in Washington to do what is right?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Just about always	5	4	6	6	4	5	5	13	4	3	9	5	9	3	9	3	7	3	6	3	1	9
Most of the time	18	19	16	24	18	15	16	20	18	16	24	30	17	18	20	17	19	19	21	8	2	33
Only some of the time*	65	67	63	60	69	68	63	65	65	67	60	65	61	67	61	68	62	67	64	68	75	55
Never (Vol.)*	11	10	13	9	8	12	15	1	13	14	5	0	12	11	10	12	12	10	8	20	21	2
Don't know (Vol.)	1	1	1	1	1	0	2	1	1	0	2	0	2	0	1	1	1	1	1	1	0	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Indicates potential drilldown criteria

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13. Which of the following best describes your opinion?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
The federal government knows enough about Americans	41	38	43	47	43	40	36	44	41	42	40	54	30	46	36	44	31	51	46	29	21	61
The federal government knows too much about Americans*	34	41	29	29	37	33	40	31	35	36	27	19	36	33	33	34	36	31	30	48	57	12
The federal government knows too little about Americans	22	18	25	23	19	24	21	25	22	20	33	19	31	19	28	20	30	15	23	20	20	24
Don't know (Vol.)	2	2	2	2	1	3	3	1	2	2	1	8	3	2	3	2	3	2	2	2	2	2
Refused (Vol.)	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0

*Indicates potential drilldown criteria

14. How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very likely	34	36	33	38	36	36	27	41	34	34	37	23	29	37	35	34	33	41	47	0	22	46
Somewhat likely	38	38	39	39	38	38	39	27	40	39	42	33	38	39	38	39	40	39	53	0	32	45
Somewhat unlikely*	12	12	12	13	13	11	11	21	10	10	9	27	15	11	13	12	13	9	0	46	18	5
Very unlikely*	14	13	15	9	10	15	19	9	14	15	11	10	16	12	13	13	13	9	0	54	25	2
Don't know (Vol.)	2	2	2	1	2	1	4	1	2	2	1	8	2	1	2	2	1	1	0	0	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Indicates potential drilldown criteria

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15. Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Personally benefit you	16	15	17	23	14	15	14	19	16	13	28	17	19	15	20	15	18	17	19	6	9	23
Personally harm you*	7	8	6	2	4	11	8	4	7	7	7	14	7	7	4	8	6	6	2	19	14	0
Neither benefit nor harm	65	65	65	66	70	62	65	71	65	68	53	53	60	67	64	66	63	68	67	61	62	68
Both benefit and harm*	7	7	6	5	9	7	6	5	7	6	6	14	6	7	8	6	7	6	6	8	9	5
Don't know (Vol.)	4	4	5	3	2	5	7	1	5	5	7	3	7	4	4	4	5	2	4	4	5	4
Refused (Vol.)	1	1	1	0	1	1	1	0	1	1	0	0	1	0	0	1	1	0	0	1	1	0

*Indicates potential drilldown criteria

16. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community} or neither benefit nor harm your community?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Benefit your community	40	39	40	53	36	37	34	46	39	37	51	53	37	41	45	38	43	43	49	16	24	55
Harm your community*	5	5	4	4	4	6	5	5	5	5	4	3	6	4	4	5	4	4	2	13	9	0
Neither benefit nor harm	41	41	41	36	45	41	43	37	42	43	37	32	42	40	36	43	36	42	37	55	49	34
Both benefit and harm*	9	9	8	6	11	9	9	10	8	8	6	12	7	9	8	9	10	8	8	9	10	7
Don't know (Vol.)	5	5	5	2	3	7	7	3	5	6	1	0	7	4	7	4	6	2	4	6	7	4
Refused (Vol.)	1	1	1	0	1	1	2	0	1	1	0	0	1	1	0	1	1	1	1	1	1	0

*Indicates potential drilldown criteria

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17. Would you say you agree with the following statement? The American Community Survey is an invasion of privacy. (READ CHOICES)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Strongly agree*	11	10	12	8	9	13	12	15	10	10	12	12	16	9	13	10	12	6	5	27	19	4
Somewhat agree*	24	24	24	20	23	25	25	27	23	23	21	11	26	23	22	24	26	19	20	33	38	10
Somewhat disagree	34	31	36	36	36	33	30	31	34	34	33	48	31	35	35	34	33	35	38	24	25	42
Strongly disagree	23	27	21	34	24	20	19	20	24	24	30	18	18	26	25	23	20	32	29	9	10	36
Don't know (Vol.)	8	9	7	3	8	8	13	6	8	9	4	13	9	8	5	9	8	8	7	7	8	8
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Indicates potential drilldown criteria

18. As far as you know, are the Census Bureau and the American Community Survey required by law to keep information gathered confidential?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	70	69	70	68	65	72	71	68	70	69	77	72	72	69	73	69	76	66	73	61	55	84
No*	18	19	18	20	23	17	14	20	18	18	16	11	17	18	18	18	14	22	17	22	28	9
Don't know (Vol.)*	12	12	12	12	12	11	14	12	12	12	7	17	11	12	8	13	10	12	10	16	18	6
Refused (Vol.)*	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

*Indicates potential drilldown criteria

Attitude Codes

19. ATTITUDE CODING (MEETS DRILLDOWN CRITERIA)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Never/sometimes trust government to do right the thing	76	77	76	69	77	80	77	67	78	81	65	65	73	78	71	79	73	77	73	88	96	57
Unfavorable to federal government	51	50	52	43	48	51	61	26	54	58	32	29	47	53	45	53	49	49	46	65	81	22
ACS invasion of privacy	35	33	36	28	32	39	37	42	34	33	34	22	42	31	35	34	38	25	26	60	57	14
Government knows too much	34	41	29	29	37	33	40	31	35	36	27	19	36	33	33	34	36	31	30	48	57	12
Say not sure of confidentiality	30	31	30	32	35	28	29	32	30	31	23	28	28	31	27	31	24	34	27	39	45	16
Unlikely to respond to ACS	26	24	27	22	23	26	30	30	24	25	19	37	31	23	26	25	25	19	0	100	44	8
ACS could personally harm	7	8	6	2	4	11	8	4	7	7	7	14	7	7	4	8	6	6	2	19	14	0
ACS could harm community	5	5	4	4	4	6	5	5	5	5	4	3	6	4	4	5	4	4	2	13	9	0
None of the above	9	9	8	13	9	7	7	9	9	8	10	13	9	9	10	8	9	9	12	0	0	17

20. DRILLDOWN CODING (AT LEAST THREE DRILLDOWN CRITERIA)	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
See drilldown section	49	51	48	37	47	52	57	39	50	53	32	38	52	47	45	51	49	43	37	84	100	0
Do not see drilldown section	51	49	52	63	53	48	43	61	50	47	68	62	48	53	55	49	51	57	63	16	0	100

Drilldown on Intrusiveness/privacy

(THE FOLLOWING QUESTIONS WERE ONLY HEARD BY THOSE WITH AT LEAST THREE DRILLDOWN CRITERIA)

I would like to read you some statements about the American Community Survey and the Census Bureau.

Would you say this statement makes you trust the Census Bureau...?

- 1) Much more
- 2) Somewhat more
- 3) Neither more nor less
- 4) Somewhat less
- 5) Much Less
- 6) Don't know (Vol.)
- 7) Refused (Vol.)

(%) Voters	Trust the Census Bureau...						
	More	Less	Much more	Somewhat more	Neither more nor less	Somewhat less	Much less
By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.	45	16	13	32	39	6	10
Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.	36	17	9	27	46	8	9
The Census Bureau is different than many other parts of the federal government. They are solely a research organization.	35	17	8	27	46	7	10
Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.	34	20	10	24	42	9	11
The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.	30	15	9	21	54	7	8

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21. By law, Census Bureau employees cannot publically release any information that could identify an individual. The penalties for unlawful disclosure can be up to two hundred and fifty thousand dollars or up to five years in prison.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	499	233	266	80	84	201	133	49	440	382	40	18	156	334	128	350	209	181	272	219	499	0
Much more	13	12	14	9	20	9	17	25	11	12	11	0	18	10	16	12	15	12	16	8	13	0
Somewhat more	32	32	31	31	30	32	32	25	33	33	27	16	27	34	29	32	35	31	35	27	32	0
Neither more nor less	39	39	40	47	41	42	30	37	39	38	40	84	35	41	41	39	34	42	37	43	39	0
Somewhat less	6	6	6	6	5	6	7	10	6	6	0	0	9	5	6	6	6	6	4	9	6	0
Much less	10	11	8	7	4	11	13	2	10	9	21	0	9	9	8	9	10	8	7	13	10	0
Don't know (Vol.)	1	0	1	0	0	0	2	0	1	1	0	0	1	0	0	1	0	0	1	0	1	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

22. Millions of Americans participate in the American Community Survey every year. However, the ACS does not release any information that can identify any individual who participates.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	499	233	266	80	84	201	133	49	440	382	40	18	156	334	128	350	209	181	272	219	499	0
Much more	9	8	10	6	15	7	10	26	7	8	7	8	13	8	14	8	13	8	13	5	9	0
Somewhat more	27	28	26	32	23	27	28	24	28	28	22	7	28	27	25	29	28	30	34	18	27	0
Neither more nor less	46	47	45	52	52	49	34	34	47	46	50	84	38	49	46	46	40	48	42	52	46	0
Somewhat less	8	8	8	7	11	5	11	15	7	7	7	0	10	7	8	8	8	6	5	11	8	0
Much less	9	8	9	4	0	10	15	2	9	9	14	0	9	8	6	9	9	7	5	13	9	0
Don't know (Vol.)	1	1	2	0	0	2	2	0	2	1	0	0	2	1	1	1	2	0	2	1	1	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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23. The Census Bureau is different than many other parts of the federal government. They are solely a research organization.	All	Male	Female	Age				Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI		ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
				18-34	35-44	45-64	65+										<50k	>50k				
Base (n-size, unweighted)	520	233	287	57	70	217	174	39	470	404	38	11	168	342	121	376	223	182	283	228	520	0
Base (n-size, weighted)	499	233	266	80	84	201	133	49	440	382	40	18	156	334	128	350	209	181	272	219	499	0
Much more	8	5	10	7	9	6	9	13	7	8	7	0	12	6	11	7	10	6	10	5	8	0
Somewhat more	27	26	28	26	25	28	29	23	28	28	22	51	28	28	28	29	29	28	32	21	27	0
Neither more nor less	46	51	42	49	48	49	38	44	46	46	42	42	39	49	44	46	40	51	43	49	46	0
Somewhat less	7	7	8	7	7	7	9	11	7	6	11	0	10	7	6	8	8	6	6	8	7	0
Much less	10	10	10	10	10	9	12	5	11	10	20	7	10	10	12	9	11	9	7	15	10	0
Don't know (Vol.)	1	0	2	0	2	0	3	3	1	2	0	0	1	1	0	2	1	1	1	2	1	0
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

24. Participating in the American Community Survey is safe. All individual responses are protected by law and are not shared with anyone – not even other government agencies.	All	Male	Female	Age				Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI		ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
				18-34	35-44	45-64	65+										<50k	>50k				
Base (n-size, unweighted)	520	233	287	57	70	217	174	39	470	404	38	11	168	342	121	376	223	182	283	228	520	0
Base (n-size, weighted)	499	233	266	80	84	201	133	49	440	382	40	18	156	334	128	350	209	181	272	219	499	0
Much more	10	9	11	9	17	6	12	14	10	11	5	12	9	11	11	10	13	9	14	5	10	0
Somewhat more	24	23	25	25	22	25	24	29	24	23	26	8	27	24	31	22	28	25	29	19	24	0
Neither more nor less	42	39	45	46	41	44	39	41	42	43	38	73	39	44	37	44	40	45	41	44	42	0
Somewhat less	9	12	7	11	9	10	9	12	9	8	12	0	14	8	10	9	10	9	6	13	9	0
Much less	11	15	9	9	9	14	12	5	12	12	19	7	9	12	10	12	9	12	7	17	11	0
Don't know (Vol.)	2	2	3	0	2	2	5	0	3	3	0	0	2	2	1	3	1	1	2	2	2	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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25. The US Census has been in existence since the 1790s and the American Community Survey has been conducted in some form or another since the 1850s.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	520	233	287	57	70	217	174	39	470	404	38	11	168	342	121	376	223	182	283	228	520	0
Base (n-size, weighted)	499	233	266	80	84	201	133	49	440	382	40	18	156	334	128	350	209	181	272	219	499	0
Much more	9	6	11	7	14	6	10	17	8	8	10	0	11	8	9	9	10	9	11	5	9	0
Somewhat more	21	21	21	18	21	22	21	16	22	24	12	10	27	19	22	21	26	18	24	18	21	0
Neither more nor less	54	54	54	57	55	55	49	46	55	55	43	90	43	59	48	56	44	62	53	55	54	0
Somewhat less	7	8	5	7	4	7	7	8	6	6	11	0	9	6	11	5	10	2	5	9	7	0
Much less	8	10	7	9	7	8	10	13	7	6	19	0	8	8	8	8	7	9	5	12	8	0
Don't know (Vol.)	1	1	1	2	0	1	2	0	1	1	4	0	2	1	2	1	1	0	1	1	1	0
Refused (Vol.)	1	0	1	0	0	1	1	0	1	1	0	0	0	1	1	1	1	1	0	1	1	0

Message Testing

(ALL HEARD THE FOLLOWING) Now I would like to read you some statements and ask your opinion on each. For each statement, I will ask you how believable you find it and I will also ask if that statement would make you more or less likely to complete the American Community Survey.

How believable is this statement?

- 1) Very believable
- 2) Somewhat believable
- 3) Somewhat unbelievable
- 4) Very unbelievable
- 5) Don't know (Vol.)
- 6) Refused (Vol.)

And when it comes to completing the American Community Survey, would you say this statement makes you...

- 1) Much more likely to complete the ACS
- 2) Somewhat more likely
- 3) Neither more nor less likely
- 4) Somewhat less likely
- 5) Much less likely to complete the ACS
- 6) Don't know (Vol.)
- 7) Refused (Vol.)

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(%) Voters	How believable is this statement?				Would you say this statement makes you...				
	Very believable	Somewhat believable	Somewhat unbelievable	Very Unbelievable	Much more likely...	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely...
There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	51	35	7	4	22	30	35	7	5
State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	26	43	18	11	20	31	33	8	7
The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	21	45	18	11	19	30	33	8	8
Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	37	45	8	7	18	28	39	6	6
Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	21	34	20	20	18	28	33	7	11
The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	28	44	13	12	17	31	38	7	7
The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	23	47	16	11	17	29	39	7	7
The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	19	51	15	13	16	34	35	7	7
The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	17	49	20	11	16	30	37	10	7
Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	21	53	15	8	15	32	38	7	7
All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	16	40	22	20	15	23	43	7	10

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26. There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	536	230	306	87	75	216	157	52	473	391	66	12	157	369	138	371	231	211	390	138	266	270
Base (n-size, weighted)	537	244	294	123	95	197	121	65	462	379	72	23	153	376	152	360	223	225	393	137	263	274
Very believable	51	56	47	69	57	50	27	49	51	51	55	62	44	54	56	50	44	61	54	44	48	53
Somewhat believable	35	32	36	24	30	34	49	31	35	35	31	32	36	34	29	35	39	28	36	29	36	33
Somewhat unbelievable	7	6	7	4	8	6	10	12	6	6	7	0	9	6	7	7	8	3	4	17	8	6
Very unbelievable	4	3	5	1	3	5	7	3	4	4	5	6	6	3	4	4	5	3	3	8	5	4
Don't know (Vol.)	4	3	4	2	3	4	6	6	4	4	1	0	5	3	4	4	4	5	4	3	3	4
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

27. There are many ways to respond to the American Community Survey. It can be completed by mail, by phone, online, or in person.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	536	230	306	87	75	216	157	52	473	391	66	12	157	369	138	371	231	211	390	138	266	270
Base (n-size, weighted)	537	244	294	123	95	197	121	65	462	379	72	23	153	376	152	360	223	225	393	137	263	274
Much more likely to complete the ACS	22	24	20	30	23	17	18	21	22	21	30	19	22	22	28	20	24	21	25	12	17	26
Somewhat more likely	30	28	32	24	23	38	29	30	30	32	29	21	30	30	31	30	30	32	34	21	26	35
Neither more nor less likely	35	34	35	35	41	32	33	26	35	37	22	42	27	38	28	37	29	38	31	44	41	28
Somewhat less likely	7	6	7	5	6	6	10	12	6	5	7	17	10	5	5	7	9	4	6	10	8	5
Much less likely to complete the ACS	5	6	5	5	4	6	6	6	5	4	11	0	8	4	7	4	6	3	2	13	7	3
Don't know (Vol.)	2	2	2	1	3	1	4	6	1	2	0	0	2	2	2	2	2	2	2	0	1	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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28. State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	523	221	302	77	70	225	149	53	461	373	71	10	151	362	129	377	206	216	379	135	251	272
Base (n-size, weighted)	518	230	288	108	85	209	115	62	447	362	74	18	141	368	140	361	196	225	377	132	243	275
Very believable	26	27	25	40	33	23	15	25	26	25	37	10	25	26	29	25	28	27	31	12	16	35
Somewhat believable	43	41	45	39	39	46	45	38	43	45	42	52	42	44	45	43	44	43	44	42	41	45
Somewhat unbelievable	18	19	17	14	22	17	22	29	17	16	13	20	22	17	18	19	18	17	15	26	24	13
Very unbelievable	11	12	10	8	6	12	16	8	12	12	8	18	8	12	7	12	8	12	8	20	17	6
Don't know (Vol.)	1	0	2	0	0	2	3	0	2	2	0	0	3	1	1	1	1	1	2	1	1	2
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

29. State and local leaders use data from the American Community Survey to determine where to build new roads, schools, and hospitals.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	523	221	302	77	70	225	149	53	461	373	71	10	151	362	129	377	206	216	379	135	251	272
Base (n-size, weighted)	518	230	288	108	85	209	115	62	447	362	74	18	141	368	140	361	196	225	377	132	243	275
Much more likely to complete the ACS	20	18	22	30	25	16	15	25	20	20	23	0	21	20	25	19	27	21	24	9	13	27
Somewhat more likely	31	32	29	27	29	36	25	33	31	28	38	47	30	31	31	30	26	34	34	21	26	35
Neither more nor less likely	33	35	31	33	32	35	30	29	33	37	21	32	29	34	29	35	28	31	31	40	39	27
Somewhat less likely	8	7	9	2	11	6	16	7	8	7	9	22	9	8	6	9	12	7	8	10	8	8
Much less likely to complete the ACS	7	7	8	7	3	7	12	6	7	7	8	0	10	6	7	7	7	6	3	18	13	2
Don't know (Vol.)	1	1	1	1	0	1	2	0	1	1	0	0	1	1	2	0	1	0	1	1	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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30. The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	570	246	324	89	76	247	158	64	501	419	64	16	182	382	153	394	244	230	400	161	288	282
Base (n-size, weighted)	574	265	310	127	92	235	120	80	490	405	70	30	181	388	169	382	242	243	411	156	278	296
Very believable	21	25	18	25	24	22	13	19	22	22	21	22	20	22	22	21	22	25	26	9	16	26
Somewhat believable	45	44	47	51	49	42	42	48	45	45	47	37	43	47	47	44	47	45	46	44	41	50
Somewhat unbelievable	18	18	18	19	18	19	15	25	17	17	21	26	22	16	18	18	14	20	16	25	22	14
Very unbelievable	11	11	12	5	6	12	20	4	12	12	10	10	10	12	10	12	12	8	9	17	17	6
Don't know (Vol.)	4	2	5	1	3	4	8	5	4	4	1	5	5	3	3	4	4	2	3	4	4	4
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0

31. The American Community Survey helps determine the annual distribution of more than \$450 billion dollars in federal funds that go to communities nationwide	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	570	246	324	89	76	247	158	64	501	419	64	16	182	382	153	394	244	230	400	161	288	282
Base (n-size, weighted)	574	265	310	127	92	235	120	80	490	405	70	30	181	388	169	382	242	243	411	156	278	296
Much more likely to complete the ACS	19	21	18	22	17	21	14	18	19	17	27	26	22	18	19	19	22	20	24	6	14	24
Somewhat more likely	30	30	30	31	28	33	26	36	30	30	29	33	34	29	39	27	32	33	36	17	22	38
Neither more nor less likely	33	34	33	38	40	30	31	31	34	35	28	25	27	36	28	35	30	34	30	44	41	26
Somewhat less likely	8	6	9	8	9	7	8	11	7	7	9	6	8	8	9	8	8	7	5	15	10	6
Much less likely to complete the ACS	8	8	8	1	4	8	18	2	9	9	5	5	8	8	4	9	7	6	4	16	12	4
Don't know (Vol.)	2	1	2	0	1	2	3	2	2	2	1	5	1	2	1	2	2	1	1	2	2	2
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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32. Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	562	252	310	80	76	228	177	55	498	422	61	17	173	381	156	387	257	213	390	158	293	269
Base (n-size, weighted)	565	269	295	118	95	215	137	67	489	406	65	34	170	387	171	375	254	222	396	154	280	285
Very believable	37	41	33	47	43	34	27	44	36	37	35	34	31	39	36	37	38	41	43	19	28	46
Somewhat believable	45	44	46	44	42	47	46	46	45	45	46	43	47	45	45	46	46	42	45	50	47	43
Somewhat unbelievable	8	5	10	3	9	7	12	6	8	8	7	7	10	6	9	7	8	6	6	12	11	4
Very unbelievable	7	8	7	4	4	9	9	4	8	7	9	12	8	6	8	7	6	8	4	14	11	4
Don't know (Vol.)	3	2	4	1	1	3	5	0	3	3	2	5	4	3	2	3	2	3	2	5	4	2
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

33. Even though all households participate in the census every ten years, only a small number of households are selected to participate in the American Community Survey each year.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	562	252	310	80	76	228	177	55	498	422	61	17	173	381	156	387	257	213	390	158	293	269
Base (n-size, weighted)	565	269	295	118	95	215	137	67	489	406	65	34	170	387	171	375	254	222	396	154	280	285
Much more likely to complete the ACS	18	20	16	19	26	15	17	17	18	16	28	26	23	16	22	16	20	19	23	6	13	23
Somewhat more likely	28	29	27	18	25	32	30	38	27	29	28	5	34	25	26	29	30	29	33	17	26	30
Neither more nor less likely	39	39	39	56	39	38	28	40	39	39	23	62	25	46	39	40	33	43	36	47	43	35
Somewhat less likely	6	6	7	5	8	4	10	5	7	6	10	7	8	6	7	6	7	3	5	10	6	7
Much less likely to complete the ACS	6	5	7	1	3	7	12	1	7	7	9	0	8	5	4	7	7	4	2	17	10	3
Don't know (Vol.)	2	1	3	1	0	3	3	0	2	2	4	0	2	2	3	2	3	1	1	3	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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34. Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	568	236	332	85	79	221	181	58	502	415	70	16	182	375	134	408	241	228	414	144	286	282
Base (n-size, weighted)	570	254	317	124	98	207	139	71	492	400	74	31	179	382	150	395	240	239	418	143	279	291
Very believable	21	21	21	20	31	20	17	36	19	18	34	10	31	17	28	19	29	15	23	14	16	26
Somewhat believable	34	36	33	33	28	35	39	34	34	35	33	45	33	35	30	36	34	36	34	38	37	32
Somewhat unbelievable	20	17	21	25	24	17	16	17	20	22	15	13	17	21	21	19	17	25	22	14	18	21
Very unbelievable	20	22	18	18	11	22	24	11	21	20	18	25	15	21	14	22	18	19	16	29	23	17
Don't know (Vol.)	5	4	6	5	6	5	6	2	5	6	0	7	4	5	6	4	2	5	5	5	6	5
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

35. Filling out the American Community Survey is required by law, just like filling out the census once every ten years.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	568	236	332	85	79	221	181	58	502	415	70	16	182	375	134	408	241	228	414	144	286	282
Base (n-size, weighted)	570	254	317	124	98	207	139	71	492	400	74	31	179	382	150	395	240	239	418	143	279	291
Much more likely to complete the ACS	18	16	20	15	25	17	16	29	17	17	28	6	25	15	20	17	23	17	22	6	12	23
Somewhat more likely	28	26	30	24	19	34	29	32	27	27	32	31	31	27	28	28	26	30	30	22	27	29
Neither more nor less likely	33	36	31	40	42	29	27	23	35	36	21	41	20	39	33	34	29	35	33	34	33	33
Somewhat less likely	7	8	7	5	6	8	10	7	8	7	5	15	9	7	6	8	8	5	6	11	10	5
Much less likely to complete the ACS	11	12	10	14	6	10	13	7	11	10	13	8	11	11	12	10	12	11	7	24	16	6
Don't know (Vol.)	2	2	3	2	1	2	5	1	3	3	1	0	3	1	1	2	2	2	2	2	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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36. The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	558	228	330	88	74	228	167	51	498	414	61	13	156	394	135	397	244	214	401	145	294	264
Base (n-size, weighted)	557	237	320	124	91	212	129	63	486	403	65	25	151	398	152	383	238	221	402	142	279	277
Very believable	28	28	27	33	24	29	22	31	27	26	33	33	32	26	30	27	30	29	32	14	19	36
Somewhat believable	44	44	45	39	44	46	48	37	45	47	38	40	42	45	45	44	45	44	47	37	43	45
Somewhat unbelievable	13	13	14	15	19	10	14	24	12	13	13	7	12	14	13	13	12	13	11	20	16	11
Very unbelievable	12	12	12	10	12	12	14	4	13	13	12	20	9	13	11	13	10	13	8	24	19	6
Don't know (Vol.)	2	3	1	3	1	2	2	4	2	2	3	0	4	1	2	2	2	1	2	2	2	2
Refused (Vol.)	0	0	1	0	0	1	0	0	0	0	0	0	2	0	0	1	0	1	0	1	1	0

37. The census has operated continually since Thomas Jefferson, James Madison, and the other Founders established it in 1790. Participating in the American Community Survey is an expression of patriotism and civic duty.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	558	228	330	88	74	228	167	51	498	414	61	13	156	394	135	397	244	214	401	145	294	264
Base (n-size, weighted)	557	237	320	124	91	212	129	63	486	403	65	25	151	398	152	383	238	221	402	142	279	277
Much more likely to complete the ACS	17	17	17	25	11	15	16	10	18	15	28	17	21	15	18	16	20	17	21	7	12	22
Somewhat more likely	31	31	30	21	32	35	32	44	29	30	32	37	41	27	35	29	37	28	33	24	25	36
Neither more nor less likely	38	37	38	42	43	38	31	35	38	41	18	40	20	44	30	41	30	43	36	44	44	32
Somewhat less likely	7	7	7	8	9	4	8	5	7	6	11	5	7	7	8	6	6	6	6	8	8	5
Much less likely to complete the ACS	7	7	6	3	4	7	11	7	6	6	10	0	7	6	5	6	6	5	3	17	10	3
Don't know (Vol.)	1	1	2	1	0	1	2	0	1	1	1	0	2	1	3	1	1	1	1	1	0	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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38. The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	523	211	312	74	83	215	149	52	464	389	60	14	153	362	128	377	228	211	375	139	273	250
Base (n-size, weighted)	527	225	302	107	103	202	113	63	457	379	65	27	151	369	144	367	228	217	379	139	263	264
Very believable	23	27	19	32	24	19	19	23	23	22	22	24	20	24	24	22	21	27	28	9	11	34
Somewhat believable	47	44	50	47	46	50	45	48	47	48	55	48	46	48	46	48	48	47	49	45	48	46
Somewhat unbelievable	16	15	17	13	21	14	19	23	15	15	15	14	21	15	19	15	21	10	16	18	19	14
Very unbelievable	11	9	12	5	7	14	14	4	11	12	9	6	9	12	8	12	9	12	6	25	19	3
Don't know (Vol.)	3	4	2	2	3	3	3	2	3	3	0	8	5	2	3	3	2	3	1	2	2	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0

39. The American Community Survey is required by law to be completely non-partisan and non-political. This ensures that the statistics the Census Bureau gathers and produce are both reliable and trustworthy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	523	211	312	74	83	215	149	52	464	389	60	14	153	362	128	377	228	211	375	139	273	250
Base (n-size, weighted)	527	225	302	107	103	202	113	63	457	379	65	27	151	369	144	367	228	217	379	139	263	264
Much more likely to complete the ACS	17	19	15	23	15	14	17	18	17	16	22	15	16	17	17	17	19	17	22	3	10	24
Somewhat more likely	29	33	26	23	33	31	29	30	29	28	37	31	32	28	32	28	31	31	34	17	26	33
Neither more nor less likely	39	37	40	48	41	38	29	38	39	40	29	54	33	41	40	39	37	39	35	49	43	34
Somewhat less likely	7	4	9	4	5	7	12	11	7	7	5	0	10	6	8	7	7	6	5	14	9	5
Much less likely to complete the ACS	7	7	7	3	5	8	12	3	8	8	7	0	6	8	2	8	5	7	3	18	11	3
Don't know (Vol.)	1	0	1	0	1	1	1	0	1	1	0	0	2	1	1	1	1	1	1	0	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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40. The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	578	256	321	121	101	226	129	83	486	398	70	32	176	392	153	401	258	229	423	143	286	292
Very believable	19	19	19	26	20	18	14	29	18	16	30	20	23	18	25	17	21	21	23	10	12	26
Somewhat believable	51	51	51	51	48	52	51	45	52	53	43	67	44	54	50	51	47	54	53	46	48	54
Somewhat unbelievable	15	15	15	12	22	12	16	15	15	16	8	4	17	14	11	17	14	16	13	21	21	9
Very unbelievable	13	14	13	9	9	15	17	9	14	14	17	4	13	13	12	13	16	8	11	21	18	9
Don't know (Vol.)	2	1	3	1	1	2	2	2	2	2	1	5	3	1	1	2	2	1	1	2	2	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

41. The American Community Survey is used to produce key economic indicators. Businesses use the ACS to create jobs, plan for the future, and grow the economy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, weighted)	578	256	321	121	101	226	129	83	486	398	70	32	176	392	153	401	258	229	423	143	286	292
Much more likely to complete the ACS	16	15	17	21	12	18	12	13	17	14	29	20	17	16	20	15	18	18	19	9	12	21
Somewhat more likely	34	36	33	29	36	35	35	48	32	34	35	19	36	33	36	34	36	36	39	22	31	37
Neither more nor less likely	35	33	36	40	39	32	30	25	36	37	22	50	27	37	31	36	31	36	32	42	37	32
Somewhat less likely	7	7	7	7	8	5	9	10	6	7	9	7	10	6	6	7	7	4	5	13	8	6
Much less likely to complete the ACS	7	9	5	2	5	7	12	4	8	7	6	4	7	7	6	7	7	5	4	15	11	3
Don't know (Vol.)	1	0	2	0	0	2	2	0	1	1	0	0	2	1	2	1	1	1	1	1	1	1
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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42. The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	561	264	297	86	88	224	163	55	502	412	68	14	164	393	152	391	240	221	400	150	288	273
Base (n-size, weighted)	565	280	286	123	109	209	125	66	496	401	74	27	159	403	174	375	236	234	406	147	276	289
Very believable	17	18	16	21	15	17	16	24	16	16	23	15	21	16	12	19	18	18	22	6	9	25
Somewhat believable	49	48	50	55	53	47	43	50	49	49	42	67	46	50	56	46	49	50	52	41	50	48
Somewhat unbelievable	20	20	20	11	22	20	26	20	20	20	17	13	18	20	17	21	18	19	17	28	21	19
Very unbelievable	11	11	11	11	8	13	10	4	12	11	17	0	12	11	13	10	12	9	7	21	17	5
Don't know (Vol.)	3	3	3	3	1	3	5	2	3	3	0	6	4	3	2	3	3	3	2	3	2	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

43. The American Community Survey is often the most reliable source of accurate and timely statistical information essential for decision making.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	561	264	297	86	88	224	163	55	502	412	68	14	164	393	152	391	240	221	400	150	288	273
Base (n-size, weighted)	565	280	286	123	109	209	125	66	496	401	74	27	159	403	174	375	236	234	406	147	276	289
Much more likely to complete the ACS	16	15	16	11	14	17	20	13	16	14	19	28	20	14	10	19	17	16	20	2	11	20
Somewhat more likely	30	32	29	30	34	29	28	45	28	30	28	30	37	28	35	28	32	33	35	19	26	34
Neither more nor less likely	37	37	36	43	41	38	26	27	38	40	28	21	27	40	39	36	33	39	34	44	42	32
Somewhat less likely	10	8	11	13	10	6	12	13	9	8	13	21	7	11	11	9	10	8	8	14	9	11
Much less likely to complete the ACS	7	6	8	3	1	9	12	2	8	7	12	0	8	7	5	8	7	4	2	20	12	3
Don't know (Vol.)	1	1	0	0	0	1	2	0	1	1	0	0	1	1	0	1	0	0	0	1	1	0
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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44. Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	549	227	322	79	78	225	167	51	492	413	61	12	155	387	142	391	230	230	410	130	279	270
Base (n-size, weighted)	547	239	307	116	95	208	128	61	480	397	64	24	149	391	156	374	224	237	412	126	264	283
Very believable	21	25	18	32	19	20	14	24	21	17	27	44	17	23	23	20	22	24	24	14	12	30
Somewhat believable	53	46	58	48	58	52	53	54	52	55	48	38	57	51	52	53	55	50	53	54	57	49
Somewhat unbelievable	15	16	14	12	17	14	19	9	16	16	18	9	12	16	15	16	12	16	15	17	18	13
Very unbelievable	8	10	7	7	4	11	7	9	8	8	6	9	10	7	8	8	7	8	6	14	12	5
Don't know (Vol.)	3	3	3	1	1	3	5	4	3	3	0	0	3	3	2	3	3	2	3	1	2	3
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0

45. Nothing in the private sector compares to the American Community Survey. It is a leading source of information Americans use to learn about their neighborhoods, communities, cities, and states.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	549	227	322	79	78	225	167	51	492	413	61	12	155	387	142	391	230	230	410	130	279	270
Base (n-size, weighted)	547	239	307	116	95	208	128	61	480	397	64	24	149	391	156	374	224	237	412	126	264	283
Much more likely to complete the ACS	15	17	14	20	9	14	18	17	15	13	18	40	19	14	17	14	17	16	17	9	11	19
Somewhat more likely	32	31	33	24	37	35	30	26	33	32	40	16	32	32	34	31	31	36	36	16	27	36
Neither more nor less likely	38	36	40	49	43	34	31	42	38	40	24	35	30	41	34	40	36	37	37	43	41	35
Somewhat less likely	7	8	6	5	8	8	7	7	7	6	10	9	8	7	7	7	8	6	6	13	9	5
Much less likely to complete the ACS	7	8	6	2	4	8	11	9	7	7	8	0	8	6	6	7	8	5	3	19	11	3
Don't know (Vol.)	1	0	1	0	0	0	2	0	1	1	0	0	2	0	0	1	1	0	1	1	0	1
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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46. All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	562	237	325	83	78	229	170	53	502	431	58	9	181	373	143	399	244	228	409	146	304	258
Base (n-size, weighted)	551	242	309	116	95	208	130	65	480	418	61	16	174	370	156	377	238	231	405	140	284	268
Very believable	16	15	17	24	19	14	12	19	16	15	28	0	19	15	22	14	16	19	20	5	8	24
Somewhat believable	40	41	39	38	49	38	39	42	40	41	36	51	40	41	37	41	44	38	42	37	39	41
Somewhat unbelievable	22	22	21	23	15	22	25	24	22	20	22	40	20	22	21	22	20	21	21	23	21	22
Very unbelievable	20	18	21	13	16	24	21	13	20	21	13	9	20	19	18	20	18	21	15	33	29	10
Don't know (Vol.)	3	4	2	2	1	3	4	2	3	3	1	0	1	3	2	2	2	2	3	1	2	3
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

47. All individual information collected as part of the American Community Survey is kept strictly confidential. The answers from individual respondents cannot be shared with anyone – not even other government agencies.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	562	237	325	83	78	229	170	53	502	431	58	9	181	373	143	399	244	228	409	146	304	258
Base (n-size, weighted)	551	242	309	116	95	208	130	65	480	418	61	16	174	370	156	377	238	231	405	140	284	268
Much more likely to complete the ACS	15	18	13	19	19	13	12	15	15	14	24	14	16	15	19	14	16	16	20	3	9	22
Somewhat more likely	23	23	24	22	25	22	27	31	23	21	38	18	31	20	29	21	28	21	26	16	22	25
Neither more nor less likely	43	43	43	51	44	42	37	42	43	46	19	68	34	47	39	46	41	45	43	46	45	42
Somewhat less likely	7	7	7	4	7	6	11	7	7	8	4	0	7	7	5	8	7	7	6	11	9	5
Much less likely to complete the ACS	10	8	11	4	5	13	12	5	10	10	13	0	10	9	8	10	7	11	5	24	15	4
Don't know (Vol.)	1	1	2	0	0	3	1	0	2	1	2	0	2	1	1	1	1	0	2	1	1	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Post-Messaging Metrics

(ALL HEARD THE FOLLOWING) Thank you. I will now ask you a few brief questions based on what you have just heard.

48. Overall, how would you describe your feelings about the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very favorable	20	20	20	26	22	19	16	29	19	17	27	25	23	19	25	18	25	20	26	5	10	30
Somewhat favorable	56	56	56	57	58	57	51	56	56	57	59	61	56	57	59	56	55	60	60	46	55	57
Somewhat unfavorable	11	9	12	7	10	11	14	11	11	11	7	12	9	11	9	11	10	7	7	21	14	7
Not at all favorable	9	10	8	6	5	9	13	2	9	9	7	3	9	8	5	9	7	8	4	22	15	2
Don't know (Vol.)	5	5	4	5	4	4	5	2	5	5	1	0	3	5	3	5	3	5	4	6	5	4
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

49. How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Very likely	34	35	32	34	40	34	28	34	34	34	39	19	30	36	37	33	33	39	44	6	23	44
Somewhat likely	40	38	41	46	39	40	33	38	40	39	40	42	40	40	39	39	39	42	46	23	36	43
Somewhat unlikely	12	14	11	11	12	12	15	21	11	11	12	24	15	12	14	12	14	7	6	29	18	7
Very unlikely	13	11	15	9	8	12	21	6	14	14	8	12	14	12	10	14	12	10	3	41	22	4
Don't know (Vol.)	1	2	1	0	1	2	2	1	1	1	0	3	2	1	0	2	1	2	1	1	1	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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50. Would you say you agree with the following statement? The ACS is an invasion of privacy.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Strongly agree	12	11	13	6	12	13	15	11	12	12	12	11	17	9	14	10	12	8	5	32	20	5
Somewhat agree	24	22	26	21	20	26	27	34	23	22	26	23	29	22	22	25	28	19	21	32	31	18
Somewhat disagree	35	37	33	40	39	32	31	30	36	35	36	34	31	37	34	35	33	38	39	23	29	40
Strongly disagree	26	26	25	32	27	26	20	23	26	27	25	31	19	29	28	25	24	33	32	9	16	35
Don't know (Vol.)	3	4	3	1	2	3	7	2	3	4	1	0	4	3	2	4	3	2	3	3	4	2
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

51. Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Personally benefit you	20	23	18	29	18	21	12	22	20	17	34	31	23	19	26	17	25	20	25	8	11	30
Personally harm you	6	8	5	2	6	7	8	2	6	7	2	7	6	6	3	7	5	6	2	15	11	1
Neither benefit nor harm	66	60	70	63	70	63	68	71	65	68	59	54	63	67	64	68	63	68	66	66	67	64
Both benefit and harm	6	7	5	6	5	7	5	3	6	6	5	8	4	6	6	5	6	5	6	7	8	4
Don't know (Vol.)	2	2	2	0	1	1	5	1	2	2	1	0	3	2	1	2	2	1	1	3	3	1
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0

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52. Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community} or neither benefit nor harm your community?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Benefit your community	41	44	38	52	41	40	32	43	41	38	51	61	37	43	43	40	41	47	48	20	24	57
Harm your community	3	5	2	2	2	4	4	4	3	4	1	0	3	3	2	4	3	4	2	8	6	0
Neither benefit nor harm	44	40	47	35	44	45	52	42	45	47	39	35	48	43	44	45	44	40	39	60	55	34
Both benefit and harm	9	9	9	9	10	8	8	7	9	9	8	5	7	10	9	9	9	8	9	8	11	7
Don't know (Vol.)	2	2	2	1	1	3	3	3	2	2	1	0	3	2	2	2	2	1	1	3	3	1
Refused (Vol.)	1	0	1	1	0	0	1	1	0	1	0	0	1	0	1	0	1	0	0	1	1	0

DEMOGRAPHICS, INCLUDING COMMUNICATIONS

(ALL HEARD THE FOLLOWING) Thank you. These final questions are for statistical purposes only.

53. As best as you can recall, did you or did someone else in your household complete the 2010 Census?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
I completed the 2010 Census	55	50	59	32	49	65	62	32	57	61	46	24	45	58	45	59	52	58	57	47	55	54
Someone else in my household completed the 2010 Census	16	21	12	23	23	13	10	29	14	14	20	35	14	17	12	18	14	18	17	16	14	18
No one in my household completed the 2010 Census	18	20	17	27	22	14	15	28	17	16	17	33	26	15	26	15	22	16	17	24	21	16
Don't know (Vol.)	11	10	12	18	6	8	12	11	11	10	17	8	15	9	17	8	12	7	9	14	10	12
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

54. As best as you can recall, have you or someone else in your household completed the American Community Survey?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
No one in my household has completed the American Community Survey	78	80	75	76	79	77	78	71	79	80	70	76	73	80	75	79	76	81	77	80	80	75
I have completed the American Community Survey	6	4	7	4	7	8	4	7	6	5	9	8	7	6	8	5	7	5	7	5	5	7
Someone else in my household has completed the American Community Survey	2	3	2	4	2	2	2	4	2	2	7	0	3	2	3	2	3	1	3	2	1	3
Don't know (Vol.)	14	12	15	15	11	14	16	18	13	13	15	16	17	13	14	13	13	12	13	13	13	14
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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55. Are you male or female?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Female	55	0	100	49	47	57	63	51	55	56	59	39	59	53	56	55	61	48	46	43	47	43
Male	45	100	0	51	53	43	37	49	45	44	41	61	41	47	44	45	39	52	54	57	53	57
Refused (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

56. CODED: REGION, BASED ON ZIP CODE FROM RESPONDENT	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
NORTHEAST	19	18	20	18	19	18	24	15	19	20	16	15	18	20	19	19	16	20	19	20	22	17
MIDWEST	20	20	20	19	16	21	23	3	23	22	17	27	19	21	20	20	22	18	19	21	19	21
SOUTH	41	41	41	37	46	42	38	38	41	40	57	38	42	40	35	43	41	42	40	41	41	41
WEST	20	20	19	26	18	20	15	44	17	18	10	20	21	20	26	18	22	20	21	18	18	21
NOT CODED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

57. Do you or someone else in your household have any of the following? Please choose all that apply.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
A land-line telephone	76	73	79	53	70	84	90	67	78	79	73	62	76	77	64	82	73	80	77	75	77	75
A cell-phone, including smart phone	86	89	84	95	92	85	75	85	87	87	87	88	77	91	81	89	79	96	89	80	85	87
Don't know (Vol.)	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	1	1	0	1	0	1	1	1	0	1	0	0	1	0	0	1	1	0	0	1	1	1

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58. (AMONG THOSE WITH CELL) Do you ever use your cell phone to access the internet?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	860	379	481	143	133	356	226	85	768	641	100	22	232	621	201	633	339	384	643	207	436	424
Base (n-size, weighted)	875	405	470	206	163	331	173	106	762	631	110	42	229	641	232	618	339	403	656	208	427	449
Yes	60	65	55	79	79	57	24	67	59	58	66	75	42	66	62	59	44	75	63	48	55	64
No	40	35	44	21	21	43	76	33	41	42	32	25	57	34	38	41	55	25	37	52	45	36
Don't know (Vol.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0

59. Do you ever use the internet on a tablet, laptop, or a desktop computer?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	80	82	78	90	88	83	57	71	81	82	78	83	58	89	76	82	67	94	83	71	77	82
No	20	17	21	9	12	16	41	29	18	18	22	12	42	10	24	17	33	6	17	27	22	17
Don't know (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Refused (Vol.)	1	1	1	1	0	1	0	0	1	0	0	5	0	1	0	1	0	0	0	2	1	1

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60. (IF USES INTERNET ON CELL OR LAPTOP) On an average day, about how many hours do you use the internet at home, work or somewhere else?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	781	347	434	137	126	345	172	70	705	595	89	21	168	606	187	570	276	377	592	179	386	395
Base (n-size, weighted)	808	374	434	196	155	323	133	89	713	595	99	40	173	629	218	566	288	396	612	185	385	423
None	4	3	5	3	1	4	9	8	3	4	0	0	7	3	6	3	8	1	4	4	4	4
1-2 hours per day	44	41	46	29	39	47	64	39	45	47	32	36	53	42	39	45	49	36	42	51	48	41
3-4 hours	21	23	19	22	21	22	18	22	21	21	19	17	19	22	19	22	19	24	21	21	21	20
5-6 hours	10	10	9	13	13	8	6	13	9	9	11	6	6	11	9	10	8	12	11	7	9	11
7-8 hours	8	8	8	14	8	7	2	2	9	7	9	29	4	9	12	7	7	9	9	6	8	8
9-10 hours	5	5	5	6	6	5	0	6	5	4	9	6	2	6	6	5	3	7	6	3	3	6
More than 10 hours	8	8	7	13	11	6	1	9	7	6	20	6	7	8	8	7	5	10	8	7	6	9
Don't know (Vol.)	1	1	1	1	1	2	0	2	1	1	0	0	1	1	1	1	1	0	1	1	1	1
Refused (Vol.)	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	0

61. Including yourself, how many people live in your household?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
1	20	15	23	10	8	20	37	11	21	21	21	13	22	19	29	16	30	8	19	21	20	19
2	36	40	32	30	19	40	46	19	38	40	24	42	30	39	28	39	31	40	36	36	37	34
3	15	13	17	18	19	17	7	18	15	14	23	14	15	15	16	15	13	17	16	14	14	17
4	13	15	12	18	26	11	3	16	13	13	13	17	14	13	11	15	11	17	13	12	12	14
5	9	11	8	16	18	6	2	19	8	8	11	7	12	8	9	10	8	11	10	7	8	10
6	3	2	4	4	5	3	1	7	3	3	4	4	3	3	2	4	2	4	3	3	3	3
7	1	1	2	3	1	1	0	6	1	0	3	3	4	1	4	0	2	0	2	1	1	2
8	0	0	0	1	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1	1	0
9	0	1	0	0	2	1	0	2	0	0	0	0	0	1	0	1	0	1	0	1	0	0
10 or more	0	1	0	1	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0
Don't Know	1	1	1	0	1	1	3	0	1	0	1	0	0	1	0	1	0	0	0	4	2	0

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62. Do you have any children in school who are under 18 living at home with you?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	30	29	31	36	68	25	5	52	27	28	38	22	30	31	33	30	29	37	32	27	28	33
No	69	69	68	64	32	74	92	48	72	72	62	78	69	69	67	69	71	63	68	69	70	67
Don't know (Vol.)	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	1	1	0	0	0	1	1	0	1	0	0	0	0	0	0	1	0	0	0	2	2	0

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63. What is the highest grade or year of regular school you completed?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Less than grade school	2	2	1	1	2	2	2	13	0	0	0	0	6	0	4	1	4	0	2	2	2	2
Less than high school graduate	7	6	8	8	6	6	8	17	5	5	9	8	23	0	12	5	12	1	6	9	8	6
High school graduate	21	19	22	19	14	23	23	23	21	20	27	16	71	0	28	18	33	11	20	24	22	20
Some college	23	22	24	23	19	22	29	21	24	25	23	6	0	33	24	23	28	20	24	22	25	22
College graduate	30	31	29	34	41	28	19	15	32	30	30	34	0	43	24	32	16	42	31	25	28	31
Post-graduate	17	19	14	15	16	18	16	11	18	19	11	36	0	24	8	21	7	26	17	15	14	19
Don't know (Vol.)	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	1	1	1	0	0	1	2	0	1	0	0	0	0	0	0	1	0	0	1	2	1	0

Are you Hispanic or Latino?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	12	13	11	20	20	9	4	100	0	5	2	9	22	8	21	9	18	9	12	14	10	15
No	86	86	87	80	80	89	93	0	100	95	98	91	77	91	78	91	82	91	88	83	88	85
Don't know (Vol.)	1	0	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	1	1	1	0	0	1	2	0	0	0	0	0	0	1	0	0	1	0	0	2	1	1

64. Which of these categories describes your race? Please select one or more.	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
White	71	70	72	53	70	74	86	27	79	100	5	18	62	76	54	80	65	80	72	70	77	66
Black or African American	12	11	13	19	12	13	6	2	14	1	100	0	15	12	21	9	15	11	14	9	8	17
Asian	4	6	3	10	2	3	1	2	5	1	0	89	3	5	5	4	3	4	3	6	3	5
American Indian or Alaskan Native	3	3	3	5	4	3	2	2	3	1	6	0	3	3	4	3	4	3	3	4	4	3
Native Hawaiian or other Pacific Islander	1	1	1	0	2	1	0	1	1	1	0	14	1	1	1	1	1	0	1	1	1	0
Other (Vol.)	8	11	6	14	12	7	2	60	1	1	0	0	15	6	15	5	12	5	8	10	7	10
Don't know (Vol.)	2	1	2	3	2	1	2	8	0	0	0	0	3	1	3	1	2	0	1	2	2	1
Refused (Vol.)	2	2	2	1	0	3	3	0	1	0	0	0	1	2	1	2	1	0	1	5	3	1

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65. Were you born in the United States?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	86	84	88	81	77	90	93	48	92	94	87	42	81	89	79	89	84	89	86	87	91	82
No	13	15	12	19	23	10	5	52	8	6	13	58	19	11	21	11	16	11	14	12	9	18
Don't know (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Refused (Vol.)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

66. Does your household rent or own your house or apartment?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Own	68	69	68	42	75	72	80	49	71	76	49	63	55	74	0	100	54	83	28	28	26	31
Rent	28	28	29	54	24	24	14	49	25	21	48	32	41	23	100	0	43	17	69	66	70	66
Other	2	2	2	3	1	1	2	0	2	1	3	5	3	1	0	0	3	1	2	1	1	2
Don't know (Vol.)	1	1	1	1	0	0	2	1	0	0	0	0	1	0	0	0	0	0	1	1	1	1
Refused (Vol.)	1	1	2	0	0	2	3	1	1	1	0	0	0	1	0	0	0	0	1	3	2	1

67. Is your total household income less than \$50,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
Yes	43	37	48	47	33	40	55	63	41	40	51	41	72	32	67	34	100	0	43	44	43	44
No	45	52	40	43	62	49	28	31	48	51	40	46	18	58	27	55	0	100	49	36	41	50
Don't know (Vol.)	4	4	3	6	3	3	3	4	3	2	4	7	4	3	4	3	0	0	2	6	5	2
Refuse (Vol.)	7	6	8	3	2	8	14	1	8	7	5	5	6	7	2	8	0	0	5	14	11	4

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68. (AMONG <50K) Is it less than \$25,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	450	166	284	73	47	166	164	65	382	309	61	11	219	230	177	260	438	0	323	120	230	220
Base (n-size, weighted)	441	171	269	103	58	153	126	79	359	287	64	20	214	226	192	236	429	0	319	115	216	225
Yes	45	37	51	42	58	44	44	60	43	42	53	43	55	36	58	35	47	0	44	49	41	50
No	52	60	47	55	42	53	53	36	55	56	45	50	42	61	39	64	53	0	55	46	56	48
Don't know (Vol.)	2	2	2	3	0	2	2	4	2	1	2	7	2	2	2	2	0	0	1	4	3	1
Refused (Vol.)	1	1	0	0	0	1	1	0	1	1	0	0	0	1	1	0	0	0	0	1	0	1

69. (AMONG >50K) Is it more than \$75,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	445	217	228	65	88	205	86	32	413	361	46	11	57	387	66	377	0	404	351	88	203	242
Base (n-size, weighted)	461	237	225	94	109	192	65	39	422	369	50	22	54	407	77	381	0	420	363	93	202	259
Yes	64	70	57	62	73	65	48	72	63	63	66	67	38	67	54	66	0	65	63	67	64	63
No	32	26	38	33	24	31	43	25	32	32	29	22	60	28	44	29	0	35	34	23	32	32
Don't know (Vol.)	2	1	2	6	0	1	0	3	1	1	3	11	0	2	2	1	0	0	1	4	1	2
Refused (Vol.)	3	3	3	0	2	3	9	0	3	4	2	0	3	3	0	4	0	0	2	6	3	3

70. (AMONG >75K) Is it more than \$100,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	277	150	127	40	65	131	41	22	255	224	29	8	20	257	35	241	0	257	215	57	126	151
Base (n-size, weighted)	294	165	128	58	80	125	31	28	266	234	33	15	20	274	41	251	0	274	227	62	130	164
Yes	59	65	51	51	53	66	60	57	59	57	61	63	54	59	39	62	0	61	58	60	58	59
No	36	30	43	47	42	28	31	43	35	37	36	22	46	35	47	34	0	39	37	34	33	38
Don't know (Vol.)	4	3	4	2	6	2	7	0	4	4	4	15	0	4	12	3	0	0	3	6	7	1
Refused (Vol.)	2	2	1	0	0	3	2	0	2	2	0	0	0	2	2	1	0	0	2	0	1	2

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71. (AMONG >100K) Is it more than \$150,000?	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	165	98	67	20	34	87	24	13	152	131	18	5	11	154	15	149	0	160	124	37	74	91
Base (n-size, weighted)	173	107	66	29	42	83	18	16	157	134	20	9	11	162	16	155	0	168	132	37	75	97
Yes	47	56	31	44	49	49	34	59	45	47	44	54	26	48	45	47	0	48	47	51	48	46
No	51	42	65	56	48	49	58	41	52	50	56	46	74	49	55	50	0	52	51	44	50	51
Don't know (Vol.)	1	0	1	0	0	1	0	0	1	1	0	0	0	1	0	1	0	0	0	3	1	0
Refused (Vol.)	2	2	2	0	3	1	8	0	2	3	0	0	0	2	0	2	0	0	2	2	1	3

72. (CODED) Income	All	Male	Female	18-34	35-44	45-64	65+	Hispanic	Non-Hispanic	White	Black /AA	Asian	HS or less	At least some college	Rent Home	Own Home	HHI <50k	HHI >50k	ACS part. likely	Part. not likely	Dis. trust	Not dis. trust
Base (n-size, unweighted)	1015	433	582	152	143	417	301	102	899	748	118	25	306	694	258	718	438	404	732	265	520	495
Base (n-size, weighted)	1015	457	558	218	176	388	231	125	878	724	126	48	297	704	286	692	429	420	737	260	499	516
<25k	20	14	25	20	19	18	24	38	17	16	27	18	40	12	39	12	47	0	19	22	18	22
25k-50k	23	22	23	26	14	21	29	23	23	22	23	21	31	20	26	22	53	0	24	20	24	21
50k-74k	14	14	15	14	15	16	12	8	16	16	12	10	11	16	12	16	0	35	17	8	13	16
75k-100k	10	11	10	13	19	9	4	10	11	12	9	7	3	14	7	12	0	25	11	8	9	12
100k-150k	9	10	8	8	11	10	5	5	9	9	9	9	3	11	3	11	0	21	9	6	8	10
>150k	8	13	4	6	12	10	3	8	8	9	7	11	1	11	3	11	0	19	8	7	7	9
Undetermined	16	16	16	14	10	16	24	9	16	15	13	25	12	17	11	16	0	0	12	28	22	11