KnowledgePanel®

Ipsos Public Affairs
Project Report for the
January 2020 Census survey

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Study Design & Documentation

Introduction

Ipsos Public Affairs (Ipsos) conducted the Census survey 1 on behalf of Pew research.

The study examined people's knowledge, attitudes about the census.

The survey was conducted on KnowledgePanel®, a probability-based web panel designed to be representative of the United States.

Sample Definition, Field Period and Survey Length

The target population consisted of non-institutionalized adults age 18 and older residing in the United States. Survey 1 consists of:

1. a sample with at least 3,375 adult KP members

2. an augment of at least 180 U.S.-born Hispanics and 195 foreign-born Hispanics

Ipsos invited one adult from a representative sample of households to take this survey. Ipsos sampled eligible adults to obtain the correct the number of interviews in each sample group given the allotted field period. Selected panel members received an email invitation to complete the survey and were asked to do so at their earliest convenience.

The survey was fielded in English and Spanish and consisted of two stages: A pretest followed by a main survey. The final programmed instrument is English and Spanish and instruments are shown in Appendices A1 (English) and A2 (Spanish)].

The median completion time of the main survey was 8 minutes. Upon completion, qualified respondents received an entry into the KnowledgePanel sweepstakes.

The completion and qualification rates for the pretest and main surveys are presented below.

	Field Start	Field End	N Fielded	N Completed	Completion Rate	N Qualified	Qualification Rate
Pretest	12/18/2019	12/20/2019	83	25	30%	25	100%
Main	1/3/2020	1/13/2020	5,797	3,546	61.2%	3,535*	99.6%

Survey Cooperation Enhancements

As standard with KnowledgePanel surveys, email reminders were sent to non-responders on Day 3 of the field period. An additional reminder was sent to the remaining non-responders on Day 7 of the field period.

In addition to the survey variables from the Main interview, Ipsos' standard demographic profile variables, a set of additional profile variables, and a series of data processing variables created by Ipsos were provided in the data file. The following table shows the name and description of all variables included in the Main survey dataset.

Name	Label
CASEID	Case ID
tm_start	Interview start time (CT)
tm_finish	Interview finish time (CT)
duration	Interview duration in minutes
QFLAG	QFLAG
basewt	Base weight
weight	Post stratification weight
xppp20197	Citizenship
xhispan	Hispanic origin
xborn	Hispanic Nativity
xaugment	Sample
xspanish	Survey language
xacslang	Language proficiency
pphi1401	Q9: In what country were your parents born? [Father]
pphi1402	Q9: In what country were your parents born? [Mother]
pphi1403	Q10: In what country were your grandparents born? [Father's Father]
pphi1404	Q10: In what country were your grandparents born? [Father's Mother]
pphi1405	Q10: In what country were your grandparents born? [Mother's Father]
pphi1406	Q10: In what country were your grandparents born? [Mother's Mother]
ppc21310	CU35: How often do you USUALLY access the internet?
ppc21505	CU40: How concerned are you about providing personal information over the internet?
DEVICE_TYPE	Hide Ques SCREEN - ONLY FOR TESTING Detailed Device Type List - End of Survey
CENHEARD	Have you ever heard of the United States census, or have you not heard of this?
CENDEFHEARD	The census is the count of all people who live in the United States. Have you ever heard of that before, or have you not heard of that?

CENRECENT	Have you seen or heard anything recently – within the last month or so – about the census, or have you not seen or heard anything recently?
CENPARTIC	How likely are you to participate in the 2020 census? By participate, we mean fill out and submit a census form.
CENPARTICWHY_a	[It is a civic responsibility] Please indicate if each of the following is a reason why you are likely to participate in the census.
CENPARTICWHY_b	[Accurate census results are important for the country or local communities] Please indicate if each of the following is a reason why you are likely to participate in the census.
CENPARTICWHY_c	[I want to be counted] Please indicate if each of the following is a reason why you are likely to participate in the census.
CENPARTICWHY_d	[I think it will be easy to participate] Please indicate if each of the following is a reason why you are likely to participate in the census.
CENPARTICWHY_a_ORD	Order of CENPARTICWHY_a Response: It is a civic responsibility
CENPARTICWHY_b_ORD	Order of CENPARTICWHY_b Response: Accurate census results are important for the country or local communities
CENPARTICWHY_c_ORD	Order of CENPARTICWHY_c Response: I want to be counted
CENPARTICWHY_d_ORD	Order of CENPARTICWHY_d Response: I think it will be easy to participate
CENPARTICWHYNOT_a	[I don't know enough about it] Please indicate if each of the following is a reason why you may not participate in the census.
CENPARTICWHYNOT_b	[It will take too much time] Please indicate if each of the following is a reason why you may not participate in the census.
CENPARTICWHYNOT_c	[The census asks for too much personal information] Please indicate if each of the following is a reason why you may not participate in the census.
CENPARTICWHYNOT_d	[I don't trust the government to use the information properly] Please indicate if each of the following is a reason why you may not participate in the census.
CENPARTICWHYNOT_a_ORD	Order of CENPARTICWHYNOT_a Response: I don't know enough about it
CENPARTICWHYNOT_b_ORD	Order of CENPARTICWHYNOT_b Response: It will take too much time
CENPARTICWHYNOT_c_ORD	Order of CENPARTICWHYNOT_c Response: The census asks for too much personal information
CENPARTICWHYNOT_d_ORD	Order of CENPARTICWHYNOT_d Response: I don't trust the government to use the information properly
CENHHPARTIC	How likely is it that someone else in your household will participate in the 2020 census?
CENIMPORT	How important do you think the census is for the United States?
CENBENYOU	Do you believe that filling out and submitting the census form would...
CENBENCOMM	Do you believe that filling out and submitting the census form would...
VOL1_CPS	In the past 12 months, did you spend any time volunteering for any organization or association?
VOL2_CPS	Some people don't think of activities they do infrequently or for children's schools or youth organizations as volunteer activities. In the past 12 months have you done any of these types of activities?
Citizen	Next, are you a citizen of the United States?
REG	Which of these statements best describes you?
ACS_WEB	At your house, apartment or mobile home, do you or any member of this household have access to the internet?
RACEOE	How would you describe your race or ethnicity?

CENREQUIRED	As far as you know, does the law require you to fill out and submit the census form, or are you not required to fill it out and submit it?
CENREPS	Is the census used to decide how many representatives each state will have in Congress, or is it not used for this?
CENIMMS	Is the census used to determine whether someone is in this country legally, or is it not used for this?
CENFUNDS	Is the census used to decide how much money communities will get from the government, or is it not used for this?
CENREPS_ORD	Order of CENREPS: Is the census used to decide how many representatives each state will have in Congress, or is it not used for this?
CENIMMS_ORD	Order of CENIMMS: Is the census used to determine whether someone is in this country legally, or is it not used for this?
CENFUNDS_ORD	Order of CENFUNDS: Is the census used to decide how much money communities will get from the government, or is it not used for this?
CENQS_a	[Race] Will the 2020 census form ask each of the following questions about you?
CENQS_b	[Age] Will the 2020 census form ask each of the following questions about you?
CENQS_c	[Whether you are a U.S. citizen or not] Will the 2020 census form ask each of the following questions about you?
CENQS_d	[Religious affiliation] Will the 2020 census form ask each of the following questions about you?
CENQS_a_ORD	Order of CENQS_a Response: Race
CENQS_b_ORD	Order of CENQS_b Response: Age
CENQS_c_ORD	Order of CENQS_c Response: Whether you are a U.S. citizen or not
CENQS_d_ORD	Order of CENQS_d Response: Religious affiliation
CENONLINE	Will people be able to fill out their census form online in 2020?
CENMODE	If you had a choice, would you prefer to answer the 2020 census...
CENMODE_ORD1	Order of CENMODE Response: By telephone
CENMODE_ORD2	Order of CENMODE Response: In-person
CENMODE_ORD3	Order of CENMODE Response: Online
CENMODE_ORD4	Order of CENMODE Response: By mail
CENMODEWHY_a	[Data submitted online may not be secure] Please indicate if each of the following is a reason why answering the 2020 census online is not your preference.
CENMODEWHY_b	[I don't have reliable access to the internet] Please indicate if each of the following is a reason why answering the 2020 census online is not your preference.
CENMODEWHY_c	[Answering the census online is less convenient for me] Please indicate if each of the following is a reason why answering the 2020 census online is not your preference.
CENMODEWHY_d	[I just prefer a different way] Please indicate if each of the following is a reason why answering the 2020 census online is not your preference.
CENMODEWHY_a_ORD	Order of CENMODEWHY_a Response: Data submitted online may not be secure
CENMODEWHY_b_ORD	Order of CENMODEWHY_b Response: I don't have reliable access to the internet
CENMODEWHY_c_ORD	Order of CENMODEWHY_c Response: Answering the census online is less convenient for me
CENMODEWHY_d_ORD	Order of CENMODEWHY_d Response: I just prefer a different way

CENORGSAFE_a	[The social media sites you use] Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users?
CENORGSAFE_b	[The Census Bureau] Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users?
CENORGSAFE_c	[Your credit card company] Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users?
CENORGSAFE_d	[The companies or retailers you do business with] Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users
CENORGSAFE_a_ORD	Order of CENORGSAFE_a Response: The social media sites you use
CENORGSAFE_b_ORD	Order of CENORGSAFE_b Response: The Census Bureau
CENORGSAFE_c_ORD	Order of CENORGSAFE_c Response: Your credit card company
CENORGSAFE_d_ORD	Order of CENORGSAFE_d Response: The companies or retailers you do business with
CENHISPAN2020_1	[No, not of Hispanic, Latino, or Spanish origin] Are you of Hispanic, Latino, or Spanish origin?
CENHISPAN2020_2	[Yes, Mexican, Mexican American, Chicano] Are you of Hispanic, Latino, or Spanish origin?
CENHISPAN2020_3	[Yes, Puerto Rican] Are you of Hispanic, Latino, or Spanish origin?
CENHISPAN2020_4	[Yes, Cuban] Are you of Hispanic, Latino, or Spanish origin?
CENHISPAN2020_5	[Yes, another Hispanic, Latino, or Spanish origin] Are you of Hispanic, Latino, or Spanish origin?
CENHISPAN2020_TEXT	[TEXT] Are you of Hispanic, Latino, or Spanish origin?
DOV_HISPANIC	Hispanic
CENRACE2020_1	[White] What is your race?
CENRACE2020_2	Black or African American] What is your race?
CENRACE2020_3	[American Indian or Alaska Native] What is your race?
CENRACE2020_4	[Chinese] What is your race?
CENRACE2020_5	[Filipino] What is your race?
CENRACE2020_6	[Asian Indian] What is your race?
CENRACE2020_7	[Vietnamese] What is your race?
CENRACE2020_8	[Korean] What is your race?
CENRACE2020_9	[Japanese] What is your race?
CENRACE2020_10	[Other Asian] What is your race?
CENRACE2020_11	[Native Hawaiian] What is your race?
CENRACE2020_12	[Samoan] What is your race?
CENRACE2020_13	[Chamorro] What is your race?
CENRACE2020_14	[Other Pacific Islander] What is your race?
CENRACE2020_15	[Some other race] What is your race?
CENRACE2020_1_TEXT	[White TEXT] What is your race?
CENRACE2020_2_TEXT	[Black or African American TEXT] What is your race?
CENRACE2020_3_TEXT	[American Indian or Alaska Native TEXT] What is your race?
CENRACE2020_10_TEXT	[Other Asian TEXT] What is your race?

CENRACE2020_14_TEXT	[Other Pacific Islander TEXT] What is your race?
CENRACE2020_15_TEXT	[Some other race TEXT] What is your race?
CENRACEWELL	Now thinking about those last two questions, how well do they reflect how you see your race and origin?
CENIDENTITYa	[My origin is central to my identity/My origin is not central to my identity] Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese, etc.) Which statement comes closer to your view – even if n
CENIDENTITY_a_ORD1	Order of CENIDENTITY_a Response: My origin is central to my identity
CENIDENTITY_a_ORD2	Order of CENIDENTITY_a Response: My origin is not central to my identity
CENIDENTITYb	[I am very familiar with my origins/I am not too familiar with my origins] Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese, etc.) Which statement comes closer to your view – even if neit
CENIDENTITY_b_ORD1	Order of CENIDENTITY_b Response: I am very familiar with my origins
CENIDENTITY_b_ORD2	Order of CENIDENTITY_b Response: I am not too familiar with my origins
CENIDENTITYc	[I feel a strong connection with the cultural origin of my family/I do not feel a strong connection with the cultural origin of my family] Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese,
CENIDENTITY_c_ORD1	Order of CENIDENTITY_c Response: I feel a strong connection with the cultural origin of my family
CENIDENTITY_c_ORD2	Order of CENIDENTITY_c Response: I do not feel a strong connection with the cultural origin of my family
CENIDENTITY_a_ORD	Order of CENIDENTITY_a Response: My origin is central to my identity/My origin is not central to my identity
CENIDENTITY_b_ORD	Order of CENIDENTITY_b Response: I am very familiar with my origins/I am not too familiar with my origins
CENIDENTITY_c_ORD	Order of CENIDENTITY_c Response: I feel a strong connection with the cultural origin of my family/I do not feel a strong connection with the cultural origin of my family
CENBREACH	If all of your personal information included in the 2020 census form were made public, how concerned would you be, if at all?
PARTY	In politics today, do you consider yourself a...
PARTYLN	As of today do you lean more to...
IDEO	In general, would you describe your political views as...
IDEO_ORD	Order of IDEO Response: 1-5/5-1
NATIVITY	Where were you born?
ppage	Age
ppagecat	Age - 7 Categories
ppagect4	Age - 4 Categories
ppeduc	Education (Highest Degree Received)
ppeducat	Education (Categorical)
ppethm	Race / Ethnicity
ppgender	Gender
pphhhead	Household Head
pphhsize	Household Size
pphouse	Housing Type
ppincimp	Household Income
ppmarit	Marital Status
ppmsacat	MSA Status

ppreg4	Region 4 - Based on State of Residence
ppreg9	Region 9 - Based on State of Residence
pprent	Ownership Status of Living Quarters
ppstaten	State
ppt01	Presence of Household Members - Children 0-1
ppt25	Presence of Household Members - Children 2-5
ppt612	Presence of Household Members - Children 6-12
ppt1317	Presence of Household Members - Children 13-17
ppt18ov	Presence of Household Members - Adults 18+
ppwork	Current Employment Status
T_Intro	Intro. Elapsed Time in Seconds
T_CENHEARD	CENHEARD. Elapsed Time in Seconds
T_CENDEFHEARD	CENDEFHEARD. Elapsed Time in Seconds
T_CENRECENT	CENRECENT. Elapsed Time in Seconds
T_CENPARTIC	CENPARTIC. Elapsed Time in Seconds
T_CENPARTICWHY	CENPARTICWHY. Elapsed Time in Seconds
T_CENPARTICWHYNOT	CENPARTICWHYNOT. Elapsed Time in Seconds
T_CENHHPARTIC	CENHHPARTIC. Elapsed Time in Seconds
T_CENIMPORT	CENIMPORT. Elapsed Time in Seconds
T_CENBENYOU	CENBENYOU. Elapsed Time in Seconds
T_CENBENCOMM	CENBENCOMM. Elapsed Time in Seconds
T_VOL1_CPS	VOL1_CPS. Elapsed Time in Seconds
T_VOL2_CPS	VOL2_CPS. Elapsed Time in Seconds
T_Citizen	Citizen. Elapsed Time in Seconds
T_REG	REG. Elapsed Time in Seconds
T_ACS_WEB	ACS_WEB. Elapsed Time in Seconds
T_RACEOE	RACEOE. Elapsed Time in Seconds
T_Display_census	Display_census. Elapsed Time in Seconds
T_CENREQUIRED	CENREQUIRED. Elapsed Time in Seconds
T_CENREPS_CENFUN	CENREPS_CENFUN. Elapsed Time in Seconds
T_CENQS	CENQS. Elapsed Time in Seconds
T_CENONLINE	CENONLINE. Elapsed Time in Seconds
T_CENMODE	CENMODE. Elapsed Time in Seconds
T_CENMODEWHY	CENMODEWHY. Elapsed Time in Seconds
T_CENORGSAFE	CENORGSAFE. Elapsed Time in Seconds
T_Display_race	Display_race. Elapsed Time in Seconds
T_CENHISPAN2020	CENHISPAN2020. Elapsed Time in Seconds
T_CENRACE2020	CENRACE2020. Elapsed Time in Seconds
T_CENRACEWELL	CENRACEWELL. Elapsed Time in Seconds
T_CENIDENTITYa	CENIDENTITYa. Elapsed Time in Seconds
T_CENBREACH	CENBREACH. Elapsed Time in Seconds
T_PARTY	PARTY. Elapsed Time in Seconds
T_PARTYLN	PARTYLN. Elapsed Time in Seconds
T_IDEO	IDEO. Elapsed Time in Seconds
T_NATIVITY	NATIVITY. Elapsed Time in Seconds
T_Display	Display. Elapsed Time in Seconds

Ipsos KnowledgePanel® Methodology

Introduction

Ipsos is passionate about social science, health, and public policy research. We collaborate closely with our client throughout the research process, while applying rigor in every step. We specialize in innovative online research that consistently gives leaders in academia, government, and business the confidence to make important decisions. Ipsos delivers affordable, statistically valid online research through KnowledgePanel® and leverages a variety of other assets, such as world-class advanced analytics, an industry-leading physician panel, an innovative platform for measuring online ad effectiveness, and a research-ready behavioral database of frequent supermarket and drug store shoppers.

KnowledgePanel is the first and largest online research panel that is representative of the entire U.S. population. Panel members are randomly recruited through probability-based sampling, and households are provided with access to the Internet and hardware if needed.

Ipsos recruits panel members by using address-based sampling (ABS) methods (previously Ipsos relied on random-digit dialing [RDD] methods). Once household members are recruited for the panel and assigned to a study sample, they are notified by email for survey taking, or panelists can visit their online member page for survey taking (instead of being contacted by telephone or postal mail). This allows surveys to be fielded quickly and economically. In addition, this approach reduces the burden placed on respondents, since email notification is less intrusive than telephone calls and most respondents find answering online questionnaires more interesting and engaging than being questioned by a telephone interviewer. Furthermore, respondents have the convenience to choose what day and time to complete their assigned survey.

Ipsos Public Affairs

Ipsos Public Affairs has a strong tradition in working with sophisticated academic, government, and commercial researchers to provide high quality research, samples, and analyses. The larger Ipsos offers the fundamental knowledge for governmental agencies, academics, industries, industry, retailers, services companies and the media need to provide exceptional quality in research to make effective decisions. It delivers a comprehensive range of information and consultancy services. Ipsos is one of the leading survey research organizations worldwide, operating in 90 countries with over 16,000 employees.

For further information, visit our website: www.ipsos.com.

KnowledgePanel Methodology

KnowledgePanel is the largest online panel that relies on probability-based sampling techniques for recruitment; hence, it is the largest national sampling frame from which fully representative samples can be generated to produce statistically valid inferences for study populations. Our panel provides samples with the highest level of representativeness available in online research for measurement of public opinions, attitudes, and behaviors. The panel was first developed in

1999 by Knowledge Networks, an Ipsos company. Panel members are randomly selected so that survey results can properly represent the U.S. population with a measurable level of accuracy, features that are not obtainable from nonprobability or opt-in online panels (for comparisons of results from probability versus nonprobability methods, see MacInnis et al., 2018[1] and Yeager et al., 2011[2]).

KnowledgePanel's recruitment process was originally based exclusively on a national RDD sampling methodology. In 2009, in light of the growing proportion of cellphone-only households, Ipsos migrated to an ABS recruitment methodology via the U.S. Postal Service's Delivery Sequence File (DSF). ABS not only improves population coverage, but also provides a more effective means for recruiting hard-to-reach individuals, such as young adults and minorities. Households without Internet connection are provided with a web-enabled device and free internet service.

After initially accepting the invitation to join the panel, participants are asked to complete a short demographic survey (the initial Core Profile Survey); answers to this survey allow efficient panel sampling and weighting for future surveys. Upon completing the Core Profile Survey, participants become active panel members. All panel members are provided privacy and confidentiality protections.

ABS Recruitment

We use probability-based sampling methods for recruiting new members to join KnowledgePanel. For this purpose, we rely on the latest version of the Delivery Sequence File (DSF) from the USPS to select address-based samples that are nationally representative of all households. By taking advantage of a host of ancillary data that are appended to each address, we use stratified random sampling to ensure the geodemographic composition of our panel members mimic those of the adult population in the U.S.[3]

Adults from sampled households are invited to join KnowledgePanel through a series of mailings, including an initial invitation letter, a reminder postcard, and a subsequent follow-up letter. Moreover, telephone refusal-conversion calls are made to nonresponding households for which a telephone number could be matched to a physical address. Invited households can join the panel by:

- Completing and mailing back a paper form in a postage-paid envelope
- Calling a toll-free hotline phone number maintained by Ipsos
- Going to a designated Ipsos website and completing the recruitment form online

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[1] MacInnis, B., Krosnick, J., Ho, A., and M. Cho (2018). "The Accuracy of Measurements with Probability and Nonprobability Survey Samples: Replication and Extension." Public Opinion Quarterly, Winter 2018.

[2] Yeager, D., Krosnick, J., Chang, L., Javitz, H., Levendusky, M., Simper, A. and R. Wang (2011). "Comparing the Accuracy of RDD Telephone Surveys and Internet Surveys Conducted With Probability and Non-Probability Samples." Public Opinion Quarterly, Winter 2011.

[3] Fahimi, M. and D. Kulp (2009). "Address-Based Sampling – Alternatives for Surveys That Require Contacts with Representative Samples of Households." Quirk's Marketing Research Review, May 2009.

KnowledgePanel Latino^{SM} Recruitment

In 2008, KnowledgePanel Latino^{SM} was developed to provide researchers with the capability to conduct representative online surveys with United States Hispanics, including both English and Spanish-dominant Hispanics. With the advent of KnowledgePanel Latino, the first United States online panel representative of Hispanics was established to include those without Internet access and those who only speak Spanish. Hispanic members recruited through our traditional ABS sampling methodology described above are supplemented with recruitment using a custom dual-frame RDD sampling methodology targeting telephone exchanges associated with census blocks that have a 65% or greater Latino population density (this density level covers just over 50% of the United States Hispanic population). Moreover, cellular numbers from rates centers with high concentration of Hispanics are also used to improve the representation of samples. With this telephone recruitment, households are screened in the Spanish language to only recruit those homes where Spanish is spoken at least half the time.

Household Member Recruitment

During the initial recruitment survey, all household members are enumerated. Following enumeration, attempts are made to recruit every household member who is at least 13 years old to participate in KnowledgePanel surveys. For household members aged 13 to 17, consent is collected from the parents or the legal guardian during the initial recruitment interview. No direct communication with teenagers is attempted before obtaining parental consent.

Survey Sampling from KnowledgePanel

Once panel members are recruited and profiled by completing our Core Profile Survey, they become eligible for selection for client surveys. Typically, specific survey samples are based on the equal probability selection method (EPSEM) for general population surveys. Customized stratified random sampling based on "profile" data can also be implemented as required by the study design. Profile data can also be used when a survey calls for pre-screening—that is, members are drawn from a subsample of the panel, such as females, Republicans, grocery shoppers, etc. (This can reduce screening costs, particularly for rare subgroups.) In such cases, we take care to ensure that all subsequent survey samples drawn that week are selected in such a way as to result in a sample that remains representative of the panel distributions. While surveys can be conducted with these teens directly, in most instances teen surveys are conducted by first selecting a sample of active members who are parents. This parent route alternative makes it possible to reach a larger sample of teens.

Survey Administration

Once assigned to a survey, members receive a notification email letting them know there is a new survey available for them to complete. This email notification contains a link that sends them to the survey. No login name or password is required. The field period depends on the client's needs and can range anywhere from a few hours to several weeks.

Typically, after three days, automatic email reminders are sent to all non-responding panel members in the sample. Additional email reminders are sent or custom reminder schedules are set up as needed. To assist panel members with their survey taking, each individual has a personalized member portal listing all assigned surveys that have yet to be completed.

Ipsos also operates an ongoing modest incentive program to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. Typically, we assign panel members no more than one survey per week. On average, panel members complete two to three surveys per month with durations of 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys.

Response Rates

As a member of the American Association of Public Opinion Research (AAPOR), Ipsos follows the AAPOR standards for response rate reporting. While the AAPOR standards were established for single survey administrations and not for multi-stage panel surveys, we use the Callegaro-DiSogra (2008)[4] algorithms for calculating KnowledgePanel survey response rates. Generally, the KnowledgePanel survey completion rate is about 60%, with minor variations due to survey length, topic, sample specifications, and other fielding characteristics. In contrast, virtually all surveys that employ nonprobability online panels typically achieve survey completion rates in the low single digits. This means that – aside from the fact that nonprobability panels are inherently not representative of any known populations – the effective size of KnowledgePanel (55,000 panel members × 0.60 completion rate = 33,000 respondents) would be equivalent to a nonprobability panel with 1,650,000 members that on average secures completion rates close to 2% (1,650,000 panel members x 0.02 = 33,000 respondents).

Ipsos KnowledgePanel Weighting

Sample Weighting

As detailed above, significant resources and infrastructure are devoted to the recruitment process for KnowledgePanel so that our active panel members can properly represent the adult population of the U.S. This representation is achieved not only with respect to a broad set of geodemographic indicators, but also for hard-to-reach adults (such as those without Internet access or Spanish-language-dominant Hispanics) who are recruited in proper proportions. Consequently, the raw distribution of KnowledgePanel mirrors that of the U.S. adults fairly closely, barring occasional disparities that may emerge for certain subgroups due to differential attrition.

For selection of general population samples from KnowledgePanel, a patented methodology has been developed that ensures all samples behave as EPSEM samples. Briefly, this methodology starts by weighting the pool of active members to the geodemographic

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[4] Callegaro, M. and C. DiSogra (2008). "Computing Response Metrics for Online Panels." *Public Opinion Quarterly*, Vol. 72, No. 5.

benchmarks secured from the latest March supplement of the U.S. Census Bureau's Current Population Survey (CPS) along several dimensions. Using the resulting weights as measures of size, a probability-proportional-to-size (PPS) procedure is used to select study specific samples. It is the application of this PPS methodology with the imposed size measures that produces fully self-weighing samples from KnowledgePanel, for which each sample member can carry a design weight of unity. Moreover, in instances where a study design requires any form of oversampling of certain subgroups, such departures from an EPSEM design are accounted for by adjusting the design weights in reference to the CPS benchmarks for the population of interest.

Study-Specific Post-Stratification Weights

Start with the base weights of KP sample, respondents are weighted to represent the ages 18+ population with respect to the following characteristics. All weighting benchmarks are provided by Pew.
- Gender (Male, Female) x Age (18-24, 25-34, 35-44, 45-54, 55-64, 65+)
- Gender (Male, Female) x Education (HS grad or less, Some college, College grad +)
- Age (18-34, 35-54, 55+) x Education (HS grad or less, Some college, College grad +)
- Census Region (Northeast, Midwest, South, West) by Metropolitan Status (Metro, Non-metro)
- Race/Ethnicity (White Non-Hisp, Black Non-Hisp, Hispanic, Other/Multi-race Non-Hisp) by Education (HS grad or less, Some college, College grad +) and education is not broken out (but collapse) within Other/Multi-race Non-Hisp]
- Accesses Internet by paying a cell phone company or Internet service provider (Yes, No)
- Party ID (Republican, Democrat, Independent/Other/DK/REF)
- Volunteerism (Volunteered, Did not Volunteer)
- Registered Voter (Yes, No)
- Race/Ethnicity with Hispanic Nativity (White Non-Hisp, Black Non-Hisp, US Born Hispanic, Non-US Born Hispanic, Other/Multi-race Non-Hisp)
- Country of birth among Hispanics (US Born Hispanic, Puerto Rico Born Hispanic, Cuba Born Hispanic, Mexico Born Hispanic, Hispanic Born Elsewhere)

The resulting weights are trimmed and scaled to sum to the un-weighted sample size of total respondents (*weight; n=3,535*).

Trimming: (1.02%, 99.01%)

Design Effect: 1.4661

MOE (95% level): ±2.00%

Range on Weights:

					Analysis Variable : weight			
N	Minimum	Maximum	Mean	Median	Coeff of Variation	1st Pctl	99th Pctl	Sum
3535	0.241	4.423	1.000	0.820	68.270	0.241	4.423	3535.000

Analysis Variable : weight									
ppeth3	N Obs	N	Minimum	Maximum	Mean	Median	Coeff of Variation	1st Pctl	99th Pctl	Sum
Non-Hispanic	2718	2718	0.264	4.423	1.088	0.891	63.609	0.389	4.423	2956.063
US Born Hispanic	388	388	0.241	4.423	0.786	0.591	74.592	0.241	3.385	305.023
Foreign Born Hispanic	429	429	0.241	4.423	0.638	0.505	82.603	0.241	3.034	273.914

Detailed information on the demographic distributions of the benchmarks can be found in Appendix C.

Appendix A1: Final English Main Survey Questionnaire

PEW CENSUS SURVEY 2020

Sample Variables

- KP standard demographics
- Xspanish
- xppp20197 (1=citizen, 2=non-citizen; 3=missing)
- Xhispan
- Xborn (1=US born Hispanic; 2=Foreign born Hispanic; 3=US born non-Hispanic; 4=Foreign born non-hispanic; 5=missing)
- Xaugment (1=Main sample; 2=US born Hispanic augment; 3=Foreign born Hispanic augment)
- Xacslang: 1=English Proficient; 2=Bilingual; 3=Spanish Proficient; 4=Hispanic missing data; 5=Non-Hispanic

Quota Description

No Quotas

Standard Question Type Descriptions

Standard question types include:
- *Lines across page designate a page break.*

- *Unless otherwise specified, question responses should appear in the same order on the screen as they do in the questionnaire.*

- *Please suppress the system-generated instructions that appear at the top of each question (e.g. "Select only one answer"). Instructions should only appear where noted in this document.*

- *Please display extra line breaks between response options where specified.*

- *Please use soft prompts where indicated. All other questions should have no prompt.*

- *Please NO GRIDS unless specified.*

- ***RANDOMIZE** means scramble the order of all items in random order.*

- *Respondents who were not asked a particular question should be coded as MISSING for that question. If a question was asked and skipped, please code as 99=Refused.*

- *Please capture user agent string for the last device used to submit. Please code these into mobile phone vs. tablet vs. computer.*

- *Please capture the time stamp for the start and end of the survey and then calculate the total survey time.*

- *Please calculate time spent per page.*

- *Please capture all randomization and order variables.*

- *Please provide screenshots of the entire survey as it will appear on desktop and on mobile devices.*

Intro [Display]

Welcome! This survey should take about 8 minutes for most people to complete.

Here are some helpful hints:

- Your answers will be used for research purposes only. You are not required to answer any question you do not wish to answer. You can click on the >> button to skip a question you would not like to answer.

- Please do not use your browser's back button to go back to previous questions. Instead, use the navigation buttons on each web page to move through the survey.

Base: all respondents
CENHEARD [S]

Have you ever heard of the United States census, or have you not heard of this? {W54, W39, Jan 2010 and Mar 2010 telephone, mod CBAMS 2010}

      1   Yes, have heard
      2   No, have not heard

Base: ASK IF HAVE NOT HEARD OR Refused (CENHEARD=2,99)
CENDEFHEARD [S]

The census is the count of all people who live in the United States. Have you ever heard of that before, or have you not heard of that? {W54, W39, Jan 2010 and Mar 2010 telephone, mod CBAMS 2010}

      1   Yes, have heard
      2   No, have not heard

Base: ASK IF HAVE HEARD OF THE CENSUS (CENHEARD=1 OR CENDEFHEARD=1)
CENRECENT [S]

Have you seen or heard anything recently – within the last month or so – about the census, or have you not seen or heard anything recently? {W54, Jan 2010 and Mar 2010 telephone}

      1   Yes, have seen or heard something recently
      2   No, have not seen or heard anything recently

Base: ASK ALL
CENPARTIC [S]

How likely are you to participate in the 2020 census? By participate, we mean fill out and submit a census form. {W54 mod from "fill out a census form", Jan 2010 telephone mod from

"fill out and mail in a census form", Mar 2010 telephone same mod as Jan plus had VOLs for "already filled out and mailed in form" and other, specify}

1   Definitely will participate
2   Probably will participate
3   Might or might not participate
4   Probably will not participate
5   Definitely will not participate

Base: ASK IF DEFINITELY OR PROBABLY WILL PARTICIPATE (CENPARTIC=1,2)
Please randomize items and record order
CENPARTICWHY [S]

Please indicate if each of the following is a reason why you are likely to participate in the census. {new}

a.   It is a civic responsibility

1   Major reason
2   Minor reason
3   Not a reason

b.   Accurate census results are important for the country or local communities

1   Major reason
2   Minor reason
3   Not a reason

c.   I want to be counted

1   Major reason
2   Minor reason
3   Not a reason

d.   I think it will be easy to participate

1   Major reason
2   Minor reason
3   Not a reason

Base: ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE (CENPARTIC=3-5)

Radomize items and record order
CENPARTICWHYNOT [S]

Please indicate if each of the following is a reason why you may not participate in the census.
{new, based on Jan 2010 telephone open end}

a.   I don't know enough about it

1   Major reason
2   Minor reason
3   Not a reason

b.   It will take too much time

1   Major reason

2   Minor reason
3   Not a reason

c.   The census asks for too much personal information

1   Major reason
2   Minor reason
3   Not a reason

d.   I don't trust the government to use the information properly

1   Major reason
2   Minor reason
3   Not a reason

Base: ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE OR refused (CENPARTIC=3-5,99)
CENHHPARTIC [S]

How likely is it that someone else in your household will participate in the 2020 census? {Mar 2010 telephone mod had VOLs for "already filled out and mailed in form" and other, specify, and wasn't asked of no answer}

1   Definitely will participate
2   Probably will participate
3   Might or might not participate
4   Probably will not participate
5   Definitely will not participate

Base: ASK ALL
CENIMPORT [S]

How important do you think the census is for the United States? {W54, W39, Jan 2010 and Mar 2010 telephone slight mod for web}

1   Very important
2   Somewhat important
3   Not too important
4   Not at all important

Base: ASK ALL
CENBENYOU [S]

Do you believe that filling out and submitting the census form would… {W54 mod from "filling out the census form", W39 mod from "responding to the census form", Jan 2010 and Mar 2010 telephone and CBAMS 2010 mod from "…answering and sending back your census form would personally benefit you in any way, personally harm you, or neither benefit nor harm you?" Mar 2010 also had VOL "Both benefit and harm", mod CBAMS 2020 from "Do you believe that answering your 2020 Census form could personally benefit or harm YOU in any way" with an option for Both}

1   Benefit you personally
2   Harm you personally
3   Neither benefit nor harm you

Base: ASK ALL
CENBENCOMM [S]

Do you believe that filling out and submitting the census form would… {W54 mod from "filling out the census form", W39 mod from "responding to the census form", Mar 2010 telephone mod from "your census form" and had VOL "Both benefit and harm", mod CBAMS 2020 from "Do you believe that answering your 2020 Census form could benefit or harm YOUR COMMUNITY in any way" with an option for Both}

    1   Benefit your community
    2   Harm your community
    3   Neither benefit nor harm your community

Base: all respondents
Prompt once if refused
VOL1_CPS [S]

On another topic…

In the past 12 months, did you spend any time volunteering for any organization or association? {CPS}

    1   Yes
    2   No

Base: ASK IF DID NOT VOLUNTEER OR Refused VOL1_CPS (VOL1_CPS=2,99)
Prompt once if refused
VOL2_CPS [S]

Some people don't think of activities they do infrequently or for children's schools or youth organizations as volunteer activities. In the past 12 months have you done any of these types of activities? {CPS}

    1   Yes
    2   No

Base: ASK IF xppp20197=3 (Missing)
Citizen [S]

Next, are you a citizen of the United States?

1. Yes

2. No

SCRIPTER: Prompt following nonresponse.

Base: ASK IF U.S. CITIZEN (xppp20197=1) or citizen=1

Prompt once if refused
REG [S]

Which of these statements best describes you? {RF3}

1	You are ABSOLUTELY CERTAIN that you are registered to vote at your current address
2	You are PROBABLY registered, but there is a chance your registration has lapsed
3	You are NOT registered to vote at your current address

Base: ASK ALL
Prompt once if refused
ACS_WEB [S]

At your house, apartment or mobile home, do you or any member of this household have access to the internet? {ACS}

1	Yes, by paying a cell phone company or internet service provider
2	Yes, without paying a cell phone company or internet service provider
3	No access to the internet at my house, apartment, or mobile home

Base: ASK ALL
RACEOE [Textbox]

How would you describe your race or ethnicity? {new}

[OPEN END]

Base: all respondents
Display_census [Display]

Now we have some questions about the 2020 census. We are interested in what people know off the top of their heads, and we understand you may not get all of them right. {new, based on religious knowledge survey}

Base: ASK ALL
CENREQUIRED[S]

As far as you know, does the law require you to fill out and submit the census form, or are you not required to fill it out and submit it? {Jan 2010 telephone mod from "answer the census form"}

1	Yes, it is required
2	No, it is not required
[SPACE]	
3	Not sure

Programming instruction: RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS; and record order

Base: ASK ALL
CENREPS [S]

Is the census used to decide how many representatives each state will have in Congress, or is it not used for this? {Jan 2010 telephone, Mar 2010 telephone, Mar 2010 telephone Hispanics only, all telephone surveys mod from "as far as you know", CBAMS 2020 and 2010}

1 Yes, used for this
2 No, not used for this
[SPACE]
3 Not sure

CENIMMS [S]

Is the census used to determine whether someone is in this country legally, or is it not used for this?
{Mar 2010 telephone mod from "as far as you know"}

1 Yes, used for this
2 No, not used for this
[SPACE]
3 Not sure

CENFUNDS [S]

Is the census used to decide how much money communities will get from the government, or is it not used for this? {Jan 2010 telephone, Mar 2010 telephone Hispanics only, all telephone surveys mod from "as far as you know", mod CBAMS 2020 and 2010}

1 Yes, used for this
2 No, not used for this
[SPACE]
3 Not sure

CENQS [S]

Will the 2020 census form ask each of the following questions about you?{new}

 a. Race

  1 Yes, will be asked
  2 No, will not be asked
  [SPACE]
  3 Not sure

 b. Age

  1 Yes, will be asked
  2 No, will not be asked
  [SPACE]
  3 Not sure

 c. Whether you are a U.S. citizen or not

  1 Yes, will be asked
  2 No, will not be asked
  [SPACE]
  3 Not sure

d.   Religious affiliation

1   Yes, will be asked
2   No, will not be asked
[SPACE]
3   Not sure

CENONLINE [S]

Will people be able to fill out their census form online in 2020? {new}

1   Yes
2   No
[SPACE]
3   Not sure

CENMODE [S]

If you had a choice, would you prefer to answer the 2020 census… {slight mod CBAMS 2010}

1   By telephone
2   In-person
3   Online
4   By mail

CENMODEWHY[S]

Please indicate if each of the following is a reason why answering the 2020 census online is not your preference. {new}

a.   Data submitted online may not be secure

1   Major reason
2   Minor reason
3   Not a reason

b.   I don't have reliable access to the internet

1   Major reason
2   Minor reason
3   Not a reason

c.   Answering the census online is less convenient for me

1   Major reason
2   Minor reason
3   Not a reason

  d. I just prefer a different way

    1 Major reason
    2 Minor reason
    3 Not a reason

Base: ASK ALL
Randomize items and record order
CENORGSAFE [S]

Thinking about some of the companies and organizations that you give your personal information to, how confident are you that they will keep your personal information safe from hackers or unauthorized users? {mod Internet May 2016}

  a. The social media sites you use

    1 Very confident
    2 Somewhat confident
    3 Not too confident
    4 Not at all confident
    [SPACE]
    5 Don't use social media

  b. The Census Bureau {new}

    1 Very confident
    2 Somewhat confident
    3 Not too confident
    4 Not at all confident

  c. Your credit card company

    1 Very confident
    2 Somewhat confident
    3 Not too confident
    4 Not at all confident
    [SPACE]
    5 Don't have a credit card

  d. The companies or retailers you do business with

    1 Very confident
    2 Somewhat confident
    3 Not too confident
    4 Not at all confident

Base: all respondents
Display_race [Display]

The next two questions are the exact wording for how the 2020 census will ask about Hispanic origin and race. We'd like to know what your answer would be.

Base: ASK ALL
Soft prompt if select 5 and left text box blank: You did not provide a response in the text box. If you would like to skip, click >>.
CENHISPAN2020 [M]

Are you of Hispanic, Latino, or Spanish origin? {2020 census}

PROGRAMMING NOTE: Choice 1 ("No, not of Hispanic, Latino, or Spanish origin") should be an exclusive punch radio button. If Javascript is enabled, checking this unchecks all other options. If JS is not enabled checking this means a cleaning rule that all substantive responses are set to missing in the data cleaning process.

1   No, not of Hispanic, Latino, or Spanish origin **[s]**
2   Yes, Mexican, Mexican American, Chicano
3   Yes, Puerto Rican
4   Yes, Cuban
5   Yes, another Hispanic, Latino, or Spanish origin
       Enter, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.
       [TEXT BOX]

Create dov_hispanic:
If **CENHISPAN2020=2,3,4,5 dov_hispanic=1;**
If **CENHISPAN2020=1 or refused, dov_hispanic=2**

If xaugment=2 or 3 and dov_hispanic=2, please terminate

Base: ASK ALL
Soft prompt if select 1, 2, 3, 10, 14, or 15 and left corresponding text box blank: You did not provide a response in the text box. If you would like to skip, click >>.

Prompt once if refused
CENRACE2020[M]

What is your race? {2020 census}

*[Select one or more boxes **AND** enter origins. For this survey, Hispanic origins are not races.]*

1   White
       Enter, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
       [TEXT BOX]

2   Black or African American
       Enter, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
       [TEXT BOX]

3   American Indian or Alaska Native
       Enter name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
       [TEXT BOX]

4   Chinese

5   Filipino

6   Asian Indian

7   Vietnamese

8   Korean

9   Japanese

10   Other Asian
Enter, for example, Pakistani, Cambodian, Hmong, etc.
[TEXT BOX]

11   Native Hawaiian

12   Samoan

13   Chamorro

14   Other Pacific Islander
Enter, for example, Tongan, Fijian, Marshallese, etc.
[TEXT BOX]

15   Some other race
Enter race or origin.
[TEXT BOX]

Base: ASK ALL

CENRACEWELL Now thinking about those last two questions, how well do they reflect how you see your race and origin? {new}

1   Very well
2   Somewhat well
3   Not too well
4   Not well at all

Programming instruction: RANDOMIZE ORDER OF CENIDENTITYa/CENIDENTITYb /CENIDENTITYc; and record order

Base: ASK ALL
[RANDOMIZE RESPONSE OPTIONS 1 AND 2]
CENIDENTITYa [S]

Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese, etc.) Which statement comes closer to your view – even if neither is exactly right? {new}

1   My origin is central to my identity
2   My origin is not central to my identity

Base: ASK ALL
[RANDOMIZE RESPONSE OPTIONS 1 AND 2]
CENIDENTITYb [S]

Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese, etc.) Which statement comes closer to your view – even if neither is exactly right? {new}

1   I am very familiar with my origins

2   I am not too familiar with my origins

[RANDOMIZE RESPONSE OPTIONS 1 AND 2]
CENIDENTITYc [S]

Here is a pair of statements about how you think about your origin (for example, German, Mexican, Jamaican, Chinese, etc.) Which statement comes closer to your view – even if neither is exactly right? {new}

        1   I feel a strong connection with the cultural origin of my family
        2   I do not feel a strong connection with the cultural origin of my family

---

Base: all respondents
CENBREACH [S]

On another topic…

If all of your personal information included in the 2020 census form were made public, how concerned would you be, if at all? {new, based on Census Bureau field test}

        1   Very concerned
        2   Somewhat concerned
        3   Not too concerned
        4   Not at all concerned

Base: ASK ALL
PARTY [S]
In politics today, do you consider yourself a… {RF3}

        1   Republican
        2   Democrat
        3   Independent
        4   Something else

Base: ASK IF INDEPENDENT, SOMETHING ELSE OR Refused (PARTY=3,4,99)
Prompt once if refused
PARTYLN [S]

As of today do you lean more to… {RF3}

        1   The Republican Party
        2   The Democratic Party

Base: ASK ALL
IDEO [S]

In general, would you describe your political views as… **[SHOW RESPONSE OPTIONS IN REVERSE ORDER TO RANDOM ½ SAMPLE]** {RF3}

        1   Very conservative
        2   Conservative
        3   Moderate

4	Liberal
5	Very liberal

NATIVITY [S]
Where were you born? {W37.5 RF3}

1	U.S.
2	Puerto Rico
3	Other U.S. territory
4	Another country

Base: all respondents
Display_last [S]

Thank you for participating in this survey.

Please click the >> button below to complete this survey.

Appendix A2: Final Programmed Spanish Main Survey Questionnaire

PEW RESEARCH CENTER
2020 CENSUS SURVEY #2
FINAL QUESTIONNAIRE
January 2, 2020

PROGRAMMING NOTES:

Lines across page designate a page break.

Unless otherwise specified, question responses should appear in the same order on the screen as they do in the questionnaire.

Please suppress the system-generated instructions that appear at the top of each question (e.g. "Select only one answer"). Instructions should only appear where noted in this document.

Please display extra line breaks between response options where specified.

Please use soft prompts where indicated. All other questions should have no prompt.

Please NO GRIDS unless specified.

RANDOMIZE *means scramble the order of all items in random order.*

Respondents who were not asked a particular question should be coded as MISSING for that question. If a question was asked and skipped, please code as 99=Refused.

Please capture user agent string for the last device used to submit. Please code these into mobile phone vs. tablet vs. computer.

Please capture the time stamp for the start and end of the survey and then calculate the total survey time.

Please calculate time spent per page.

Please capture all randomization and order variables.

Please provide screenshots of the entire survey as it will appear on desktop and on mobile devices.

¡Bienvenido(a)! A la mayoría de las personas que completan la encuesta les tomará 8 minutos.

Estas son algunas sugerencias útiles:

- Sus respuestas se utilizarán solo para fines de investigación. No es necesario que responda las preguntas que no desea responder. Puede hacer clic en el botón >> para omitir una pregunta que no desee responder.

- No utilice el botón Atrás del explorador para volver a las preguntas anteriores. En cambio, utilice los botones de navegación de cada página web para moverse por la encuesta.

ASK ALL:
CENHEARD ¿Alguna vez ha escuchado del censo de los Estados Unidos o nunca ha escuchado de este? {W54, W39, Jan 2010 and Mar 2010 telephone, mod CBAMS 2010}

　　　　　1　　　Sí, he escuchado

2   No, no he escuchado

ASK IF HAVE NOT HEARD OR NO ANSWER (CENHEARD=2,99)
CENDEFHEARD El censo es el recuento de todas las personas que viven en los Estados Unidos.
¿Alguna vez ha escuchado eso antes o no lo ha escuchado? {W54, W39, Jan 2010 and Mar 2010 telephone, mod CBAMS 2010}

1   Sí, he escuchado
2   No, no he escuchado

ASK IF HAVE HEARD OF THE CENSUS (CENHEARD=1 OR CENDEFHEARD=1):
CENRECENT   ¿Ha visto o escuchado algo recientemente – dentro del último mes aproximadamente – acerca del censo o no ha visto o escuchado algo recientemente? {W54, Jan 2010 and Mar 2010 telephone}

1   Sí, he visto o escuchado algo recientemente
2   No, no he visto o escuchado algo recientemente

ASK ALL:
CENPARTIC   ¿Qué tan probable es que usted participe en el censo del 2020? Por participar, nos referimos a llenar un formulario del censo. {W54, Jan 2010 telephone mod from "fill out and mail in a census form", Mar 2010 telephone same mod as Jan plus had VOLs for "already filled out and mailed in form" and other, specify}

1   Definitivamente participaré
2   Probablemente participaré
3   Podría o no participar
4   Probablemente no participaré
5   Definitivamente no participaré

ASK IF DEFINITELY OR PROBABLY WILL PARTICIPATE (CENPARTIC=1,2):
CENPARTICWHY **Indique si cada una de las siguientes es una razón** por la cual es probable que participe en el censo. **[RANDOMIZE ITEMS]** {new}

a.   Es una responsabilidad cívica

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

b.   Los resultados precisos del censo son importantes para el país o las comunidades locales

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

c.   Quiero ser contado

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

d.   Creo que será fácil participar

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE (CENPARTIC=3-5):
CENPARTICWHYNOT **Indique si cada una de las siguientes es una razón** por la cual quizás no participe en el censo. **[RANDOMIZE ITEMS]** {new, based on Jan 2010 telephone open end}

    a.   No sé lo suficiente sobre el censo

        1   Es una razón importante
        2   Es una razón de menor importancia
        3   No es una razón

    b.   Me quitaría mucho tiempo

        1   Es una razón importante
        2   Es una razón de menor importancia
        3   No es una razón

    c.   El censo solicita demasiados datos personales

        1   Es una razón importante
        2   Es una razón de menor importancia
        3   No es una razón

    d.   No confío en que el gobierno utilizará la información de manera adecuada

        1   Es una razón importante
        2   Es una razón de menor importancia
        3   No es una razón

ASK IF MIGHT OR MIGHT NOT, PROBABLY WILL NOT OR DEFINITELY WILL NOT PARTICIPATE OR NO ANSWER (CENPARTIC=3-5,99):
CENHHPARTIC ¿Qué tan probable es que alguien más en su hogar participe en el censo de 2020? {Mar 2010 telephone mod had VOLs for "already filled out and mailed in form" and other, specify, and wasn't asked of no answer}

        1   Definitivamente participará
        2   Probablemente participará
        3   Podría o no participar
        4   Probablemente no participará
        5   Definitivamente no participará

ASK ALL:
CENIMPORT ¿Qué tan importante piensa que es el censo para los Estados Unidos? {W54, W39, Jan 2010 and Mar 2010 telephone slight mod for web}

        1   Muy importante
        2   Algo importante
        3   No muy importante
        4   Nada importante

ASK ALL:

CENBENYOU Cree que llenar el formulario del censo… {W54 mod from "filling out the census form", W39 mod from "responding to the census form", Jan 2010 and Mar 2010 telephone and CBAMS 2010 mod from "…answering and sending back your census form would personally benefit you in any way, personally harm you, or neither benefit nor harm you?" Mar 2010 also had VOL "Both benefit and harm", mod CBAMS 2020 from "Do you believe that answering your 2020 Census form could personally benefit or harm YOU in any way" with an option for Both}

1   Lo beneficiará personalmente
2   Lo perjudicará personalmente
3   Ni lo beneficiará ni lo perjudicará

ASK ALL:

CENBENCOMM Cree que llenar el formulario del censo… {W54 mod from "filling out the census form", W39 mod from "responding to the census form", Mar 2010 telephone mod from "your census form" and had VOL "Both benefit and harm", mod CBAMS 2020 from "Do you believe that answering your 2020 Census form could benefit or harm YOUR COMMUNITY in any way" with an option for Both}

1   Beneficiará a su comunidad
2   Perjudicará a su comunidad
3   Ni beneficiará ni perjudicará a su comunidad

DISPLAY TO ALL:
En otro tema…

ASK ALL:

VOL1 _CPS En los últimos 12 meses, ¿ha pasado algo de su tiempo realizando actividades de voluntariado para o a través de alguna organización o asociación? {CPS}

1   Sí
2   No

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK IF DID NOT VOLUNTEER OR NO ANSWER TO VOL1_CPS (VOL1_CPS=2,99):

VOL2_CPS Algunas personas no consideran las actividades que realizan con poca frecuencia o actividades que realizan para las escuelas de los niños o para organizaciones de jóvenes como actividades de voluntariado. En los últimos 12 meses, ¿ha realizado cualquiera de estos tipos de actividades? {CPS}

1   Sí
2   No

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK IF MISSING DATA FOR CITIZENSHIP (QEG22=3):

CITIZEN ¿Es usted ciudadano(a) de los Estados Unidos?

1   Sí
2   No

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK IF U.S. CITIZEN (QEG22=1):
REG   ¿Cuál de estas afirmaciones lo(a) describe mejor? {RF3}

      1   Está ABSOLUTAMENTE SEGURO(A) de que está inscrito(a) para poder votar en su dirección actual
      2   PROBABLEMENTE está inscrito(a), pero hay una posibilidad de que la inscripción haya expirado
      3   NO está inscrito(a) para votar en su dirección actual

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK ALL:
ACS_WEB   En su casa, apartamento o casa rodante, ¿usted o algún miembro de este hogar tiene acceso a Internet? {ACS}

      1   Sí, mediante el pago a una compañía de telefonía celular o proveedor de servicio de Internet
      2   Sí, sin pagar a una compañía de telefonía celular o proveedor de servicio de Internet
      3   Sin acceso a Internet en mi casa, apartamento o casa rodante

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK ALL:
RACEOE   ¿Cómo describiría su raza o etnicidad? {new}

[OPEN END]

DISPLAY TO ALL:
Ahora vamos a hacerle algunas preguntas acerca del censo del 2020. Nos interesa lo que las personas saben al respecto y entendemos que tal vez no contestará todas las preguntas correctamente. {new, based on religious knowledge survey}

ASK ALL:
CENREQUIRED Hasta donde usted sabe, ¿la ley lo obliga a llenar el formulario del censo o no está obligado a llenarlo? {Jan 2010 telephone mod from "answer the census form"}

      1   Sí, es obligatorio
      2   No, es obligatorio
[SPACE]
      3   No está seguro

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENREPS   ¿El censo se utiliza para decidir cuantos representantes tendrá cada estado en el Congreso, o no se utiliza para esto? {Jan 2010 telephone, Mar 2010 telephone, Mar 2010 telephone Hispanics only, all telephone surveys mod from "as far as you know", CBAMS 2020 and 2010}

1   Sí, se utiliza para esto
2   No, no se utiliza para esto
[SPACE]
3   No está seguro

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENIMMS   ¿El censo se utiliza para determinar si alguna persona está o no legalmente en este país, o no se utiliza para esto? {Mar 2010 telephone mod from "as far as you know"}

1   Sí, se utiliza para esto
2   No, no se utiliza para esto
[SPACE]
3   No está seguro

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENFUNDS   ¿El censo se utiliza para decidir cuánto dinero dará el gobierno a las comunidades o no se utiliza para este fin? {Jan 2010 telephone, Mar 2010 telephone Hispanics only, all telephone surveys mod from "as far as you know", mod CBAMS 2020 and 2010}

1   Sí, se utiliza para este fin
2   No, se utiliza para este fin
[SPACE]
3   No está seguro

ASK ALL:
CENQS   ¿Sabe si en el formulario del censo del 2020 realizará cada una de las siguientes preguntas sobre usted mismo? **[RANDOMIZE ITEMS]** {new}

a.   Raza

1   Sí, lo preguntará
2   No, lo preguntará
[SPACE]
3   No está seguro

b.   Edad

1   Sí, lo preguntará
2   No, lo preguntará
[SPACE]
3   No está seguro

c.   Si usted es ciudadano(a) de los Estados Unidos o no

1   Sí, lo preguntará
2   No, lo preguntará
[SPACE]
3   No está seguro

d.   Afiliación religiosa

1   Sí, lo preguntará
2   No, lo preguntará
[SPACE]
3   No está seguro

ASK ALL:
CENONLINE   ¿Se podrá llenar el formulario del censo por Internet en el 2020? {new}

1   Sí
2   No
[SPACE]
3   No está seguro

ASK ALL:
CENMODE   Si tuviera la opción, preferiría completar el censo del 2020… **[RANDOMIZE RESPONSE OPTIONS]** {slight mod CBAMS 2010}

1   Por teléfono
2   Personalmente
3   Por Internet
4   Por correo

ASK IF CHOSE NON-ONLINE MODE (CENMODE=1,2,4):
CENMODEWHY **Indique si cada una de las siguientes es una razón** por la cual prefiere no responder el censo del 2020 por Internet. **[RANDOMIZE ITEMS]** {new}

a.   Los datos enviados por Internet pueden no estar seguros

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

b.   No tengo acceso con fiable a Internet

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

c.   Responder el censo por Internet me resulta menos práctico

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

d.   Simplemente prefiero responderlo por otro medio

1   Es una razón importante
2   Es una razón de menor importancia
3   No es una razón

ASK ALL:
CENORGSAFE Piense en algunas de las compañías y organizaciones a las que le ha dado su información personal, ¿cuánto confianza tiene en que mantendrán su información

personal segura de hackers o usuarios no autorizados? **[RANDOMIZE ITEMS]** {mod Internet May 2016}

a. Los sitios de redes sociales que utiliza

    1   Mucha confianza
    2   Algo de confianza
    3   No mucha confianza
    4   Nada de confianza
[SPACE]
    5   No uso ninguna red social

b. La Oficina del Censo {new}

    1   Mucha confianza
    2   Algo de confianza
    3   No mucha confianza
    4   Nada de confianza

c. Sus compañías de tarjetas de crédito

    1   Mucha confianza
    2   Algo de confianza
    3   No mucha confianza
    4   Nada de confianza
[SPACE]
    5   No tengo una tarjeta de crédito

d. Las compañías o tiendas en las que hace compras

    1   Mucha confianza
    2   Algo de confianza
    3   No mucha confianza
    4   Nada de confianza

DISPLAY TO ALL:
Las siguientes dos preguntas son las palabras textuales que se usarán en el censo del 2020 para preguntarle sobre su origen hispano y raza. Nos interesa saber cuál sería su respuesta.

ASK ALL:
CENHISPAN2020 ¿Es usted de origen hispano, latino o español? {2020 census}

    1   No, no soy de origen hispano, latino o español
    2   Sí, mexicano(a), mexicanoamericano(a), chicano(a)
    3   Sí, puertorriqueño(a)
    4   Sí, cubano(a)
    5   Sí, de otro origen hispano, latino o español
               Ingrese, por ejemplo, salvadoreño(a), dominicano(a), colombiano(a), guatemalteco(a), español(a), ecuatoriano(a), etc.
               [TEXT BOX]

Soft prompt if select 5 and left text box blank: No proporcionó una respuesta en el cuadro de texto. Si desea omitir esta pregunta, haga clic en >>.

PROGRAMMING NOTE: Choice 1 ("No, not of Hispanic, Latino, or Spanish origin") should be an exclusive punch checkbox. If Javascript is enabled, checking this

unchecks all other options. If JS is not enabled checking this means a cleaning rule that all substantive responses are set to missing in the data cleaning process.

ASK ALL:
CENRACE2020 ¿Cuál es su raza? {2020 census}

[Seleccione una o más casillas e ingrese los orígenes. Para este censo, origen hispano no es una raza.]

1　　Blanca
　　　Ingrese, por ejemplo, alemán(a), irlandés(a), inglés(a), italiano(a), libanés(a), egipcio(a), etc.
　　　[TEXT BOX]

2　　Negra o afroamericana
　　　Ingrese, por ejemplo, afroamericano(a), jamaiquino(a), haitiano(a), nigeriano(a), etíope, somalí, etc.
　　　[TEXT BOX]

3　　Indígena de las Américas o nativa de Alaska
　　　Ingrese el nombre de la(s) tribu(s) en la(s) que está inscrita o su(s) tribu(s) principal(es), por ejemplo, Nación Navajo, Tribu de los Blackfeet, maya, azteca, Gobierno Tradicional Inupiat del Pueblo Nativo de Barrow, Comunidad Esquimal de Nome, etc.
　　　[TEXT BOX]

4　　China

5　　Filipina

6　　India asiática

7　　Vietnamita

8　　Coreana

9　　Japonesa

10　Otra asiática
　　　Ingrese, por ejemplo, pakistaní, camboyano(a), hmong, etc.
　　　[TEXT BOX]

11　Nativa de Hawái

12　Samoana

13　Chamorra

14　Otra de las islas del Pacífico
　　　Ingrese, por ejemplo, tongano(a), fiyiano(a), de las Islas Marshall, etc.
　　　[TEXT BOX]

15　Alguna otra raza
　　　Ingrese la raza o el origen.
　　　[TEXT BOX]

Soft prompt if select 1, 2, 3, 10, 14, or 15 and left corresponding text box blank: No proporcionó una respuesta en el cuadro de texto. Si desea omitir esta pregunta, haga clic en >>.
Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK ALL:
CENRACEWELL Ahora piense en esas últimas dos preguntas, ¿en qué medida estas reflejan la manera en que usted percibe su raza y origen? {new}

1 Muy bien
2 Algo bien
3 No muy bien
4 Nada bien

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENIDENTITYa A continuación, ofrecemos un par de afirmaciones sobre lo que usted considera acerca de su origen (por ejemplo, alemán, mexicano, jamaiquino, chino, etc.). ¿Cuál afirmación se acerca más a su propia opinión – aunque ninguna sea exactamente correcta? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2]** {new}

1 Mi origen es esencial para mi identidad
2 Mi origen no es esencial para mi identidad

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENIDENTITYb A continuación, ofrecemos un par de afirmaciones sobre lo que usted considera acerca de su origen (por ejemplo, alemán, mexicano, jamaiquino, chino, etc.). ¿Cuál afirmación se acerca más a su propia opinión – aunque ninguna sea exactamente correcta? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2]** {new}

1 Conozco muy bien mis orígenes
2 No conozco muy bien mis orígenes

RANDOMIZE ORDER OF CENREPS/CENIMMS/CENFUNDS

ASK ALL:
CENIDENTITYc A continuación, ofrecemos un par de afirmaciones sobre lo que usted considera acerca de su origen (por ejemplo, alemán, mexicano, jamaiquino, chino, etc.). ¿Cuál afirmación se acerca más a su propia opinión – aunque ninguna sea exactamente correcta? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2]** {new}

1 Siento una fuerte conexión con el origen cultural de mi familia
2 No siento una fuerte conexión con el origen cultural de mi familia

---

DISPLAY TO ALL:
En otro tema…

ASK ALL:
CENBREACH Si toda su información personal incluida en el formulario del censo del 2020 se hiciera pública, ¿qué tan preocupado(a) estaría? {new, based on Census Bureau field test}

1	Muy preocupado(a)
2	Algo preocupado(a)
3	No muy preocupado(a)
4	Nada preocupado(a)

ASK ALL:
PARTY   En la política ACTUAL, ¿se considera usted… {RF3}

1	Republicano(a)
2	Demócrata
3	Independiente
4	Algún otro

ASK IF INDEPENDENT, SOMETHING ELSE OR NO ANSWER TO PARTY (PARTY=3,4,99):
PARTYLN   ¿Actualmente se inclina usted más por… {RF3}

1	El Partido Republicano
2	El Partido Demócrata

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

ASK ALL:
IDEO   En general, ¿describiría su punto de vista político como… **[SHOW RESPONSE OPTIONS IN REVERSE ORDER TO RANDOM ½ SAMPLE]** {RF3}

1	Muy conservador
2	Conservador
3	Moderado
4	Liberal
5	Muy liberal

ASK IF MISSING DATA FOR NATIVITY (XBORN=5):
NATIVITY   ¿Dónde nació? {RF3}

1	Estados Unidos
2	Puerto Rico
3	Otro territorio de los Estados Unidos
4	Otro país

Soft prompt if refused: Nos gustaría que nos diera su respuesta a esta pregunta.

Gracias por participar en esta encuesta.

Haga clic en el botón >> a continuación para completar esta encuesta.

Appendix B: KnowledgePanel® Response Rate Report

KnowledgePanel® is a probability-based panel. By definition, all members of KnowledgePanel® have a known probability of selection. As a result, it is mathematically possible to calculate a proper response rate that takes into account all sources of nonresponse. Below are the components of the response rate calculation and the actual calculations. An extended description of how to compute response metrics for online panels can be found in:

Callegaro, Mario & DiSogra, Charles (2008). Computing response metrics for online panels. *Public Opinion Quarterly 72*(5). pp. 1008-1032.[5]

Response Rate Summary Metrics:

A. Number of Assigned Panelists	**5,797**
B. Study-Specific Average Panel Recruitment Rate (RECR)	**11.1%**
C. Study-Specific Average Household Profile Rate (PROR)	**58.9%**
D. Study-Specific Average Household Retention Rate (RETR)	**37.3%**
E. Number of Total Study Completes	**3,546**
F. Study Completion Rate (COMPR)*	**61.2%**
G. Number of Study Break-offs	**204**
H. Study Breakoff Rate (BOR)	**5.4%**
I. Number of Qualified Completes	**3,535**
J. Study Qualification Rate (QUALR)	**99.6%**
K. Cumulative Response Rate	**4.0%**

Comparison of Response Rates

It is important to note the differences between a Random Digit Dial (RDD) telephone or mail sample and KnowledgePanel®. RDD telephone and mail samples can be compared because they are one-time surveys. However, an online panel such as KnowledgePanel® is composed of people recruited at different times and, more importantly, committed to answering multiple surveys for a period of time and not just a single survey. Further, with KnowledgePanel®, Panelists must also complete profile surveys in order to become members of the Panel. These differences are reflected in the recruitment and profile rates reported above. These differences make directly comparing response rates between one-time surveys and Panel surveys difficult and perhaps not illuminating.

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[5] The full text of the paper is available on the Public Opinion Quarterly – Special issue webpage: http://www.oxfordjournals.org/our_journals/poq/special.html

Opt-in web panels do not permit the calculation of a response rate since the probabilities of selection are unknown. Consequently, opt-in panels are only mathematically capable of computing the survey completion rate, which represents the final stage of gaining the cooperation of survey research subjects and excludes the nonresponse resulting from panel recruitment, connection, and panel retention. In addition, studies relying on opt-in intercept, sometimes called "river," samples where respondents are recruited for a particular survey using various banner or pop-up ads placed on numerous websites rather than from a panel, also have no known selection probabilities and are therefore unable to report response rates. Further, such opt-in online intercept studies are unable to compute completion rates since a sample is not selected and can only report survey breakoff rates.

Practical Advice for Reporting Response Rates

Many journals ask for the final stage completion rate that can be easily reported. Breakoff rates are also another indicator of quality.

An example of reporting response metrics is the following:

> A random sample of 1,234 panel members was drawn from Ipsos' KnowledgePanel®. 850 (excluding breakoffs) responded to the invitation and 850 qualified for the survey, yielding a final stage completion rate of 68.9% and a qualification rate of 100.0% percent. The recruitment rate for this study, reported by Ipsos, was 13.3% and the profile rate was 63.7%, for a cumulative response rate of 5.8%.

Formulas Used for Response Summary Metric Calculations

The formulas, from Callegaro & DiSogra (2008), used to calculate the response summary metrics reported above are presented in below. Respondent-level cohort recruitment, profile, and retention rates are calculated for each study respondent and averaged across all study respondents to yield the study-specific rates reported on the previous page.

Respondent-level Panel Recruitment Rate (RECR):

$$= \frac{Initial\ Consent}{Initial\ Consents + (Refusals + Noncontacts + Other\ Cases) + e(Unknown\ if\ Household\ Occupied + Unknown\ Other)}$$

Respondent-level Profile Rate (PROR):

$$= \frac{(Profile\ Completes)}{(Profile\ Complete + Partial\ Profile\ Complete) + (Profile\ Refusals + Profile\ Noncontacts + Other\ Profile\ Cases)}$$

Respondent-level Retention Rate (RETR):

$$= \frac{Profile\ Completes\ Present\ at\ Time\ of\ Study}{Profile\ Complete}$$

Study Completion Rate (COMR):

$$= \frac{(Study\ Completes)}{(Study\ Completes + Study\ Partial\ Completes) + (Study\ Refusals + Study\ Noncontacts + Other\ Study\ Cases)}$$

Breakoff Rate (BOR):

$$= \frac{Break-offs}{Study\ Completes + Study\ Partial\ Completes + Break-offs}$$

Qualification Rate (QUALR):

$$= \frac{Qualified\ Study\ Complete}{Qualified\ Study\ Complete + Not-qualified\ Study\ Complete}$$

Cumulative Response Rate (CUMRR):

$$= RECR*PROR*COMR$$

Appendix C: Benchmark Distributions

sexage	percent
18-24 Male	6.17
25-34 Male	8.91
35-44 Male	8.09
45-54 Male	8.04
55-64 Male	8.04
65+ Male	9.12
18-24 Female	5.96
25-34 Female	8.89
35-44 Female	8.34
45-54 Female	8.41
55-64 Female	8.72
65+ Female	11.32
	100.00

sexeduc	percent
HS grad or less Male	19.71
Some college Male	14.34
College grad + Male	14.32
HS grad or less Female	19.09
Some college Female	16.43
College grad + Female	16.12
	100.00

ageeduc	percent
HS grad or less 18-34	11.04
Some college 18-34	10.89
College grad + 18-34	8.00
HS grad or less 35-54	11.74
Some college 35-54	9.47
College grad + 35-54	11.67
HS grad or less 55+	16.01
Some college 55+	10.41
College grad + 55+	10.77
	100.00

educrace	percent
HS grad or less and White Non-Hispanic	21.58
HS grad or less and Black Non-Hispanic	5.30
HS grad or less and Hispanic	9.28
Some college and White Non-Hispanic	19.94
Some college and Black Non-Hispanic	4.10

Some college and Hispanic	4.46
College grad + and White Non-Hispanic	21.74
College grad + and Black Non-Hispanic	2.43
College grad + and Hispanic	2.49
Other/Multi-race Non-Hispanic	8.70
	100.00

region8	percent
Metro Northeast	15.84
Metro Midwest	16.60
Metro South	32.61
Metro West	21.67
Non-Metro Northeast	1.23
Non-Metro Midwest	4.25
Non-Metro South	5.52
Non-Metro West	2.29
	100.00

acsweb	percent
Does not access the Internet by paying a cell phone company or Internet service provider	13.20
Accesses Internet by paying a cell phone company or Internet service provider	86.80
	100.00

party3	percent
Republican	26.80
Democrat	30.00
Independent/Other/DK	43.20
	100.00

vol	percent
Volunteered	30.20
Did not volunteer	69.80
	100.00

regvoter	percent
Registered	66.64
Not Registered	33.36
	100.00

nativity	percent
White Non-Hispanic	63.26
Black Non-Hispanic	11.82
Hispanic - US Born	8.57

Hispanic - Non-US Born	7.65
Other/Multi-race Non-Hispanic	8.70
	100.00

Pew Census Sample (Final Weights)
Weighted by weight

sexage	Frequency	Percent
18-24 Male	198.6576	5.62
25-34 Male	315.9083	8.94
35-44 Male	286.9642	8.12
45-54 Male	286.6974	8.11
55-64 Male	287.4932	8.13
65+ Male	326.0402	9.22
18-24 Female	202.3297	5.72
25-34 Female	314.2103	8.89
35-44 Female	298.4459	8.44
45-54 Female	300.6425	8.5
55-64 Female	312.0625	8.83
65+ Female	405.5482	11.47

sexeduc	Frequency	Percent
HS grad or less Male	687.3157	19.44
Some college Male	499.579	14.13
College grad + Male	514.8661	14.56
HS grad or less Female	674.4624	19.08
Some college Female	582.5169	16.48
College grad + Female	576.2598	16.3

ageeduc	Frequency	Percent
HS grad or less 18-34	376.165	10.64
Some college 18-34	369.1501	10.44
College grad + 18-34	285.7908	8.08
HS grad or less 35-54	415.3072	11.75
Some college 35-54	339.5076	9.6
College grad + 35-54	417.9351	11.82
HS grad or less 55+	570.306	16.13
Some college 55+	373.4382	10.56
College grad + 55+	387.3999	10.96

educrace	Frequency	Percent
HS grad or less and White Non-Hispanic	764.0913	21.62

	Frequency	Percent
HS grad or less and Black Non-Hispanic	176.8662	5
HS grad or less and Hispanic	328.372	9.29
Some college and White Non-Hispanic	699.5057	19.79
Some college and Black Non-Hispanic	144.0923	4.08
Some college and Hispanic	160.13	4.53
College grad + and White Non-Hispanic	778.2876	22.02
College grad + and Black Non-Hispanic	86.93522	2.46
College grad + and Hispanic	90.43507	2.56
Other/Multi-race Non-Hispanic	306.2845	8.66

region8	Frequency	Percent
Metro Northeast	555.787	15.72
Metro Midwest	583.5186	16.51
Metro South	1158.08	32.76
Metro West	772.1971	21.84
Non-Metro Northeast	44.10182	1.25
Non-Metro Midwest	145.1549	4.11
Non-Metro South	196.499	5.56
Non-Metro West	79.66164	2.25

acsweb	Frequency	Percent
Does not access the Internet by paying a cell phone company or Internet service provider	426.0489	12.05
Accesses Internet by paying a cell phone company or Internet service provider	3108.951	87.95

party3	Frequency	Percent
Republican	943.8635	26.7
Democrat	1073.603	30.37
Independent/Other/DK	1517.533	42.93

vol	Frequency	Percent
Volunteered	1080.709	30.57
Did not volunteer	2454.291	69.43

regvoter	Frequency	Percent
Registered	2385.73	67.49
Not Registered	1149.27	32.51

NATIVITY	Frequency	Percent
White Non-Hispanic	2241.885	63.42
Black Non-Hispanic	407.8937	11.54
Hispanic - US Born	305.0226	8.63
Hispanic - Non-US Born	273.9144	7.75
Other/Multi-race Non-Hispanic	306.2845	8.66

XAUGMENT	Frequency	Percent
Main	3281.62	92.83
US Born Hispanic Augment	119.0704	3.37
Foreign Born Hispanic Augment	134.3093	3.8