



**Qualitative Research
Conducted on Behalf of
the U.S. Census Bureau**

***Ethnic and Racial
Sub-Population
Focus Group Research***

United States™
**Census
2010**

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Background and Purpose

Conducting a complete and accurate census depends heavily on the cooperation of a large and diverse population. Since the census happens only once every 10 years, it is important to understand how attitudes about the census and the government are changing. Increasing concerns about privacy, heightened awareness of immigration issues, and increasing mistrust of the government could significantly affect response rates. Costs increase dramatically and accuracy decreases when the public either fails to respond by mail or does not cooperate with census takers.

The purpose of this research is to better understand public concerns among Asians and Arab-American populations about responding to the census and to begin to identify messages that would motivate these populations to answer the census. In particular, the research is intended to discern how big a role privacy comes into play.

To better understand these groups, the Census Bureau commissioned sub-population research through focus groups among Asians and Arab-American populations. The goal of the research is to identify levels of knowledge about the census; previous behavior toward the census; motivations and barriers for filling out the census form; concerns about responding; privacy concerns; and feelings toward the Census Bureau.

Specifically, the research was designed to address the following issues:

- How many have heard of the U.S. Census?
- What do they think is the purpose of the census?
 - Who conducts the census and how often is it conducted?
- What are the benefits from the information collected by the census?
- How do they feel about being asked to complete the census?
- Why should anyone participate in the census?
- What concerns do they have about filling out the census questionnaire?
 - How safe and confidential do they think the personal information is that they provide to the census?
- What reasons would motivate others to complete the census?
- What things might influence someone not to fill out and send back the census forms?
- How well do they think the Census Bureau relates or connects with their community?
 - Who do they think the census is missing and what can they do to reach these people?
- What things should the Census Bureau be saying to motivate people in the community to participate?
- What is the best way for the Census Bureau to communicate or reach out to people in the community?

What follows are the results of this research.

Methodology

In order to obtain the information outlined, 17 focus groups were conducted at facilities in Los Angeles, Garden Grove, Long Beach and Fresno, CA; New York, NY; and Baltimore, MD between November 1 and 30, 2006. Moderation of the groups were done by: Korean groups – Dr. Ju Young Stevens, Vietnamese groups – Mai Tran, Cambodian groups – Sina New, Filipino groups – Jay Ilano, Laotian groups – Dr. Vang Leng, Chinese groups – Grace Chin, Arab groups – Maya Berry and Caucasian and Multi-racial groups – Steve Markenson.

All respondents were paid an honorarium in appreciation for their participation.

<u>Number of Respondents</u>	Los Angeles 11/1	Garden Grove, CA 11/2	Long Beach, CA 11/3	Long Beach, CA 11/4	Fresno, CA 11/5	New York 11/14	New York 11/15	Baltimore 11/30
Korean Š Native Language	9	-	-	-	-	-	-	-
Korean Š Bilingual	10	-	-	-	-	-	-	-
Vietnamese Š Native Language	-	10	-	-	-	-	-	-
Vietnamese Š Bilingual	-	10	-	-	-	-	-	-
Cambodian Š Native Language	-	-	9	-	-	-	-	-
Cambodian Š Bilingual	-	-	9	-	-	-	-	-
Filipino Š Native Language	-	-	-	9	-	-	-	-
Filipino Š Bilingual	-	-	-	10	-	-	-	-
Laotian Š Native Language	-	-	-	-	9	-	-	-
Laotian Š Bilingual	-	-	-	-	10	-	-	-
Chinese Š Mandarin	-	-	-	-	-	8	-	-
Chinese Š Cantonese	-	-	-	-	-	8	-	-
Arab Š Female	-	-	-	-	-	-	10	-
Arab Š Male	-	-	-	-	-	-	10	-
Caucasian	-	-	-	-	-	-	-	10
Caucasian	-	-	-	-	-	-	-	11
Multi-racial	-	-	-	-	-	-	-	9

Methodology *(continued)*

Participants for the groups were screened to meet the following criteria:

All respondents:

- Must be age 25 to 64,
- Must be first generation (ethnic group) to this country (except participants in the Caucasian and Multi-racial groups),
- Use native language exclusively, most of the time or equally with English,
- Do not or have not worked for a United States federal, state or local government agency,
- Must meet at least one of the following qualifications:
 - Annual household income less than \$50,000,
 - Single
 - Rent the home they live in,
 - Have educational attainment of high school graduate or less,
 - Do not have a driver's license, and/or
 - Are not currently registered to vote in the United States
- Mix of male and females
- All of the Asian ethnic groups were segmented into “native language-dependent” or “bilingual.”
 - The Chinese groups were segment into Mandarin and Cantonese.
- Because of cultural considerations, the Arab groups were segmented by gender.

Respondent Profile

<u>Target Audience</u>	<u>Korean</u>	<u>Vietnamese</u>	<u>Cambodian</u>	<u>Filipino</u>	<u>Laotian</u>	<u>Chinese</u>	<u>Arab</u>	<u>Caucasian</u>	<u>Multi-racial</u>	<u>Total</u>
n=	19	20	18	19	19	16	20	21	9	161
<u>Gender</u>										
Male	10	10	8	8	8	8	10	10	4	76
Female	9	10	10	11	11	8	10	11	5	85
<u>Age</u>										
25-34	9	7	2	3	2	6	4	8	1	42
35-44	4	8	5	7	6	5	11	6	2	54
45-54	5	2	8	5	3	3	3	6	6	41
55-64	1	3	3	4	8	2	2	1	-	24
<u>Years in U.S.</u>										
Less than one	-	2	-	-	-	1	-	na	na	3
1 Š 5	1	3	-	4	-	2	1	na	na	11
6 Š 10	9	1	3	3	-	5	1	na	na	22
11 Š 20	8	10	7	10	6	4	10	na	na	55
21 +	1	4	8	2	13	4	8	na	na	40
<u>Marital Status</u>										
Married	9	15	9	11	5	9	17	10	-	85
Single	10	4	6	3	8	6	2	10	6	55
Divorced/Widowed	-	1	3	5	6	1	1	1	3	21
<u>Education</u>										
< High School	1	4	7	-	9	2	5	4	2	34
Grad. High School	3	7	8	2	8	7	3	4	4	46
Some College	3	6	2	7	2	2	2	6	1	31
Grad. College	12	3	1	10	-	5	10	7	2	50

Respondent Profile *(continued)*

As might be expected, the respondents in the bilingual groups have generally been in the United States for a longer period of time. However, among several of the groups the average amount of time respondents have been in this country is very similar between the native-language and the bilingual participants.

When differences occurred between respondents in the native-language group versus those in the bilingual group, age appeared to be more for a contributing factor than did length of time in the U.S.

Please note that the figures below reflect the composition of these particular respondents and are in no way meant to be projective.

<u>Target Audience</u>	Korean		Vietnamese		Cambodian		Filipino		Laotian	
	Native	Bilingual	Native	Bilingual	Native	Bilingual	Native	Bilingual	Native	Bilingual
Language n=	9	10	10	10	9	9	9	10	9	10
<u>Age</u>										
25-34	2	7	5	2	0	2	1	2	1	1
35-44	1	3	2	6	2	3	5	2	2	4
45-54	5	0	1	1	5	3	2	3	2	1
55-64	1	0	2	1	2	1	1	3	4	4
Mean age	45	33	40	41	50	43	43	47	48	43
<u>Years in U.S.</u>										
Less than one	0	0	0	2	0	0	0	0	0	0
1 Š 5	1	0	2	1	0	0	2	2	0	0
6 Š 10	5	4	0	1	3	1	2	1	0	0
11 Š 20	3	6	7	3	4	3	4	6	3	3
21 +	0	0	1	3	2	5	1	1	6	7
Mean years in U.S.	11	13	13	13	17	22	11	15	23	24

Research Caveats/Limitations

Qualitative research methods consist of conducting in-depth interviews with a small, but targeted, group of respondents.

Typically, qualitative research is used to provide answers to attitudinal questions, as well as to provide insight and in-depth understanding of attitudes and opinions.

By nature, this research method does not usually allow for statistical analysis and interpretation. Rather, it is a tool for decision-making purposes. The findings from this type of research should be used to provide insight and direction into decision-making rather than as a sole basis for decision-making.

Qualitative research tends to provide answers to questions like “Why?” and “How?” whereas quantitative research tends to provide answers to questions such as “How many?” or “How much?”

The statements made in this report, including the conclusions and implications or any recommendations, are based upon the attitudes and opinions of the respondents and are not necessarily projectable or generalizable to the population-at-large.

Summary – Key Findings

Key Findings

Asian Groups

- The overall awareness of the U.S. Census was generally very low among the Asian groups.
 - Laotian respondents had the lowest level of awareness of all the Asian groups, where only very few language-dependent Laotians were aware of the census, and almost none of the bilinguals knew of it.
 - The younger bilinguals across the groups tended to be less aware of the census than the language-dependent groups, except for the Cambodians, where more of the bilinguals than the language-dependents knew of the census.
- A number of the Asian respondents were familiar with the census in their native countries. This knowledge tended to influence their responses when asked, on an unaided basis, what definitions and functions they associate with the census. Generally, the census is perceived to be a “population count.”
 - Counting people
 - Estimating the number of people in the country
 - Number of family members
 - How many people have been born and have died
- Additionally, several respondents in most groups associated the census with other functions:
 - Economic measures – employment and income
 - Employment rate
 - Crime rate
 - Help for businesses
 - Identify new markets
 - Measure consumption of goods
- Notably, many of the Asian respondents also believed that one function of the census was studying the size and composition of the ethnic populations.

Key Findings *(continued)*

Asian Groups *(continued)*

- Almost no one in any group knew which government department or agency conducts the census or had heard of the Census Bureau.
 - Some guessed that perhaps an agency involved in immigration, social services, or national security might be responsible for collecting the census data.
- Many respondents in each group had no knowledge about how often the census is conducted. Some guessed the census is conducted every five years or every year.
 - Because many associate the census with tracking births and deaths they assumed that it would be conducted at least once each year so that the data would be current.
- On an unaided basis, the respondents' initial understanding of the purposes and benefits of the census was limited and very general. The most commonly mentioned purposes and benefits across the groups, included:
 - Help the government know the population
 - Plan for the future
 - Assist schools and businesses
 - Count family members
 - Understand the ethnic populations
- Once the census fact sheets were presented and reviewed, the Asian respondents expressed their particular interest in a number of the benefits:
 - School funding
 - Funding of other programs (police, firemen, national security, etc.)
 - Building new roads
 - Determining the number of Congressional seats
 - Planning for businesses
 - Providing public bilingual services
- Compared to the other Asian groups, the Koreans, Vietnamese, and Chinese in particular demonstrated much more interest in the political impact on their own communities resulting from the census.
- The Laotians expressed their stronger need for English as a second language and job training programs.

Key Findings *(continued)*

Asian Groups *(continued)*

- Since the vast majority of respondents have never participated in the U.S. Census there was confusion as to what questions are asked and what types of information are required.
 - A number of Asians believe that not only is participation in the census voluntary, but that you are not required to provide your name on the questionnaire. They say that since it is just a “population count,” why do they need to know the individual’s name.
 - Some believe that the census asks for the person’s social security number and/or their driver’s license number. Most respondents consider these to be very sensitive personal information and say they would be extremely hesitant or would refuse to provide this data.
- The Asian respondents generally did not understand the concept of using the census data for genealogical research (tracing family histories).
 - Some interpreted this to mean that the census would be asking them questions about their family, parents and relatives: What their medical history was, had they been in the military in their native country, did they have a criminal past, etc.
 - A few thought that this was a way that they could locate and find missing relatives.
- Overall, most Asians were not concerned with the security or confidentiality of the information they provide to the census.
- The notable exception however, were the Filipino groups. Filipinos had the least trust in the government’s capability to keep census data confidential. The Filipino respondents tended to believe that their personal information might be used by commercial companies for marketing purposes.
 - In addition, they did not trust that the census information would not be shared with other government agencies.
- There was some concern among the other Asian groups, particularly the Chinese, that the census data might be used to identify and deport undocumented persons.

Key Findings *(continued)*

Asian Groups *(continued)*

- Even though most of the Asian respondents had been living in the United States during the 2000 Census, very few have ever participated in any U.S. Census.
- Importantly, the majority of Asians report never having received the census in the mail, nor were they visited by a census enumerator.
- While some did complete and return the forms (several say they were aided by enumerators), others who received the census did not respond.
 - Some threw it away because they could not read English, others said they just were not interested, and a few said that at the time they were not yet citizens and thought that only U.S. citizens could participate.
- A number of respondents, particularly the Laotians, mistakenly confused the census questionnaire with their annual evaluation form for their welfare assistance programs or with other telephone or mail surveys conducted by private businesses or government agencies.
- When asked to discuss what they view as being the major barriers to having greater participation in the census among the Asian community, the most frequently mentioned issues included:
 - Lack of understanding the purpose of the census and how the data is used
 - Do not see any direct benefit to themselves and/or the Asian community
 - Confidentiality of personal information (e.g. social security number, income)
 - Unavailability of in-language questionnaires
 - English-language incompetence
 - Impact on receiving government assistance programs (e.g. SSI and welfare)
 - Disclosure of illegal status which might lead to deportation
 - Illiteracy (mainly among Laotians)

Key Findings *(continued)*

Arab Groups

- Although the Arab men and most of the women had heard of the U.S. Census, their level of knowledge about the census was very low.
- Similar to the Asian groups, some of the Arab respondents were familiar with the census in their native countries and viewed the basic purpose as counting the population.
- Beyond providing a profile of the country's population, the Arabs believe that the U.S. Census helps the government allocate funding to the states and local communities for social services, schools and roads.
 - In addition, they felt the census was a way of letting the government know about the size of different ethnic and religion groups in the U.S.
 - Notably, some felt that the census data was flawed because it does not count everyone and misses certain types of people like undocumented immigrants.
- Arab men had a somewhat better understanding of how often the census is conducted, but most respondents were not aware that it is done every ten years.
- Only very few respondents knew that the Census Bureau conducts the census.
- There was a strong feeling among both the Arab men and women that the government is singling out the Arab community and that the census is a way to gather more information, specifically about them.
- Many Arab respondents spoke of how life has changed for them since September 11, 2001. They say that prior to that they would not have been as concerned about providing the census with personal information as they are today.
- Respondents expressed their feeling that although they are American citizens, they do not feel they are being treated the same way that other Americans are.
- When respondents were presented with the census fact sheets they understood the benefits of \$200 billion in funds going back to the states and into the local communities. They liked that the census data would help plan new schools, road and social programs.
- However, these benefits were greatly overshadowed by their distrust that the census information will be kept secure and confidential.

Key Findings *(continued)*

Arab Groups *(continued)*

- The Arab respondents pointed to government measures taken for the war on terror as examples of how they believe that no personal information they provide the government will truly remain confidential.
 - They say that under the guise of national security the federal agencies can access any citizen's personal information and particularly when it involves Arab-Americans or those of the Muslim faith.
- Fear and mistrust were the predominate barriers in the minds of these Arab respondents to their, and others in the community, participation in the census.
- Another concern was their feeling of alienation: that they are not being truly accepted as full citizens of this country. As a result, it is difficult for them to understand how participating in the census is going to benefit them or directly improve their situation.
- Although language was not as much an issue among the Arab groups as it was with the Asian respondents, they felt that some in the Arab community do not feel comfortable enough speaking or reading English to complete the census forms.
- Interestingly, the Arab men admitted that there is a tendency within the Arab community not to participate in civic activities. Many agreed that they do not vote or take a part in local issues. They felt that this is an attitude that needs to begin to change in order for the Arab community to gain in stature and respect.

Key Findings *(continued)*

Multi-Racial Group

- All of the respondents in the multi-racial group were at least aware of the U.S. Census.
- They associated the following definitions or functions with the census:
 - Population growth
 - How many people live in each household
 - An estimate of the population
 - Groups people into races that they might not want to be in
 - Income
 - Inaccurate, not everyone is counted
- Most respondents did not know that the U.S. Census is conducted once every ten years. Some guessed the census might be conducted every seven years or even every three years.
- A majority of the respondents seemed aware that the Census Bureau is the agency that conducts the census.
- Respondents generally felt that there was no real benefit of the census to them personally.
- When they were presented and reviewed the three fact sheets about the census, the multi-racial group was particularly interested in these benefits of the census:
 - \$200 billion per year in federal funds divided among states and local areas
 - Planning new schools
 - Determining how many representatives each state gets
 - Building new roads and streets
 - Providing better healthcare and more hospitals
 - Tracing family history
 - Determining population trends

Key Findings *(continued)*

Multi-Racial Group *(continued)*

- Many respondents do not believe that an individual's data is kept confidential. They believe that government agencies share personal information.
 - They believe that the FBI can access the data (especially since September 11).
 - Likewise, it is thought that the INS uses the information to find illegal immigrants.
- About one-half of these respondents said they have ever participated in the census.
- Although the respondents were multi-racial, this generally did not appear to impact their decision whether or not they would participate in the census.
 - However, several did say they do not like being pigeon holed by the choices or categories offered for the race questions.
- They believe that the census has not been successful in educating the public about the importance of participating in the census.
- Respondents believe that the major reason why people do not participate in the census is not having any compelling reason to complete the forms.
 - They felt that people need to understand how the data can benefit them, their children and/or their local community.

Key Findings *(continued)*

Caucasian Groups

- While the respondents in the Caucasian groups were aware of the U.S. Census, their knowledge about the census varied greatly.
- The Caucasian respondents tended to associate functions with the census beyond merely counting the overall population of the country:
 - Counting people
 - Measure the economy of the country
 - Determine the distribution of the House of Representative
 - Allocate funds to the states and local communities
 - Demographic information
 - Measure the consumption of products and services
- Only about one-half believed that the census is conducted every ten years. A similar proportion knew that the Census Bureau was responsible for conducting the census.
- Once they had discussed the census fact sheets, the Caucasian groups were particularly interested in these benefits:
 - Allocation of over \$200 billion in federal funds to the states and local areas
 - Help schools
 - Help the community
 - Build new roads
 - Confidentiality of the data
 - Census Bureau appears to take the issue of security seriously
- Respondents said the security of the census data was not a major concern for them. However, a number were skeptical that the census information is not shared with other government agencies.

Key Findings *(continued)*

Caucasian Groups *(continued)*

- Respondents do not feel that the census requests any information which they would consider being too personal, especially since they are not asked for their social security number.
- Only about one-half of the Caucasian respondents ever recall having received a census form or being visited by an enumerator.
- Many believe that the Census Bureau has not been successful in educating the public about the importance of completing the census and of the benefits to the community and to the entire country.
 - Notably, Caucasian respondents were the only groups to react favorably to appealing to patriotism as a reason for completing the census.
- Respondents believe that the number one barrier to participating in the census is not having any compelling reason to complete the forms.
 - They felt that people need to better understand how the census data can benefit them, their children and/or their local community.

Conclusions/Recommendations

Overall

- Consistent across all of these different ethnic groups was the lack of a clear understanding as to the purpose of the U.S. Census, how the data is used, and how the population benefits from their participation in the census.
 - Not all respondents were even aware of the U.S. Census and among those that said they were familiar with the census, their knowledge of the census was generally very limited.
- Notably, one-half or more of the respondents do not believe they have ever received the census forms in the mail or have been visited by a census enumerator.
- Once respondents were shown the census fact sheets and had an opportunity to discuss how the data is used and benefits the community, the majority expressed interest in participating in the 2010 Census.
 - In a number of the focus groups, respondents asked why no one has explained this to them before.
- Many of the respondents believe that participating in the census is their civic duty or obligation to the country they are living in.
- It was important to respondents to know that they were not required to provide their social security number and/or their driver's license number.
 - Not having to provide their social security number greatly reduces the fear that the census data may be comprised by hackers or misused by government personnel or agencies.
- There is a feeling by respondents that non-citizens (legal or illegal) are not likely to participate in the census.
 - Some Asian respondents had not participated in previous censuses because they thought that only citizens were allowed to complete the census forms.
 - Respondents were not totally convinced that the government would not use census information to identify and locate undocumented persons.
- Trust in the government impacts these communities in varying degrees.
- Among a number of the Asian communities (Vietnamese, Laotians, Cambodians) respondents indicated that they were allowed into this country as refugees and are appreciative and trust in the government appears to be high.

Conclusions/Recommendations *(continued)*

Overall *(continued)*

Community	Primary Barrier	Other Concerns
Korean	Lack of awareness, no reason/benefit to participate	Only citizens can participate, language, Census is voluntary
Vietnamese	Lack of awareness, no reason/benefit to participate	Legal status, language
Cambodian	Language	Impact on assistance/welfare, Census is voluntary
Filipino	Distrust data will be secure and confidential	Why is the data being collected, no benefits from participation
Laotian	Language, illiteracy	Fear Wrong Answers could jeopardize status, impact on assistance/welfare
Chinese	No reason/benefit to participate	Legal status, mistrust of government, language
Arab	Mistrust of government	Distrust data will be secure and confidential, war on terror
Multi-racial	Apathy, no reason/benefit to participate	Distrust data will be secure and confidential
Caucasian	Apathy, no reason/benefit to participate	Census is voluntary

- However, in the Filipino Asian groups and, to a much greater extent in the Arab groups, there is a notable lack of trust in the government.
- Among the Filipinos, the problem is more the feeling that the government is dishonest and will sell the census data to private firms for marketing purposes or that government agencies will use the information to locate undocumented persons.
- There is a much more intense feeling among the Arab respondents that since September 11th, the government has actively focused on the Arab community. They are extremely skeptical about the census claims that the data will remain confidential and not shared with other government agencies.
 - They believe that under the “war on terror,” the census data will be used against the Arab community.

Conclusions/Recommendations *(continued)*

Overall *(continued)*

- Besides the overall lack of awareness of the census, not perceiving any reason to participate, not knowing the benefits of the census, a distrust of government, and language are major barriers.
 - This is particularly true among the Asian communities. A number of respondents reported throwing the census away because they could not read English.
 - Others did not complete the forms because they worried that their lack of English would cause them to answer the questions incorrectly and negative consequences would result.
- As part of the communications out reach to these different communities, awareness and education need to be primary objectives.
- People need to be given reasons why they should participate in the census.
 - Some respondents want to believe that there is a direct benefit to themselves.
 - Others want to know that the information will result in the betterment of their communities.
 - For still others, it is important that the census data will be used to make a better life for their children.
- A number of different groups' respondents offered the same suggestion: show us actual examples of how the census data has had a positive benefit on people's lives or on a community.
 - They are particularly interested in the creation of new schools, roads and services that resulted from information coming from the census.
- Besides print and electronic media, respondents would like to see the Census Bureau make an effort to come into their communities through their churches, temples or mosques, community associations and local or community events.
 - Notably, many respondents expressed an interest or willingness to help get the message out to their communities about the census.

Conclusions/Recommendations *(continued)*

Asian Groups

- The particular efforts which can be made toward motivating more Asians to participate in the census are:
 - Have a native-language census questionnaire
 - Work closely with Asian churches and temples
 - Set up seminars or workshops at Asian community centers or organizations
 - Get the messages to parents through students at school
 - Send a task force with bilingual census takers
 - Run native-language ad campaigns emphasizing these messages:
 - Benefits to the ethnic community
 - Gain more political power
 - Receive more funding for schools
 - Help reduce the crime rate by hiring more police
 - Build more roads to reduce the traffic
 - Require no legal status
- The most effective media channels to reach these ethnic communities are the native-language television, newspapers (not for Laotians), radio, billboards near or within the community, and flyers for churches and temples, community centers or organizations, and at major Asian grocery stores.
- The strongest sense of, and respect for, their own ethnic communities is paramount among Koreans, followed by Vietnamese. The key communication messages for these two populations should focus on the benefits for their own ethnic communities.
- All the Laotians, most Cambodians and some Vietnamese are very optimistic about assistance provided by their own community organizations. In contrast, almost all the Koreans and Filipinos are pessimistic about the organizations of their own ethnic community. The decisions to work with Asian organizations should be made accordingly.

Conclusions/Recommendations *(continued)*

Asian Groups *(continued)*

- Filipinos have the least trust in the government keeping their personal information confidential. Communications with this population should address this issue as a very high priority. The other Asian groups also need assurance of government systems for confidentiality of their personal information.
- Laotians have the highest illiteracy rate of these populations. They need the most personal assistance in understanding the benefits of the census and in filling out the questionnaire.

Conclusions/Recommendations *(continued)*

Arab Groups

- The Arab-American community will prove a difficult group to reach.
- The profound mistrust of the government, coupled with a deep lack of understanding about what the census is and what it is used for will continue to make this community difficult to connect with.
- The events of September 11th and some measures the U.S. government has taken in the aftermath of those attacks make this community particularly apprehensive about giving out personal information.
- Clearly, the Census Bureau – to the extent that it can – needs to educate this community about the benefits to Arab-Americans in being counted.
 - This was intuitive, especially to the men, but a special effort needs to be made to reach this group.
- Working closely with imams or priests would go a long way toward the Census Bureau gaining a measure of trust.
 - One-on-one meetings with imams and priests, or an open house in regional offices of the Census Bureau to familiarize these men with the process and the benefits of the census could be useful.
- The Census Bureau might look into a program to address middle and high school government and social studies classes, if such a program does not currently exist.
 - Such a program would not only provide a channel of reaching parents to inform them about the census and encourage participation, but it will also teach young people about the census and why it is so important.

Conclusions/Recommendations *(continued)*

Multi-Racial Group

- A greater effort needs to be made to reach the multi-racial community in order to educate them on the purpose of the census and the benefits of participating.
- The Census Bureau should be aware that questions regarding race and the options provided to respondents can be a sensitive issue among members of this community, however, this does not appear to be a major barrier to participation.
- Respondents suggested a number of possible ways of reaching them:
 - Programs in the schools to educate the children about the importance of the census and encouraging their parents to participate.
 - Run advertising on local radio and television stations.
 - Emphasize the reasons for doing the census and how it brings funding into the local communities
 - Place announcements/posters on public transportation.
 - Use spokespersons like sports celebrities to promote the census.

Conclusions/Recommendations *(continued)*

Caucasian Groups

- This segment is somewhat better informed about the census, yet apathy is a major problem among these respondents.
- Like many of the other groups, they need to be given a reason why they should participate and that the census is not voluntary.
- Patriotism is a theme that resonates among this audience, but they also need to be told how the census directly impacts themselves and their community.
- Respondents can best be reached through traditional media sources, such as television, radio, newspapers and billboards.
 - There are also opportunities to reach them online.
- They want to see examples of actual results for the 2000 Census and how the data led to new schools, roads, and other programs and services that directly benefited the local community.
- Also, they would like to see the Census Bureau have a presence in the community through information/help desks at libraries or community centers, and partnerships with local businesses announcing the census.
- They are also open to the idea of having programs in the schools to educate the children about the importance of the census and encouraging their parents to participate.

Detailed Findings - Korean

Ethnic Communities – Korean

Awareness and Perceptions of the Census

- Most respondents in the Korean-language dependent group were aware of the U.S. Census. However, among the bilingual group (mainly composed of younger respondents) considerably fewer participants had any specific knowledge about the U.S. Census.
- The Korean-language dependent group associated the following definitions or functions with the census:
 - Population survey by the government
 - Population in a city
 - Market research for election purposes
 - Composition of different ethnic populations
 - Income
 - Rate of birth and death
- The Korean-bilingual group associated the following definitions or functions with the census:
 - Determine the diversity of the population
 - Statistics
 - Marketing strategy – finding the wants and the needs of the people
 - Population
 - Data
- Most of the Korean-language dependent respondents understood that the U.S. Census is conducted once every ten years, in contrast to the Korean Census which they say is done every five years. Younger bilingual respondents, however, guessed the census might be conducted every five years or even every year.
- A great majority of the Korean respondents, especially those in the younger bilingual group, were unaware of who conducts the census or to which government department or agency the Census Bureau belongs. Some respondents guessed that the census is conducted by the:
 - CIA
 - Labor Department
 - State Department
 - Homeland Security Department

Ethnic Communities – Korean *(continued)*

Awareness and Perceptions of the Census *(continued)*

- Most of the unaided responses about the purpose of the census were relevant, but vague. Most were offered by the Korean-language dependent group and a few respondents seemed very knowledgeable about the census.
- Some of their comments regarding the purpose of the census and how they thought the data is used included:
 - Helping the government at the federal, state, and city levels
 - Determine need for more police, schools, roads, etc.
 - Helping the government know the population growth
 - Planning for the future
 - Budgeting
 - Policy making by government
 - Appropriation of House Seats
 - Understanding the U.S. populace, including:
 - Minority populations and the origins of immigrants
 - Legal status
 - Homeownership
 - Family members and relationships
- Several also mentioned that they believed that politicians use the census data to help them locate potential voters.
- The Korean-language dependent respondents perceived the following specific benefits of the census, on an unaided basis:
 - Determine the number of Congress seats
 - Build new roads
 - Help companies know where they should conduct business and how they should market their products
 - Track the crime rate
 - Have an interpreter system to help those who don't speak English
 - Provide more bilingual services, such as at the Department of Motor Vehicles

Ethnic Communities – Korean *(continued)*

Awareness and Perceptions of the Census *(continued)*

- The younger bilingual respondents had difficulty, on an unaided basis, coming up with any specific benefits of the census.
 - They generally did not see any direct benefit to themselves. Some thought that politicians and/or corporations were the ones who would benefit the most from the census data.
- However, after they were presented and reviewed the three fact sheets about the census, the bilingual group was particularly interested in these benefits of the census:
 - Plan for the future
 - Help gain political power for the Korean community
 - Help schools
 - Help the community
 - Build more playgrounds and senior centers
 - Get more public funds
 - No requirement for census participants' legal status
- There was some confusion as to what questions are asked on the census. Even those who participated in the past were not clear as to what questions appeared on the census.
 - Some believed that you are not required to provide your name on the returned form, therefore there is very little risk involved in any specific information being linked back to the individual.
 - Others thought that most of the questions were general in nature and did not ask for personal information.
 - A few expressed concerns that they would be asked to provide their driver's license number and/or social security number. These two pieces of information are considered to be very personal and sensitive and they worry about these falling into the wrong hands.

Ethnic Communities – Korean *(continued)*

Awareness and Perceptions of the Census *(continued)*

- Overall, most respondents saw little reason to be concerned over the security or confidentiality of the personal information they provide to the census.
 - A few did believe that the information probably was shared by different government agencies.
 - However, respondents felt they had little to worry about since the information was likely to be available through other sources besides the census and they felt they have done nothing that would make some government agency take notice of them.

Participating in the Census – Barriers and Motivation

- Several of the Korean-language dependent group said they had participated in a past census. While none of the bilingual group participated in 2000, several did say they had received the forms.
- Some respondents in both the language dependent and the bilingual groups commented on having seen the commercials promoting and encouraging participation in the 2000 U.S. Census.
 - One respondent specifically recalled hearing the message that everyone should participate regardless of their legal status in this country.
- There was the perception among the Korean-language dependent respondents that only U.S. citizens would be qualified to participate in the census.
 - One respondent said they had contacted their lawyer back in 2000 to see if it was alright for them to fill out the census forms since they held a “green card” at the time.
- Respondents discussed a number of reasons why they have not participated in the census or why others in the Korean community are reluctant to complete and return the census forms.
- Notably, most of the respondents did not recall receiving the census forms in 2000 even though the vast majority were in this country at the time.
 - Interestingly, a few who did remember receiving the forms said they thought it was junk mail and had thrown the census out.

Ethnic Communities – Korean *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Several said that since they were not citizens they had not participated in the past and had not realized that they could participate.
- A number of respondents believed that it was entirely voluntary on the part of the individual as to whether or not to take part in the census. They said that unless Korean people understand what the census is and how the data is used, they will not be interested or take the time to participate.
- Some felt that even though the information from the census may not benefit them directly, they believe the data can benefit their children and benefit the Korean community in general.
 - Notably, respondents pointed to the Hispanic community as an example of how the Korean community could work to enhance their political representation. They see the census as being a means for the Korean community to be counted, recognized and allotted their fair share of resources and funding.
- There was the feeling that persons of questionable legal status would be reluctant to provide personal information about themselves to the census.
 - Some respondents thought it was possible that the census information could be used by the INS to locate and deport those having illegal status.
- Language was also seen as a barrier to participation. Those who participated in a previous census recalled that the forms had been in English and not Korean. They felt that, especially among the older persons in the community, the census needed to be available in Korean as well as English.
- Only one respondent mentioned that an enumerator had visited their household after they had failed to return the mailed census.
- The respondents made these suggestions regarding efforts to motivate more Koreans to participate in the census:
 - Have a Korean-language questionnaire available for those who are dependent on the native language for communication.
 - Work closely with Korean churches. Churches play an important role in the community and provide gathering places.

Ethnic Communities – Korean *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Send messages through students at school. Have programs in the schools informing children about the importance of the census. Have materials that they can take home and discuss with their parents.
- Send bilingual census enumerators to help older Koreans personally.
- Run Korean-language advertisements emphasizing these benefits from the census:
 - Voices for the entire Korean community
 - Shows political impacts
 - Helps plan for the future
 - Means more funding is available for schools
 - Helps reduce the crime rate by hiring more police
 - Recommends building more roads to reduce the traffic
 - Contains no requirement for legal status
 - Show how the data has been used in the past to directly benefit the community
- The Korean respondents cited the following media channels as most effective to reach the Korean community:
 - Korean television
 - Korean newspapers
 - Korean radio programs
 - Billboards in Korean in or near Korea Town

Detailed Findings - Vietnamese

Ethnic Communities – Vietnamese

Awareness and Perceptions of the Census

- Most of the Vietnamese respondents had heard of the U.S. Census, but were not knowledgeable about the census, particularly those in the bilingual group.
- Vietnamese respondents associated the census to the following issues:
 - Population growth
 - Immigration population (legal or illegal)
 - Consumer index
 - Ethnic population
 - Economy
 - Labor
 - Income
 - Housing
 - Business
 - Employment
 - Education
 - Family planning
 - Rate of birth and death
 - Crime rate
- Most Vietnamese respondents were confused about how often the U.S. Census is conducted. Some respondents guessed the census was conducted every five years while others felt it was done every year.
 - One respondent commented that just a few months ago it was announced that the population of the United States had reached 300 million. Therefore, they assumed that the census must be conducted frequently if they could identify the 300 millionth person.
- Both Vietnamese groups lacked knowledge of the Census Bureau and the government department or agency to which it belongs.

Ethnic Communities – Vietnamese *(continued)*

Awareness and Perceptions of the Census *(continued)*

- The groups perceived the purposes of the census, on an unaided basis, in very general terms as follows:
 - Planning for the future
 - Understanding the increase and decrease of the population
 - Gathering data on commercial businesses
 - Providing information on the sales and use of products
 - For a national security reason
 - Comparing the U.S. population with the world population
 - Determining the number of voters (What percent of the Asian population votes or how many Hispanic people plan to vote)

- The Vietnamese respondents did not have any clear idea as to what the benefits of the census data are and who benefits from this information. Some benefits of the census, mentioned on an unaided basis, were perceived as:
 - Helping businesses
 - A number felt that corporations and business people were the primary beneficiaries of the census data.
 - State and local governments can use the data for budgeting purposes
 - Allocate funds for schools, roads, etc.
 - Knowing the crime rate
 - Making a strong country
 - Gaining respect for the Vietnamese population by the government

Ethnic Communities – Vietnamese *(continued)*

Awareness and Perceptions of the Census *(continued)*

- After they were presented and reviewed the three fact sheets about the census, both groups agreed that Vietnamese people would be motivated to participate in the census if the following benefits could be emphasized in communications with the Vietnamese community:
 - Help schools
 - Provides reasons to hire more police and fire fighters
 - Aids plans to build more roads
- Before being shown the fact sheets, there was very little knowledge as to what specific questions are asked on the census. Some thought the census asked about your employment status and how long you have been working, gender, ethnicity and what country you came from.
 - Some believed that you are not required to provide your name on the census since the purpose was merely to count the number of people in the country. Others thought that you were not even asked for your age.
 - A few worried that by answering the ethnicity question that they could be targets of some type of discrimination.
 - Interestingly, a number of respondents kept referring to the census as getting people's opinions.
- Once they had discussed the fact sheets, most respondents felt that they would be comfortable answering the types of questions asked on the census form and did not consider the information to be too personal.
- Notably, most of these Vietnamese respondents were confused by the use of census data for genealogy purposes. They thought this meant the history of the Vietnamese people in the United States and the history of their immediate family and relatives. They did not understand why this information was being requested or exactly how it would be used and by whom.
- Generally respondents trusted that the government would keep the information safe and confidential. Some joked that this was the United States and not Vietnam and that they had more confidence that the government would protect their rights.
 - However, a few did express some concerns that the information could be sold to businesses for commercial purposes. One respondent said that when ordering a pizza all they have to do is give their telephone number and the pizza shop quickly knows his address. This information they believe comes from the census.

Ethnic Communities – Vietnamese *(continued)*

Participating in the Census – Barriers and Motivation

- Only a couple of the Vietnamese-language dependent respondents recalled having received the past census questionnaires and no one in the bilingual group had participated in the census.
- Although a few voiced concerns that they might not participate in the census if they felt the questions were too personal, the majority of the Vietnamese respondents believed that apathy was the biggest barrier to people like themselves filling out the census forms.
- Respondents said that in the past they had not taken the time to complete the census because they saw no reason to do so.
 - Knowing the benefits of the census, most respondents indicated they would be very likely to participate in the next census with no concerns.
 - Some of these respondents regarded this as a civic duty or an obligation as a citizen, but they said they never received the 2000 Census so they had been unable to participate.
- A number of respondents brought up the concern that some people within the Vietnamese community would be afraid to fill out the census because of their legal status in this country. Respondents were not totally comfortable with the statements that the census information could not be shared with the INS.
- These Vietnamese respondents suggested some efforts to motivate more Vietnamese to participate in the census:
 - Have a Vietnamese-language questionnaire available for those depending on the native language for communication
 - Set up community seminars to explain the benefits of the census
 - Send Vietnamese-language flyers to Vietnamese churches
 - Have bilingual Vietnamese representatives available to answer questions
 - Run Vietnamese advertisements emphasizing:
 - Long-term benefits for the Vietnamese community
 - Trust in confidentiality by the government
 - Civic duty

Ethnic Communities – Vietnamese *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- The respondents recommended these media channels as effective in reaching the Vietnamese community:
 - Vietnamese television
 - Vietnamese newspapers such as “*Viet Bao*”
 - Vietnamese radio programs such as the talk shows through “*Little Saigon*”

Detailed Findings - Cambodian

Ethnic Communities – Cambodian

Awareness and Perceptions of the Census

- Most Cambodian respondents, particularly in the bilingual group, had at least heard of the U.S. Census.
- The Cambodian groups generally viewed the census as a basic head-count and offered the following definitions or functions:
 - Counting people
 - Counting the population
 - Estimating the number of people in the country
 - Number of adults in the country (does not count children)
 - Number of family members
 - Measuring the change in population, how many people were born and how many have died each year
- Although a few respondents in each group understood that the census is conducted every ten years, many thought the frequency of the census to be anywhere from every four or five years to everyday.
 - The recent news of the 300 millionth baby being born led some to think the census was an on-going program for tracking deaths and births.
- Most Cambodian respondents were unaware of the Census Bureau and to which government department or agency it belonged. A few respondents thought it belonged to the:
 - Federal government
 - Ministry of Information
 - Social Department
- Notably, on an unaided basis, the Cambodians offered a number of different responses about what they perceived to be the purposes of the census. Among the Khmer-language dependent group respondents mentioned:
 - Determine the number of seats in Congress
 - Decide the right amount of funds for police, military forces, and teachers
 - Create a new town if there are too many people

Ethnic Communities – Cambodian *(continued)*

Awareness and Perceptions of the Census *(continued)*

- The bilingual group felt that the census provides benefits mainly to the federal/state/local governments, businesses and ultimately to people in the communities including:
 - Build a new city if necessary
 - Decide the allocation of funding based on the population size
 - Provide assistance for low income or unemployed people
 - Help businesses know their target consumers
 - Provide local services like new schools, parks, help for senior citizens, etc.
 - Keep the public safe
- Respondents had very few concerns with the type of information being requested by the census. Since they primarily view the census as a “head-count,” they did not believe they would be asked questions that were too personal.
 - In fact, those who recalled participating in the 2000 Census said the questionnaire had been simple and relatively easy to complete.
- Similarly, these Cambodian respondents felt they could trust the government (Census Bureau) with their information and not have to worry that it would be shared or misused.
 - Several commented that many other applications and forms require them to provide their driver’s license number, credit card number and/or their social security number. They feel that there is always some risk of misuse or identity theft, but they believe there is much less of a chance of that occurring with the census data.

Ethnic Communities – Cambodian *(continued)*

Participating in the Census – Barriers and Motivation

- A number of the Cambodian respondents believe they have participated in the 2000 or 1990 Census.
- The respondents talked about a number of reasons why they had not participated in the census before and what concerns members of the Cambodian community have that are preventing them from filling out the census forms.
- Although all of these Cambodians were already in this country in the year 2000, many do not remember receiving the census forms.
- Language appears to be a major barrier to getting Cambodians to participate in the census.
 - Some said that they, or others they know, threw away the 2000 Census forms because they could not read enough English to answer the questions.
 - One respondent did point out that in 2000, the enumerators that came to their household spoke Khmer and helped them complete the form.
 - Notably, there was concern that not understanding English well enough could mean the risk of answering the questions incorrectly which could get them in trouble.
 - Others mentioned that in some Cambodian families the parents rely on their children to help them read and understand English.
- In addition, many respondents pointed out other barriers which might prevent people in the Cambodian community from participating in the census:
 - People just do not want to take time or make the effort to complete the forms.
 - Several respondents were under the impression that participation in the census was optional.
 - There is a lack of understanding of why the information is being requested and how it will be used.
 - People do not know how the data can benefit them or the Cambodian community.
 - Some may consider the information to be too personal or are afraid to reveal certain information.
 - Respondents said that people on government assistance programs, such as SSI, worry that their eligibility could be compromised by the answers they give on the census

Ethnic Communities – Cambodian *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Distrust of the government
 - For some Cambodians, their experiences before coming to this country have caused a strong mistrust for government in general. Life in Cambodia and the refugee camps has led some to fear the government and worry about the police.
 - One respondent noted that 69% of Cambodian elderly suffer from post-traumatic stress disorder as a result of living through the war and genocide in Cambodia.
- Those Cambodians who are here illegally would probably not want to identify themselves.
 - Similarly, respondents say that it is not usual for more than one Cambodian family to be living at the same address. If one of the families has questionable status, they are not going to be counted.
 - Likewise, even if both families are legal, it would not be strange for only one family to be recorded on the census as living at that address.
- Persons with criminal records either in this country or prior to coming here are afraid to provide too much information about themselves.
- The respondents offered suggestions regarding efforts to motivate more Cambodians to participate in the census:
 - Tell Cambodians why it is important for them to complete the census forms.
 - Have a Khmer-language questionnaire available for those who are dependent on the native language for communication.
 - Set up seminars at Cambodian temples and churches.
 - Invite Khmer speaking representatives from the census to come to the temples and talk about what the census is and how it can help the community.
 - Participate in Cambodian community events.
 - The Cambodian New Year (second week of April) was cited as one event that usually involves the entire community.

Ethnic Communities – Cambodian *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Send messages through students at school.
 - This is seen as being particularly important among the Cambodian families where the parents lack proficiency in English.
- Partner with the Cambodian Community Association.
- Run Khmer-language advertisements.
- Respondents believed the most effective media channels to reach the Cambodian community would be:
 - Khmer-language television
 - Khmer-language newspapers
 - Khmer-language radio
 - Khmer-language flyers at Cambodian grocery stores

Detailed Findings - Filipino

Ethnic Communities – Filipino

Awareness and Perceptions of the Census

- Although about one-half of the Filipino respondents had heard of the U.S. Census, there was considerable confusion about the census due to their experiences with the census in the Philippines.
- Filipino respondents associated the following definitions or functions with the U.S. Census:
 - Number of population
 - Number of family members, including children
 - Number of males and females
 - Unemployment rate (number of jobs and where they are)
 - Counting the number of cars
 - Identification
 - Ethnic groups
 - Demographics
 - Crime rates
 - Marital status
- Most respondents had no idea of how often the census is conducted. Very few Filipinos in either group knew that the census is conducted every ten years. A greater proportion thought that the census is conducted about every five years.
- Virtually no one had a solid knowledge of which government department or agency conducts the census, nor did they know how the Census Bureau fits into the government overall. Respondents guessed that the census might be conducted by:
 - Department of Motor Vehicles
 - Social Security
 - National Statistics
 - Board of Census
 - The Post Office
 - Mayor's office

Ethnic Communities – Filipino *(continued)*

Awareness and Perceptions of the Census *(continued)*

- The Filipino respondents, on an unaided basis, described the purposes of the census as:
 - Gathering data on race and age
 - Funding for schools
 - Planning for the future
 - Planning for businesses
 - Allocating the number of police based on population
 - Determining the number of senators for the districts
 - Knowing the number of voters and the membership of the political parties
 - Tools for marketing – lifestyle information, what products would sell in certain areas
 - Projecting the population growth
 - Basis for the leaders to plan for the community
 - Determine the standard of living of the people
- Respondents believe that a number of different segments benefit from the census data.
 - The people benefit through more services (schools, police, etc.)
 - Business people want to know where to locate businesses and what the people want to buy
 - Politicians running for office and looking for ethnic voters
 - Government agencies like social services could use the data for people in poverty

Ethnic Communities – Filipino *(continued)*

Awareness and Perceptions of the Census *(continued)*

- There was much confusion as to what questions are asked on the census.
 - Some of the Filipino respondents had the impression that it was not necessary to provide your name on the census forms.
 - Others believed that the census requested their social security number, which concerned them as being too personal.
- Security and trust were two issues that the Filipino respondents felt very strongly about. Respondents said that there is a “Filipino attitude” not to trust government. While this may have originated from their experiences back in the Philippines, it would appear to have carried over into this country as well.
- Most respondents rejected the statements on the fact sheets describing the security and confidentiality measures taken to protect census data.
 - They do not trust that the Census Bureau will not share information with other government agencies or to the President if asked to do so.
 - Some even believe that the reason they get called by telemarketers is that the Census Bureau sells their personal information to private businesses.
 - There is also the perception that government agencies share and pool information. Immigration shares data with the IRS and the DMV shares its information with other agencies.
- Most Filipino respondents demonstrated their distrust in the capability of the government to keep their personal information confidential, by saying they were concerned about:
 - Their personal information, such as names and social security numbers
 - The mailed census forms falling into the wrong hands
 - The access to the data by the President, FBI or IRS
 - The access to the data by government employees
 - The information being used to locate persons of illegal status
 - Scams (persons claiming to represent the Census Bureau)
 - Computer hackers

Ethnic Communities – Filipino *(continued)*

Participating in the Census – Barriers and Motivation

- None of the Tagalog-language dependent group had participated in any past censuses and only a few in the bilingual groups thought they may have done so.
- Notably, several respondents appeared to be confusing telephone or mail surveys they received from the utility companies and/or social services with the census.
 - These surveys which asked questions about the number of people in the household, household income, etc. led them to believe it was part of the census or that the data was shared with government agencies including the Census Bureau.
- Many Filipino respondents seemed somewhat surprised that after being in this country for many years they had never received the census forms and were just now learning what the U.S. Census is and how the data is used.
- When asked to discuss reasons why they or others in the Filipino community have not, or may not want to participate in the census, the lack of trust in the government keeping the data secure and confidential was the primary concern.
- In addition, respondents pointed out other barriers which might prevent people in the community from participating in the census:
 - People who are undocumented are concerned that they will be identified and deported.
 - One respondent told of a co-worker who would not participate in the 2000 Census because they had a relative who was here illegally.
 - There is a lack of understanding of why the information is being requested and how it will be used.
 - People do not know how the data can benefit them or the Filipino community.
 - Completing the census in the Philippines never resulted in any positive changes so why should they expect anything different to happen in the U.S.
 - Worried that the funding will not reach the people, but go to the “leaders’ pockets.”
 - A few actually thought that the census was just for the Filipino community.
 - Perception that participation in the census is merely voluntary.

Ethnic Communities – Filipino *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Language is another barrier, especially among older Filipinos.
- The respondents made a number of suggestions on what the Census Bureau could do to motivate more Filipinos to participate in the census:
 - Have a Tagalog-language questionnaire available for those depending on the native language for communication
 - Get messages to schools and work places
 - Have bilingual representatives to help older people in particular
 - Notably, many respondents said they would be willing to work within the Filipino community to help others complete their census forms.
 - Work closely with Filipino church leaders and Filipino organizations
 - Set up a booth at Filipino cultural events
 - Run advertisements to educate the community, emphasizing the importance and benefits, such as:
 - Helping schools
 - Determining Congressional seats
 - Representing the Filipino community
 - Show Filipino pride
- They identified these effective media channels to reach the Filipino community:
 - Television (e.g. The Filipino Channel [TFC])
 - Newspapers (e.g. *Philippine Star*)
 - Flyers at Filipino supermarkets, restaurants, high traffic areas
 - Banners/billboards in the Filipino community

Detailed Findings - Laotian

Ethnic Communities – Laotian

Awareness and Perceptions of the Census

- Many of the Laotian respondents in the Laotian-language dependent group and almost all the respondents in the bilingual group had never heard of the U.S. Census.
- Most respondents either had no knowledge at all or else very limited knowledge about the census. Some of them even tended to confuse the census with the questionnaires from other government agencies, such as a welfare office.
- The Laotians tended to think that the census is mainly a program for tracking deaths and births within households.
 - Others believed that it was part of social services and used to determine welfare assistance eligibility.
- Respondents in the Laotian-language dependent group had no idea how often the census is conducted. In the bilingual group it was guessed that the census was done every year (to accurately measure deaths and births), every five years, or every ten years.
- The Laotians were unaware of the government department or agency which conducts the census and no one was familiar with the Census Bureau.
 - Some thought the census was conducted by the county or perhaps by the state government.
 - A few thought that it was “immigration” who conducted the census.
- A few respondents in each group perceived the following general benefits of the census, on an unaided basis:
 - Count family members
 - Gather data on name, age, address, ethnicity, birth/death rate
 - Help businesses (how many cars to build, how many noodles to make)
 - Education (building school, offering programs for children)
 - Understand employment and housing
 - Provide welfare assistance (*“It helps people just like us who are poor.”*)
 - Know who the immigrants are in this country and where they have come from
 - Benefit people in Fresno

Ethnic Communities – Laotian *(continued)*

Awareness and Perceptions of the Census *(continued)*

- Most respondents in the Laotian-language dependent group and the bilingual group were unable to read the fact sheets presented to them (in Lao and English). After the facts were read to them, some respondents still failed to understand the overall benefits.
- Those who comprehended the benefits mentioned the following benefits they liked or expected:
 - Build new roads
 - Allocate funds to different states
 - Determine the Congressional seats
 - Provide more ESL (English as second language) and vocational classes
 - Set up interpretation assistance programs
 - Train for more jobs
- Overall, most respondents saw little reason to be concerned over the security or confidentiality of the personal information they provide to the census.
 - Some did believe that they would be asked for their social security numbers and they were not completely comfortable with the thought of releasing this type of personal information.
- The Laotians were confused about the fact that the census information is used for genealogy – tracing family history. They thought this to mean that the census would ask questions about their family – what diseases had their parents had, were there family members with criminal records, had anyone been a soldier back in Laos, etc.
- Notably, many in the Laotian community had been relocated by the government to this country. A number of respondents expressed gratitude for being brought to the U.S. and said their lives are much improved from their time in Laos. There is a good deal of trust in the government and the personal rights and protections afforded citizens in this country.

Ethnic Communities – Laotian *(continued)*

Participating in the Census – Barriers and Motivation

- Only a few of the Laotian respondents believed they may have received census forms in the past. While several think they completed the forms, others said they threw the census away because they could not read English.
 - Most said they have never been mailed the census forms or been contacted by an enumerator.
- Language and illiteracy appear to be major barriers to getting Laotians to participate in the census.
 - Some said that they threw away the 2000 Census forms because they could not read English to answer the questions.
 - Others say they often give forms that arrive in the mail to their children to read and/or fill out.
- Notably, there is a fear among a number of the respondents that if they do not answer the questions “correctly” on the census forms they and their family will be sent back the Laos.
- In addition, respondents pointed out other barriers which might prevent people in the Laotian community from participating in the census:
 - Some respondents thought the census is only for citizens of the U.S.
 - There is a lack of understanding of why the information is being requested and how it will be used.
 - Impact or reductions in the welfare received from the government.
 - People just do not want to take the time or make the effort to complete the forms.
 - Several respondents were under the impression that participation in the census was optional.
 - People do not know how the data can benefit them or the Laotian community.
 - They do not know where to go for help filling out the census forms.
 - Those of questionable status would be worried about being identified by the census.

Ethnic Communities – Laotian *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- The Laotian respondents made these suggestions regarding efforts to motivate more Laotians to participate in the next census:
 - Have a Laotian-language questionnaire available
 - Partner with a popular Laotian community organization such as Lao Family
 - Send bilingual census enumerators to the homes
 - Arrange face-to-face assistance
 - Work closely with Lao temples
 - Run Laotian-language advertisements explaining basic benefits from the census and emphasizing the obligation
- Both Laotian groups expressed the view that the most effective media channels to reach the Laotian community would be:
 - Laotian radio
 - Laotian television, (e.g. Lao BC, Janbo Lao)
- Print advertising or flyers were not believed to be an effective method to communicate with the Laotian community since many Laotians are illiterate.
 - However, several did mention that the Laotians have a small, tight knit community and they thought word-of-mouth was another way of disseminating information.

Detailed Findings - Chinese

Ethnic Communities – Chinese

Awareness and Perceptions of the Census

- Chinese respondents in both the Mandarin (mainly composed of younger immigrants) and Cantonese groups seem to be quite familiar with the concept of the census, mainly because of their prior experience with census activities in China / Hong Kong before they came to the U.S.
- Chinese respondents associated the census to the following issues on an unaided basis:
 - Counting the population
 - Tracking the mobility of the population
 - Movement from city to suburbs
 - Population growth
 - Economy
 - Immigration population
 - How many in each ethnic group
 - Legal versus illegal
- While the respondents who were familiar with the U.S. Census felt the questions asked on the census were not sensitive and easy to answer, many who had no experience with the census worried that the information would be too personal.
 - They particularly worried about answering questions regarding their immigration status.
- Those Chinese who have been in this country a shorter period of time were less likely to know that the Census Bureau is the agency that conducts the census.
 - Some believed that the Immigration Department conducts the census.
 - Others who are aware of the Census Bureau, say they mainly know of the agency through mass media such as television, newspaper, billboards, radio broadcast advertisements and news reports.

Ethnic Communities – Chinese *(continued)*

Awareness and Perceptions of the Census *(continued)*

- The Chinese respondents, on an unaided basis, described the purposes of the census as:
 - Estimating population growth
 - Gathering data on race and age
 - Planning for the future
 - Determining resource allocations
 - Funding for schools
 - Social services and welfare
 - Housing needs
 - Transportation
 - Hospitals
 - Planning for services for the elderly
 - Projecting the population growth
 - Understanding economic trends
- After they were presented and reviewed the three fact sheets about the census, respondents were particularly interested in these benefits of the census:
 - Conducted every ten years (it is not a frequent task)
 - Apportion of the House of Representatives (help gain political power for the Chinese community)
 - Help schools, roads
 - Long-term tracking of population trends
 - Allocation of federal funds to state and local areas
- Overall, the majority of respondents believed there was little reason to be concerned about the security or confidentiality of the information they provide the census.
 - A few who had never participated in the census expressed a certain level of unease and insecurity in providing personal information to the government. A few felt uncomfortable having any dealings with government, here or the government in mainland China.

Ethnic Communities – Chinese *(continued)*

Participating in the Census – Barriers and Motivation

- A number of respondents in the Cantonese group recalled receiving the past census questionnaires, but only one in the Mandarin group had participated in the census.
- When prompted, respondents are generally receptive to the census in theory and consider it a civic duty to participate because of its social and economic applications and its implications to the society as a whole. Participating in the census is therefore perceived to be an obligation of a resident.
- Overall, respondents' main motivation for participating in the census is to be counted as part of the society which they have adopted as their "new home." However, although respondents feel quite strongly about their "sense of belonging" to America, they do not associate their motivation of participating in the census with patriotism.
- Respondents who have never participated in the U.S. Census claimed that they were unaware of the census data collection at the time or that they never received the census material or questionnaire. Personally, they claimed that they were receptive to the census although they are not totally familiar with the operations and the type of questions asked.
- Some respondents said that in the past they had not taken the time to complete the census because they saw no reason to do so.
 - They did not perceive any direct and personal benefits of the census data.
 - They lacked awareness of the importance of census data and their social, economical and political applications / implications and how it could impact the Chinese community.
 - Knowing the benefits of the census, most respondents indicated they would be very likely to participate in the next census with no concerns.
- A number of respondents brought up the concern that some people within the Chinese community would be afraid to fill out the census because of their legal status in this country. Respondents were not totally comfortable with the statement that the census information could not be shared with the INS.
 - Their insecurity is mainly contributed by stories circulating in the Chinese community where individuals were "mysteriously" arrested and sent back to China without explanation.

Ethnic Communities – Chinese *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Likewise, they spoke of a recent immigration raid that was in the news as an example of how personal information could possibly be used against them.
- Respondents speculated that illegal immigrants are most likely to refuse participation in the census because of their fear of being discovered no matter how “simple” and “non-sensitive” the required information is.
- The Chinese also mentioned another example where they perceive that their trust in the government could be compromised. Anti-terrorist legislation, such as the Patriotic Act, may demand the release of personal information even from the census.
- Language is another barrier to participation. Respondents who had participated in the 2000 Census all filled out their form in English. However, many feel that the forms being in English makes it intimidating to non-English speaking Chinese. Although participants may request for a Chinese version, the instruction is in English and the extra effort in making the request (e.g. phone call) is perceived to be prohibiting.
- These Chinese respondents suggested some efforts to motivate more Chinese to participate in the census.
 - Communications messages should emphasize the following key “facts”:
 - No one other than sworn census employees can see your data – not a court, the President, FBI, IRS or INS
 - Fines/jail time if confidentiality is violated
 - Over \$200 billion per year in federal funds divided up among states and local areas based on data from the census
 - Helps government and business planning (schools, roads, business locations)
 - Apportion House of Representatives
 - Asks for name, sex, age/date of birth, how people are related, race, origin
 - Conducted every 10 years

Ethnic Communities – Chinese *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Increase awareness of the census in the Chinese community through local Chinese newspaper and radio communications
 - The Chinese newspapers are a key channel of communication and source of information for the working class Chinese in New York City. Newspapers also overcome dialect barriers (note: the Chinese speak many different dialects, with Mandarin being the official language and Cantonese the most popular. However, Fukianese and Toisanese are also predominant in the New York area. They may not be able to communicate with each other due to significant differences between the dialects. However, all Chinese read and write the same set of written characters and therefore can communicate freely in writing.)
 - Chinese radio broadcast is another major source of information for the majority of Chinese living in the New York area especially the working class. It is particularly helpful for those who cannot read or do not have the time to read newspapers.
- Community outreach through local grass root social service organizations:
 - The Chinatown Human Resources Services, the Chinatown Planning Council, the Chinese Public Service Association and the various “communal organizations” are considered to be most “influential”, well-trusted local organizations that provide community and social services to the Chinese community in New York City.
 - Seminars, street fairs, special gatherings and community events (e.g. Chinese New Year and other major festivals) are perceived to be best opportunities of communicating to the Chinese about the census.

Detailed Findings - Arab

Ethnic Communities – Arab

Awareness and Perceptions of the Census

- Virtually all of the Arab men and many of the women respondents had heard of the U.S. Census.
- However, most respondents had no knowledge at all or else a very basic understanding of the U.S. Census.
- Some of the Arabs were familiar with the census in their native countries and knew that the purpose was to count the population. When asked to describe the U.S. Census, they said:
 - It is incorrect or not accurate. They don't count everyone especially illegal aliens.
 - It helps the government in determining and allocating resources.
 - Money for the community for building schools, providing services.
 - Counting of the population.
 - A way of telling we exist, people of different religions.
- Most respondents had no idea how often the census is conducted. The Arab men were somewhat more likely to know that the census was done every ten years.
- Likewise, there was very little recognition that the Census Bureau is the government agency which conducts the census.
- Many of the respondents in both groups think that some of the information being requested by the census was too intrusive.
 - Some wondered if the purpose was merely to count the population, why did they require you to provide your name and address?
- There was a great deal of fear among respondents that the census is singling out Arab-Americans.
 - They felt that there are other reasons for the government to collect this data other than what the census says the information will be used for.
- Since September 11th, they feel that Arab-Americans have been put under a microscope.
 - Respondents say that even through they have the documents that say they are Americans, they are not treated in the same way other Americans are.

Ethnic Communities – Arab *(continued)*

Awareness and Perceptions of the Census *(continued)*

- These Arab-Americans do not believe the statement that the census data will not be shared with other government agencies or even with the President.
 - Some of the men believe that because of the war on terror the government is actively spying on its citizens. They believe that assurances of confidentiality are meaningless when faced with issues of national security.
 - Others feel the information is or would be shared with the INS. One woman mentioned how “the government” came to a neighbor’s house at 4 o’clock in the morning and took the family away and later deported them.
- Although the census information may be confidential right now, there is no guarantee that new legislation could change all of that in the future.

Participating in the Census – Barriers and Motivation

- Among Arab men, the length of residency in this country ranged between 18 years and 32 years, yet just three openly acknowledged or recalled having received a previous census. Among women, the length of residency was shorter – 6 to 27 years – and just one woman indicated that she had participated.
 - While the women indicated that it was not likely that their husbands received a census form and did not tell them about it, it was not clear if Arab cultural sensitivities regarding gender is one of the reasons that only one of the women recalls or admits to previously being exposed to the census.
- It is clear that the main issue preventing members of the Arab-American community from fully participating in the U.S. Census is a lack of trust of the government and a fear that the information gathered would be used against members of the community. This is especially true following the attacks on September 11, 2001.
 - This lack of trust and feeling of fear was much more prevalent (or at least more forcefully expressed) among the men who participated. The women indicated that members of the Arab-American community had this fear, but it was expressed in a more general way.
- Another issue that emerged in both groups, but more so among the men, was the sense that they did not belong to America, or were not made to feel a part of the country.
 - While some indicated that they should fill out the census because it is their duty as Americans, many said that they would feel more willing to complete the census form if they felt that the country as a whole accepted them as Americans. There was general agreement that this was just not the case.
- Both groups believed that it will be very important to educate the Arab-American community about the purpose and benefits of participating in the U.S. Census.
 - The women in particular felt using the educational system was the best way to increase participation. The women generally felt that beginning an education campaign about the Census Bureau in the schools would be beneficial in two ways – first, it would familiarize Arab-American children with the census which they would carry with themselves into adulthood, and second, many of the women indicated that their children come home from school to discuss what they have learned and that they, as parents, rely on this information to help assimilate into American life.
 - While the men also agreed that education was important, they tended to see more value in educating the adults in the community (though many agreed that it would be difficult to do so, especially with older members of the community).

Ethnic Communities – Arab *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Respondents suggested distributing information about the census and Census Bureau among religious leaders. All agreed that the vast majority of members of the Arab-American community trusted and respected their religious leaders (imams or priests). The men especially emphasized this point.
- They also suggested reaching out to the community through local organizations like the Arab-American Association.
- The women made a particular point of saying that if you need something to get around the Arab-American community, distribute the information in beauty salons and coffee shops.
 - Both groups also mentioned Arab-owned grocery stores as an effective way to get information distributed via flyers or posters.
- Another method of encouraging more participation would be providing census forms in Arabic.
 - They suggested hiring more Arabic-speaking census takers for those areas or communities with high concentrations of Arab-Americans.
- A general knowledge advertising campaign for the census and the Census Bureau in local newspapers, especially the free weekly newspapers, could prove beneficial.
 - Respondents mentioned Arabica and Astoria as newspapers for disseminating information.
- Many spoke about the Arabic channels on satellite television and Arab radio stations as good ways of disseminating information:
 - ART America
 - LBT
 - Al Jazeera.

Detailed Findings – Multi-Racial

Multi-Racial

Awareness and Perceptions of the Census

- All of the respondents in the multi-racial group were at least aware of the U.S. Census.
- They associated the following definitions or functions with the census:
 - Population growth
 - How many people in each household
 - An estimate of the population
 - Groups people into races that they might not want to be in
 - Income
 - Inaccurate, not everyone is counted
- Most respondents did not know that the U.S. Census is conducted once every ten years. Some guessed the census might be conducted every seven years or even every three years.
- A majority of the respondents seemed aware that the Census Bureau is the agency that conducts the census.
- Some of their unaided comments regarding the purpose of the census and how they thought the data is used included:
 - Determine the demographics of the population
 - Helping the government at the federal, state, county, and city levels
 - Determine need for more police, schools, roads, etc.
 - Helping the government know the population growth
 - Track migration of the population to different areas
 - Planning for the future
 - Budgeting
 - Building better roads and more schools
- Respondents generally felt that there was no real benefit of the census to them personally.

Multi-Racial *(continued)*

Awareness and Perceptions of the Census *(continued)*

- When they were presented and reviewed the three fact sheets about the census, the multi-racial group was particularly interested in these benefits of the census:
 - \$200 billion per year in federal funds divided among states and local areas
 - Planning new schools
 - Determining how many representatives each state gets
 - Building new roads and streets
 - Providing better healthcare and more hospitals
 - Tracing family history
 - Determining population trends
- Respondents believed that the questions asked on the census include age, number of people in the household, income and race. They agreed that the census does not ask for their social security number.
 - Several respondents said that they sometimes do not know how to answer the race questions. One said there are times when she will mark Black and other times Latina.
 - They did not feel that the census requested personal information and some said that a typical job application requires more personal information than does the census.
- Many respondents do not believe that an individual's data is kept confidential. They believe that government agencies share personal information.
 - They believe that the FBI can access the data (especially since September 11th).
 - Likewise, it is thought that the INS uses the information to find illegal immigrants.

Multi-Racial *(continued)*

Participating in the Census – Barriers and Motivation

- About one-half of these respondents said they have ever participated in the census.
 - Those who received the census form found the experience to be simple to complete and “no big deal.”
- Although the respondents were multi-racial, this generally did not appear to impact their decision whether or not they would participate in the census.
 - However, several did say they do not like being pigeon holed by the choices or categories offered for the race questions.
- A number of respondents were critical of the census for not doing a better job of the general population and in particular the homeless, the elderly, and those who are illiterate or do not speak English.
- They believe that the census has not been successful in educating the public about the importance of participating in the census and how the information will benefit the community.
- Respondents believed that the major reason why people do not participate in the census is not having any compelling reason to complete the forms.
 - They felt that people need to understand how the data can benefit them, their children and/or their local community.
- Respondents made a number of suggestions regarding efforts to motivate more people to participate in the next census:
 - Have programs in the schools to educate the children about the importance of the census and encouraging their parents to participate.
 - Have a national Census Day holiday for people to stay home and complete the census
 - Run advertising on local radio and television stations
 - Place announcements/posters on public transportation
 - Use spokespersons like sports celebrities to promote the census
 - Emphasize the reasons for doing the census and how it brings funding into the local communities

Detailed Findings - Caucasian

Caucasian

Awareness and Perceptions of the Census

- Virtually all of the respondents in the Caucasian groups were aware of the U.S. Census. However, while some were quite knowledgeable about the U.S. Census, others only had a general idea of what the census is for.
- Respondents associated the following definitions or functions with the census:
 - Counting people
 - Measure the economy of the country
 - Determine the distribution of the House of Representatives
 - Allocate funds to the states and local communities
 - Demographic information
 - Measure the consumption of products and services
- Respondents were somewhat confused as to how often the U.S. Census is conducted, but about one-half thought it was done once every ten years.
- While everyone knew the census was conducted by the federal government, many were not sure which government department or agency was responsible for collecting the data. Some respondents guessed that the census is conducted by the:
 - Federal government
 - Census Bureau
 - State Department
- The groups perceived the purposes of the census, on an unaided basis, in very general terms as follows:
 - To help the federal government allocate money and resources to the states
 - Where to build new schools

Caucasian *(continued)*

Awareness and Perceptions of the Census *(continued)*

- Determining which areas need more police
- Road construction
- Help business owners know which areas are growing
 - Sell products
 - Open new stores
- Companies use it for affirmative action programs
- Tied to taxes somehow
- Funding for health benefits
- House of Representatives
- Several also mentioned that they believed that politicians use the census data to help them locate potential voters.
- After they were presented and reviewed the three fact sheets about the census, the groups were particularly interested in these benefits of the census:
 - Allocation of over \$200 billion in federal funds to the states and local areas
 - Help schools
 - Help the community
 - Build new roads
 - Confidentiality of the data
 - Census Bureau appears to take the issue of security seriously

Caucasian *(continued)*

Awareness and Perceptions of the Census *(continued)*

- Respondents felt that the security of the census data was not a major concern. However, a number were skeptical that the census information is not shared with other government agencies.
 - Some believe that since September 11th, the government is able to access pretty much any personal data they have about an individual.
 - One respondent mentioned that they had recently received a birthday card from a local politician and wondered how and where they had gotten her birth date.
- At the same time, respondents do not feel that the census requests any information which they would consider being too personal. Especially since they are not asked for their social security number.
 - Several pointed out that much more personal data is asked for on job applications or when they apply for a credit card.

Participating in the Census – Barriers and Motivation

- Fewer than one-half of these respondents said they have ever participated in any previous census. Somewhat more than one-half ever recall receiving a census form.
- Once they had been shown the information on the fact sheets virtually all of the respondents felt they would be likely to fill out the census forms in 2010.
- Many believe that the census has not been successful in educating the public about the importance of completing the census and of the benefits to the community and to the entire country.
 - Interestingly, the Caucasian groups were the only respondents to react favorably to appealing to their patriotism as a reason for completing the census.
- Respondents discussed a number of reasons why they have not participated in the census or why others in their local community are reluctant to complete and return the census forms.
 - Notably, many of the respondents did not recall receiving the census forms in 2000 or being visited by an enumerator.
- These respondents believe that the number one barrier to participating in the census is not having any compelling reason to complete the forms.
 - They felt that people need to understand how the data can benefit them, their children and/or their local community.
- A number of respondents believed that it was entirely voluntary on the part of the individual as to whether or not to take part in the census. They said that unless people understand what the census is and how the data is used, they will not be interested or take the time to participate.
- There was the feeling that persons of questionable legal status would be reluctant to provide personal information about themselves to the census.
 - They also believe that community members with little education or those who do not speak English are also not likely to participate.

Caucasian *(continued)*

Participating in the Census – Barriers and Motivation *(continued)*

- Respondents made a number of suggestions regarding efforts to motivate more people to participate in the next census:
 - Have an area set aside in libraries and community centers where people can get information about the census and help completing their forms.
 - Partner with local businesses like McDonald's or pizza shops to print announcements about the census on bags and pizza boxes.
 - Have programs in the schools to educate the children about the importance of the census and encouraging their parents to participate.
 - Develop advertising (or infomercials) which show examples of tangible results from the 2000 Census.
 - How new schools were built, new roads, and other things that directly benefited the community
- They also expressed the view that the various media channels need to be used in order to reach a broader audience:
 - Traditional channels like television, radio, newspapers and billboards
 - Internet ads via Goggle, a census Website

APPENDIX

Discussion Guide - Asian/Arab

WB&A
Job No. 06-936
October 2006

CENSUS PARTICIPATION FOCUS GROUP DISCUSSION OUTLINE

I. Introduction (10 minutes)

- A. Explain purpose of meeting:
- B. About focus groups
 - 1. Form of market research, not selling anything
 - 2. Discussion will last about 2 hours
 - 3. Audiotaping/Videoconferencing
 - 4. One-way mirror; associates viewing, notes may come in
 - 5. All comments will be kept anonymous and confidential
 - 6. Have courage of convictions; don't let group sway you
 - 7. No right or wrong answers, only your opinion
 - 8. Don't have to raise hands; but speak one at a time
 - 9. Work for independent market research company/no vested interest
 - 10. Interpreter behind the mirror
 - 11. Turn off cell phones
- C. Respondent introduction
 - 1. Name
 - 2. About self (Marital status/children/job)
 - 3. Place of birth
 - 4. Length of time lived in US
 - 5. Where live in area/length of time lived in the area
 - 6. City of residence and length of time lived in the city

II. Awareness and Perceptions of the Census (25 minutes)

- A. What is your immediate reaction when I say, "the U.S. Census"?
 - 1. How many of heard of the U.S. Census?
 - 2. What words come to mind? (**WRITE ON PAD, THEN FLIP CHART.**)
 - 3. What is the purpose of the Census?
 - a. How often is it conducted?
 - b. What type of questions are asked by the Census (what information is collected)?
 - c. What is the data used for?
 - 4. Who conducts the Census (Dept. of Commerce; Census Bureau, other)?
 - a. What kind of role do you imagine the Census Bureau has in the Federal government?
 - b. Is it independent or part of another department?
 - 5. Who benefits the most from the information collected by the Census?
(PROBE:)
 - a. Federal government?
 - b. State and local governments
 - c. Local communities
 - d. Businesses
 - e. Individuals like yourself

III. Participating in the 2010 Census (25 minutes)

- A. How do you feel about being asked to complete the Census?
 - 1. Does participating in the Census mean anything to you personally?
 - a. Does it mean anything to your community?
 - 2. Why should anyone participate in the Census?
 - a. Is it important to complete the Census? Why/why not?
 - 3. What would be some of the positive things about filling out the Census questionnaire?
 - 4. What concerns do you have about filling out the Census questionnaire?
 - 5. What do people in your neighborhood or family think about participating in the Census?

Discussion Guide - Asian/Arab *(continued)*

6. Are there consequences for not completing the Census questionnaire?

B. What do you think will happen to your personal information that you provide the Census?

1. How safe and confidential do you think the personal information is that you provide to the Census Bureau?

- a. **(IF CONCERNED, PROBE:)** What are your concerns?
- Hackers
 - Vandalism
 - Unhappy government employees
 - Legal action by police or agencies will force open the data
 - New laws that might be passed by Congress

2. Are you concerned that the information will be shared by other government agencies such as the IRS (taxes) or the INS (immigration)?

C. Have you ever personally received a form to fill out from the Census Bureau?

1. Did you fill out the forms you received?

- a. What was that experience like? (Easy/difficult and why?)

2. Have you ever been called or visited by a Census interviewer?

IV. Motivation for Participating (30 minutes)

A. Next, I would like to talk more about some of the reasons why people would decide to fill out the Census form when it arrives in the mail.

1. There are a number of different issues that might influence you to fill out and send back the Census forms. What role, if any would the following issues have in encouraging you to complete and return the Census form:

- a. Trust of the Census Bureau
- b. Belief in the social good the data could produce
- c. Wanting the (INSERT ETHNIC GROUP) community to be noticed and represented
- d. Patriotism
- e. A sense of civic duty
- f. Wanting to be counted and valued
- g. Being part of the system that allocates House seats and state legislature seats
- h. Wanting to be part of America

i. The following uses of the Census data:

- Schools
- Roads
- Fire/police stations
- Health clinics, hospitals
- Businesses

2. What other motivating reasons should be added to the list?

B. Why do you think some people choose not to participate in the Census?

1. In talking to other people across the country we have heard a number of different issues that might influence someone **not** to fill out and send back the Census forms. What role, if any would the following issues have in discouraging someone from completing and returning the Census form:

- a. Fear/distrust of the Census Bureau/government
- b. Don't trust that the information will be kept confidential
- c. Too intrusive (asking for personal information)
- d. The Census is for others, not me
- e. I don't understand what the Census is or how the information is used
- f. Had a negative experience in the past
- g. I prefer to stay out of sight/not be counted
- h. Not wanting to bring too much attention to (INSERT ETHNIC GROUP)
- i. Fear raised by immigration debate
- j. Fear raised by war on terrorism debate
- k. The government already has my personal information (taxes returns, registration forms, etc.)
- l. Participating in the Census does not impact my taxes or services
- m. Filling out the form will not benefit me in any way

2. What other reasons should be added to the list?

Community Specific Issues (20 minutes)

A. How do you think the Census Bureau relates to or connects with the (INSERT ETHNIC GROUP) community?

1. How good a job do you think they do among (INSERT ETHNIC GROUP)?

2. Are the forms/questionnaires you have seen available in (INSERT ETHNIC LANGUAGE)?

- a. Was the (INSERT ETHNIC LANGUAGE) they used clear and easy to understand?

Discussion Guide - Asian/Arab *(continued)*

3. Who do you think the Census is missing? **PROBE:**
 - a. People who live in the inner city
 - b. The undocumented
 - d. The poor
 - e. People who do not know how to read or have much education
 - f. Old people
 - g. Young people
 - h. The homeless
 4. What could the Census do to reach the people they are missing?
 5. What could they do to become better known in the (INSERT ETHNIC GROUP) community?
- B. What could the Census Bureau do to make it easier for (INSERT ETHNIC GROUP) to participate in the Census?
1. What things should they be saying to motivate (INSERT ETHNIC GROUP) to participate?
 2. What types of spokesperson would you consider to be credible and relevant as someone who would give you information about the Census Bureau? Why?
 3. What is the best way for the Census Bureau to communicate to the (INSERT ETHNIC GROUP) community?
 - a. Local newspapers (specify the language and the newspaper names)
 - b. Radio stations (specify the language and the stations)
 - c. TV ads (specify the language and the channels)
 - d. Segments on the TV news (specify the language and the channels)
 4. What about having booths or speakers at local community events like school open houses, church fairs, PTA meetings, community festivals, sporting events, etc.?
 5. What other ways could they reach people in your community?

VI. Closing Comments (5 minutes)

- A. The Census Bureau wants to encourage as many people as possible to complete and return the Census forms. I would like you to pretend you are the advisor committee to the Census in charge of the (INSERT ETHNIC GROUP) community. I am going to leave the room for a few minutes and would like your committee to come up with the most convincing reasons why others in the community should participate in the Census. **(GROUP DISCUSSION. MODERATOR LEAVES ROOM.)**
- B. What ideas did you come up with?
- C. Thank you for your time and opinions. Honorarium

Discussion Guide - Multi-Racial/Caucasian

WB&A
Job No. 06-936
October 2006

CENSUS PARTICIPATION FOCUS GROUP DISCUSSION OUTLINE

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 - 5. All comments will be kept anonymous and confidential
 - 6. Have courage of convictions; don't let group sway you
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 - 8. Don't have to raise hands; but speak one at a time
 - 9. Work for independent market research company/no vested interest
 - 10. Interpreter behind the mirror
 - 11. Turn off cell phones
- C. Respondent introduction
 - 1. Name
 - 2. About self (Marital status/children/job)
 - 3. Where live in area/length of time lived in the area
 - 4. City of residence and length of time lived in the city

II. Awareness and Perceptions of the Census (25 minutes)

- A. What is your immediate reaction when I say, "the U.S. Census"?
 - 1. How many of heard of the U.S. Census?
 - 2. What words come to mind? (**WRITE ON PAD, THEN FLIP CHART.**)
 - 3. What is the purpose of the Census?
 - a. How often is it conducted?
 - b. What type of questions are asked by the Census (what information is collected)?
 - c. What is the data used for?
 - 4. Who conducts the Census (Dept. of Commerce; Census Bureau, other)?
 - a. What kind of role do you imagine the Census Bureau has in the Federal government?
 - b. Is it independent or part of another department?
 - 5. Who benefits the most from the information collected by the Census?
(**PROBE:**)
 - a. Federal government?
 - b. State and local governments
 - c. Local communities
 - d. Businesses
 - e. Individuals like yourself

III. Participating in the 2010 Census (25 minutes)

- A. How do you feel about being asked to complete the Census?
 - 1. Does participating in the Census mean anything to you personally?
 - a. Does it mean anything to the local community?
 - 2. Why should anyone participate in the Census?
 - a. Is it important to complete the Census? Why/why not?
 - 3. What would be some of the positive things about filling out the Census questionnaire?
 - 4. What concerns do you have about filling out the Census questionnaire?
 - 5. What do people in your neighborhood or family think about participating in the Census?

Discussion Guide - Multi-Racial/Caucasian *(continued)*

6. Are there consequences for not completing the Census questionnaire?

B. What do you think will happen to your personal information that you provide the Census?

1. How safe and confidential do you think the personal information is that you provide to the Census Bureau?

a. (IF CONCERNED, PROBE:) What are your concerns?

- Hackers
- Vandalism
- Unhappy government employees
- Legal action by police or agencies will force open the data
- New laws that might be passed by Congress

2. Are you concerned that the information will be shared by other government agencies such as the IRS (taxes) or welfare offices?

C. Have you ever personally received a form to fill out from the Census Bureau?

1. Did you fill out the forms you received?

a. What was that experience like? (Easy/difficult and why?)

2. Have you ever been called or visited by a Census interviewer?

IV. Motivation for Participating (30 minutes)

A. Next, I would like to talk more about some of the reasons why people would decide to fill out the Census form when it arrives in the mail.

1. There are a number of different issues that might influence you to fill out and send back the Census forms. What role, if any would the following issues have in encouraging you to complete and return the Census form:

- a. Trust of the Census Bureau
- b. Belief in the social good the data could produce
- c. Wanting the local community to be noticed and represented
- d. Patriotism
- e. A sense of civic duty
- f. Wanting to be counted and valued
- g. Being part of the system that allocates House seats and state legislature seats
- h. Wanting to be part of America
- i. The following uses of the Census data:
 - Schools
 - Roads
 - Fire/police stations

- Health clinics, hospitals
- Businesses

2. What other motivating reasons should be added to the list?

B. Why do you think some people choose not to participate in the Census?

1. In talking to other people across the country we have heard a number of different issues that might influence someone not to fill out and send back the Census forms. What role, if any would the following issues have in discouraging someone from completing and returning the Census form:

- a. Fear/distrust of the Census Bureau/government
- b. Don't trust that the information will be kept confidential
- c. Too intrusive (asking for personal information)
- d. The Census is for others, not me
- e. I don't understand what the Census is or how the information is used
- f. Had a negative experience in the past
- g. I prefer to stay out of sight/not be counted
- h. Fear raised by war on terrorism debate
- i. The government already has my personal information (taxes returns, registration forms, etc.)
- j. Participating in the Census does not impact my taxes or services
- k. Filling out the form will not benefit me in any way

2. What other reasons should be added to the list?

V. Community Specific Issues (20 minutes)

A. How do you think the Census Bureau relates to or connects with the local community?

1. How good a job do you think they do among people in this area?

2. Who do you think the Census is missing? **PROBE:**

- a. People who live in the inner city
- b. The undocumented
- d. The poor
- e. People who do not know how to read or have much education
- f. Old people
- g. Young people
- h. The homeless

3. What could the Census do to reach the people they are missing?

Discussion Guide - Multi-Racial/Caucasian *(continued)*

4. What could they do to become better known in the local community?
- B. What could the Census Bureau do to make it easier for people to participate in the Census?
 1. What things should they be saying to motivate people to participate?
 2. What types of spokesperson would you consider to be credible and relevant as someone who would give you information about the Census Bureau? Why?
 3. What is the best way for the Census Bureau to communicate to the local community?
 - a. Local newspapers (specify the newspaper names)
 - b. Radio stations (specify the stations)
 - c. TV ads (specify the channels)
 - d. Segments on the TV news (specify the channels)
 - e. Website
 - f. Podcasts (Other new technologies)
 4. What about having booths or speakers at local community events like school open houses, church fairs, PTA meetings, community festivals, sporting events, etc.?
 5. What other ways could they reach people in your community?

VI. Closing Comments (5 minutes)

- A. The Census Bureau wants to encourage as many people as possible to complete and return the Census forms. I would like you to pretend you are the advisor committee to the Census in charge of the local community. I am going to leave the room for a few minutes and would like your committee to come up with the most convincing reasons why others in the community should participate in the Census. **(GROUP DISCUSSION. MODERATOR LEAVES ROOM.)**
- B. What ideas did you come up with?
- C. Thank you for your time and opinions. Honorarium

BASIC FACTS (1)

- Census counts everyone living in the US on a certain date (“census day”)
- Asks for name, sex, age/date of birth, how people are related, race, origin
- Run by the government (the Census Bureau)
- Conducted every ten years - last one was in 2000; next will be in 2010
- Mail out census forms, follow up non response by sending out enumerators
- Legal requirements: you have to answer the questions

The Census Bureau has to keep your answers confidential

BASIC FACTS (2)

- Apportion House of Representatives (determines how many Reps each state gets)
- Also used by states, for state legislature apportionment
- Over \$200 billion per year in federal funds divided up among states and local areas based on data from census
- Helps government & business planning (schools, roads, business locations)
- Researchers use it to study long-term population trends (migration, household size)
- Genealogy – tracing family history

BASIC FACTS (3)

- An individual's data is confidential
- No individual data, just in tables/reports, or data files stripped of all i.d. information
- Fines/jail time if confidentiality is violated
- No one other than sworn Census employees can see your data – not a court, not the President, not the FBI, not the IRS, not the INS, no one
- Individual data are released after 72 years (genealogical research)

Tagalog

- Binibilang ng Census ang bawat isang taong nakatira sa Estados Unidos sa itinakdang petsa (araw ng census)
- Itinatanong ang pangalan, kasarian, edad/petsa ng kapanganakan, ang relasyon ng bawat isa, lahi, pinagmulan.
- Sa pamamalakad ng Gobyerno. (Census Bureau)
- Ginagawa tuwing 10 taon – ang huling Census ay noong 2000; ang susunod ay sa 2010.
- Pinapadala ang form sa koreo, ang mga hindi sumasagot ay pinapadalhan ng paalala.
- Patakarang ayon sa batas: Kailangang sagutin mo ang lahat ng tanong.
Kailangang siguraduhin ng Census Bureau na walang makakaalam ng iyong sagot.

Vietnamese

- Thống kê đếm mỗi người sống ở Mỹ vào một thời điểm nhất định (“ngày thống kê”)
- Hỏi tên, giới tính, tuổi/ngày sanh, liên hệ dân tộc thế nào, chủng tộc, nguồn gốc
- Do chính phủ điều hành (Sở Thống Kê)
- Điều hành mỗi 10 năm – lần trước là vào năm 2000; lần tới là vào năm 2010
- Gởi các mẫu đơn thống kê ra bằng bưu điện, theo dõi những đơn không được trả lời bằng cách gọi người kiểm kê đến
- Các điều kiện pháp lý: bạn phải trả lời các câu hỏi
Sở Thống Kê phải giữ kín các câu trả lời của bạn

Cambodian

- ក្រសួងជំរឿនប្រជាជនរាប់ចំនួនមនុស្សទាំងអស់ដែលរស់នៅសហរដ្ឋចាប់ពីថ្ងៃណាមួយ (“ថ្ងៃរាប់ចំនួនចូលបញ្ជី”)
- សួរអំពីឈ្មោះ, ភេទ, អាយុ-ថ្ងៃខែកំណើត, ទំនាក់ទៅលើ សញ្ជាតិ, ដើមកំណើត
- ធ្វើឡើងដោយរដ្ឋាភិបាល (ការិយាល័យជំរឿនប្រជាជន)
- ធ្វើឡើង ១០ឆ្នាំម្តង-ចុងក្រោយមុននេះគឺកាលពីឆ្នាំ ២០០០, លើកក្រោយគឺ ឆ្នាំ ២០១០
- ធ្វើទម្រង់ជំរឿនមនុស្ស, តាមមកពីនិស្សដោយភ្នាក់ងារប្រសិនបើមិនបានធ្វើត្រឡប់ទៅ
- តម្រូវតាមផ្លូវច្បាប់: អ្នកត្រូវតែឆ្លើយនូវសំណួរទាំងនោះ
ការិយាល័យជំរឿនប្រជាជនត្រូវទុកព័ត៌មានរបស់អ្នកជាភាពសម្ងាត់

Chinese

- 人口普查是計算在某一天內（即普查日）居住在美國的每一位人士
- 詢問姓名，性別，年齡/出生日期，住戶之間的關係，種族，來源地
- 由政府部門舉辦（人口普查局）
- 每十年進行一次，最近一次是2000年，下一次是2010年
- 寄出普查表格，派出普查員到訪跟進沒回應者
- 法則：您必須回答所有問題
普查局必須將您提供的答案嚴加保密

Screener - Asian



REVISED: 10/18/06

Time Start: _____
Time End: _____
Total Time: _____

RACE & ETHNIC SCREENING QUESTIONNAIRE

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
HOME TELEPHONE: (____) _____
DATE RECRUITED: _____
DATE OF GROUP: _____ TIME OF GROUP: _____

(READ INTRODUCTION)

Hello, my name is _____ from _____. We're conducting a short survey and I'd like to ask you a few questions. I'm just conducting a survey, no one will try to sell you anything as a result of your participation in the survey. This survey will take only a few minutes of your time.

- (RECORD, DO NOT ASK): Gender:**
 - 01 Female → GET A MIX
 - 02 Male → GET A MIX
- Which of the following categories includes your age?
 - 01 Under 25 → THANK AND TERMINATE
 - 02 25 to 34 → CONTINUE
 - 03 35 to 44 → CONTINUE
 - 04 45 to 54 → CONTINUE
 - 05 55 to 64 → CONTINUE
 - 06 65 or older → THANK AND TERMINATE
 - 98 Refused → THANK AND TERMINATE
- Are you of _____ descent? That is, were you or your parents born in _____?
 - 01 Yes → CONTINUE
 - 02 No → THANK AND TERMINATE
 - 98 Refused → THANK AND TERMINATE
- Thinking about your use of languages, would you say you: **(READ LIST.)**
 - 01 Use native language exclusively → SKIP TO Q6
 - 02 Are bilingual but use native language mostly → ASK Q5
 - 03 Use native language and English equally (bilingual) → ASK Q5
 - 04 Are bilingual but use English mostly → THANK AND TERMINATE
 - 05 Use English exclusively → THANK AND TERMINATE

SCREENER

IF 02 OR 03 IN Q4, ASK Q5:

- Thinking about your use of languages, which language would you prefer to use if you were in a group discussion with 8 – 9 people?
 - 01 Native Language → CONTINUE, RECRUIT FOR IN-LANGUAGE GROUP
 - 02 Primarily Native Language → CONTINUE, RECRUIT FOR IN-LANGUAGE GROUP
 - 03 Both equally → CONTINUE, RECRUIT FOR MIXED LANGUAGE GROUP
 - 04 English → CONTINUE, RECRUIT FOR MIXED LANGUAGE GROUP

ASK EVERYONE:

- For approximately how many years have you been in the United States? If you were born in the United States, please let me know.

_____	YEARS
95	BORN IN UNITED STATES
- Do you, or does anyone living in your household, currently work or have previously worked: **(READ LIST. IF "YES" TO ANY, THANK & TERMINATE.)**

	YES	NO
a. For a United States federal, state or local government agency?	01	02
b. In advertising, public relations, or marketing research?	01	02
- What is your occupation and for what type of company do you work? **(IF RETIRED, OR FULL-TIME HOMEMAKER, RECORD THAT INFORMATION ALSO.)**

OCCUPATION	TYPE OF COMPANY
TERMINATE ANY SENSITIVE INDUSTRY	

- Please stop me when I reach the category which includes your total annual household income. **(READ LIST. IF SINGLE, ASK FOR PERSONAL INCOME.)**
 - 01 Less than \$25,000
 - 02 \$25,000 to \$49,999
 - 03 \$50,000 or more
 - 98 DO NOT READ: Refused
- What is your marital status? Are you: **(READ LIST.)**
 - 01 Married or Partnered,
 - 02 Single,
 - 03 Divorced, Separated, or
 - 04 Widowed?
 - 98 DO NOT READ: Refused
- Do you own or rent the home that you live in?
 - 01 Own
 - 02 Rent

SCREENER

Screener - Asian (continued)

12. What was the last grade or highest level of school that you completed? (DO NOT READ LIST.)

- | | | | |
|-----------------------------|---------------------------|----|-------------------------------------|
| <input type="checkbox"/> 01 | 8th grade or less | 05 | Some college/2-year degree |
| <input type="checkbox"/> 02 | Some high school | 06 | Graduated college/4-year degree |
| <input type="checkbox"/> 03 | Graduated high school/GED | 07 | Advanced degree (M.A., Ph.D., etc.) |
| <input type="checkbox"/> 04 | Vocational/Tech school | 98 | Refused |

13. Do you have a California driver's license?

- 01 Yes
 02 No

14. Are you currently registered to vote in the United States?

- 01 Yes
 02 No

CONTINUE IF:
 Q9=01 OR Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02 –
 MUST BE AT LEAST ONE OF THESE
 OR
 Q9=02 AND (Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02)

15. When was the last time you participated in a market research or focus group discussion?

- 01 Never → CONTINUE
 02 More than 6 months ago → CONTINUE
 03 Within the past 6 months → THANK AND TERMINATE

(INVITE QUALIFIED RESPONDENT TO GROUP)

We are conducting a group discussion among _____ Americans as a way of learning more about issues facing the community. Please be assured that this will not be a sales meeting of any kind. It is a part of a research study to get feedback from _____ Americans. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

The group discussion will be held on November _____

At: IN-LANGUAGE _____ PM
 MIXED LANGUAGE _____ PM

At _____, and will take about 1-1/2 to two hours. You will receive \$75 as a token of our appreciation for your time and opinions, and a light meal will be served.

Will you be able to attend?

- 01 Yes → CONTINUE
 02 No → THANK AND TERMINATE

So that I may send you a confirmation letter and directions, may I please have your address and the correct spelling of your name? (MAKE SURE ALL INFORMATION IS RECORDED ON THE FIRST PAGE OF THE SCREENER.)

We are only inviting a small number of people to the discussion, so if for some reason you are unable to attend, please call us immediately so we can invite another participant.

scr000000

3

Screener - Chinese



REVISED: 10/18/06

Time Start: _____
Time End: _____
Total Time: _____

RACE & ETHNIC SCREENING QUESTIONNAIRE

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
HOME TELEPHONE: (____) _____
DATE RECRUITED: _____
DATE OF GROUP: _____ TIME OF GROUP: _____

(READ INTRODUCTION)

Hello, my name is _____ from _____. We're conducting a short survey and I'd like to ask you a few questions. I'm just conducting a survey, no one will try to sell you anything as a result of your participation in the survey. This survey will take only a few minutes of your time.

- (RECORD, DO NOT ASK):** Gender:
 - 01 Female → GET A MIX
 - 02 Male → GET A MIX
- Which of the following categories includes your age?
 - 01 Under 25 → THANK AND TERMINATE
 - 02 25 to 34 → CONTINUE
 - 03 35 to 44 → CONTINUE
 - 04 45 to 54 → CONTINUE
 - 05 55 to 64 → CONTINUE
 - 06 65 or older → THANK AND TERMINATE
 - 98 Refused → THANK AND TERMINATE
- Are you of _____ descent? That is, were you or your parents born in _____?
 - 01 Yes → CONTINUE
 - 02 No → THANK AND TERMINATE
 - 98 Refused → THANK AND TERMINATE
- Thinking about your use of languages, would you say you: **(READ LIST.)**
 - 01 Use Mandarin/Cantonese exclusively → SKIP TO Q6
 - 02 Are bilingual but use Mandarin/Cantonese mostly → ASK Q5
 - 03 Use Mandarin/Cantonese and English equally (bilingual) → ASK Q5
 - 04 Are bilingual but use English mostly → THANK AND TERMINATE
 - 05 Use English exclusively → THANK AND TERMINATE

IF 02 OR 03 IN Q4, ASK Q5:

- Thinking about your use of languages, which language would you prefer to use if you were in a group discussion with 8 – 9 people?
 - 01 Mandarin → CONTINUE, RECRUIT FOR MANDARIN GROUP
 - 02 Cantonese → CONTINUE, RECRUIT FOR CANTONESE GROUP
 - 03 English → CONTINUE, RECRUIT FOR APPROPRIATE LANGUAGE GROUP

ASK EVERYONE:

- For approximately how many years have you been in the United States? If you were born in the United States, please let me know.

_____	YEARS BORN IN UNITED STATES
95	
- Do you, or does anyone living in your household, currently work or have previously worked: **(READ LIST. IF "YES" TO ANY, THANK & TERMINATE.)**

	YES	NO
a. For a United States federal, state or local government agency?	01	02
b. In advertising, public relations, or marketing research?	01	02
- What is your occupation and for what type of company do you work? **(IF RETIRED, OR FULL-TIME HOMEMAKER, RECORD THAT INFORMATION ALSO.)**

OCCUPATION	TYPE OF COMPANY
TERMINATE ANY SENSITIVE INDUSTRY	

- Please stop me when I reach the category which includes your total annual household income. **(READ LIST. IF SINGLE, ASK FOR PERSONAL INCOME.)**
 - 01 Less than \$25,000
 - 02 \$25,000 to \$49,999
 - 03 \$50,000 or more
 - 98 DO NOT READ: Refused
- What is your marital status? Are you: **(READ LIST.)**
 - 01 Married or Partnered,
 - 02 Single,
 - 03 Divorced, Separated, or
 - 04 Widowed?
 - 98 DO NOT READ: Refused
- Do you own or rent the home that you live in?
 - 01 Own
 - 02 Rent

Screener - Chinese (continued)

12. What was the last grade or highest level of school that you completed? (DO NOT READ LIST.)

- | | | | |
|-----------------------------|---------------------------|----|-------------------------------------|
| <input type="checkbox"/> 01 | 8th grade or less | 05 | Some college/2-year degree |
| <input type="checkbox"/> 02 | Some high school | 06 | Graduated college/4-year degree |
| <input type="checkbox"/> 03 | Graduated high school/GED | 07 | Advanced degree (M.A., Ph.D., etc.) |
| <input type="checkbox"/> 04 | Vocational/Tech school | 98 | Refused |

13. Do you have a New York driver's license?

- 01 Yes
 02 No

14. Are you currently registered to vote in the United States?

- 01 Yes
 02 No

CONTINUE IF:
Q9=01 OR Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02 –
MUST BE AT LEAST ONE OF THESE
OR
Q9=02 AND (Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02)

15. When was the last time you participated in a market research or focus group discussion?

- 01 Never → CONTINUE
 02 More than 6 months ago → CONTINUE
 03 Within the past 6 months → THANK AND TERMINATE

(INVITE QUALIFIED RESPONDENT TO GROUP)

We are conducting a group discussion among _____ Americans as a way of learning more about issues facing the community. Please be assured that this will not be a sales meeting of any kind. It is a part of a research study to get feedback from _____ Americans. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

The group discussion will be held on **November** _____ 14th (Tuesday) _____

At: **MANDARIN** _____ PM
CANTONESE _____ PM

At _____, and will take about 1-1/2 to two hours. You will receive **\$100** as a token of our appreciation for your time and opinions, and a light meal will be served.

Will you be able to attend?

- 01 Yes → CONTINUE
 02 No → THANK AND TERMINATE

So that I may send you a confirmation letter and directions, may I please have your address and the correct spelling of your name? (MAKE SURE ALL INFORMATION IS RECORDED ON THE FIRST PAGE OF THE SCREENER.)

We are only inviting a small number of people to the discussion, so if for some reason you are unable to attend, please call us immediately so we can invite another participant.

Screener - Arab



REVISED: 10/19/06

Time Start: _____
Time End: _____
Total Time: _____

RACE & ETHNIC SCREENING QUESTIONNAIRE

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
HOME TELEPHONE: () _____
DATE RECRUITED: _____
DATE OF GROUP: _____ TIME OF GROUP: _____

(READ INTRODUCTION)

Hello, my name is _____ from _____. We're conducting a short survey and I'd like to ask you a few questions. I'm just conducting a survey, no one will try to sell you anything as a result of your participation in the survey. This survey will take only a few minutes of your time.

- (RECORD, DO NOT ASK):** Gender:
 - 01 Female → **MAY QUALIFY FOR 6:00 PM GROUP**
 - 02 Male → **MAY QUALIFY FOR 8:00 PM GROUP**
- Which of the following categories includes your age?
 - 01 Under 25 → **THANK AND TERMINATE**
 - 02 25 to 34 → **CONTINUE**
 - 03 35 to 44 → **CONTINUE**
 - 04 45 to 54 → **CONTINUE**
 - 05 55 to 64 → **CONTINUE**
 - 06 65 or older → **THANK AND TERMINATE**
 - 98 Refused → **THANK AND TERMINATE**
- Are you of _____ descent? That is, were you or your parents born in _____?
 - 01 Yes → **CONTINUE**
 - 02 No → **THANK AND TERMINATE**
 - 98 Refused → **THANK AND TERMINATE**
- Thinking about your use of languages, would you say you: **(READ LIST.)**
 - 01 Use native language exclusively → **SKIP TO Q6**
 - 02 Are bilingual but use native language mostly → **SKIP TO Q6**
 - 03 Use native language and English equally (bilingual) → **SKIP TO Q6**
 - 04 Are bilingual but use English mostly → **SKIP TO Q6**
 - 05 Use English exclusively → **THANK AND TERMINATE**

screener - Arab Groups

1

5. DOES NOT APPEAR IN THIS VERSION

ASK EVERYONE:

6. For approximately how many years have you been in the United States? If you were born in the United States, please let me know.

_____ YEARS
95 BORN IN UNITED STATES

7. Do you, or does anyone living in your household, currently work or have previously worked: **(READ LIST. IF "YES" TO ANY, THANK & TERMINATE.)**
- | | YES | NO |
|---|-----|----|
| a. For a United States federal, state or local government agency? | 01 | 02 |
| b. In advertising, public relations, or marketing research? | 01 | 02 |
8. What is your occupation and for what type of company do you work? **(IF RETIRED, OR FULL-TIME HOMEMAKER, RECORD THAT INFORMATION ALSO.)**

OCCUPATION TYPE OF COMPANY

TERMINATE ANY SENSITIVE INDUSTRY

9. Please stop me when I reach the category which includes your total annual household income. **(READ LIST. IF SINGLE, ASK FOR PERSONAL INCOME.)**
- 01 Less than \$25,000
 - 02 \$25,000 to \$49,999
 - 03 \$50,000 or more
 - 98 **DO NOT READ: Refused**
10. What is your marital status? Are you: **(READ LIST.)**
- 01 Married or Partnered,
 - 02 Single,
 - 03 Divorced, Separated, or
 - 04 Widowed?
 - 98 **DO NOT READ: Refused**
11. Do you own or rent the home that you live in?
- 01 Own
 - 02 Rent

screener - Arab Groups

2

Screener - Arab (continued)

12. What was the last grade or highest level of school that you completed? (DO NOT READ LIST.)

- | | | | |
|-----------------------------|---------------------------|----|-------------------------------------|
| <input type="checkbox"/> 01 | 8th grade or less | 05 | Some college/2-year degree |
| <input type="checkbox"/> 02 | Some high school | 06 | Graduated college/4-year degree |
| <input type="checkbox"/> 03 | Graduated high school/GED | 07 | Advanced degree (M.A., Ph.D., etc.) |
| <input type="checkbox"/> 04 | Vocational/Tech school | 98 | Refused |

13. Do you have a New York driver's license?

- 01 Yes
 02 No

14. Are you currently registered to vote in the United States?

- 01 Yes
 02 No

CONTINUE IF:
Q9=01 OR Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02 –
MUST BE AT LEAST ONE OF THESE
OR
Q9=02 AND (Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02)

15. When was the last time you participated in a market research or focus group discussion?

- 01 Never → CONTINUE
 02 More than 6 months ago → CONTINUE
 03 Within the past 6 months → THANK AND TERMINATE

(INVITE QUALIFIED RESPONDENT TO GROUP)

We are conducting a group discussion among _____ Americans as a way of learning more about issues facing the community. Please be assured that this will not be a sales meeting of any kind. It is a part of a research study to get feedback from _____ Americans. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

The group discussion will be held on **November** _____ **15th (Wednesday)** _____

At: **FEMALE GROUP** **6:00 PM**
MALE GROUP **8:00 PM**

At _____, and will take about 1-1/2 to two hours. You will receive **\$100** as a token of our appreciation for your time and opinions, and a light meal will be served.

Will you be able to attend?

- 01 Yes → CONTINUE
 02 No → THANK AND TERMINATE

So that I may send you a confirmation letter and directions, may I please have your address and the correct spelling of your name? (MAKE SURE ALL INFORMATION IS RECORDED ON THE FIRST PAGE OF THE SCREENER.)

We are only inviting a small number of people to the discussion, so if for some reason you are unable to attend, please call us immediately so we can invite another participant.

Screener – Multi-Racial/Caucasian



REVISED: 11/15/06

Time Start: _____
Time End: _____
Total Time: _____

BALTIMORE FOCUS GROUPS SCREENING QUESTIONNAIRE

NAME: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
HOME TELEPHONE: (_____) _____
DATE RECRUITED: _____
DATE OF GROUP: _____ TIME OF GROUP: _____

(READ INTRODUCTION)

Hello, my name is _____ from _____. We're conducting a short survey and I'd like to ask you a few questions. I'm just conducting a survey, no one will try to sell you anything as a result of your participation in the survey. This survey will take only a few minutes of your time.

1. (RECORD, DO NOT ASK): Gender:

- 01 Female → GET A MIX
- 02 Male → GET A MIX

2. Which of the following categories includes your age?

- 01 Under 25 → THANK AND TERMINATE
- 02 25 to 34 → CONTINUE
- 03 35 to 44 → CONTINUE
- 04 45 to 54 → CONTINUE
- 05 55 to 64 → CONTINUE
- 06 65 or older → THANK AND TERMINATE
- 98 Refused → THANK AND TERMINATE

3. Would you consider yourself to be White, Black, Asian or of some other racial or ethnic background? You can choose more than one category. (DO NOT READ LIST. MULTIPLE RESPONSES ACCEPTED.)

- 01 White 95 Other (SPECIFY): _____
- 02 Black/African-American 98 Refused
- 03 Asian

4. Are you of Hispanic or Latino descent? (DO NOT READ LIST.)

- 01 Yes
- 02 No
- 98 Refused

5. OMITTED

6. OMITTED

7. Do you, or does anyone living in your household, currently work or have previously worked: (READ LIST. IF "YES" TO ANY, THANK & TERMINATE.)

	YES	NO
a. For a United States federal, state or local government agency?	01	02
b. In advertising, public relations, or marketing research?	01	02

8. What is your occupation and for what type of company do you work? (IF RETIRED, OR FULL-TIME HOMEMAKER, RECORD THAT INFORMATION ALSO.)

OCCUPATION	TYPE OF COMPANY
TERMINATE ANY SENSITIVE INDUSTRY	

9. Please stop me when I reach the category which includes your total annual household income. (READ LIST. IF SINGLE, ASK FOR PERSONAL INCOME.)

- 01 Less than \$25,000
- 02 \$25,000 to \$49,999
- 03 \$50,000 or more
- 98 DO NOT READ: Refused

10. What is your marital status? Are you: (READ LIST.)

- 01 Married or Partnered,
- 02 Single,
- 03 Divorced, Separated, or
- 04 Widowed?
- 98 DO NOT READ: Refused

11. Do you own or rent the home that you live in?

- 01 Own
- 02 Rent

12. What was the last grade or highest level of school that you completed? (DO NOT READ LIST.)

- | | |
|------------------------------|--|
| 01 8th grade or less | 05 Some college/2-year degree |
| 02 Some high school | 06 Graduated college/4-year degree |
| 03 Graduated high school/GED | 07 Advanced degree (M.A., Ph.D., etc.) |
| 04 Vocational/Tech school | 98 Refused |

13. Do you have a Maryland driver's license?

- 01 Yes
- 02 No

Screener – Multi-Racial/Caucasian *(continued)*

14. Are you currently registered to vote in the United States?

- 01 Yes
02 No

**CONTINUE IF MULTI-RACIAL OR WHITE/CAUCASIAN AND:
Q9=01 OR Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02 –
MUST BE AT LEAST ONE OF THESE
OR
Q9=02 AND (Q10=02 OR Q11=02 OR Q12=01, 02, 03 OR Q13=02 OR Q14=02)**

15. When was the last time you participated in a market research or focus group discussion?

- 01 Never → CONTINUE
02 More than 6 months ago → CONTINUE
03 Within the past 6 months → THANK AND TERMINATE

(INVITE QUALIFIED RESPONDENT TO GROUP)

We are conducting a group discussion as a way of learning more about issues facing the community. Please be assured that this will not be a sales meeting of any kind. It is a part of a research study to get feedback from the community. We think that you will find the discussion very interesting and we'd very much like to include your opinions.

The group discussion will be held on **November 30th**

At: **WHITE/CAUCASIAN: 4 PM**
MULTI-RACIAL: 6 PM
WHITE/CAUCASIAN: 8 PM

At _____, and will take about 1-1/2 to two hours. You will receive **\$75** as a token of our appreciation for your time and opinions, and a light meal will be served.

Will you be able to attend?

- 01 Yes → CONTINUE
02 No → THANK AND TERMINATE

So that I may send you a confirmation letter and directions, may I please have your address and the correct spelling of your name? **(MAKE SURE ALL INFORMATION IS RECORDED ON THE FIRST PAGE OF THE SCREENER.)**

We are only inviting a small number of people to the discussion, so if for some reason you are unable to attend, please call us immediately so we can invite another participant.