RESEARCH REPORT SERIES
(Statistics #2010-07)

**Analyses for Partnerships Based on the Census
Barriers, Attitudes, and Motivators Survey**

Mary H. Mulry
Timothy P. Olson[1]

[1] Field Division

Statistical Research Division
U.S. Census Bureau
Washington, D.C. 20233

Analyses for Partnerships Based
on the Census Barriers, Attitudes, and Motivators Survey

Mary H. Mulry and Timothy P. Olson [1]
Statistical Research Division, U.S. Census Bureau, Washington, DC 20233
Field Division, U.S. Census Bureau, Washington, DC 20233

Abstract
The U.S. Census Bureau conducted the Census Barriers, Attitudes, and Motivators Survey (CBAMS) with the goal of obtaining an in-depth understanding of the public's opinions about the 2010 Census. Our analyses address issues relevant to local grassroots partnerships and complement other analyses that inform the overall communications program. We use multivariate analyses to inform the word-of-mouth campaigns through partnerships about barriers and motivators in the hard-to-count population segments. The paper focuses on messages and media vehicles that will be the most effective among populations that are typically targeted under partnerships. We design specific approaches to use with each of the groups in the hard-to-count segments.

Keywords: 2010 Census, Integrated Communications Program, social marketing, word-of-mouth campaign, CBAMS, multicultural

1. Introduction

For the 2010 Census, the U.S. Census Bureau is embarking upon a comprehensive communications campaign to encourage the public to fill out and mail back Census questionnaires. The 2010 Census Integrated Communication Program (ICP) has stated three goals: (1) increase the mail response rate, (2) improve the overall accuracy and reduce the differential undercount, and (3) increase cooperation with Census enumerators during the followup of those who do not respond by mail. As a call-to-action social marketing campaign, the ICP includes paid advertising and promotions that target the entire population. In addition, specialized strategies, including targeted advertising, local grassroots partnership efforts, and in-language and in-cultural materials, are going to be placed more heavily in population groups that are hard to count. To aid in the preparation of communications, the ICP conducted the Census Barriers, Attitudes, and Motivators Survey (CBAMS). CBAMS sought to provide an in-depth understanding of the public's opinions about the 2010 Census as well as preferences for media and other sources of information.

In this paper, we focus on the messages and trusted voices that will be the most effective among hard-to-count groups of the population that are typically targeted under partnerships. Census staff begins cultivating partnerships with community organizations, churches, and others in 2009, about a year before Census Day, April 1, 2010. Our analyses inform the word-of-mouth campaigns through partnerships about barriers and motivators in the hard-to-count groups of the population. We discuss specific approaches to use with each of the groups in the hard-to-count segments. We also examine whether groups report they are unlikely to respond by mail during the Census data collection period. For analyses regarding media and more background on CBAMS, see papers by MACRO (2009) and Bates et al (2009).

Section 2 describes the framework for the communications campaign and our analyses. Section 3 discusses the methodology used to identify key characteristics within the hard-to-count groups that reflect the choice of messages. Section 4 discusses the results for groups defined by race/Hispanic ethnicity. Section 5 has a view across partnerships, and Section 6 contains a summary.

2. Framework

The 2010 Census Partnership Program engages national, regional and local organizations to serve as advocates for the 2010 Census and thereby help gain an accurate count. The program works to gain the support of these organizations to build awareness of the 2010 Census and communicate the importance of participating.

The U.S. Census Bureau's partnerships staff develops a plan for communications for tracts and areas that are considered hard to count. The staff identifies these tracts and areas using the 2000 Planning Database (PDB), which is a tract-level database containing a range of housing, demographic, and socioeconomic variables correlated with mail response (Bruce and Robinson 2006). Plans include using more recent data from the American Community Survey (ACS), although these estimates will be for groups of tracts. ACS estimates for tracts will not be available until after the 2010 Census. The PDB contains Hard-to-Count scores that are highly correlated with mail return rates and are created from 12 variables:
- % vacant units,
- % non-single family attached/detached units;
- % renter occupied units;
- % units with >1.5 persons per room;
- % non-spousal units;
- % units without phone;
- % people below poverty level;
- % units receiving public assistance;
- % people unemployed;
- % linguistically isolated households, and
- % moved within last year.

The Hard-to-Count scores range from 0 to 144. The partnerships staff considers a tract with Hard-to-Count score over 40 to be hard to count.

As part of the ICP, the Census Bureau conducted the Census Barriers, Attitudes, and Motivators Survey (CBAMS) with the goal of obtaining an in-depth understanding of the public's opinions about the 2010 Census. CBAMS was a multi-mode survey that oversampled hard-to-count populations. The survey asked questions about Census awareness; intent to participate in the 2010 Census; potential barriers to participation; attitudes; and motivators toward responding to the 2010 Census, as well as media preferences. A cluster analysis using the CBAMS data yielded five distinct attitudinal segments or messaging "mindsets." The information collected for each mindset provides insights, strategies, information sources, tactics, and messages necessary to move its members toward Census participation.

The research team examined a variety of the survey data items for each of the mindsets, including socioeconomic indicators, demographics, level of community ties, attitudes toward the Census, knowledge of Census uses, and reactions to potential campaign messages. Taken together, this information provides a comprehensive strategy for how best to communicate with each segment. A description of the mindsets, their percentage of the population (which does not sum to 100 percent because of rounding), and the strategy for developing messages for each follows. This information is drawn from papers by MACRO (2009) and Bates et al. (2009):

> The Leading Edge (26% of the population) is both informed as well as positive about the Census. The Leading Edge demonstrates high awareness and a high degree of knowledge and understanding of the Census. Its members are very positively predisposed toward it and say that they will inform family and friends about the Census. This mindset views the Census as a benefit to the community rather than to themselves personally and they are confident that they will see the Census results in their community. They trust the Census and are not overly concerned with confidentiality and privacy.
>
> The Leading Edge is committed to responding to the Census so the messaging for them mainly needs to let them know when it is.
>
> The Head Nodders (41% of the population) include those who are positive toward the Census, but not well informed about its uses. They consider Census participation to be a responsibility and they are proud to be counted. They trust the Census and are not overly concerned with confidentiality and privacy. The Head Nodders demonstrate high awareness of the Census and believe they are knowledgeable about the Census but in reality they lack a good understanding of the purpose and intent of the Census. They are the group most likely to answer "true" to false statements about the Census;

therefore they might be vulnerable to negative publicity even though they maintain the highest positive predisposition towards the Census and view the Census as having positive community and individual benefits.

The messaging for the Head Nodders needs to reinforce their positive views by raising awareness of the Census.

The Insulated (6% of the population) are those who have heard of the Census but consider themselves unfamiliar with its purpose and intent – they admittedly say they "don't know" when asked specifically about its purpose and intent. They have long tenures in their neighborhoods and question the impact of the Census since they do not feel they've seen results in their own neighborhood. They are more interested in individual benefits of the Census rather than broader-based community benefits, most likely due to their disadvantaged and more isolated circumstances.

The messaging for the Insulated should focus on raising awareness about the Census and educating about its purpose.

The Unacquainted (7% of the population) are a group who have never heard of the Census. Even after a brief description of the Census, the Unacquainteds report a low likelihood of participation. The Unacquainteds are less likely to vote in elections, their level of civic engagement is low, and they do not tend to be community oriented.

The messaging for the Unacquainted needs to focus on the same messages as for the Insulated. Each group is unaware of the Census or unaware but familiar with the Census so both groups need to learn more about the Census and its purpose.

The Cynical Fifth (19% of the population) are characterized by more negative attitudes toward the Census and suspicion about its purpose and uses, despite high knowledge about uses of Census data. A high percentage of the Cynical Fifth claim unfamiliarity with the Census, but in reality they demonstrate a high level of knowledge about its intent and purpose. They are mostly negative toward the Census with most believing that they will never see results in their neighborhood. They maintain high skepticism and do not trust the Census, yet recognize that the Census is better if everybody is counted. They are concerned that the information collected is an invasion of privacy and that what they provide will be misused (or maybe not well used). Their attitudes appear to be ideological in nature, such as being anti-government and anti-institution.

Since the Cynical Fifth is more negative about the Census than the other mindsets and suspicious of its purpose, motivating this group presents a challenge. Appealing to their sense of duty and emphasizing the need for an accurate count may be an effective approach.

The Leading Edge, the Head-Nodders, and the Cynical Fifth have a greater familiarity with the Census, but vary on their attitudes and understanding of the Census. The other two groups, the Insulated and Unacquainted, are very poorly informed about the Census in terms of awareness and purpose.

Our analyses explore which among these mindsets are more relevant to local grassroots partnerships and complement other analyses that inform the overall communications program. We focus on answering three questions that the partnership program has to answer when forming a strategy for reaching a group or an area:

- What characteristics aid in identifying the most prevalent mindsets within hard-to-count groups?
- Who are the trusted voices for the prevalent mindsets within hard-to-count groups and areas?
- Is there a variation in the percentage of the mindsets within hard-to-count groups who are not inclined to mail back a Census form?

The answers to these questions assist partnerships in designing a strategy for reaching the group. Knowing which mindsets are present in the group of interest aids in identifying the messages that will be most effective in persuading the members of the group to participate in the Census. We identify key characteristics that aid in identifying the members of the group with the different mindsets. By knowing the sources of information that the different mindsets in a group depend on for information, the partnership program can better focus on sources to pursue for partnerships. Examining the percentage of mindsets within groups that are not inclined to mail back a Census form potentially provides an advance indicator of resource requirements during Nonresponse Followup. The communications used by the partnership program during Nonresponse Followup are aimed at encouraging cooperation with interviewers. Although self-reports of intent to respond do not necessarily correspond to action, examining intent does provide some information about attitudes toward mailing back a Census form.

3. Methodology

Statistical models provide a useful tool for identifying characteristics that are associated with the mindsets within a population. If a characteristic is significant in a statistical model for a response variable, then there is an association between the characteristic and the response variable. We use generalized logit models for a multiple response variable to aid in identifying key characteristics that the partnership specialists may use in identifying the mindsets that are most likely to be present when they focus on an area or a group. We focus on fitting the models with characteristics that a partnership specialist usually would be able to identify for a group or area. Since the survey has a complex design, the SAS procedure SURVEYLOGISTIC (SAS 2009) was used to fit the models. For the sources of information and the inclination to mail back a form, we use weighted tabulations of the survey responses.

In our case, the five levels for the response variable are the five mindsets, which have no essential ordering. Suppose the index j for the mindsets equals 1 for Unacquainted, 2 for Head Nodders, 3 for Leading Edge, 4 for Cynical Fifth, and 5 for Insulated. Also suppose there are two independent categorical variables, the first with levels indexed by h and the second with levels indexed by i. The model to be fit has Insulated as the reference group, denoted by setting r equal to 5, and has the form

$$\log\left(\frac{\pi_{hij}}{\pi_{hir}}\right) = \alpha_j + x'_{hi}\beta_j$$

where π_{hij} is the probability that a person with the characteristics denoted by the level h of the first independent variable and level i of the second independent variable has mindset j. There are separate sets of intercept parameters α_j and regression parameters β_j for each logit, and the matrix x_{hi} is the set of explanatory variables for the hi-th population. Thus, four logits are modeled for each hi combination (population): the logit comparing Unacquainted to Insulated, the logit comparing Head Nodders to Insulated, the logit comparing Leading Edge to Insulated, and the logit comparing Cynical Fifth to Insulated.

Once the generalized logit model is fit, the probabilities of a population having a particular mindset may be derived. For a vector of explanatory variables x, let π_j denote the probability of obtaining the mindset j:

$$\pi_j = \begin{cases} \pi_r e^{\alpha_j + x\beta_j}, 1 \le j \le 4 \\ \dfrac{1}{1 + \sum\limits_{k=1}^{4} e^{\alpha_k + x\beta_k}}, j = 5 \end{cases}$$

We fit generalized logit models separately for Hispanics, blacks, Asians, and American Indians and whites. The variables we consider for the models were collected in CBAMS and are ones that the partnership program would be able to discern about a group or area. A list of the variable follows:

- Whether there were children under 18 living at home
- Marital status
- Highest grade of school completed
- Language spoken most often in the household
- Whether born in the U. S.
- Tenure
- Total household income
- Age
- Sex
- Urban or non-urban
- On or off reservation (for American Indians only)

The modeling process first attempts to fit a model with a selected variable. If that variable is significant, models are attempted with an additional variable. When an additional variable is found to be significant, a third variable is considered. In addition, interactions between variables found to be significant are considered. The criteria for selecting the model for a race/Hispanic ethnicity group include the AIC criterion, which is a relative measure of goodness-of-fit, and the residuals calculated by the difference between the weighted observed and predicted probabilities.

We examine sources of information by key characteristics and by mindsets within each race/Hispanic ethnicity group. The survey respondents were asked, "Do you depend on *source* for information?" The order of the sources was randomized to prevent a particular ordering from causing an effect on the results. Sources suitable for partnerships are:

- Local or community leaders
- Friends or family
- Religious leaders, churches, religious or faith-based groups
- Government officials
- TV or radio talk shows
- AARP
- Ethnic or race-based organizations (e.g. NAACP, Tribal Pow-wows)
- Entertainers, celebrities, or other personalities
- Local town hall meetings
- Neighborhood businesses or gathering places
- Military or veterans organizations (e.g. VFW, American Legion)
- Unions or union leaders.

The survey also asked respondents about television, newspapers, radio, and Internet or websites. These sources of information are the focus of the media campaign rather than the partnerships so they are excluded from this paper. MACRO (2009) discusses the sources.

To estimate the percentage of a mindset within a group that is not likely to mail back a Census form, we use the responses to a question that asked how likely the respondent was to mail back a form. The respondent could answer definitely will not, probably will not, might or might not, probably will, or definitely will. For our study, we define "not likely to mail back a Census form" to be the respondents who answered they "definitely will not" or "probably will not" mail back a Census form.

4. Results for race/Hispanic ethnicity groups

By fitting the generalized logit models within the race/Hispanic ethnicity groups, we identify key characteristics that describe the variation in mindsets within each group. The combination of key characteristics is different for each group.   The Appendix contains tables that show the model and the model fitting statistics for

each race/Hispanic ethnicity group. Tables in the Appendix also show the observed percentages and the modeled percentages of the mindsets occurring in each cell defined by the levels of the key characteristics for each race/Hispanic ethnicity group.

Next we use the key characteristics in an examination of which sources of information each race/Hispanic ethnicity group depends on for information. For each key characteristic within each race/Hispanic ethnicity group, we calculate the weighted percentages that depend on each source of information for each mindset. We also calculate the weighted percentages within each mindset that are not likely to mail back a Census questionnaire. The standard errors of the weighted percentages are computed using the Taylor series method with SAS PROC SURVEYFREQ (SAS 2009). Cells with 10 or fewer observations are collapsed with another cell for these calculations. We do not perform either set of calculations for a cross tabulation of the key characteristics because too many cells would have had to be collapsed.

Within each race/Hispanic ethnicity group, we next examine the sources of information. For each mindset, we produce a table that shows the weighted percentage within a key characteristic that depend on each source of information and the standard errors of the percentages computed using the Taylor series method with SAS PROC SURVEYFREQ (SAS 2009). Cells with 10 or fewer observations are collapsed with another category for these calculations. In addition, we also produce a table with the percentage of a mindset within a key characteristic that is not likely to mail back a Census questionnaire. The same collapsing rules apply. None of tables contain results for a cross tabulation of the key characteristics because too many cells would have had to be collapsed. All the percentages in the tables are weighted.

Across the board, the highest percentage of respondents said that they depend on their friends and family for information. Usually the percentage is 75 percent or higher. Therefore, the discussion focuses on the other sources and excludes friends and family.

4.1 Hispanics
The two key characteristics that the generalized logit model identify as associated with the mindsets in the Hispanic population are
- born in US or foreign born
- household income category (< $25,000, $25,000 to < $50,000, >= $50,000)

A particularly interesting result is found within the foreign-born Hispanics with a household income <$25,000, who are 28.7 percent (5.3 percent) of the Hispanic population. Figure 1 shows how the distribution of the mindsets for this group is different from the distribution for all Hispanics. Within the foreign-born Hispanics with a household income <$25,000, the estimated percentage that has

the Unacquainted mindset is 41.1 percent (5.7 percent. From another perspective, this group constitutes 71.8 percent (8.0 percent) of all the Hispanic Unacquainted. Returning to the mindsets within the foreign-born Hispanics with a household income < $25,000, the estimated percentage of those who have the Head Nodder mindset is 39.9 percent (6.5 percent). The estimated percentages of the other mindsets within this group are 2.8 percent (1.2 percent) for Leading Edge, 5.9 percent (3.2 percent) for Cynical Fifth, and 10.3 percent (2.2 percent) for Insulated. Consequently, the communications strategy for this hard-to-count group should include messages targeted to the Unacquainted and the Head Nodder more so than to the Leading Edge.

Tables 4.1.1 to 4.1.6 focus on the trusted voices for the mindsets within the subgroup defined by one of the key characteristics. Table 4.1.1 shows the weighted percentage of all Hispanics who depend on each source for information by whether or not they were born in the U.S. and three household income categories. Tables 4.1.2 to 4.1.6 show the same information by mindset, Unacquainted, Head Nodder, Leading Edge, Cynical Fifth, and Insulated, respectively. The first column in each table shows the weighted percentage of its population who depend on the source for information. The next two columns show the percentage of its population who depend on the source of information within those born in the U.S. and those who were not. The last three columns show the weighted percentage of the mindset within each of the household income categories that depend on the source. For some of the mindsets, income categories had to be collapsed.

We illustrate using Table 4.1.2 to identify trusted sources of information by examining the Hispanic Unacquainted who are foreign born and among those with a household income <$25,000. We find three sources have some potential for reaching the two groups while the other sources do not appear helpful. The three sources with potential are TV or radio talk shows, religious leaders, and entertainers, celebrities or personalities, in that order. Among those with household income <$25,000, 57 percent (10.3) report they depend on TV or radio talk shows for information. The percentages that report depending on religious leaders and entertainers, celebrities or other personalities for information are 46 percent (7.3 percent) and 33 percent (10.7 percent), respectively. Similarly, 50 percent (13.7 percent) of the foreign-born report depending on TV or radio talk shows for information while 36 percent (13.6 percent) depend on religious leaders and 24 percent (12.8 percent) depend on entertainers, celebrities or other personalities. The other sources of information do not appear as worthwhile for either group because the percentages of those with a household income <$25,000 reported depending on them are 17 percent or less. The largest percentage of the foreign-born who reported depending on any of the other sources is 14 percent.

The partnership strategies for the Hispanic Unacquainted who are foreign-born or who have a household income < $25,000 need to raise awareness of the 2010

Census and provide education about it. Some vehicles the partnership program may find useful in reaching these two groups are:

- Spanish-language communications
- Generating local "earned m edia" covera ge, su ch as interv iews on loc al talk shows
- Outreach to religious leaders
- Engaging local celebrities, entertainers, and other personalities.

Table 4.1.7 contains the weighted percentages of mindsets within key Hispanic categories that are unlikely to mail back a Census form. Overall, 20 percent (10.5 percent) of the Unacquainted report that they are unlikely to mail back a Census form. Within the Unacquainted, 24 percent (13.6 percent) of the foreign-born and 29 percent (14.4 percent) of those with household income < $25,000 are unlikely to mail back a Census form. The Cynical Fifth also has 20 percent (12.7 percent) who are unlikely to mail back a Census form. The weighted percentage of the other mindsets that are unlikely to mail back a Census form is much smaller than the percentage observed for the Unacquainted and the Cynical Fifth.

4.2 NonHispanic Blacks

For NonHispanic blacks, the key characteristics associated with mindsets resulting from the generalized logit model are

- urban indicator (not urban, urban)
- education (< high school, high school graduate, some college, college graduate).

The nonHispanic blacks living in non-urban areas are an important group for the ICP goal of reducing the differential undercount and improving overall accuracy. Fifty-five percent (12.1 percent) of the non-urban nonHispanic blacks have less than a high school education. Figure 2 shows how the distribution of the mindsets within non-urban nonHispanic blacks is different from the distribution for all nonHispanic blacks. Of interest is that 49.6 percent (20.3 percent) of the non-urban nonHispanic blacks who did not graduate from high school have the Insulated mindset. This group is 19 percent (13.2) of all nonHispanic blacks with the Insulated mindset.

Tables 4.2.1 through 4.2.6 offer insight about the trusted voices for each mindset within the subgroup defined by one of the key characteristics. Fortunately, when we focus on the nonHispanic black Insulated who live in non-urban areas or who did not graduate from high school, we find that three partnership sources have very high potential for reaching both groups. These partnership sources are TV and radio talk shows, religious leaders, and military or veterans organizations. In non-urban areas, 82 percent (14.4 percent) report depending on TV and radio talk shows for information while 79 percent (20.4 percent) depend on religious leaders and 79 percent (15.7 percent) depend on military and veterans organizations. Among those who did not graduate from high school, 88 percent (7.8 percent) depend on TV and radio talk shows, 73 percent (13.2 percent) depend on religious

leaders, and 71 percent (13.0 percent) military or veterans organizations. The percentage that reports depending on AARP is also very high at 85 percent (10.3 percent), but the percentage observed in non-urban areas is not as high at 63 percent (21.6 percent). For local and community leaders, ethnic or race-based organizations, local town hall meetings, and neighborhood businesses or gathering places, the range is comparable in both groups at 58 to 60 percent (22.8 to 23.7 percent in the non-urban areas; 15.6 to 17.4 percent for those who did not graduate from high school). The percentages for government officials, unions or union leaders, and entertainers, celebrities, and personalities range from 2 to 9 percent (1.7 to 7.3 percent) in non-urban areas and from 21 to 42 percent (12. 1 to 16.4 percent) for those who did not graduate from high school.

The partnership strategies for the nonHispanic black Insulated in non-urban areas or who did not graduate from high school need to raise awareness of the 2010 Census and provide education about it. Some vehicles the partnership program may find useful in reaching both groups are:
- generating local "earned media" coverage
- outreach to religious leaders
- engaging local chapters of the Veterans of Foreign Wars, American Legion, and Disabled American Veterans
- engaging AARP.

When we turn our attention to response to the Census for nonHispanic blacks in Table 4.2.7, we see that 33 percent (21.2 percent) of the Unacquainted and 22 percent (7.3 percent) of the Cynical Fifth are unlikely to respond by mail. The weighted percentages for the other mindsets are much lower.

One issue is whether the outreach for NonHispanic blacks should be different in the urban and non-urban areas. Statistical tests were able to detect some differences in the percentage that depends on some sources. The False Difference Rate procedure for testing multiple hypotheses (Westfall et al 1999) found that 13 of the 66 differences in the percentage who depend on the following sources in non-urban and urban areas were statistically significant at the 0.10 level:

- For all nonHispanic blacks, those in urban areas depend on government officials and unions or union leaders more than those in non-urban areas. For government officials, the weighted percentage is 34 percent (11.2 percent) in non-urban areas versus 66 percent (4.2 percent) in urban areas. For unions or union leaders, the weighted percentage is 9 percent (3.9 percent) in non-urban areas versus 38 percent (4.3 percent) in urban areas.

- For nonHispanic black Head Nodders, those in urban areas depend on ethnic or race-based organizations, neighborhood businesses or gathering places, and unions or union leaders more than those in non-urban areas. For ethnic or race-based organizations, the weighted percentage is 10 percent (3.5 percent) in non-urban and 49 percent (6.1 percent) in urban

areas. For neighborhood businesses and gathering places, the weighted percentage 28 percent (14.7 percent) in non-urban areas versus 62 percent (5.5 percent) in urban areas. For unions or union leaders, the weighted percentage 9 percent (4.0 percent) in non-urban areas versus 44 percent (6.0 percent) in urban areas.

- For nonHispanic black Leading Edge, those in urban areas depend on government officials, TV and radio talk shows, entertainers, celebrities, and personalities, and unions or union leaders more than those in non-urban areas. For government officials, the weighted percentage is 11 percent (11.4 percent) in non-urban areas versus 57 percent (10.3 percent) in urban areas. For TV and radio talk shows, the weighted percentage is 28 percent (19.0 percent) in non-urban areas versus 77 percent (9.2 percent) in urban areas. For entertainers, celebrities, and personalities, the weighted percentage is 0 percent (0.0 percent) in non-urban areas versus 23 percent (10.4 percent) in urban areas. For unions or union leaders, the weighted percentage is 0 percent (0.0 percent) in non-urban areas versus 41 percent (8.9 percent) in urban areas.

- For nonHispanic black Cynical Fifth, those in urban areas depend on neighborhood businesses or gathering places and unions or union leaders more than those in non-urban areas.   For neighborhood businesses or gathering places, the weighted percentage is 6 percent (3.0 percent) in non-urban areas versus 46 percent (10.0 percent) in urban areas. For unions or union leaders, the weighted percentage is 6 percent (2.7 percent) in non-urban areas versus 27 percent (9.0 percent) in urban areas.

- For nonHispanic black Insulated, those in urban areas depend on government officials and unions and union leaders more than those in non-urban areas.   For government officials, the weighted percentage is 9 percent (7.3 percent) in non-urban areas versus 71 percent (8.7 percent) in urban areas. For unions or union leaders, the weighted percentage is 2 percent (2.0 percent) in non-urban areas versus 54 percent (15.6 percent) in urban areas.

These are the differences that could be detected with the CBAMS data. Other rather large differences may not have been deemed statistically significant because of relatively large standard errors. Hopefully, these results provide some guidance. Regardless, some non-urban areas do not have a wide variety of local sources of information, and the partnership program reaches out to those that are appropriate and available.

4.3 Asians
The generalized logit modeling results indicate that key characteristics associated with mindsets among Asians are:
- language the household speaks more: English or an Asian language

- household income category (< $25,000, $25,000 to < $50,000, >= $50,000).

There is an interesting result for the Asians whose households speak an Asian language more and have household income < $25,000. This group is 13.4 percent (10.4 percent) of all Asians. The distribution of mindsets among this group is very different from the distribution of the mindsets among all Asians, as shown in Figure 3. In particular, 78.2 percent (16.9 percent) of Asians whose households speak an Asian language more and have household income < $25,000 have the Unacquainted mindset. Surprisingly, the Unacquainted in this group are 67 percent (4.2 percent) of the Unacquainted among all Asians.

Tables 4.3.1 through 4.3.6 offer insight about the trusted voices for each mindset within the subgroup defined by one of the key characteristics. For the Asian Unacquainted whose household speaks an Asian language more or has income < $25,000, Table 4.3.2 shows that the partnership sources dramatically fall into two categories: high potential for reaching them or essentially negligible potential. The sources with high potential are the same in both groups. These sources are religious leaders, TV and radio talk shows, and entertainers, celebrities, and other personalities. Among those whose household speaks an Asian language more, 71 percent (7.0 percent) report depending on religious leaders for information while 68 percent (5.8 percent) depend on TV or radio talk shows and 62 percent (6.1 percent) depend on entertainers, celebrities, and personalities. Similarly, the percentage of those with a household income <$25,000 who report depending on religious leaders is 86 percent (5.8 percent). The percentage among this group for TV and radio talk shows is 85 percent (5.2 percent) and 83 percent (6.3 percent) for entertainers, celebrities, and other personalities. In contrast, the percentage who report depending the other sources ranges from 0 to 4 percent (0.4 to 2.1 percent) among those who speak an Asian language more and among those whose household income < $25,000.

The partnership strategies for the Asian Unacquainted who speak an Asian language more or who have a household income < $25,000 need to raise awareness of the 2010 Census and provide education about it. Some vehicles the partnership program may find useful in reaching this group are:
- Asian-language communications
- generating local "earned media" coverage
- outreach to religious leaders
- engaging local celebrities, entertainers, and other personalities.

Table 4.3.7 shows that the weighted percentages saying they are unlikely to mail back a Census form are quite high in several Asian subgroups. Among the Unacquainted, there are three groups: (1) those whose household speaks an Asian language more, (2) those with a household income < $25,000, and (3) those with a household income >$50,000. The weighted percentages of these groups who say they are unlikely to mail back their Census forms are 83 percent (5.6 percent), 87

percent (6.8 percent) and 73 percent (8.6 percent), respectively. There are two groups among the Head Nodders, those with a household income >$25,000 at 68 percent (26.1 percent) and those who whose households speak English more at 45 percent (33.1 percent). The other Asian group who has a high percentage saying they are unlikely to mail back a Census form is the Insulated with a household income $25,000 to $49,999 at 56 percent (23.8).

4.4 American Indians
The data collected for the American Indians does not lend itself to fitting models. However, there is some evidence that indicates a key characteristic associated with mindsets among American Indians is:

- location (residing off or on a reservation).

The evidence is that the location variable is somewhat significant in a generalized logit model. Therefore, we examine the weighted percentages of the mindsets for American Indians by whether they live on or off reservations.

Of interest are the percentages of the American Indians with the Cynical Fifth mindset, which are 51.6 percent (17.7 percent) when living off the reservations and 17.6 percent (4.1 percent) when living on the reservations. In addition, the percentages for the Insulated mindset are 22.3 percent (8.8 percent) on the reservations and 8.6 percent (6.4 percent) off the reservation. On reservations, the percentage with the Head Nodder mindset is 38.4 percent (6.3 percent) while the percentage is 15.4 percent (9.3 percent) off reservations.

Table 4.4.1 contains the weighted percentage of all American Indians who depend on the sources for information by whether or not they live on a reservation. Tables 4.4.2 through 4.4.4 contain the same information for the American Indian Head Nodders, Leading Edge, and Cynical Fifth. Table 4.4.5 has the weighted percentages for the Insulated and for the Unacquainted who live on reservation. There was insufficient data to prepare tables for these two mindsets for those who live off reservation.

For the all the American Indians on reservations, TV and radio talk shows have the highest weighted percentage depending on them for information at 63 percent (14.4 percent). When we examine the Insulated on reservations, we find that TV and radio talk shows appear to have high potential for reaching them since 79 percent (9.0 percent) report depending on this source of information. The next highest source for the Insulated is military or veterans organizations at 44 percent (23.2) while percentages for the other sources range from 0 to 29 percent (0.2 to 17.8 percent). However, reaching the Unacquainted on reservations may be challenging since the highest percentages are 48 percent (19.2 percent) for religious leaders and 44 percent (18.5 percent) for local or community leaders. The range in the percentages for the Unacquainted for the other sources is 0 to 26 percent (0.0 to 26.3 percent).

The partnership strategies for the American Indians who live on reservations have to address a range of mindsets. Some vehicles the partnership program may find useful in reaching this group are:
- generating local "earned media" coverage
- outreach to religious leaders
- outreach to tribal leaders.

Table 4.4.6 shows the weighted percentages of those who report they are unlikely to mail back a Census questionnaire. The weighted percentage of American Indian Unacquainted on reservations that report they are unlikely to mail back a questionnaire is 24 percent (13.7 percent). Off reservations, the Cynical Fifth has the highest weighted percentage indicating that they are unlikely to respond by mail at 26 percent (22.7 percent). The weighted percentages of the other mindsets that are unlikely to mail back a Census form are much lower.

4.5 NonHispanic Whites
For NonHispanic whites, the key characteristics associated with the mindsets identified by the generalized logit model are
- tenure (renter, owner)
- household income (< $25,000, >= $25,000)
- education (< high school, high school graduate, some college, college graduate).

Interestingly, the urban indicator was not a significant variable associated with the mindsets.

Renters of all race and Hispanic ethnicity groups tend to have a low mail response rate, and therefore, nonHispanic white renters, who are about 22.5 percent (1.7 percent) of all nonHispanic whites, are important for the ICP goal of increasing the mail response rate. Among nonHispanic white renters who have not attended college, 14.4 percent (4.1 percent) have the Unacquainted mindset.   The Unacquainted renters who have not attended college are only 6.3 percent (1.8 percent) of the renters but 34.2 percent (9.0 percent) of all the nonHispanic white Unacquainted.

Focusing on the nonHispanic white Unacquainted who rent or who have a household income <$25,000, none of the sources of information stand out in regards to potential for reaching them, and some have very low potential. For the renters, the percentage who reports depending on TV and radio talk shows for information is the highest at 44 percent (12.4 percent). The percentages for three sources are very low at 8 percent (5.1 percent) for unions or union leaders, 3 percent (3.2 percent) for ethnic or race-based organizations, and 0 percent (0.0 percent) for entertainers, celebrities, and personalities. The range in the percentage for seven other sources is 31 to 42 percent (13.1 to 14.2 percent). When the household income is <$25,000, the percentages that report depending on local or community leaders and government officials are the highest at 44 percent (14.4. percent) and 43 percent (16.4 percent), respectively. For local town

hall meetings, TV or radio talk shows, and religious leaders, the percentages are 35 percent (14.0 percent), 31 percent (12.8 percent), and 30 percent (12.0 percent), respectively. The category of neighborhood businesses or gathering places is a trusted source of information for 22 percent (13.2 percent) while AARP is a source for 21 percent (11.0 percent). The percentages for the remaining are 13 percent (8.7 percent) for military or veterans organizations, 8 percent (7.3 percent) for unions or union leaders, and 0 percent (0.0 percent) for ethnic or race-based organizations and entertainers, celebrities, and personalities.

The partnership strategies for the nonHispanic white Unacquainted who rent or who have a household income <$25,000 need to raise awareness of the 2010 Census and provide education about it. Some vehicles the partnership program may find useful in reaching these groups are: (1) generating local "earned media" coverage, (2) outreach to government officials, (3) outreach to local or community leaders, (4) outreach to religious leaders, and (5) encouraging local town hall meetings.

The weighted percentage of the nonHispanic white Unacquainted who say they were unlikely to respond by mail is 33 percent (9.5 percent) and ranges from 20 to 47 percent (12.6 to 19.9 percent) across the key characteristics. Also, 17 percent (3.4 percent) of the Cynical Fifth indicated they were unlikely to respond by mail with the weighted percentage across the key characteristics ranging from 11 percent to 30 percent (3.6 to 15.2 percent). The weighted percentage of the other mindsets that are unlikely to mail back a Census form is much lower.

5. Partnership sources

There are some themes that emerge when assessing who views the different potential partnerships as trusted voices. The Head Nodders tend to indicate they depend on most of the sources for information, which probably is consistent with the concern that they might be vulnerable to negative publicity about the Census. We have not shown the weighted percentages of the mindsets within those who depend on each source of information. However, the Head Nodders are such a high percentage of the population that they also are usually the largest group that depends on a partnership source, regardless of the race/ethnicity group or key characteristic that is being examined. Therefore, the partnership sources need to deliver communications directed at Head Nodders as well as messages for other mindsets that find them to be trusted sources.

Almost all the groups and subgroups defined by the key characteristics depend on friends and family for information. Usually friends and family were viewed as a trusted source by the highest percentage of any group. The weighted percentages reporting that they depend on their family and friends for information were usually over 75 percent. CBAMS randomized the order in which the interviewers asked the questions regarding the sources of information to control the potential

for bias in the responses due to the order the sources were presented to the respondents.

Not far behind friends and family as a trusted source of information are the TV and radio talk shows. The talk shows appear to have reasonably high potential for reaching almost all the groups and subgroups defined by the key characteristics. For most cells studied, the weighted percentage reporting they depend on the TV and radio talk shows for information ranged from 45 to 70 percent although a few are lower and a few are higher.

Outreach to black churches should have a different approach and theme than outreach to churches that serve the other populations we have considered. Religious leaders are viewed as trusted sources by a large percentage of all the mindsets among NonHispanic blacks. Therefore, they need to present multiple types of messages that resonate with the different mindsets. However, this is not necessarily the case for religious leaders in the other populations. The messages regarding the Census delivered by the Asian religious leaders need to be suitable for the Unacquainted and Cynical Fifth as well as the Head Nodders. The American Indian religious leaders are viewed by those on reservations as trusted voices by the Insulated as well as the Head Nodders. The Hispanic religious leaders will likely be most effective delivering messages about the Census aimed at the Leading Edge and Unacquainted as well as the Head Nodders.

Another source that requires special consideration across groups and subgroups defined by key characteristics is the category of entertainers, celebrities, and other personalities. The results for the category varied greatly, and for some subgroups, the weighted percentage who reported they depended on the category for information were very low. Some subgroups among Hispanics, nonHispanic blacks, and Asians reported depending on entertainers, celebrities, and other personalities for information at a moderate level. The weighted percentage for those reporting that they depend on them for information usually ranged between 15 and 30 percent. However, American Indians on reservations tended to have very low percentages reporting that they depend on the category, with the exception being the Head Nodders. NonHispanic whites had low weighted percentages reporting that they depend on the category for information overall and within subgroups defined by the key characteristics. The weighted percentage that reported depending on the category for information was usually below 20 percent.

Also, the CBAMS results show that the Unacquainted had the highest percentage of each race/ethnicity group reporting that they are unlikely to mail back a Census form. The weighted percentage reporting that they are unlikely to mail back a form was usually greater than 20 percent. Other subgroups had relatively high percentages that said they were unlikely to respond by mail. These results provide an advance indicator of attitudes regarding mailing back a Census form and how resources may need to be allocated for Nonresponse Followup.

6. Summary

The analyses of the CBAMS data provide the partnership program with information about the communications to deliver and the trusted voices that may be most effective in delivering them. In addition, there is information about the need for communications during Nonresponse Followup.

The analysis identified key characteristics associated with the mindset segments within race/Hispanic ethnicity groups. For each group, we fit a separate generalized logistic regression model to identify its key characteristics associated with the mindsets. Knowing the distribution of the mindsets within each group will aid the partnership program by identifying the mindsets that are most prominent within the groups they are trying to reach. The program will be able to focus on the messages to convey since the most effective messages vary by mindset.

In addition, the analysis included an investigation of the sources of information that the race/ethnicity groups and subgroups depend on for information. We restricted our analysis to the sources that lend themselves to developing partnerships. The preferences for sources of information vary a great deal across groups and subgroups, although there were a couple of common themes. However, every source examined was preferred by some subgroups. With this knowledge, the partnership program can seek out the most effective sources of information to reach groups.

CBAMS also asked respondents how likely they were to mail back a Census form. The analysis of the responses found that there were some subgroups with a substantial percentage saying they are unlikely to mail back a Census form. Although intent does not always translate into action, the partnership program has an advance indicator that some subgroups probably will need special attention during Nonresponse Followup.

Utilizing our analyses, refinements of messaging and strategies specific to each population group hopefully will aid in improving response to the Census and thereby improve its quality.

Acknowledgements

References

Bates, N., et al (2009) "Messaging to America: Results from the Census Barriers, Attitudes, and Motivators Survey (CBAMS)." C2PO 2010 Census Integrated Communications Research Memoranda Series. No. 10. May 12, 2009. U.S. Census Bureau. Washington, DC. http://2010.census.gov/partners/research/

Bruce, A. and Robinson, J.G. (2006). "Tract-Level Planning Database with Census 2000 Data." U.S. Department of Commerce, U.S. Census Bureau: Washington, D.C. http://www.census.gov/procur/www/2010communications/library.html

MACRO (2009) "Census Barriers, Attitudes, and Motivators Survey Analytic Report." May 9, 2009. U.S. Census Bureau. Washington, DC. http://2010.census.gov/partners/research/

SAS Institute, Inc. (2009) *SAS 9.2 Documentation.* SAS Institute, Inc. Cary, NC.

Westfall, P. H. et al (1999) *Multiple Comparisons and Multiple Tests Using SAS.* SAS Institute, Cary, NC.

Figure 1. The distribution of mindsets among foreign-born Hispanics with household income < $25,000 and among all Hispanics.
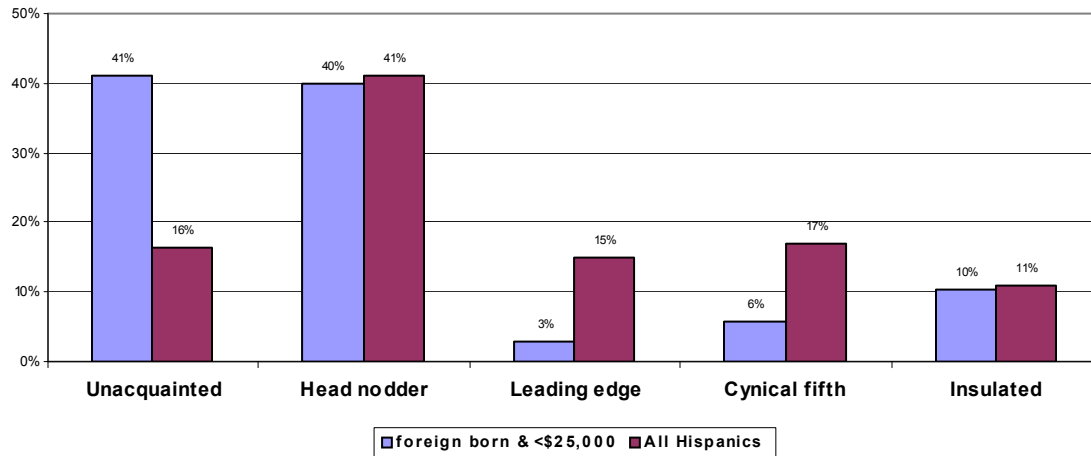
Figure 2. The distribution of mindsets among nonHispanic blacks living in non-urban areas that did not graduate from high school and among all nonHispanic blacks.
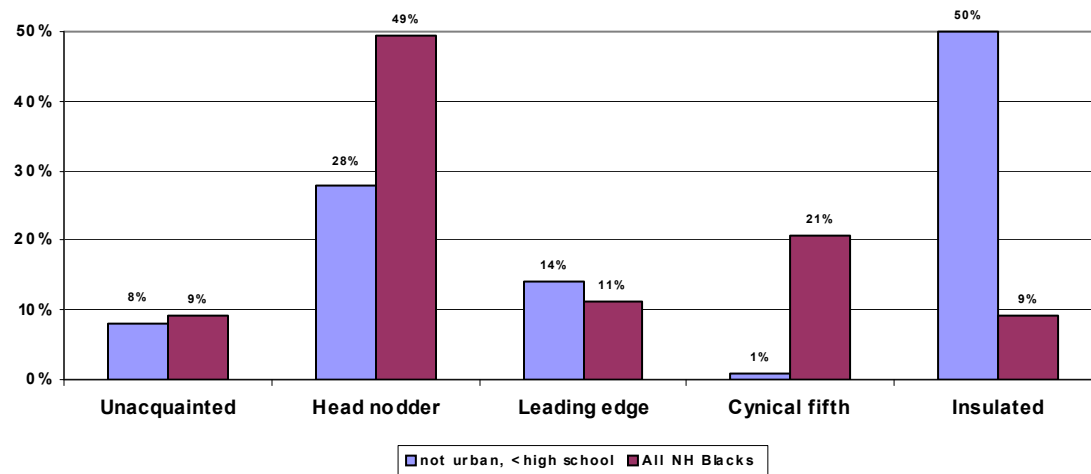
Figure 3. The distribution of mindsets among Asians who speak an Asian language more and have household income < $25,000 and among all Asians.
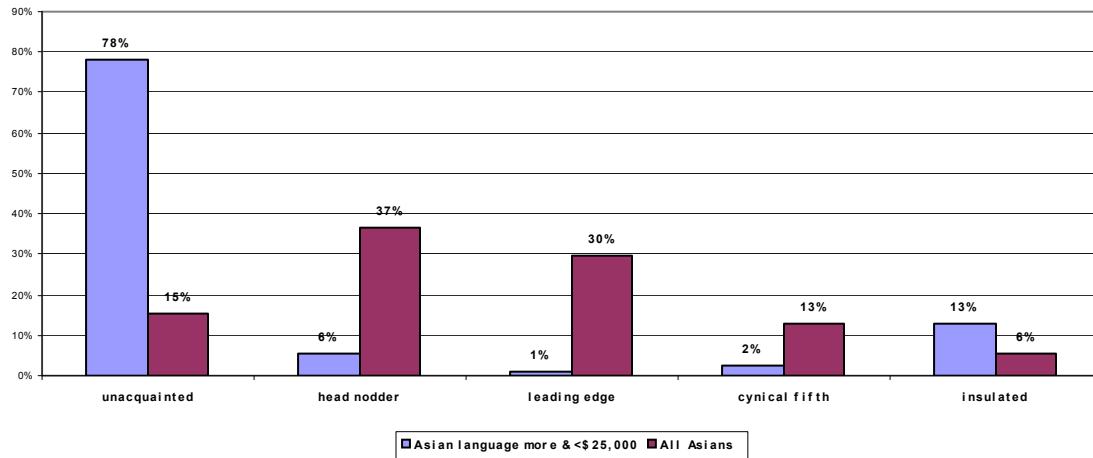
4.1.1 Hispanics. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Were you born in US?		household income		
		yes	no	<$25,000	$25,000 to $49,999	>= $50,000
local or community leaders	37 (4.4)	44 (5.7)	27 (5.7)	18 (3.3)	32 (6.7)	51 (8.8)
religions leaders	44 (3.9)	45 (5.5)	42 (5.3)	43 (4.9)	41 (7.5)	40 (8.6)
government officials	39 (4.6)	49 (6.2)	26 (5.2)	27 (4.6)	48 (8.5)	45 (8.6)
TV or radio talk shows	61 (4.4)	65 (5.3)	55 (6.3)	57 (6.0)	63 (7.6)	69 (7.9)
AARP	19 (3.7)	28 (5.8)	8 (2.3)	17 (3.7)	24 (9.3)	13 (5.0)
ethnic or race-based organizations	14 (3.2)	20 (5.0)	6 (2.2)	7 (3.0)	17 (5.5)	11 (4.5)
entertainers, celebrities, personalities	19 (4.0)	19 (4.6)	20 (6.0)	20 (6.3)	21 (6.1)	18 (7.4)
local town hall meetings	26 (4.3)	34 (6.2)	16 (3.2)	16 (3.7)	36 (9.4)	25 (7.4)
neighborhood businesses or gathering places	31 (4.6)	38 (5.8)	22 (6.1)	16 (4.2)	31 (7.6)	39 (8.7)
military or veterans organizations	23 (4.3)	35 (6.1)	7 (2.4)	7 (2.7)	40 (9.1)	23 (5.8)
unions or union leaders	15 (3.6)	18 (4.8)	12 (5.0)	11 (5.1)	16 (4.6)	15 (6.4)

Table 4.1.2 Hispanic Unacquainted. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Were you born in US?		household income		
		yes	no	<$25,000	$25,000 to $49,999	>= $50,000
local or community leaders	24 (7.4)	63 (9.8)	13 (4.0)	16 (9.6)	44 (14.7)	0 (0.0)
religions leaders	46 (11.2)	82 (4.3)	36 (13.6)	46 (7.3)	62 (9.2)	4 (3.5)
government officials	23 (6.6)	70 (9.8)	11 (4.8)	14 (8.1)	43 (14.1)	59 (31.0)
TV or radio talk shows	49 (11.3)	43 (13.1)	50 (13.7)	57 (10.3)	80 (10.6)	59 (31.0)
AARP	9 (5.1)	29 (15.2)	3 (1.4)	12 (7.8)	11 (10.3)	0 (0.0)
ethnic or race-based organizations	7 (5.2)	31 (14.5)	1 (0.7)	7 (7.4)	24 (12.0)	0 (0.0)
entertainers, celebrities, personalities	25 (10.2)	29 (14.7)	24 (12.8)	33 (10.7)	29 (13.7)	4 (3.6)
local town hall meetings	14 (6.0)	33 (14.6)	9 (4.5)	15 (8.4)	32 (10.3)	58 (31.2)
neighborhood businesses or gathering places	14 (2.5)	45 (11.1)	6 (2.4)	6 (3.1)	17 (10.4)	1 (1.4)
military or veterans organizations	7 (5.1)	32 (14.3)	1 (0.6)	7 (7.3)	17 (10.4)	0 (0.0)
unions or union leaders	13 (10.0)	9 (6.1)	14 (12.4)	17 (14.2)	18 (11.8)	3 (3.2)

Table 4.1.3 Hispanic Head Nodders. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Were you born in US?		household income		
		yes	no	<$25,000	$25,000 to $49,999	>= $50,000
local or community leaders	38 (6.2)	40 (5.9)	37 (8.9)	23 (6.2)	23 (6.7)	73 (10.2)
religions leaders	49 (6.1)	45 (9.6)	53 (5.3)	53 (7.3)	42 (10.3)	45 (14.7)
government officials	42 (5.9)	53 (6.2)	30 (7.8)	35 (7.4)	51 (13.2)	49 (13.0)
TV or radio talk shows	16 (5.1)	65 (9.4)	60 (8.9)	64 (6.8)	66 (11.0)	49 (15.0)
AARP	24 (6.3)	35 (10.4)	14 (3.4)	13 (5.1)	37 (14.2)	15 (4.3)
ethnic or race-based organizations	14 (2.9)	20 (3.8)	9 (2.9)	8 (3.7)	8 (3.8)	17 (5.4)
entertainers, celebrities, personalities	16 (5.1)	14 (4.1)	17 (8.6)	11 (4.1)	13 (5.4)	27 (16.4)
local town hall meetings	29 (6.7)	36 (10.9)	22 (5.5)	22 (5.1)	40 (14.8)	15 (8.4)
neighborhood businesses or gathering places	28 (6.5)	33 (6.3)	23 (9.2)	22 (8.5)	19 (7.0)	39 (15.0)
military or veterans organizations	25 (6.7)	39 (10.7)	10 (3.7)	7 (3.4)	41 (14.6)	23 (8.6)
unions or union leaders	11 (2.3)	14 (3.9)	9 (2.4)	10 (2.0)	12 (5.1)	9 (5.1)

Table 4.1.4 Hispanic Leading Edge. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Were you born in US?		household income		
		yes	no	<$25,000	$25,000 to $49,999	>= $50,000
local or community leaders	61 (10.7)	63 (11.9)	41(13.4)	11 (7.0)	63 (18.1)	59 (15.3)
religions leaders	53 (11.2)	55 (12.7)	40(13.4)	48 (20.0)	27 (13.5)	59 (14.9)
government officials	64 (10.9)	64 (12.3)	62(11.7)	75 (12.3)	61 (20.3)	62 (15.2)
TV or radio talk shows	68 (8.6)	71 (9.8)	52(13.2)	90 (6.9)	52 (19.8)	77 (9.2)
AARP	22 (7.8)	23 (9.0)	14(7.8)	12 (10.4)	17 (15.0)	23 (12.1)
ethnic or race-based organizations	22 (9.3)	23 (10.5)	20(9.8)	5 (3.3)	30 (17.4)	18 (11.5)
entertainers, celebrities, personalities	22 (8.9)	17 (9.0)	28(10.4)	67 (15.1)	33 (18.1)	12 (10.5)
local town hall meetings	44 (11.3)	46 (12.8)	26(12.0)	15 (10.2)	41 (18.5)	46 (15.8)
neighborhood businesses or gathering places	57 (11.1)	59 (12.5)	38(15.8)	10 (9.8)	22 (13.6)	62 (15.1)
military or veterans organizations	40 (9.1)	43 (10.4)	23(11.4)	0 (0.0)	42 (19.2)	43 (11.7)
unions or union leaders	24 (10.2)	25 (11.6)	13(8.4)	1 (1.5)	22 (13.7)	20 (13.9)

Table 4.1.5 Hispanic Cynical Fifth. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		Were you born in US?			household income		
			yes	no	<$25,000	$25,000 to $49,999	>= $50,000	
local or community leaders	28	(10.2)	23 (11.6)	48 (18.8)	19 (11.9)	21 (11.0)	21 (12.1)	
religions leaders	32	(10.1)	29 (11.5)	44 (19.2)	16 (11.3)	43 (20.4)	18 (9.6)	
government officials	38	(12.8)	29 (14.4)	74 (11.0)	51 (19.3)	22 (10.7)	32 (18.4)	
TV or radio talk shows	67	(9.0)	70 (9.8)	54 (18.4)	38 (17.3)	38 (16.9)	82 (5.9)	
AARP	12	(8.8)	14 (10.8)	4 (2.0)	0 (0.0)	2 (1.7)	5 (5.0)	
ethnic or race-based organizations	19	(9.6)	21 (11.5)	11 (8.9)	14 (13.2)	39 (21.6)	1 (0.6)	
entertainers, celebrities, personalities	25	(11.3)	26 (13.8)	24 (12.0)	18 (10.4)	15 (10.6)	21 (14.7)	
local town hall meetings	22	(9.6)	23 (11.4)	17 (11.3)	20 (11.6)	13 (9.5)	14 (9.9)	
neighborhood businesses or gathering places	41	(10.6)	32 (12.1)	78 (12.0)	55 (17.2)	71 (14.4)	19 (10.8)	
military or veterans organizations	26	(10.3)	29 (12.3)	14 (9.5)	15 (10.0)	42 (21.7)	8 (5.6)	
unions or union leaders	25	(11.4)	25 (14.0)	22 (11.7)	17 (11.7)	13 (9.3)	20 (14.9)	

Table 4.1.6 Hispanic Insulated. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		Were you born in US?				household income					
			yes		no		<$25,000		$25,000 to $49,999		>= $50,000	
local or community leaders	32 (	11.0)	51 (17.7)		2 (	1.3)	12 (	7.0)	62 (24.7)		62 (25.5)	
religions leaders	23 (	8.2)	32 (7.2)		9 (	7.9)	20 (	9.1)	22 (16.7)		32 (21.3)	
government officials	20 (	10.1)	31 (15.9)		2 (	1.6)	13 (	6.8)	62 (24.7)		0 (0.0)	
TV or radio talk shows	53 (	13.9)	55 (17.8)		49 (	20.4)	40 (	18.0)	80 (14.3)		68 (21.3)	
AARP	28 (	13.1)	45 (19.1)		0 (	0.0)	46 (	14.6)	0 (0.1)		0 (0.0)	
ethnic or race-based organizations	2 (	1.3)	3 (1.9)		2 (	2.0)	0 (	0.3)	9 (9.7)		0 (0.0)	
entertainers, celebrities, personalities	14 (	10.3)	17 (16.0)		9 (	6.1)	8 (	6.3)	50 (26.3)		0 (0.0)	
local town hall meetings	15 (	10.9)	23 (18.1)		1 (	1.3)	0 (	0.3)	53 (25.5)		21 (20.2)	
neighborhood businesses or gathering places	19 (	10.7)	21 (15.6)		15 (	12.2)	2 (	2.2)	61 (24.7)		26 (23.0)	
military or veterans organizations	11 (	9.5)	17 (15.8)		1 (	1.3)	2 (	1.6)	50 (26.3)		0 (0.0)	
unions or union leaders	6 (	5.2)	2 (2.3)		12 (	12.1)	0 (	0.0)	31 (23.4)		0 (0.0)	

Table 4.1.7 Hispanics. Weighted percentage in a mindset segment (row) within category (column) who said they were unlikely to mail back a census form. Standard errors are in parentheses.

mindset segment	overall	were you born in US? yes	no	household income <$25,000	$25,000 to $49,999	>= $50,000
unacquainted	20 (10.5)	7 (3.7)	24 (13.6)	29 (14.4)	0(0.3)	61 (30.4)
head nodders	2 (1.3)	1 (1.8)	3 (2.3)	4 (2.2)	2 (1.8)	2 (1.9)
leading edge	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)	0 (0.0)
cynical fifth	20 (12.7)	25 (15.1)	0 (0.0)	14 (13.2)	1 (0.6)	28 (20.1)
insulated	8 (5.4)	4 (2.5)	13 (12.3)	5 (3.6)	26 (22.2)	0 (0.1)

4.2.1 NonHispanic Blacks. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source		Urban Indicator		Education			
	overall	Not Urban	Urban	less than high school	high school grad some	college	college grad
local or community leaders	60 (4.3)	46 (13.2)	61(4.5)	65 (8.0)	65 (6.9)	53 (8.7)	59 (7.9)
religions leaders	69 (4.1)	74 (9.2)	69(4.3)	78 (6.2)	66 (7.1)	66 (8.3)	64 (7.1)
government officials	64 (4.1)	34 (11.2)	66(4.2)	73 (8.0)	62 (6.7)	68 (8.0)	54 (7.8)
TV or radio talk shows	69 (4.1)	68 (10.7)	69(4.3)	75 (7.9)	69 (6.6)	71 (7.9)	55 (7.9)
AARP	49 (4.3)	52 (12.5)	49(4.5)	71 (6.7)	45 (6.6)	45 (8.5)	34 (7.1)
ethnic or race-based organizations	44 (4.0)	35 (13.3)	45(4.3)	52 (9.3)	44 (6.4)	42 (8.5)	37 (6.6)
entertainers, celebrities, personalities	24 (3.2)	19 (7.7)	24(3.4)	33 (8.8)	31 (6.0)	13 (4.4)	20 (6.4)
local town hall meetings	55 (4.1)	60 (11.6)	55(4.3)	64 (7.7)	57 (6.8)	52 (8.4)	50 (7.6)
neighborhood businesses or gathering places	51 (4.3)	36 (13.8)	52(4.5)	66 (7.7)	47 (6.7)	57 (8.5)	41 (7.2)
military or veterans organizations	39 (4.2)	57 (11.8)	38(4.4)	58 (8.8)	45 (6.7)	28 (7.5)	26 (6.8)
unions or union leaders	36 (4.1)	9 (3.9)	38(4.3)	31 (7.2)	34 (5.9)	40 (8.6)	33 (6.9)

Table 4.2.2   NonHispanic Black Unacquainted. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		Urban Indicator			
			Not Urban		Urban	
local or community leaders	27	(8.1)	62 (	20.7)	23 (	8.5)
religions leaders	42	(15.4)	79 (	17.4)	38 (	16.5)
government officials	35	(14.9)	33 (	18.7)	35 (	16.3)
TV or radio talk shows	52	(18.7)	66 (	21.1)	50 (	20.5)
AARP	35	(13.8)	59 (	20.7)	32 (	14.9)
ethnic or race-based organizations	21	(7.7)	33 (	21.2)	20 (	7.8)
entertainers, celebrities, personalities	40	(17.2)	58 (	19.3)	38 (	18.5)
local town hall meetings	46	(17.7)	61 (	22.0)	44 (	19.3)
neighborhood businesses or gathering places	22	(7.9)	29 (	20.1)	21 (	8.4)
military or veterans organizations	70	(14.1)	59 (	21.0)	71 (	15.2)
unions or union leaders	22	(13.1)	34 (	19.8)	21 (	14.0)

Table 4.2.3 NonHispanic Black Head Nodders. Weighted percentage of within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		Urban Indicator				Education						
			Not Urban		Urban		less than high school		high school grad		some college		college grad
local or community leaders	69	(6.4)	36	(16.5)	71	(6.6)	66 (	12.8)	81 (	7.8)	62 (	12.2)	60 (13.0)
religions leaders	80	(5.2)	74	(13.2)	81	(5.4)	85 (	7.6)	83 (	5.7)	76 (	11.4)	78 (7.7)
government officials	75	(5.4)	65	(14.6)	76	(5.7)	86 (	6.6)	76 (	7.6)	75 (	10.8)	58 (12.6)
TV or radio talk shows	79	(4.1)	75	(11.5)	80	(4.2)	80 (	8.8)	81 (	6.6)	82 (	6.7)	66 (12.9)
AARP	49	(6.5)	52	(16.8)	51	(6.9)	65 (	12.0)	56 (	9.0)	45 (	12.4)	25 (7.8)
ethnic or race-based organizations	48	(5.8)	10	(3.5)	49	(6.1)	60 (	13.5)	57 (	9.0)	39 (	9.7)	35 (10.4)
entertainers, celebrities, personalities	26	(4.3)	32	(16.1)	26	(4.5)	25 (	10.1)	40 (	8.9)	18 (	6.8)	26 (9.7)
local town hall meetings	62	(5.7)	65	(14.2)	62	(6.0)	64 (	12.2)	71 (	8.5)	59 (	11.3)	37 (11.2)
neighborhood businesses or gathering places	60	(5.4)	28	(14.7)	62	(5.5)	67 (	12.2)	63 (	8.6)	62 (	8.7)	49 (12.1)
military or veterans organizations	40	(5.7)	62	(13.9)	39	(5.9)	62 (	12.6)	53 (	9.2)	28 (	9.0)	14 (6.3)
unions or union leaders	42	(5.7)	9	(4.0)	44	(6.0)	26 (	10.2)	40 (	8.6)	44 (	10.4)	45 (30.4)

Table 4.2.4 NonHispanic Black Leading Edge. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Urban Indicator		Education	
		Not Urban	Urban	No college	some college or grad
local or community leaders	58 (9.1)	28 (19.0)	61 (10.9)	75 (14.3)	56 (12.5)
religions leaders	51 (10.9)	57 (26.3)	50 (10.8)	36 (15.5)	49 (10.3)
government officials	53 (10.5)	11 (11.4)	57 (10.3)	71 (16.9)	51 (12.3)
TV or radio talk shows	73 (9.8)	28 (19.0)	77 (9.2)	89 (8.8)	62 (11.8)
AARP	62 (9.7)	28 (19.0)	66 (9.1)	57 (21.4)	49 (11.5)
ethnic or race-based organizations	55 (8.1)	41 (27.8)	56 (9.2)	58 (21.2)	36 (9.7)
entertainers, celebrities, personalities	21 (9.5)	0 (0.0)	23 (10.4)	32 (18.1)	5 (2.3)
local town hall meetings	59 (8.5)	49 (26.8)	60 (10.2)	67 (15.0)	63 (10.2)
neighborhood businesses or gathering places	49 (10.5)	17 (14.2)	52 (11.8)	65 (16.6)	50 (12.4)
military or veterans organizations	20 (6.7)	6 (6.0)	21 (7.4)	25 (11.6)	9 (4.0)
unions or union leaders	38 (7.7)	0 (0.0)	41 (8.9)	42 (19.5)	28 (8.2)

Table 4.2.5 NonHispanic Black Cynical Fifth. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source		Urban Indicator		Education		
	overall	Not Urban	Urban	No college	some college	college grad
local or community leaders	54 (7.3)	37 (21.4)	55 (7.4)	67 (9.0)	37 (17.9)	45 (17.1)
religions leaders	61 (8.2)	83 (11.4)	60 (8.3)	75 (9.0)	39 (18.0)	62 (17.4)
government officials	59 (9.4)	49 (23.2)	59 (9.5)	66 (10.3)	51 (19.2)	49 (16.7)
TV or radio talk shows	51 (9.8)	44 (22.3)	51 (10.0)	51 (10.8)	45 (17.4)	49 (18.5)
AARP	41 (8.7)	16 (11.1)	41 (8.8)	44 (9.8)	43 (18.1)	32 (19.4)
ethnic or race-based organizations	35 (6.8)	35 (21.2)	35 (6.9)	35 (9.6)	36 (18.0)	22 (14.1)
entertainers, celebrities, personalities	19 (8.2)	4 (1.8)	19 (8.3)	29 (11.6)	6 (4.5)	0 (0.0)
local town hall meetings	42 (6.9)	47 (22.8)	42 (7.0)	51 (9.6)	30 (18.2)	14 (7.7)
neighborhood businesses or gathering places	45 (9.8)	6 (3.0)	46 (10.0)	47 (11.4)	41 (18.1)	31 (16.3)
military or veterans organizations	32 (5.1)	20 (12.1)	33 (5.2)	31 (8.2)	31 (18.2)	58 (15.8)
unions or union leaders	27 (8.8)	6 (2.7)	27 (9.0)	27 (8.6)	30 (18.2)	7 (4.8)

Table 4.2.6 NonHispanic Black Insulated. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Urban Indicator		Education		
		Not Urban	Urban	less than high school	high school grad	some college or grad
local or community leaders	55 (13.4)	60 (23.1)	54 (15.9)	58 (17.4)	43 (14.6)	57 (29.2)
religions leaders	77 (6.3)	79 (20.4)	76 (7.7)	73 (13.2)	61 (14.1)	89 (7.8)
government officials	57 (13.9)	9 (7.3)	71 (8.7)	41 (16.4)	43 (14.4)	81 (9.5)
TV or radio talk shows	64 (15.0)	82 (14.4)	59 (16.6)	88 (7.8)	35 (12.9)	49 (29.8)
AARP	56 (13.7)	63 (21.6)	53 (11.0)	85 (10.3)	56 (14.6)	20 (9.1)
ethnic or race-based organizations	62 (6.2)	60 (22.8)	63 (9.9)	58 (17.4)	24 (11.6)	86 (8.3)
entertainers, celebrities, personalities	11 (5.1)	2 (1.7)	14 (7.0)	21 (12.1)	2 (1.7)	4 (2.8)
local town hall meetings	55 (13.3)	60 (22.9)	53 (15.7)	59 (15.6)	48 (15.0)	52 (29.7)
neighborhood businesses or gathering places	47 (13.9)	59 (23.7)	43 (16.9)	58 (17.1)	18 (11.8)	49 (30.0)
military or veterans organizations	47 (14.6)	79 (15.7)	38 (15.7)	71 (13.0)	14 (8.9)	37 (28.0)
unions or union leaders	42 (14.5)	2 (2.0)	54 (15.6)	41 (15.9)	36 (14.9)	45 (30.4)

Table 4.2.7 NonHispanic Blacks. Weighted percentage within each mindset who said they were unlikely to mail back a census form. Standard errors are in parentheses.

mindset segment ov	erall	urban indicator		Education			
		not urban	urban	less than high school	high school grad	some college	college grad
Head Nodders	6 (4.0)	0 (0.0)	6 (4.1)	25 (19.1)	5 (4.6)	0 (0.0)	0 (0.0)
Unacquainted	33 (21.2)	1 (1.2)	36 (22.7)				
					No college	some college or grad	
Leading Edge	0 (0.0)	0 (0)	0 (0.0)		0 (0.0)	0 (0.0)	
					No college	some college	college grad
Cynical Fifth	22 (7.3)	0 (0.0)	22 (7.5)		24 (9.6)	22 (14.8)	3 (2.6)
				less than high school	high school grad	some college or grad	
Insulated	12 (5.3)	20 (20.2)	9 (4.8)	19 (11.8)	16 (9.5)	1 (0.2)	

Table 4.3.1 Asians. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	language spoken more		household income		
		English	Asian	<$25,000	$25,000 to $49,999	>= $50,000
local or community leaders	57 (10.7)	67 (11.5)	31 (17.1)	49 (25.8)	50 (19.6)	69 (12.1)
religions leaders	47 (11.9)	51 (14.1)	39 (21.4)	75 (15.2)	29 (14.6)	38 (20.3)
government officials	46 (11.8)	58 (13.6)	15 (7.7)	42 (26.9)	43 (18.7)	53 (17.2)
TV or radio talk shows	69 (10.1)	67 (13.2)	75 (7.9)	78 (12.8)	76 (12.7)	73 (14.7)
AARP	18 (13.5)	24 (18.0)	2 (1.3)	2 (1.6)	8 (4.4)	30 (20.7)
ethnic or race-based organizations	16 (6.8)	12 (6.2)	27 (16.9)	6 (5.1)	21 (12.3)	22 (12.2)
entertainers, celebrities, personalities	20 (11.7)	16 (12.9)	28 (22.5)	71 (16.7)	18 (15.0)	1 (0.9)
local town hall meetings	45 (12.4)	49 (15.3)	33 (18.0)	1 (0.8)	37 (21.8)	64 (12.9)
neighborhood businesses or gathering places	49 (13.2)	59 (16.0)	23 (14.4)	8 (5.8)	63 (15.5)	72 (13.2)
military or veterans organizations	22 (13.3)	26 (17.8)	11 (6.7)	0 (0.2)	29 (17.1)	34 (20.1)
unions or union leaders	31 (13.9)	41 (17.5)	3 (1.9)	5 (5.0)	30 (17.3)	44 (20.3)

Table 4.3.2   Asian Unacquainted. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		language spoken more Asian		<$25,000		household income $25,000 to $49,999		>= $50,000	
local or community leaders	16 (	8.5)	3	(0.8)	2	(0.7)	71	(7.6)	20	(10.6)
religions leaders	72 (	3.7)	71	(7.0)	86	(5.8)	32	(2.5)	47	(8.6)
government officials	16 (	8.5)	4	(1.9)	3	(2.1)	77	(6.3)	4	(2.5)
TV or radio talk shows	57 (	6.9)	68	(5.8)	85	(5.2)	79	(7.9)	21	(15.0)
AARP	2 (	0.9)	3	(1.5)	1	(1.2)	4	(3.8)	10	(2.2)
ethnic or race-based organizations	1 (	0.3)	1	(0.4)	1	(0.5)	0	(0.0)	6	(3.9)
entertainers, celebrities, personalities	49 (	7.4)	62	(6.1)	83	(6.3)	47	(5.3)	0	(0.0)
local town hall meetings	23 (	1.3)	1	(0.4)	1	(0.5)	0	(0.0)	7	(2.8)
neighborhood businesses or gathering places	10 (	8.7)	2	(0.6)	1	(0.6)	49	(5.3)	4	(3.4)
military or veterans organizations	10 (	8.7)	1	(0.7)	1	(0.5)	48	(5.0)	8	(5.8)
unions or union leaders	9 (	8.7)	0	(0.4)	1	(0.5)	47	(5.3)	0	(0.0)

Note: Estimates are not shown for Unacquainted that speak English more because only 5 of the 114 Asian Unacquainted are in households that speak English more.

Table 4.3.3 Asian Head Nodders. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		language spoken more				household income			
			English		Asian		<$25,000		>= $25,000	
local or community leaders	57 (	10.6)	18	(17.8)	69	(7.7)	37	(6.6)	91	(6.2)
religions leaders	10 (	5.0)	12	(14.5)	9	(5.2)	3	(3.9)	12	(4.0)
government officials	52 (	12.4)	69	(22.9)	48	(14.0)	5	(6.3)	75	(12.1)
TV or radio talk shows	66 (	9.8)	81	(18.3)	61	(7.8)	41	(3.5)	70	(11.4)
AARP	6 (	4.0)	12	(14.5)	4	(3.6)	1	(0.8)	8	(1.7)
ethnic or race-based organizations	41 (	8.8)	12	(14.5)	49	(11.3)	10	(2.8)	75	(11.9)
entertainers, celebrities, personalities	3 (	2.6)	2	(2.4)	4	(3.4)	0	(0.0)	2	(1.1)
local town hall meetings	17 (	8.0)	16	(16.9)	17	(8.0)	14	(4.1)	22	(11.5)
neighborhood businesses or gathering places	44 (	7.7)	14	(16.2)	53	(9.3)	21	(4.8)	76	(12.2)
military or veterans organizations	44 (	13.3)	12	(14.5)	54	(15.6)	0	(0.0)	89	(6.0)
unions or union leaders	3 (	2.6)	2	(2.4)	4	(3.5)	1	(1.4)	2	(1.1)

Table 4.3.4 Asian Leading Edge. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source		household income		
	overall <$5	0,000	>= $50,000	
local or community leaders	64 (20.7)	57 (14.6)	65 (23.2)	
religions leaders	2 (0.2)	1 (1.0)	2 (0.3)	
government officials	28 (22.7)	2 (1.9)	32 (25.3)	
TV or radio talk shows	53 (21.7)	25 (16.6)	57 (24.7)	
AARP	3 (1.3)	12 (12.0)	2 (0.3)	
ethnic or race-based organizations	24 (18.4)	47 (17.3)	21 (20.3)	
entertainers, celebrities, personalities	2 (0.2)	0 (0.0)	2 (0.3)	
local town hall meetings	61 (20.7)	11 (10.8)	67 (23.2)	
neighborhood businesses or gathering places	58 (21.0)	37 (24.5)	60 (23.3)	
military or veterans organizations	0 (0.0)	0 (0.0)	0 (0.0)	
unions or union leaders	22 (19.2)	37 (24.5)	21 (21.3)	

Table 4.3.5 Asian Cynical Fifth. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source		household income		
	overall <$5	0,000	>= $50,000	
local or community leaders	29 (4.4) 28	(4.9)	33 (8.2)	
religions leaders	55 (3.4) 31	(4.9)	69 (8.2)	
government officials	25 (5.2) 22	(1.7)	15 (9.0)	
TV or radio talk shows	81 (5.8) 66	(5.1)	92 (7.7)	
AARP	2 (1.8)	0 (0.0)	4 (3.3)	
ethnic or race-based organizations	51 (7.5) 30	(5.0)	77 (16.1)	
entertainers, celebrities, personalities	0 (0.0)	0 (0.0)	0 (0.0)	
local town hall meetings	35 (6.5) 64	(5.0)	15 (9.0)	
neighborhood businesses or gathering places	80 (5.5) 86	(6.6)	88 (8.3)	
military or veterans organizations	15 (4.6) 22	(1.6)	11 (8.2)	
unions or union leaders	16 (5.2) 22	(1.6)	15 (9.0)	

Table 4.3.6 Asian Insulated. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		language spoken more				household income					
			English		Asian		<$25,000		$25,000 to $49,999		>= $50,000	
local or community leaders	57 (	10.6)	18	(17.8)	69	(7.7)	37	(6.6)	31	(18.7)	91	(6.2)
religions leaders	10 (	5.0)	12	(14.5)	9	(5.2)	3	(3.9)	24	(17.3)	12	(4.0)
government officials	52 (	12.4)	69	(22.9)	48	(14.0)	5	(6.3)	32	(19.3)	75	(12.1)
TV or radio talk shows	66 (	9.8)	81	(18.3)	61	(7.8)	41	(3.5)	74	(15.9)	70	(11.4)
AARP	6 (	4.0)	12	(14.5)	4	(3.6)	1	(0.8)	17	(17.3)	8	(1.7)
ethnic or race-based organizations	41 (	8.8)	12	(14.5)	49	(11.3)	10	(2.8)	22	(18.3)	75	(11.9)
entertainers, celebrities, personalities	3 (	2.6)	2	(2.4)	4	(3.4)	0	(0.0)	17	(17.3)	2	(1.1)
local town hall meetings	17 (	8.0)	16	(16.9)	17	(8.0)	14	(4.1)	22	(18.3)	22	(11.5)
neighborhood businesses or gathering places	44 (	7.7)	14	(16.2)	53	(9.3)	21	(4.8)	21	(17.2)	76	(12.2)
military or veterans organizations	44 (	13.3)	12	(14.5)	54	(15.6)	0	(0.0)	18	(17.3)	89	(6.0)
unions or union leaders	3 (	2.6)	2	(2.4)	4	(3.5)	1	(1.4)	17	(18.3)	2	(1.1)

Table 4.3.7 Asians. Weighted percentage within each mindset (row) within category (column) who said they were unlikely to mail back a census form.   Standard errors are in parentheses.

mindset segment	overall	language spoken more		household income		
		English	**Asian**	**<$25,000**	**$25,000 to $49,999**	**>= $50,000**
insulated	15 (7.0)	27 (23.0)	11 (3.3)	21 (10.2)	56 (23.8)	3 (3.2)
				<$25,000	**>= $25,000**	
head nodders	44 (32.3)	45 (33.1)	10 (8.7)	4 (4.4)	68 (26.1)	
				<$25,000	**$25,000 to $49,999**	**>= $50,000**
unacquainted	75 (8.8)		83 (5.6)	87 (6.8)	13 (5.9)	73 (8.6)
					< $50,000	**>= $50,000**
leading edge	0 (0.2)				2 (2.0)	0 (0.0)
cynical fifth	1 (0.8)				2 (1.8)	0 (0.1)

Note: Estimates are not shown for Unacquainted that speak English more because only 5 of the 114 Asian Unacquainted are in households that speak English more.

Table 4.4.1 American Indians. Weighted percentage within category (column) who said they depended on the source for information

Source	overall	location	
		off reservation	on reservation
local or community leaders	41 (15.3)	41 (15.8)	42 (4.7)
religions leaders	33 (13.7)	32 (14.1)	39 (10.0)
government officials	48 (17.6)	49 (18.2)	36 (10.7)
TV or radio talk shows	53 (17.3)	52 (17.8)	63 (14.4)
AARP	35 (15.1)	36 (15.7)	14 (7.0)
ethnic or race-based organizations	17 (9.6)	16 (9.8)	28 (8.7)
entertainers, celebrities, personalities	11 (8.4)	11 (8.6)	13 (2.4)
local town hall meetings	29 (14.2)	29 (14.7)	18 (3.3)
neighborhood businesses or gathering places	68 (12.9)	70 (13.0)	34 (7.1)
military or veterans organizations	28 (12.9)	29 (13.3)	20 (12.0)
unions or union leaders	17 (9.7)	17 (10.0)	7 (3.4)

Table 4.4.2 American Indian Head Nodders. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		off reservation	on reservation	
			location		
local or community leaders	78	(6.3) 80	(6.8)	55	(7.2)
religions leaders	78	(8.5) 81	(9.1)	41	(14.5)
government officials	73	(6.5) 75	(6.9)	47	(20.3)
TV or radio talk shows	71	(9.6) 72	(10.4)	62	(14.0)
AARP	76	(5.2) 81	(5.1)	14	(13.7)
ethnic or race-based organizations	57	(6.4) 59	(6.9)	31	(14.2)
entertainers, celebrities, personalities	49	(5.3) 52	(5.9)	22	(1.9)
local town hall meetings	68	(7.7) 71	(8.4)	28	(5.4)
neighborhood businesses or gathering places	71	(6.2) 73	(6.6)	50	(15.5)
military or veterans organizations	75	(6.5) 80	(6.7)	16	(6.7)
unions or union leaders	59	(6.6) 63	(7.2)	5	(2.9)

Table 4.4.3 American Indian Leading Edge. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall		location	
			off reservation	on reservation
local or community leaders	70	(4.9) 70	(5.0)	56 (15.9)
religions leaders	11	(2.3) 10	(2.2)	57 (22.7)
government officials	67	(7.2) 67	(7.3)	61 (19.7)
TV or radio talk shows	98	(1.2) 98	(1.1)	73 (17.3)
AARP	65	(6.7) 65	(6.8)	47 (28.5)
ethnic or race-based organizations	5	(2.2) 4	(2.2)	48 (28.8)
entertainers, celebrities, personalities	0	(0.3) 0	(0.0)	24 (21.3)
local town hall meetings	58	(5.5) 58	(7.3)	30 (20.1)
neighborhood businesses or gathering places	68	(5.5) 68	(5.6)	55 (15.8)
military or veterans organizations	28	(7.1) 28	(7.3)	29 (20.3)
unions or union leaders	14	(5.3) 14	(5.4)	21 (22.9)

Table 4.4.4 American Indian Cynical Fifth. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	location	
		off reservation	on reservation
local or community leaders	16 (10.7)	16 (10.7)	38 (18.9)
religions leaders	21 (12.4)	21 (12.5)	33 (10.5)
government officials	30 (20.8)	30 (21.1)	22 (14.1)
TV or radio talk shows	23 (15.2)	22 (15.2)	60 (17.2)
AARP	5 (2.6)	5 (2.7)	1 (1.6)
ethnic or race-based organizations	11 (10.8)	11 (10.9)	18 (10.1)
entertainers, celebrities, personalities	7 (8.8)	7 (8.9)	10 (6.7)
local town hall meetings	1 (0.8)	1 (0.7)	14 (9.5)
neighborhood businesses or gathering places	79 (17.8)	80 (17.7)	24 (9.3)
military or veterans organizations	15 (12.9)	15 (13.0)	5 (5.7)
unions or union leaders	4 (4.5)	4 (4.6)	9 (10.6)

Table 4.4.5 American Indians Unacquainted and Insulated living on reservation. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	Unacquainted		Insulated	
local or community leaders	44	(18.5)	17 (	16.6)
religions leaders	48	(19.2)	29 (	17.8)
government officials	22	(25.5)	20 (	8.6)
TV or radio talk shows	26	(26.3)	79 (	9.0)
AARP	0	(0.0)	12 (	11.4)
ethnic or race-based organizations	24	(25.7)	20 (	7.1)
entertainers, celebrities, personalities	1	(1.5)	0 (	0.2)
local town hall meetings	3	(3.5)	4 (	4.1)
neighborhood businesses or gathering places	1	(1.8)	16 (	4.6)
military or veterans organizations	0	(0.0)	44 (	23.2)
unions or union leaders	2	(2.7)	1 (	1.7)

Table 4.4.6 American Indians. Weighted percentage within each mindset who said they were unlikely to mail back a census form. Standard errors are in parentheses.

Mindset segment			location			
	overall		off reservation		on reservation	
Unacquainted	3(	0.9)			24(	13.7)
Head Nodder	3(	2.7)	3 (	2.7)	0(	0.0)
Leading Edge	0(	0.0)	0 (	0.0)	0(	0.0)
Cynical fifth	26(	22.3)	26 (	22.7)	9(	6.0)
Insulated	1(	0.4)			7(	6.2)

Note: Separate calculations were not made for Unacquainted & Insulated off reservations.

Table 4.5.1 NonHispanic Whites. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education			
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad some	college	college grad
local or community leaders	53 (1.8)	43 (4.3)	56 (1.9)	44 (4.8)	55 (2.2)	45 (7.8)	56 (3.2)	53 (3.5)	54 (2.6)
religions leaders	43 (1.8)	39 (4.5)	44 (1.9)	48 (5.0)	41 (2.1)	58 (7.6)	42 (3.1)	45 (3.5)	37 (2.4)
government officials	54 (1.8)	48 (4.5)	56 (1.9)	47 (5.0)	56 (2.2)	50 (7.9)	50 (3.2)	57 (3.4)	57 (2.6)
TV or radio talk shows	62 (1.7)	57 (4.5)	63 (1.8)	53 (5.0)	64 (2.1)	57 (7.7)	66 (2.9)	65 (3.3)	57 (2.6)
AARP	32 (1.6)	26 (3.7)	34 (1.8)	28 (4.1)	30 (2.0)	33 (6.9)	37 (3.0)	36 (3.3)	24 (2.0)
ethnic or race-based organizations	11 (1.1)	13 (2.6)	10 (1.2)	11 (2.8)	10 (1.3)	12 (4.9)	14 (2.3)	8 (1.8)	11 (1.6)
entertainers, celebrities, personalities	10 (1.2)	10 (2.7)	10 (1.3)	12 (3.4)	8 (1.1)	14 (6.1)	12 (2.2)	10 (2.2)	6 (1.1)
local town hall meetings	42 (1.8)	33 (4.2)	45 (1.9)	29 (4.1)	43 (2.2)	41 (8.1)	43 (3.1)	46 (3.5)	39 (2.5)
neighborhood businesses or gathering places	46 (1.8)	48 (4.5)	46 (1.9)	44 (5.0)	48 (2.2)	48 (7.9)	48 (3.2)	47 (3.5)	42 (2.6)
military or veterans organizations	38 (1.8)	38 (4.4)	38 (1.9)	42 (5.0)	37 (2.1)	46 (7.9)	38 (3.0)	46 (3.5)	28 (2.3)
unions or union leaders	19 (1.5)	24 (4.1)	17 (1.6)	21 (4.9)	20 (1.7)	21 (7.5)	21 (2.5)	19 (3.0)	16 (2.0)

Table 4.5.2 NonHispanic White Unacquainted. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education		
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad	some college or grad
local or community leaders	41 (9.7)	41 (14.2)	41 (13.8)	44 (14.4)	27 (17.1)	49 (19.2)	40 (12.2)	48 (21.3)
religions leaders	44 (10.2)	33 (13.7)	57 (14.8)	30 (12.0)	53 (17.8)	50 (16.2)	30 (11.2)	50 (21.0)
government officials	44 (8.1)	39 (13.7)	50 (10.9)	43 (16.4)	47 (18.2)	68 (12.7)	30 (10.8)	56 (20.6)
TV or radio talk shows	55 (9.5)	44 (12.4)	66 (10.4)	31 (12.8)	71 (17.1)	75 (10.9)	52 (13.7)	48 (19.3)
AARP	41 (9.9)	31 (13.5)	53 (14.2)	21 (11.0)	48 (18.4)	67 (13.0)	33 (11.8)	42 (21.2)
ethnic or race-based organizations	8 (5.6)	3 (3.2)	13 (11.0)	0 (0.0)	5 (4.6)	37 (19.3)	4 (3.6)	0 (0.0)
entertainers, celebrities, personalities	8 (5.5)	0 (0.0)	16 (11.1)	0 (0.0)	2 (1.4)	38 (19.3)	1 (1.4)	3 (2.0)
local town hall meetings	48 (10.1)	39 (14.1)	57 (14.5)	35 (14.0)	66 (14.1)	47 (19.3)	55 (14.1)	51 (21.0)
neighborhood businesses or gathering places	52 (12.4)	42 (13.1)	52 (14.1)	22 (13.2)	73 (12.4)	44 (16.5)	44 (11.0)	49 (21.3)
military or veterans organizations	49 (9.2)	34 (13.6)	64 (10.6)	13 (8.7)	62 (14.6)	77 (9.8)	30 (12.2)	54 (20.8)
unions or union leaders	13 (7.0)	8 (5.1)	18 (13.2)	8 (7.3)	25 (15.5)	26 (18.9)	5 (3.6)	9 (7.6)

Table 4.5.3 NonHispanic White Head Nodders. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education				
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad	some college	college	grad
local or community leaders	61 (3.1)	49 (7.2)	66 (3.1)	48 (7.9)	63 (3.7)	53 (11.6)	71 (4.3)	56 (5.7)	57 (5.0)	
religions leaders	48 (3.1)	42 (7.3)	51 (3.3)	48 (8.0)	47 (3.7)	67 (10.5)	54 (4.9)	41 (5.5)	38 (4.4)	
government officials	64 (3.0)	55 (7.4)	68 (3.0)	60 (8.0)	63 (3.7)	55 (11.6)	67 (4.5)	67 (5.2)	64 (4.7)	
TV or radio talk shows	67 (2.9)	66 (6.9)	68 (3.0)	56 (8.2)	70 (3.3)	53 (11.3)	74 (3.8)	72 (4.9)	60 (5.0)	
AARP	38 (2.9)	31 (6.4)	41 (3.2)	33 (7.1)	37 (3.5)	24 (8.0)	47 (4.9)	44 (5.7)	31 (4.1)	
ethnic or race-based organizations	17 (2.3)	18 (4.7)	16 (2.6)	12 (4.5)	18 (2.9)	6 (5.2)	27 (4.6)	9 (3.5)	19 (3.9)	
entertainers, celebrities, personalities	14 (2.4)	12 (4.7)	15 (2.8)	20 (6.8)	12 (2.3)	10 (9.0)	21 (4.3)	16 (4.6)	5 (1.4)	
local town hall meetings	48 (3.1)	38 (7.0)	52 (3.3)	30 (6.4)	48 (3.7)	46 (11.6)	52 (4.9)	49 (5.6)	42 (4.8)	
neighborhood businesses or gathering places	55 (3.1)	49 (7.2)	57 (3.2)	46 (8.1)	57 (3.7)	51 (11.5)	66 (4.4)	52 (5.6)	47 (4.8)	
military or veterans organizations	47 (3.1)	48 (7.3)	47 (3.3)	54 (7.8)	46 (3.7)	52 (11.5)	49 (4.9)	51 (5.6)	39 (4.8)	
unions or union leaders	24 (2.9)	25 (6.5)	23 (3.1)	25 (8.5)	22 (3.0)	26 (11.6)	29 (4.4)	20 (5.0)	19 (3.8)	

Table 4.5.4 NonHispanic White Leading Edge. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education				
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad	some college	college	grad
local or community leaders	56 (2.8)	46 (8.0)	58 (3.0)	46 (8.9)	56 (3.3)	36 (21.9)	58 (6.3)	56 (6.0)	55 (3.6)	
religions leaders	38 (2.7)	31 (6.8)	39 (2.9)	44 (8.9)	38 (3.1)	47 (21.4)	28 (5.4)	44 (5.8)	39 (3.4)	
government officials	59 (2.8)	59 (8.0)	59 (3.0)	51 (9.1)	61 (3.2)	22 (15.7)	49 (6.3)	63 (5.5)	62 (3.6)	
TV or radio talk shows	58 (2.8)	54 (8.1)	58 (3.0)	52 (9.1)	59 (3.2)	46 (21.5)	53 (6.4)	66 (5.4)	56 (3.6)	
AARP	26 (2.3)	19 (5.3)	28 (2.6)	31 (7.7)	25 (2.6)	30 (22.5)	30 (5.6)	31 (5.1)	22 (2.6)	
ethnic or race-based organizations	6 (1.3)	7 (3.7)	6 (1.3)	10 (6.0)	6 (1.4)	0 (0.4)	5 (3.0)	5 (2.1)	8 (1.8)	
entertainers, celebrities, personalities	6 (1.5)	13 (5.4)	5 (1.4)	13 (5.0)	5 (1.3)	15 (14.2)	7 (4.0)	4 (1.8)	7 (2.0)	
local town hall meetings	43 (2.8)	22 (5.9)	46 (3.0)	36 (8.6)	44 (3.2)	0 (0.4)	40 (6.2)	48 (5.8)	43 (3.5)	
neighborhood businesses or gathering places	38 (2.7)	47 (8.1)	37 (2.8)	40 (9.3)	40 (3.2)	1 (1.4)	31 (5.4)	39 (5.6)	43 (3.6)	
military or veterans organizations	29 (2.5)	19 (5.4)	31 (2.7)	29 (7.1)	31 (3.0)	16 (14.6)	26 (5.2)	44 (5.8)	23 (2.8)	
unions or union leaders	15 (2.2)	28 (8.1)	13 (2.1)	12 (5.8)	18 (2.7)	0 (0.0)	17 (4.7)	15 (4.2)	15 (3.0)	

Table 4.5.5 NonHispanic White Cynical Fifth. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education			
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad some	college	college grad
local or community leaders	38 (3.9)	29 (8.6)	40 (4.4)	38 (9.5)	39 (5.2)	10 (5.4)	32 (5.8)	40 (7.5)	12 (6.9)
religions leaders	35 (3.9)	47 (10.2)	32 (3.9)	51 (10.2)	31 (4.7)	12 (6.9)	34 (6.1)	45 (7.8)	33 (18.1)
government officials	32 (3.9)	28 (9.8)	33 (4.2)	27 (9.6)	34 (4.9)	33 (18.1)	27 (5.4)	29 (7.5)	39 (17.8)
TV or radio talk shows	58 (4.2)	47 (10.0)	61 (4.4)	51 (10.5)	61 (5.2)	39 (17.8)	69 (5.7)	54 (7.9)	17 (9.7)
AARP	27 (3.5)	18 (6.6)	29 (4.0)	25 (8.0)	23 (4.1)	17 (9.7)	27 (5.7)	32 (6.8)	2 (1.6)
ethnic or race-based organizations	5 (1.6)	9 (5.9)	4 (1.2)	7 (5.6)	3 (1.2)	2 (1.6)	3 (1.7)	8 (4.0)	11 (8.5)
entertainers, celebrities, personalities	7 (1.9)	10 (5.3)	7 (2.0)	5 (3.3)	8 (2.9)	11 (8.5)	4 (1.6)	10 (4.3)	29 (18.3)
local town hall meetings	28 (3.6)	22 (7.1)	30 (4.1)	20 (7.7)	28 (4.6)	29 (18.3)	27 (5.6)	33 (7.1)	59 (16.5)
neighborhood businesses or gathering places	44 (4.3)	56 (9.8)	41 (4.5)	51 (10.3)	45 (5.5)	59 (16.5)	38 (6.5)	54 (7.7)	29 (14.8)
military or veterans organizations	32 (3.8)	27 (8.5)	33 (4.2)	39 (9.9)	32 (5.0)	29 (14.8)	30 (5.9)	37 (7.2)	5 (2.9)
unions or union leaders	17 (3.2)	28 (10.2)	14 (2.8)	24 (10.0)	16 (3.4)	5 (2.9)	15 (3.8)	22 (7.3)	15 (4.6)

Table 4.5.6 NonHispanic White Insulated. Weighted percentage within category (column) who said they depended on the source for information. Standard errors are in parentheses.

Source	overall	Tenure Hous		ehold Income		Education				
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad	some college	college	grad
local or community leaders	45 (7.6)	34 (15.0)	48 (8.6)	40 (15.9)	44 (10.3)	48 (21.7)	32 (10.7)	61 (14.1)	38 (13.1)	
religions leaders	54 (7.8)	35 (15.1)	59 (8.8)	60 (14.9)	50 (10.9)	86 (7.3)	45 (12.0)	63 (13.7)	31 (12.6)	
government officials	38 (7.5)	39 (15.7)	38 (8.6)	41 (15.9)	34 (8.7)	45 (21.8)	38 (10.4)	60 (13.7)	10 (5.4)	
TV or radio talk shows	67 (6.9)	54 (16.3)	71 (7.4)	66 (15.0)	65 (9.2)	92 (5.7)	64 (9.9)	62 (13.4)	65 (14.9)	
AARP	32 (7.3)	13 (7.1)	37 (8.8)	10 (4.2)	31 (10.5)	68 (14.8)	34 (10.8)	27 (12.5)	13 (7.5)	
ethnic or race-based organizations	14 (6.0)	19 (13.5)	13 (6.7)	25 (15.4)	7 (3.8)	36 (22.5)	7 (5.1)	14 (9.4)	2 (2.3)	
entertainers, celebrities, personalities	6 (3.3)	1 (1.5)	8 (4.1)	2 (1.9)	3 (1.9)	12 (9.0)	1 (1.1)	12 (9.5)	0 (0.0)	
local town hall meetings	41 (7.9)	54 (15.8)	38 (8.8)	29 (15.1)	44 (10.9)	41 (22.0)	37 (12.5)	57 (14.4)	18 (7.5)	
neighborhood businesses or gathering places	33 (6.4)	14 (6.1)	38 (7.7)	30 (11.8)	27 (7.8)	50 (21.6)	31 (10.6)	26 (10.9)	25 (10.1)	
military or veterans organizations	27 (6.5)	59 (15.2)	18 (5.1)	33 (15.1)	26 (9.2)	12 (7.8)	38 (12.1)	44 (13.9)	6 (2.7)	
unions or union leaders	15 (4.8)	18 (7.8)	14 (5.7)	10 (5.0)	22 (7.8)	15 (9.2)	12 (7.4)	24 (11.8)	4 (2.4)	

Table 4.5.7 NonHispanic Whites. Weighted percentage within each mindset who said they were unlikely to mail back a census form. Standard errors are in parentheses.

mindset segment	overall	Tenure Hous		ehold Income		Education			
		Renter	Owner	< $25,000	>= $25,000	less than high school	high school grad some	college	college grad
Unacquainted	33 (9.5)	36 (13.8)	31 (14.1)	24 (17.5)	44 (16.4)	31 (17.6)	20 (12.6)	47 (19.9)	
Head Nodders	2 (1.1)	4 (3.5)	1 (0.6)	7 (5.2)	1 (0.7)	0 (0.4)	3 (2.8)	2 (1.8)	1 (0.6)
Leading Edge	1 (0.9)	0 (0.4)	1 (1.0)	1 (0.7)	1 (1.1)	4 (4.4)	0 (0.2)	0 (0.0)	2 (1.8)
Cynical Fifth	17 (3.4)	19 (9.8)	16 (3.4)	21 (10.0)	13 (3.4)	30 (15.2)	20 (5.3)	16 (6.9)	11 (3.6)
Insulated	4 (1.9)	6 (5.8)	3 (1.8)	10 (7.7)	0 (0.2)	9 (7.3)	4 (3.4)	0 (0.3)	3 (2.8)

Note: For Unacquainted, the categories of some college and college grad are combined.

Appendix

Table A.1.1. Hispanics. Results for generalized logit model.

Parameter		Mindset	DF	Estimate	St. Error	Wald Chi-Square	Pr > ChiSq
Intercept		unacquainted	1	-0.4965	0.4397	1.2754	0.2587
Intercept		head nodder	1	1.5103	0.2555	34.9272	<.0001
Intercept		leading edge	1	-0.0308	0.3584	0.0074	0.9316
Intercept		cynical fifth	1	0.3543	0.3800	0.8695	0.3511
Born in US?	01-YES	unacquainted	1	-0.8920	0.2771	10.3590	0.0013
Born in US?	01-YES	head nodder	1	-0.3984	0.2714	2.1552	0.1421
Born in US?	01-YES	leading edge	1	0.3533	0.2841	1.5459	0.2137
Born in US?	01-YES	cynical fifth	1	0.1515	0.3333	0.2065	0.6495
Income <	$25,000	unacquainted	1	0.9466	0.4628	4.1834	0.0408
Income	< $25,000	head nodder	1	-0.5152	0.3918	1.7284	0.1886
Income	< $25,000	leading edge	1	-1.4031	0.4944	8.0532	0.0045
Income	< $25,000	cynical fifth	1	-1.2270	0.4501	7.4299	0.0064
Income $	25,000 to $49,999	unacquainted	1	0.5273	0.4809	1.2021	0.2729
Income	$25,000 to $49,999	head nodder	1	0.3525	0.4769	0.5463	0.4598
Income	$25,000 to $49,999	leading edge	1	0.0297	0.5247	0.0032	0.9549
Income	$25,000 to $49,999	cynical fifth	1	0.1207	0.5442	0.0492	0.8245

Notes: Number of Observations = 408
AIC Criterion: Intercept Only 71663910   Intercept &Covariates 60833716

Table A.1.2 Hispanics. Estimated probabilities of mindsets within subpopulations defined by location of birth and household income.

Characteristics		Observed percentage of population	Mindset segment	observed percentage	standard error		modeled percentage
Born in US?	income						
YES <$2	5,000	15.1 (3.1)	unacquainted	14.3	(	6.1)	15.0
			head nodder	48.2	(	9.6)	42.4
			leading edge	6.1	(	4.3)	7.9
			cynical fifth	7.5	(	3.1)	11.4
			insulated	24.0	(	10.0)	23.3
			total	100.0			
YES	$25,000 to $49,999	13.3 (4.6)	unacquainted	5.0	(	2.7)	4.7
			head nodder	49.7	(	12.7)	47.8
			leading edge	14.6	(	6.3)	15.7
			cynical fifth	19.5	(	9.1)	20.7
			insulated	11.2	(	7.5)	11.1
			total	100.0			
YES	>= $50,000	26.1 (4.6)	unacquainted	0.6	(	0.6)	0.4
			head nodder	19.4	(	5.1)	23.7
			leading edge	37.7	(	8.1)	36.1
			cynical fifth	36.1	(	9.9)	33.2
			insulated	6.2	(	3.7)	6.6
			total	100.0			
NO <$2	5,000	28.7 (5.3)	unacquainted	41.2	(	5.7)	40.8
			head nodder	39.9	(	6.5)	42.9
			leading edge	2.8	(	1.2)	1.8
			cynical fifth	5.9	(	3.2)	3.8
			insulated	10.3	(	2.2)	10.7
			total	100.0			
NO	$25,000 to $49,999	9.6 (1.7)	unacquainted	16.2	(	8.2)	16.6
			head nodder	60.6	(	10.8)	63.1
			leading edge	6.1	(	3.1)	4.6
			cynical fifth	10.7	(	5.6)	9.1
			insulated	6.4	(	4.4)	6.6
			total	100.0			
NO >=	$50,000	7.2 (2.6)	unacquainted	1.2	(	1.2)	2.2
			head nodder	66.2	(	14.6)	50.7
			leading edge	11.2	(	6.7)	17.2
			cynical fifth	13.3	(	11.3)	23.6
			insulated	8.1	(	7.9)	6.4
			total	100.0			
All Hispanics			unacquainted	16.4	(	3.8)	
			head nodder	41.0	(	3.9)	
			leading edge	14.9	(	2.9)	
			cynical fifth	16.8	(	3.9)	
			insulated	10.9	(	2.6)	
			total	100.0			

Table A.2.1. NonHispanic Blacks. Results for generalized logit model.

Parameter		Mindset	DF	Estimate	St. Error	Wald Chi-Square	Pr > ChiSq
Intercept		unacquainted	1	-0.432	0.411	1.109	0.292
Intercept		head nodder	1	1.359	0.348	15.281	<.0001
Intercept		leading edge	1	0.128	0.430	0.088	0.767
Intercept		cynical fifth	1	-0.182	0.412	0.195	0.659
Urban?	not urban	unacquainted	1	-0.433	0.422	1.051	0.305
Urban?	not urban	head nodder	1	-0.684	0.365	3.505	0.061
Urban?	not urban	leading edge	1	-0.379	0.419	0.820	0.365
Urban?	not urban	cynical fifth	1	-1.288	0.424	9.227	0.002
education	less than high school	unacquainted	1	-0.856	0.631	1.836	0.175
education	less than high school	head nodder	1	-1.106	0.394	7.900	0.005
education	less than high school	leading edge	1	-1.636	0.488	11.225	0.001
education	less than high school	cynical fifth	1	-1.037	0.510	4.136	0.042
education	high school graduate	unacquainted	1	1.377	0.528	6.789	0.009
education	high school graduate	head nodder	1	0.260	0.342	0.580	0.447
education	high school graduate	leading edge	1	0.302	0.461	0.429	0.513
education	high school graduate	cynical fifth	1	0.761	0.392	3.760	0.053
education	some college	unacquainted	1	-1.908	0.714	7.130	0.008
education	some college	head nodder	1	-0.131	0.476	0.076	0.784
education	some college	leading edge	1	-0.776	0.580	1.788	0.181
education	some college	cynical fifth	1	-0.261	0.544	0.230	0.632

Notes: Number of Observations = 506.
AIC Criterion: Intercept Only 63301104   Intercept &Covariates 58537549

Table A.2.2 NonHispanic Blacks. Estimated percentages of mindsets within subpopulations defined by whether or not urban and education.

characteristic		Observed Percentage of population	Mindset Segment	observed percentage	standard error	modeled percentage
urban indicator	education					
not urban	< high school	3.6 (1.4)	unacquainted	8.0(	5.5)	8.7
			head nodder	27.9(	16.9)	31.5
			leading edge	14.0(	9.5)	7.3
			cynical fifth	0.5(	0.5)	4.0
			insulated	49.6(	20.3)	48.5
			total	100.0		
not urban	high school grad	1.9 (0.6)	unacquainted	31.3(	15.1)	24.7
			head nodder	48.1(	15.4)	37.7
			leading edge	0.0(	.)	15.6
			cynical fifth	6.5(	4.8)	7.3
			insulated	14.2(	9.2)	14.8
			total	100.0		
not urban	some college	0.2 (0.1)	unacquainted	0.0(	.)	1.9
			head nodder	50.1(	14.6)	51.9
			leading edge	0.0(	.)	10.8
			cynical fifth	11.5(	12.4)	5.3
			insulated	38.5(	19.3)	30.1
			total	100.0		
not urban	college grad	0.8 (0.4)	unacquainted	0.0(	.)	11.5
			head nodder	28.3(	20.3)	35.5
			leading edge	52.5(	25.4)	43.6
			cynical fifth	18.0(	15.4)	2.7
			insulated	1.2(	1.3)	6.8
			total	100.0		
urban	< high school	13.0 (2.7)	unacquainted	8.1(	5.9)	7.9
			head nodder	48.5(	10.7)	47.5
			leading edge	4.2(	2.8)	6.0
			cynical fifth	20.9(	9.3)	20.0
			insulated	18.3(	6.3)	18.6
			total	100.0		
urban	high school grad	34.2 (3.9)	unacquainted	16.4(	7.1)	16.7
			head nodder	41.7(	6.8)	42.3
			leading edge	10.3(	4.4)	9.5
			cynical fifth	27.4(	6.2)	27.3
			insulated	4.3(	1.4)	4.2
			total	100.0		

Table A.2.2 continued

characteristic		Observed Percentage of population	Mindset Segment	observed percentage	standard error	modeled percentage
urban indicator	**education**					
urban	some college	33.5 (4.3)	unacquainted	1.4	(0.9)	1.4
			head nodder	61.5	(8.5)	61.5
			leading edge	7.0	(3.3)	6.9
			cynical fifth	21.1	(7.2)	21.2
			insulated	9.0	(4.7)	9.1
			total	100.0		
urban col	lege grad	12.8 (2.1)	unacquainted	9.8	(6.1)	9.0
			head nodder	46.7	(7.9)	46.2
			leading edge	30.3	(6.6)	30.9
			cynical fifth	10.7	(3.9)	11.7
			insulated	2.6	(1.1)	2.3
			total	100.0		
All NonHispanic Blacks		100.0	unacquainted	9.2	(2.8)	
			head nodder	49.4	(4.3)	
			leading edge	11.2	(2.2)	
			cynical fifth	20.8	(3.5)	
			insulated	9.3	(2.1)	
			total	100.0		

Table A.3.1. Asians. Results for generalized logit model.

Parameter		mindset	DF	Estimate	Standard Error	Wald Chi-Square	Pr > ChiSq
Intercept		unacquainted	1	1.0896	0.6560	2.7587	0.0967
Intercept		head nodder	1	0.4074	0.5731	0.5052	0.4772
Intercept		leading edge	1	1.1533	0.6088	3.5883	0.0582
Intercept		cynical fifth	1	0.7880	0.6234	1.5976	0.2062
language 01 E	NGLISH	unacquainted	1	0.5961	0.7067	0.7116	0.3989
language 01 E	NGLISH	head nodder	1	2.9945	0.6215	23.2180	<.0001
language 01 E	NGLISH	leading edge	1	1.6632	0.7854	4.4837	0.0342
language 01 E	NGLISH	cynical fifth	1	1.0846	0.6668	2.6460	0.1038
HH income	< $25,000	unacquainted	1	1.1776	0.7281	2.6156	0.1058
HH income	< $25,000	head nodder	1	1.7324	1.0847	2.5507	0.1102
HH income	< $25,000	leading edge	1	0.2113	0.8628	0.0600	0.8065
HH income	< $25,000	cynical fifth	1	-1.6776	0.5873	8.1585	0.0043
HH income	$25,000 to $49,999	unacquainted	1	0.8207	0.6497	1.5959	0.2065
HH income	$25,000 to $49,999	head nodder 1		-2.1513	1.0120	4.5191	0.0335
HH income	$25,000 to $49,999	leading edge	1	-1.1372	0.9106	1.5596	0.2117
HH income	$25,000 to $49,999	cynical fifth	1	1.4386	0.9393	2.3458	0.1256

Notes: Number of Observations = 253

AIC Criterion: Intercept Only 18375637 Intercept & Covariates   12815169

Table A.3.2 Asians. Estimated percentages of mindsets within subpopulations defined by language spoken most and household income.

Characteristics		Observed Percentage of population	Mindset Segment	observed percentage	standard error		modeled percentage
Language spoken most	income						
01-ENGLISH	<$25,000	13.4 (10.4)	unacquainted	0.0	(.)		8.3
			head nodder	80.8	(18.3	)	80.8
			leading edge	18.6	(17.9	)	9.8
			cynical fifth	0.0	(.	)	0.6
			insulated	0.6	(0.7	)	0.5
			total	100.0			
01-ENGLISH	$25,000 to $49,999	6.1 (3.0)	unacquainted	48.7	(21.6	)	24.8
			head nodder	4.2	(3.5	)	7.1
			leading edge	13.0	(9.3	)	10.8
			cynical fifth 27	.4	(18.8	)	55.4
			insulated	6.8	(6.8	)	2.0
			total	100.0			
01-ENGLISH	>= $50,000	52.2 (13.8)	unacquainted	0.1	(0.1	)	0.8
			head nodder	47.0	(21.0	)	46.7
			leading edge 40	.6	(17.8	)	43.1
			cynical fifth	11.9	(9.4	)	8.4
			insulated	0.4	(0.3	)	1.0
			total	100.0			
03-ASIAN <$2	5,000	13.3 (8.6)	unacquainted	78.2	(16.9	)	69.8
			head nodder	5.5	(3.9	)	5.6
			leading edge	0.9	(0.9	)	9.7
			cynical fifth	2.4	(2.1	)	1.8
			insulated	13.0	(11.2	)	13.1
			total	100.0			
03-ASIAN	$25,000 to $49,999	5.7 (4.0)	unacquainted	20.2	(14.3	)	46.2
			head nodder	3.2	(2.5	)	0.1
			leading edge	0.0	(.	)	2.4
			cynical fifth 69	.4	(21.4	)	38.9
			insulated	7.2	(4.9	)	12.4
			total	100.0			
03-ASIAN >=	$50,000	9.3 (5.7)	unacquainted	9.6	(7.4	)	5.9
			head nodder	1.2	(0.9	)	3.0
			leading edge 53	.9	(27.9	)	39.9
			cynical fifth	5.5	(5.8	)	24.9
			insulated	29.7	(22.6	)	26.3
			total	100.0			
All Asians		100.0	unacquainted	15.4	(8.6	)	
			head nodder	36.6	(11.6	)	
			leading edge	29.6	(10.4	)	
			cynical fifth	12.6	(6.4	)	
			insulated	5.6	(2.5	)	
			total	100.0			

Table A.4.1. American Indians. Weighted distribution of mindsets by whether residence is on or off reservation. Standard errors are in parentheses.

Characteristic Location	Mindset segment	Observed percentage
off reservation	unacquainted	2.4 (2.1)
	head nodder	15.4 (9.3)
	leading edge	22.0 (11.9)
	cynical fifth	51.6 (17.7)
	insulated	8.6 (5.4)
	total	100.0
on reservation	unacquainted	9.3 (4.5)
	head nodder	38.4 (6.3)
	leading edge	12.4 (2.8)
	cynical fifth	17.6 (4.1)
	insulated	22.3 (8.8)
	total	100.0

Note: 133 of 181 observations are on reservation.

Table A.5.1. NonHispanic Whites.   Results for generalized logit model.

Parameter	Mindset		DF	Estimate	St. Error	Wald Chi-Square	Pr > ChiSq
Intercept		unacquainted	1	-0.236	0.346	0.463	0.496
Intercept		head nodder	1	2.205	0.234	89.025	<.0001
Intercept		leading edge	1	1.213	0.265	20.958	<.0001
Intercept		cynical fifth	1	1.296	0.251	26.618	<.0001
tenure rente r		unacquainted	1	0.781	0.354	4.863	0.027
tenure rente r		head nodder	1	0.159	0.237	0.452	0.502
tenure rente r		leading edge	1	-0.219	0.240	0.831	0.362
tenure rente r		cynical fifth	1	-0.098	0.260	0.141	0.707
education	less than high school	unacquainted	1	0.318	0.680	0.218	0.641
education	less than high school	head nodder	1	-0.051	0.496	0.010	0.919
education	less than high school	leading edge	1	-1.510	0.577	6.838	0.009
education	less than high school	cynical fifth	1	-0.637	0.555	1.314	0.252
education	high school graduate	unacquainted	1	0.218	0.481	0.206	0.650
education	high school graduate	head nodder	1	-0.162	0.316	0.264	0.607
education	high school graduate	leading edge	1	-0.219	0.338	0.421	0.516
education	high school graduate	cynical fifth	1	-0.077	0.343	0.050	0.824
education	some college	unacquainted	1	-0.258	0.628	0.170	0.681
education	some college	head nodder	1	0.007	0.331	0.001	0.983
education	some college	leading edge	1	0.511	0.346	2.181	0.140
education	some college	cynical fifth	1	0.392	0.359	1.189	0.276
income <	$25,000	unacquainted	1	0.156	0.327	0.229	0.633
income	< $25,000	head nodder	1	-0.090	0.219	0.170	0.681
income	< $25,000	leading edge	1	-0.326	0.226	2.077	0.150
income	< $25,000	cynical fifth	1	0.284	0.239	1.416	0.234

Note: Number of observations 1993
AIC criterion: Intercept only 305677198   Intercept & covariates   285678845

Table A.5.2 NonHispanic Whites.   Estimated percentages of mindsets within subpopulations defined by language spoken most and household income.

characteristic			Observed percentage of population	Mindset segment	observed percentage	standard error	modeled percentage
tenure	education	HH income					
renter	< high school	< $25,000	2.1 (0.8)	unacquainted	14.2	(7.5)	17.6
				head nodder	64.8	(14.5)	58.6
				leading edge	6.4	(5.1)	2.7
				cynical fifth	6.5	(4.5)	14.8
				insulated	8.1	(4.5)	6.3
				total	100.0		
renter	< high school	>= $25.000	2.2 (1.1)	unacquainted	2.3	(2.5)	12.5
				head nodder	94.4	(4.1)	68.1
				leading edge	0.0	(.)	5.1
				cynical fifth	3.3	(2.8)	8.1
				insulated	0.0	(.)	6.2
				total	100.0		
renter	high school grad	< $25,000	2.7 (0.7)	unacquainted	19.8	(9.9)	14.4
				head nodder	59.2	(11.9)	47.4
				leading edge	10.6	(4.5)	9.0
				cynical fifth	7.8	(3.6)	23.4
				insulated	2.7	(1.5)	5.7
				total	100.0		
renter	high school grad	>= $25.000	3.9 (0.8)	unacquainted	11.9	(6.0)	10.2
				head nodder	45.9	(10.1)	54.8
				leading edge	11.1	(5.5)	16.7
				cynical fifth	20.4	(7.8)	12.8
				insulated	10.8	(7.2)	5.5
				total	100.0		
renter some	e college	<$25,000	3.5 (0.9)	unacquainted	3.0	(3.0)	7.1
				head nodder	35.9	(12.9)	44.3
				leading edge	10.7	(5.2)	14.7
				cynical fifth	44.4	(13.7)	29.5
				insulated	6.0	(5.3)	4.5
				total	100.0		
renter	some college	>= $25.000	3.2 (0.8)	unacquainted	11.4	(10.5)	4.8
				head nodder	47.8	(13.2)	49.3
				leading edge	13.4	(6.4)	26.2
				cynical fifth	24.7	(11.5)	15.5
				insulated	2.8	(2.8)	4.2
				total	100.0		

Table A.5.2 continued

tenure	education	HH income	Observed percentage of population	Mindset segment	observed percentage	standard error	modeled percentage
renter	college grad	<$25,000	2.7 (0.8)	unacquainted	10.9	(10.2)	5.6
				head nodder	38.6	(16.0)	44.0
				leading edge	31.2	(13.3)	24.3
				cynical fifth	12.6	(9.2)	22.4
				insulated	6.7	(6.6)	3.7
				total	100.0		
renter	college grad	>= $25.000	4.9 (0.8)	unacquainted	0.8	(0.5)	3.4
				head nodder		(7.9)	44.0
				leading edge	50.6	(8.2)	38.9
				cynical fifth	7.3	(3.2)	10.6
				insulated	0.8	(0.6)	3.1
				total	100.0		
owner	< high school	<$25,000	1.3 (0.4)	unacquainted	3.9	(3.8)	4.9
				head nodder	33.6	(11.9)	56.9
				leading edge	22.8	(11.5)	5.7
				cynical fifth	36.3	(15.9)	24.0
				insulated	3.4	(2.4)	8.5
				total			
owner	< high school	>= $25.000	3.8 (1.0)	unacquainted	11.5	(1.4)	3.4
				head nodder	55.0	(4.5)	65.1
				leading edge	5.3	(4.2)	10.4
				cynical fifth	15.9	(3.6)	13.0
				insulated	12.4	(2.1)	8.1
				total	100.0		
owner	high school grad	<$25,000	3.6 (0.7)	unacquainted	3.2	(2.0)	3.5
				head nodder	45.9	(9.4)	40.3
				leading edge	9.9	(4.1)	16.3
				cynical fifth	35.7	(10.2)	33.3
				insulated	5.3	(3.0)	6.7
				total	100.0		
owner	high school grad	>= $25.000	19.9 (1.6)	unacquainted	1.4	(0.6)	2.4
				head nodder	44.0	(4.5)	44.9
				leading edge	31.1	(4.7)	29.0
				cynical fifth	17.7	(2.9)	17.5
				insulated	5.9	(1.7)	6.2
				total	100.0		

Table A.5.2 continued

characteristic			Observed percentage of population	Mindset segment	observed percentage	standard error	modeled percentage
tenure	education	HH income					
owner	som e college	<$25,000	2.3 (0.6)	unacquainted	0.1	(0.1)	1.5
				head nodder	30.5	(8.7)	33.3
				leading edge	14.5	(6.8)	23.5
				cynical fifth	49.0	(12.5)	37.0
				insulated	5.8	(4.7)	4.7
				total	100.0		
owner	some college	>= $25.000	18.6 (1.6)	unacquainted	0.8	(0.6)	1.0
				head nodder	37.8	(4.5)	35.7
				leading edge	44.5	(4.7)	40.4
				cynical fifth	12.9	(2.9)	18.8
				insulated	4.0	(1.7)	4.2
				total	100.0		
owner	college grad	<$25,000	1.1 (0.3)	unacquainted	0.0	(.)	1.2
				head nodder	45.9	(15.1)	31.5
				leading edge	40.7	(13.8)	37.0
				cynical fifth	9.3	(4.9)	26.8
				insulated	4.1	(3.0)	3.6
				total	100.0		
owner	college grad	>= $25.000	24.3 (1.3)	unacquainted	0.7	(0.5)	0.7
				head nodder	30.0	(2.8)	29.4
				leading edge	52.0	(3.0)	55.3
				cynical fifth	14.4	(2.2)	11.8
				insulated	2.9	(1.2)	2.8
				total	100.0		
All NonHispanic Whites				unacquainted	3.3	(0.8)	
				head nodder	41.0	(2.0)	
				leading edge	33.7	(1.8)	
				cynical fifth	17.3	(1.6)	
				insulated	4.7	(0.8)	
				total	100.0		