



This memorandum is intended for internal Census Bureau use and for external stakeholders who are interested in the Census Bureau's continuing research efforts. If you have any questions regarding the use or dissemination of this information, please contact Tasha Boone, Assistant Division Chief for Census 2010 Publicity Office (C2PO), ADCOM Directorate, at (301) 763-3977.

May 18, 2009

C2PO 2010 Census Integrated Communications Research Memoranda Series

No. 11

MEMORANDUM FOR Distribution List

From: Kendall Johnson *[signed]*
Acting Chief, Census 2010 Publicity Office

Subject: Census Barriers, Attitudes and Motivators Survey Analytic
Report

Contact Person: Nancy Bates, U.S. Census Bureau Senior Researcher for
Survey Methodology, (301) 763-5248

Attached is a C2PO 2010 Census Integrated Communications Research (ICR) document, a Census Barriers, Attitudes and Motivator Survey (CBAMS) Analytic Report. The primary purpose of the CBAMS was to support the development of the Census Integrated Campaign (ICC), particularly to optimize audience targeting, messaging, and creative development.

This report would allow for media strategy enhancement, online response option planning, and metrics and measurement planning for copy testing and tracking. This report also provides detailed analysis of the CBAMS data and results based on audience and content.

For more information related to CBAMS research, see C2PO 2010 Census ICR Memo Series No. 8 - CBAMS Methodology Report and Memo Series No. 10 - Messaging to America: CBAMS Results posted on the 2010 Census Web Site. To access the memos, click this link http://2010.census.gov/2010census/more_information/012986.html.

Attachment

Census Barriers, Attitudes, and Motivators Survey

Analytic Report

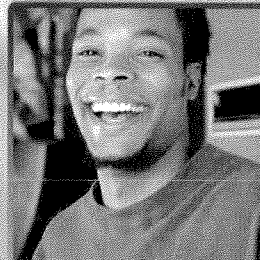
Presented to:

DraftFCB
100 West 33rd Street
New York, NY 10001

Presented by:



Macro International Inc.
126 College Street
Burlington, VT 05401



Census Barriers Attitudes and Motivators Survey

Report of Results May 12, 2009

TABLE OF CONTENTS

I	Overview	1
1.1	Universal Truths	1
1.2	Key Observations.....	1
1.2.1	Message Audiences.....	1
1.2.2	Message Content	2
2	Message Audiences.....	3
2.1	Q-type Factor Analysis.....	3
2.1.1	Data Used.....	3
2.1.2	Results of the Analysis	4
2.2	Segment Profiling.....	7
	Segment 1.2: The Leading Edge (26%)	8
	Segment 1.1: The Head Noddors (41%)	9
	Segment 3: The Insulated (6%).....	10
	Segment 0: The Unacquainted (7%).....	11
	Segment 2: The Cynical Fifth (19%).....	12
2.2.1	Attitudes toward the Census	13
2.2.2	Knowledge about the Census	14
2.2.3	Beliefs about the Census	15
2.2.4	Demographic Profiles.....	16
2.2.5	Summary: Segment Profiles	18
2.3	Segment Classification.....	18
2.4	Cultural Context.....	21
2.4.1	Affinity for the Census	22
2.4.2	Knowledge of the Census	23
2.4.3	Beliefs about the Census	24
2.4.4	Summary: Race/Ethnic Profiles.....	25
3	Message Content: Drivers Analysis	26
3.1	Outcome Measure	26
3.2	Drivers.....	26
3.2.1	Unaided Awareness	27
3.2.2	Sensitivity.....	27
3.2.3	Census is Used for Taxes / Census is Used to Track People.....	27
3.2.4	E Series: Beliefs about the Census	28
3.3	Results.....	30
3.3.1	Drivers Overall.....	30
3.3.2	Drivers within Segments.....	31
3.3.3	Drivers within Race Groups.....	33
3.4	An Important Note About the Drivers Analysis	34
3.5	Summary: Message Content	35
4	Aligning Mindsets with Audiences and Clusters	37
4.1	Targeting Audiences Geographically: Segment.....	37
4.2	Targeting Audiences Geographically: Race	38
4.3	Targeting Audiences Geographically: Race and Segment	38

5	Media Usage	40
5.1	Cell Phone Usage	40
5.1.1	By Segment	40
5.1.2	By Race	40
5.2	Newspaper	41
5.2.1	By Segment	41
5.2.2	By Race	41
5.3	Television	42
5.3.1	By Segment	43
5.3.2	By Race	45
5.3.3	Summary: Television	46
5.4	Internet	47
5.4.1	By Segment	48
5.4.2	By Race	49
5.4.3	Summary: Internet	49
5.5	Radio	50
5.5.1	By Segment	51
5.5.2	By Race	51
5.5.3	Summary: Radio	52
5.6	An Important Note about Message Format	52
5.7	Summary: Message Format	52
5.8	Sources of Information	52
6	Appendices	55
6.1	Appendix A: Segment Tables	55
6.2	Appendix B: Race Tables	70

TABLE OF EXHIBITS

Exhibit 1: Scree Plot of Initial Segmentation Factor Analysis	5
Exhibit 2: Initial Distribution of Segments.....	5
Exhibit 3: Final Distribution of Segments	6
Exhibit 4: Intent to Respond to the Census by Segment (Definitely Will)	13
Exhibit 5: Affinity for the Census by Segment (Top Box).....	13
Exhibit 6: Endorsement of True Statements about the Census by Segment	14
Exhibit 7: Endorsement of Untrue Statements about the Census by Segment.....	15
Exhibit 8: Beliefs by Segment (Top Two Box).....	16
Exhibit 9: Race and Acculturation Profiles of Segments.....	16
Exhibit 10: Demographic profiles of segments.....	17
Exhibit 11: Success of Segment Classification Algorithm.....	20
Exhibit 12: Intent to Respond to the Census by Race (Definitely Will)	22
Exhibit 13: Affinity for the Census by Race (Top Two Box).....	23
Exhibit 14: Endorsement of True Statements about the Census by Race	23
Exhibit 15: Endorsement of Untrue Statements about the Census by Race	24
Exhibit 16: Beliefs about the Census by Race (Top Two Box).....	25
Exhibit 17: Correlations between Knowledge Questions.....	28
Exhibit 18: Beliefs about the Census: Factor Loadings	29
Exhibit 19: Drivers of Census Favorability	30
Exhibit 20: Favorability toward the Census by Segment	31
Exhibit 21: Drivers of Census Favorability by Segment.....	32
Exhibit 22: Drivers of Census Favorability by Race.....	33
Exhibit 23: Distribution of Segments across Census Clusters.....	37
Exhibit 24: Distribution of Races across Census Clusters.....	38
Exhibit 25: Cell Phone Function Usage in the Population	40
Exhibit 26: Use of Common Cell Phone Capabilities by Segment	40
Exhibit 27: Use of Common Cell Phone Capabilities by Race.....	41
Exhibit 28: Types of Shows Watched by TV Watchers.....	42
Exhibit 29: Proportion of Each Segment Watching Four or More Hours of TV Daily.....	43
Exhibit 30: TV Show Types by Popularity by Segment.....	44
Exhibit 31: Proportion of Each Race Group Watching Four or More Hours of TV Daily.....	45
Exhibit 32: TV Show Types by Popularity by Race.....	46
Exhibit 33: Internet Usage.....	47
Exhibit 34: Proportion Using the Internet at Least One Hour Per Day by Segment	48
Exhibit 35: Proportion Using the Internet at Least One Hour Per Day by Race	49

Exhibit 36: Radio listening..... 50
Exhibit 37: Types of Shows Consumed by Radio Listeners 50
Exhibit 38: Radio Show Popularity by Segment 51
Exhibit 39: Radio Show Popularity by Race..... 51
Exhibit 40: Trusted Sources of Information by Segment 53
Exhibit 41: Trusted Source of Information by Race 54

I OVERVIEW

In 2008, Macro International conducted the Census Barriers Attitudes and Motivators Survey (CBAMS). The primary purpose of the CBAMS was to support the development of the Census Integrated Communications Campaign (ICC). In particular, the CBAMS was designed to optimize:

- Audience targeting,
- Message and creative development,

Additionally, the study would allow for media strategy enhancement, online response option planning, and metrics and measurement planning for copy testing and tracking.

Macro collected 4064 interviews total: 2,701 landline telephone interviews, 300 cell phone interviews, and 1,063 in-person interviews with Hard-to-Count (HTC) populations. The sampling design, survey experience, and weighting approach are described in detail in the Methods Report.

This report details the analysis of the CBAMS data and the results as they pertain to each of the key message features: audience and, content.

1.1 Universal Truths

A descriptive review of the data revealed several measures that reflected high consensus in the U.S. population. Aided awareness of the Census was very high with 93% of the population reported having heard of the Census when prompted with a description. Among aware respondents, 76% knew that the Census was used to count the population and 87% say they would respond to the Census if it were held today.

Analysis of key segment drivers revealed that two key attitudes were common across segments and race/ethnicity groups. These attitudes, Collective Opportunity (important that all be counted, responsibility to complete the Census and let government know needs) and Skepticism (misuse of information, lack of privacy and confidentiality) about the Census (See Section 3), were found to be determinants of Census favorability and were found to be negatively related to each other. As Census favorability increases, collective opportunity increases while skepticism decreases. Although there were shared attitudes across segments, the segmentation showed that there was also variation in other attitudes that served to distinguish between segments (Section 1.2).

1.2 Key Observations

1.2.1 Message Audiences

Segmentation (Section 2) revealed five distinct segments that varied in their knowledge of the Census and their attitudes toward the Census. The population segments represent five “mindsets”:

- The *Leading Edge* are both informed as well as positive about the Census.

- The *Head Noddors* include those who are positive toward the Census, but not well-informed.
- *The Insulated* is those who have heard of the Census but consider themselves unfamiliar with its purpose and intent.
- *The Unacquainted* is a representation the population who has never heard of the Census.
- The *Cynical Fifth* is characterized by an absence of positive attitudes toward the Census and some skepticism about its purpose despite high knowledge about uses of Census data.

The Insulated and Unacquainted are two population groups that are very poorly informed about the Census in terms of awareness and purpose. The other three segments have greater familiarity with the Census - the Leading Edge, the Head-Noddors, the Cynical Fifth, but vary on their attitudes and understanding of the Census. These findings provided an understanding that there is not a consistent relationship between positive attitudes and knowledge about the Census.

1.2.2 Message Content

The Key Drivers analysis (Section 3) suggested that the content of successful messaging would need to vary between segments. In particular, while messages about the true purpose and uses of the Census might be effective for most groups, they may not be effective for the Head Noddors who may be positive toward the Census in part because they feel they are familiar with it, yet their responses about the use of census data suggests that they are misinformed. The results of the drivers analysis underscored the linkage between universally important drivers - skepticism about the Census and collective opportunity - and the strategic idea that 'only you can make the Census ours'. These universal drivers suggest population commonalities related to the Census, while other attitudinal variables provide true distinctions between segment mindsets. These discriminating variables are discussed in the proceeding sections.

2 MESSAGE AUDIENCES

To determine the number and nature of different audiences for the Census ICC, we conducted attitudinal segmentation analysis. This type of analysis partitions people into groups depending on how similar their attitudes and beliefs are. The identified segments can then be approached with customized messages suited to their perspectives.

2.1 Q-type Factor Analysis

We used Q-Type factor analysis for the CBAMS segmentation. In conventional factor analysis, the data are organized in an $N \times M$ matrix where N is the number of respondents, and M is the number of questions. Responses to each question are related with responses to all the other questions to determine whether there are groups of questions that go together. In Q-type factor analysis, the matrix is an $M \times N$ matrix, and the purpose is to determine whether there are groups of *respondents* that go together.

The value of the Q-type factor analytic approach to segmentation is that the factor eigenvalues provide an objective measure of the number of segments while the factor loadings provide information for classification.

2.1.1 Data Used

The following measures from the CBAMS survey were included in the segmentation analysis:

Measure	
aided	Have you ever heard of the Census of the United States?
unaided	The Census is the count of all the people who live in the United States. Have you ever heard of that before?
knowledge	Count of correct responses to C4 series (facts about the Census)
B3	How likely are you to recommend participating in the Census to a family member or friend?
B5	Thinking about the Census overall, how important do you feel it is for you to participate in the Census?
C2	Overall, how would you describe your general feelings about the Census?
C3	In general, how familiar are you with the way Census data impacts you and your community?
D1	As far as you know, does the law require you to answer the Census questions?
D2	As far as you know, is the Census Bureau required by law to keep information confidential?
intent	If the Census were held today, how likely are you to participate?
c4dk	Count of "don't know" responses to C4 series (facts about the Census)
c4ref	Count of refused responses to C4 series (facts about the Census)
ela	The Census is an invasion of privacy.
elb	It is important for everyone to be counted in the Census.
elc	The Census Bureau would never let another government agency see my answers to the Census.
eld	People's answers to the Census cannot be used against them.
ele	Taking part in the Census shows I am proud of who I am.
elf	Filling out the Census form will let the government know what my community needs.
elg	I just don't see that it matters much if I personally fill out the Census form or not.

Measure	
elh	It is a civic responsibility to fill out the Census form.
eli	The Census Bureau's promise of confidentiality can be trusted.
elj	I am concerned that the information I provide will be misused.
elk	I prefer to stay out of sight and not be counted.
ell	The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
elm	I'll never see results from the Census in my neighborhood.
eln	It takes too long to fill out the Census information, I don't have time.
elo	I don't like to fill out paper forms or use the mail because I prefer to do everything online.
elp	The Census is only for people who speak English.
elq	Computer "hackers" could obtain Census information about you if they really tried.
eneutral	Count of "no opinion" responses to E series questions
Edk	Count of "don't know" responses to E series questions
Eref	Count of refused responses to E series questions

2.1.2 Results of the Analysis

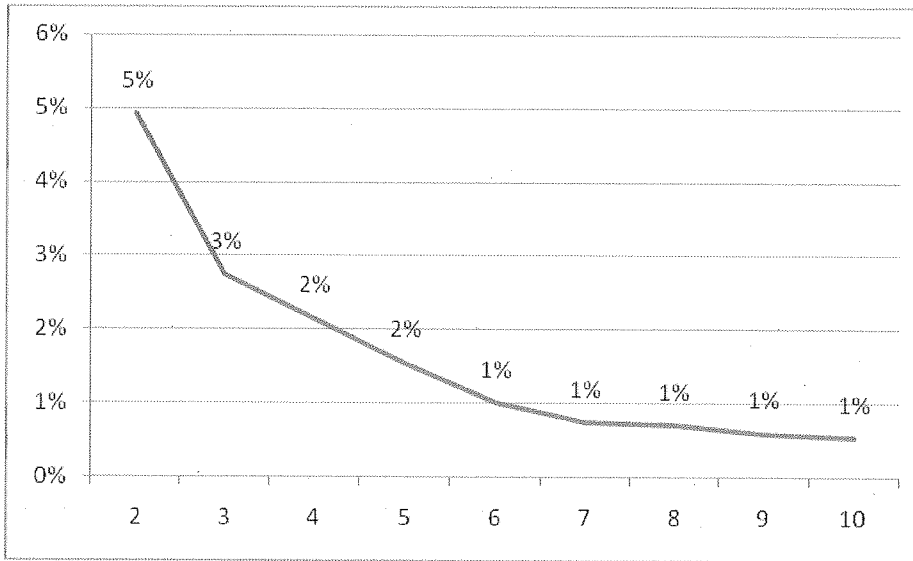
We conducted iterative principal components analysis with Varimax rotation¹ across the 3,724 survey respondents who were aware of the Census. Respondents unaware of the Census did not answer most survey questions and are treated as a unique segment (Segment 0 throughout this document). Missing data were eliminated pairwise.

In this type of analysis, the conventional "over 1" rule for eigenvalues associated with meaningful factors is not useful. There were 49 eigenvalues over 1 in the initial analysis. We used a scree plot approach to evaluate the number of factors. Exhibit 1 shows the scree plot of proportion variance explained for factors 2-10 for the initial analysis. The first eigenvalue was 2900 (71%). There is no obvious break in the scree for this analysis. An apparent change in the slope begins at factor 3. We evaluated 2, 3, and 4 factor solutions and found that a three segment solution was associated with the most interpretable profiles².

¹ Equamax rotation is sometimes used in this context. However, because the number of factors was not clear from the scree analysis, we used the more stable Varimax.

² Clearly, a one factor solution is both feasible and supported by the data. In many cases, a single factor analysis can yield multiple reliable solutions (Lee & Ashton, 2007). In this case, the results of the factor analysis suggested that three or fewer segments were appropriate in the initial solution. We tested up to seven and found that the three segment solution yielded groups that were most conceptually distinct for the purposes of profiling.

Exhibit 1: Scree Plot of Initial Segmentation Factor Analysis



After rotation, each respondent was assigned to the segment with the highest positive factor loading. Exhibit 2 shows the distribution of the three segments and Segment 0.

Exhibit 2: Initial Distribution of Segments

		Unweighted	Weighted
Segment	Total	4,064	4,064
	0	340	297
	1	2,621	2,727
	2	715	779
	3	388	261
		9.55%	6.41%

Since such a large proportion of the respondents were assigned to Segment 1, an attempt was made to further segment that group. Q-type factor analysis was performed on just those respondents classified into Segment 1 using the variables from the initial analysis as well as responses to the F and G series from the questionnaire. The additional questions were:

- Would be motivated by:
 - Share of funds for schools
 - Representatives in Congress
 - Law requires participation
 - Help community: healthcare, school, daycare, job training
 - Plan future improvements schools, roads, fire & police

- Might not get fair share if don't fill out
- See what has changed about US
- Doesn't ask sensitive info
- More accurate if everyone participates
- Census employees can go to jail for leaking personal info
- Mailing early saves taxpayer money
- Importance of purpose:
 - Schools and the education system
 - Hospitals and healthcare
 - Care for the elderly
 - Roads and highways
 - Job training programs
 - Daycare for children
 - Public transportation
 - Fire and police stations
 - Political representation in Congress

Profiles for each segment were created by comparing the segment scores on each index to the Segment 1 overall scores. Solutions with 2, 3, and 4 segments were compared. Criteria were internal consistency of direction (that variables with similar meanings should be correlated, and that variable directions should suggest a consistent idea of what was driving membership in each subcluster), and good size separation (no tiny clusters). The solution with 2 segments was found to best meet these criteria, and Segment 1 was reclassified as Segments 1.1 and 1.2. Exploring Segment 1 further revealed two groups that were homogeneous on many attitudinal measures including favorability and intent to participate, yet different in terms of Census knowledge and other underlying discriminators. This sub-segmentation provides insight beyond the Segment 1 commonalities for developing and refining messaging and communications strategies for these two groups

Exhibit 3: Final Distribution of Segments

		Unweighted	Weighted
Segment	Total	4,064	4,064
		100.00%	100.00%
	0	340	297
		8.37%	7.30%
	1.1	1,560	1,651
		38.39%	40.63%
	1.2	1,061	1,076
		26.11%	26.48%
	2	715	779
	17.59%	19.17%	
3	388	261	
	9.55%	6.41%	

2.2 Segment Profiling

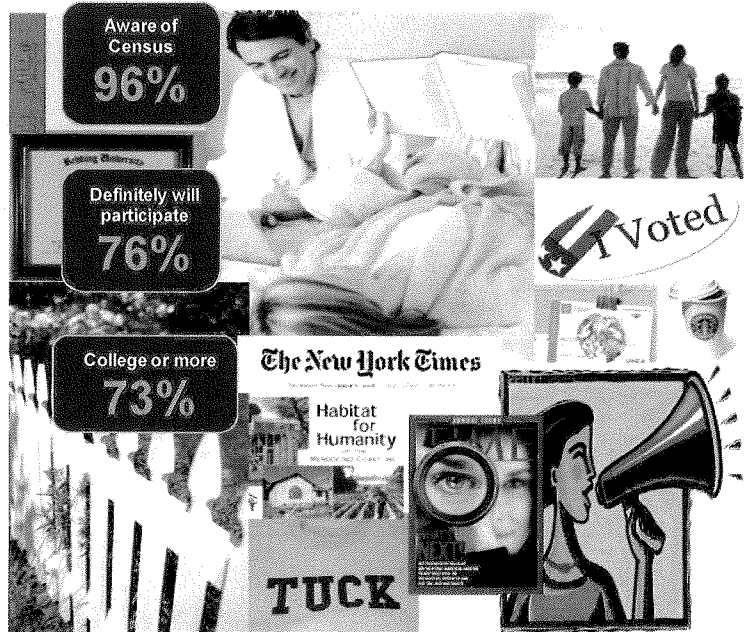
In this section, we profile the segments based on the survey data. On the basis of these profiles, the segments were named: Leading Edge, Head Nodders, Insulated, Unacquainted, and Cynical Fifth. Following the profiles of each individual segment, the groups are compared based on demographic profiles, attitudes toward the Census, and beliefs and knowledge about the Census. The profiles include data highlights for each segment. Full data tables are located in Appendix A.

Please note that the demographic percentages reported below exclude “Don’t Know” and “Refused” responses.

Segment 1.2: The Leading Edge (26%)

The *Leading Edge* population segment is connected with their community with a high degree of civic involvement and the highest level of voting among all segments. This segment tends to be affluent with high home ownership and a long tenure at their current residence. Their education level is high and the segment stays informed of current events through daily newspapers and gathering online information. Members of this segment are typically white and between the ages of 35 and 54.

The *Leading Edge* demonstrates high awareness and a high degree of knowledge and understanding of the Census. They are very positively predisposed towards the Census and will inform family and friends about the Census. The segment views the Census as a benefit to the community rather than themselves personally and they are confident that they will see the Census results in their community. They trust the Census Bureau to keep their responses confidential and private.



- 87% feel part of the community; 42% have participated in a school or community association
- 80% always or almost always vote in elections
- 47% have household incomes of \$75,000 or more
- 84% own their homes; 44% have lived at current address for 10 years or more
- 73% have at least some college education; 47% have college degrees
- 87% use the internet
- 46% are ages 35-54; 82% are non-Hispanic white; nearly 59% are male
- 96% have heard of the Census
- 76% definitely will participate; 61% definitely will recommend family and friends participate
- Nearly all believe it is important to count everyone and that answering the census is a civic duty

Segment 1.1: The Head Nodders (41%)



The *Head Nodders* are the largest population segment. They are demographically diverse with average income and educational attainment. They include a slightly higher percentage of female.

The *Head Nodders* demonstrate high awareness of the Census and believe they are knowledgeable about the Census. But they lack a good understanding of the purpose and intent of the Census. They maintain high positive predisposition towards the Census and view the Census as having positive community and individual benefits. They consider Census participation to be a responsibility and they are proud to be counted.

They trust the Census Bureau to keep their responses confidential and private. They trust the Census Bureau to keep their responses confidential and private.

- 41% of the population is Head Nodders
- 34% are non-white
- 53% have some college or more; 31% have high school degrees
- 59% have household incomes less than \$50,000
- 59% are female
- 87% have heard of the Census
- 70% favorable toward the Census
- 76% believe the Census determines the unemployment rate; 51% to determine state income taxes; 51% to determine property taxes; and 51% to locate people living in the country illegally
- 65% believe it is very important to participate; 70% are favorable toward the Census
- 92% consider it a civic duty to answer the Census; 89% consider it a sign of pride

Segment 0: The Unacquainted (7%)

The *Unacquainted* population segment has a large percentage of minorities including Hispanic, Asian, American Indian and Black. The segment size is small at seven percent of the population. Over 40 percent of the segment is foreign born and many speak a language other than English in the home. The segment is bimodal in terms of age, with many younger members and many older members, but little in the middle age groups. Many of the Unacquainted are not married and tend to be renters rather than homeowners. Household sizes tend to be large with a high percentage of children in the home. The segment has lower educational attainment and household income.

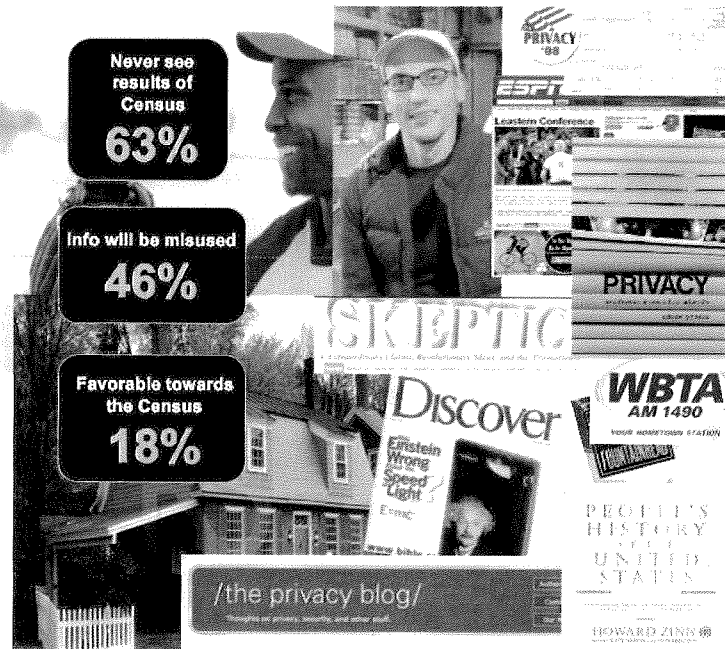


The Unacquainted are less likely to vote in elections, their level of civic engagement is low, and do not tend to be community oriented. This segment is unaware of the Census, even after a brief description of the Census and report a low likelihood of participation.

- 100% are unaware of the Census
- 59% are non-white; 43% are foreign born
- 37% speak a language other than English in the home
- 23% are 65 or older; 47% are 18-24
- 40% have never been married
- 60% do not own their homes
- 22% of the households have 5 or more people; 41% have children in the home
- 76% have a high school degree or less
- 62% have household incomes of \$25,000 or less
- 32% always or almost always vote in elections
- 21% report they definitely will participate in the Census

Segment 2: The Cynical Fifth (19%)

The *Cynical Fifth* population segment closely resembles the general population with respect to race, gender, age, educational attainment, and income. The Cynical Fifth claims unfamiliarity with the Census, but in reality they demonstrate a relatively high level of knowledge about the intent and purpose. They are mostly without positive attitudes toward the Census and 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).

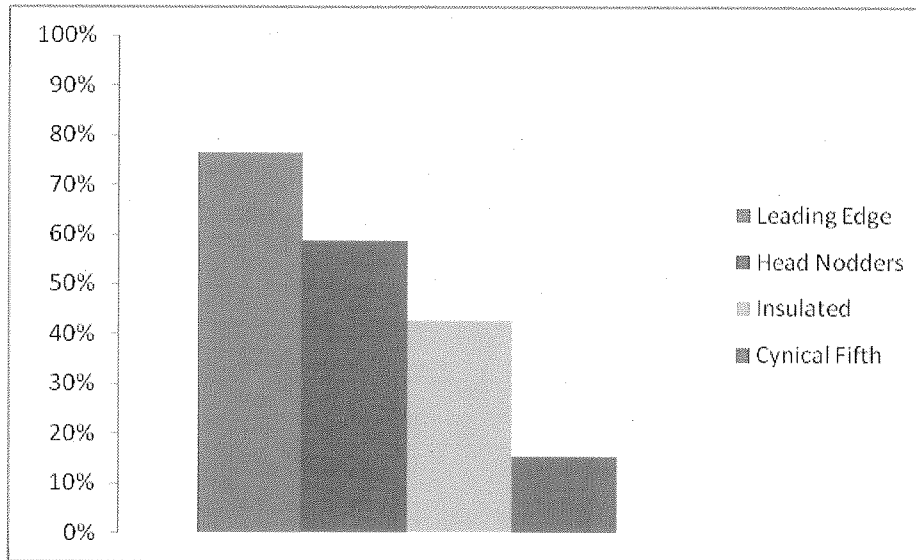


- 34% say they are very or somewhat familiar with the Census
- 18% are favorable towards the Census
- 63% believe they will never see results
- 28% prefer to stay out of sight
- 54% believe the government already has their personal information
- 46% believe the information will be misused

2.2.1 Attitudes toward the Census

One measure of attitudes toward the Census is intent to complete. 57% of respondents who were aware of the Census said they would definitely respond. Exhibit 4 shows the proportion of each segment who reported that they definitely would respond.

Exhibit 4: Intent to Respond to the Census by Segment (Definitely Will)



Head Noddors were generally positive toward the Census (93% *probably* or definitely would respond), but they were not as definite as the Leading Edge. The Cynical Fifth is so named because of their relatively low intent to respond.

Four additional items measured affinity for the Census.

Exhibit 5: Affinity for the Census by Segment (Top Box)

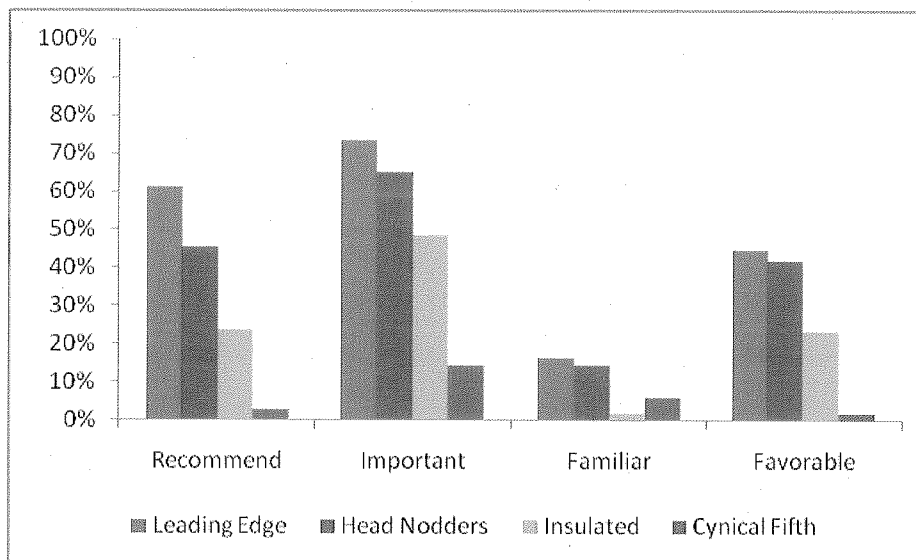


Exhibit 5 shows the same general pattern of affinity across segments that emerged in the measure of intent to respond. Again the Cynical Fifth does not have highly positive attitudes toward the Census. The Insulated group is moderately positive toward the Census but unfamiliar with it (more details about informedness appear in Section 2.3.2). And the Head Nodders and Leading Edge respondents are the most positive.

2.2.2 Knowledge about the Census

Unsurprisingly, because knowledge was a segmenting variable, the segments differed markedly in their knowledge about the Census. Exhibit 6 shows that Leading Edge segment members endorsed the true items about the Census at the highest rate. Interestingly, Head Nodders, who were positive about the Census, showed less knowledge of the Census' actual purpose than did Leading Edge respondents.

Insulated respondents, were characterized by relatively low endorsement of true statements about the Census. Lack of familiarity and lack of knowledge about the nature of the Census gives this group its name and character.

Exhibit 6: Endorsement of True Statements about the Census by Segment

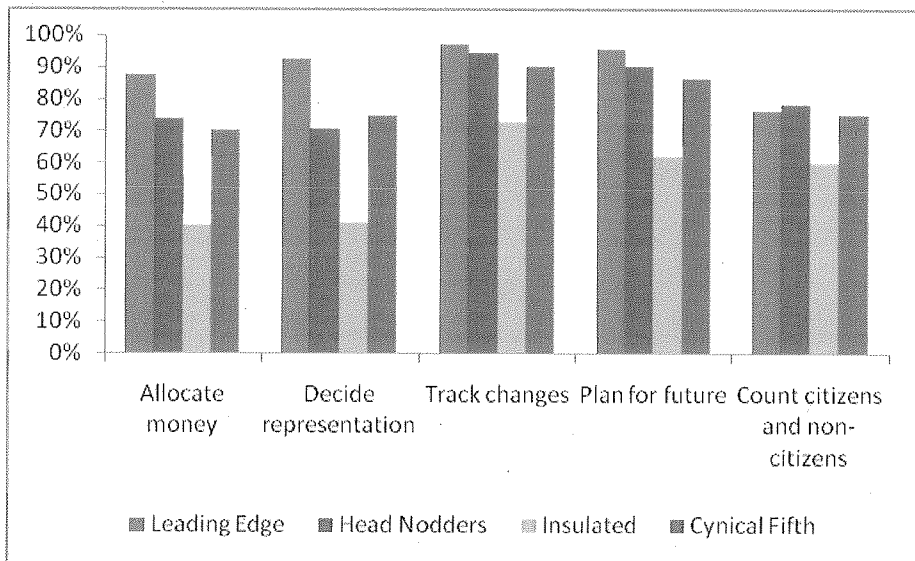
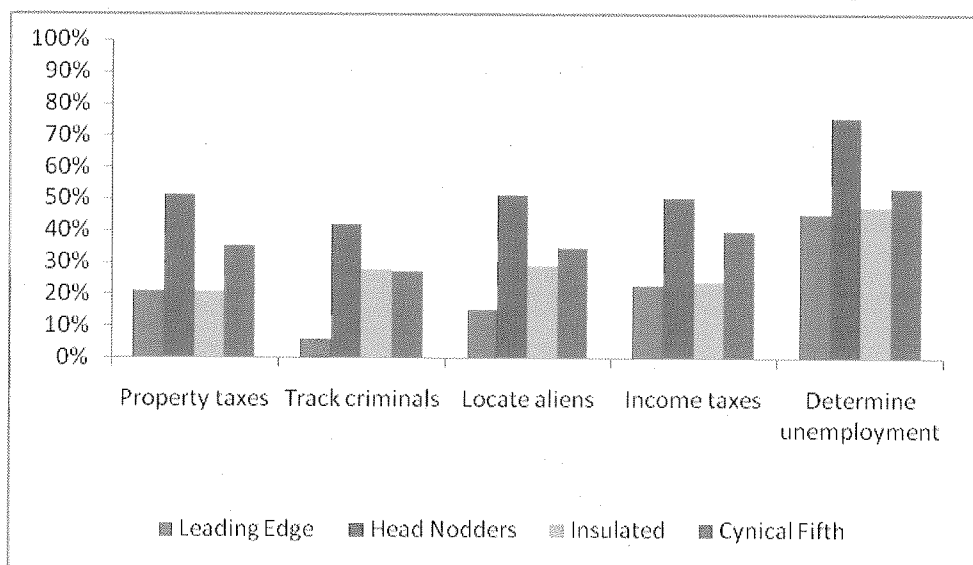


Exhibit 7 shows endorsement of *untrue* statements about the Census. This chart reveals that Head Nodders tended to endorse both true and untrue statements about the Census. This group's strong agreement bias suggests that their expressed positivity toward the Census in general may be less fixed than the positivity expressed by the Leading Edge respondents. When actually faced with the task of completing and returning the Census, this group may be less motivated than they appear.

Exhibit 7: Endorsement of Untrue Statements about the Census by Segment



2.2.3 Beliefs about the Census

The four segments also differed in the beliefs they held about the nature and role of the Census. In Exhibit 8, the beliefs statements are roughly categorized by the belief factor on which they load highest. For more information about the factor structure of beliefs about the Census, see Section 3. The Cynical Fifth is characterized by high rates of agreement with statements that information will be misused or that the Census Bureau should not be trusted.

The Leading Edge respondents, those who show the greatest commitment to completing the Census, express less skepticism about the process and the purpose of the Census than anyone else. Everyone, including most Cynical Fifth respondents agrees that it is important for everyone in the country to be counted.

Exhibit 8: Beliefs by Segment (Top Two Box)

		Leading Edge	Head Nodders	Insulated	Cynical Fifth
Skepticism	Information will be misused	12%	21%	36%	47%
	Takes too long	12%	16%	29%	53%
	Government already has personal info	7%	15%	36%	55%
	Doesn't matter	4%	10%	20%	48%
	Invasion of privacy	5%	11%	25%	38%
	Prefer to stay out of sight	3%	5%	14%	29%
Collective Opportunity	Important to be counted	100%	98%	97%	81%
	Civic duty	97%	93%	87%	70%
	Let the government know what we need	90%	91%	84%	66%
Trust	Personal pride	84%	91%	84%	50%
	Answers can't be used against you	91%	83%	79%	73%
	Confidentiality can be trusted	88%	87%	68%	53%
	Census won't share my answers	51%	64%	50%	35%
	Never see results	23%	35%	52%	68%
	Prefer online	31%	25%	12%	36%
	English only	2%	8%	12%	8%
	Hackers could obtain info	71%	70%	80%	89%

2.2.4 Demographic Profiles

The five segments differed in their demographic profiles. Exhibit 9 shows that the Leading Edge consisted largely of English-speaking, White respondents. The Insulated and Unacquainted, had larger proportions of Hispanic, Black, and Asian respondents than the other segments.

Exhibit 9: Race and Acculturation Profiles of Segments

	Total	Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
	%	%	%	%	%	%
U.S. Born	87%	94%	87%	87%	57%	92%
White	68%	82%	66%	56%	41%	68%
Hispanic	13%	7%	14%	21%	32%	11%
Black	11%	5%	13%	16%	13%	12%
Asian	5%	3%	5%	3%	9%	4%
AI/AN	0%	0%	0%	0%	0%	1%
NH/PI	0%	0%	0%	0%	0%	0%
English at home	91%	98%	90%	84%	63%	94%
Spanish at home	6%	2%	7%	12%	25%	3%
Other at home	3%	1%	3%	5%	12%	3%

Exhibit 10 shows the segment profiles on other demographic variables. Head Nodders and the Leading Edge, differed markedly in their income profiles. Leading Edge was more affluent than the Head Nodders as well as somewhat older. Exhibits 9 and 10 report percentages excluding don't know and refused responses.

Exhibit 10: Demographic profiles of segments

	<u>Total</u> %	<u>Leading</u> <u>Edge</u> %	<u>Head</u> <u>Nodders</u> %	<u>Insulated</u> %	<u>Unacquainted</u> %	<u>Cynical</u> <u>Fifth</u> %
Female	52%	41%	59%	69%	46%	47%
Male	48%	59%	41%	31%	54%	53%
18–34	30%	21%	32%	19%	47%	34%
35–54	38%	46%	38%	35%	23%	35%
55–64	14%	16%	15%	13%	4%	15%
65+	15%	15%	13%	25%	23%	12%
Married	56%	66%	54%	46%	42%	53%
Widowed	6%	3%	6%	20%	8%	6%
Single/Other	38%	30%	40%	35%	50%	40%
<u># in Household</u>						
1	14%	12%	13%	24%	15%	13%
2	33%	37%	34%	29%	21%	32%
3	19%	19%	19%	23%	24%	19%
4	20%	20%	21%	11%	17%	21%
5+	13%	11%	12%	12%	22%	14%
Children in household	36%	37%	37%	26%	41%	35%
No children	64%	63%	63%	74%	59%	65%
High School or Less	44%	27%	48%	57%	76%	42%
Some College or College Degree	47%	56%	47%	35%	20%	52%
Post Graduate	9%	17%	5%	9%	4%	6%
<\$25K	24%	9%	26%	39%	62%	27%
\$25K – <\$50K	26%	17%	33%	28%	24%	24%
\$50K – <\$75K	20%	27%	19%	14%	7%	20%
\$75K+	29%	47%	21%	19%	7%	29%
Own Home	68%	84%	63%	68%	40%	69%

Across all demographic characteristics the Cynical Fifth closely resembled the general population of the survey. Their race, gender, age, education, and income characteristics suggest that cynicism about the Census is not associated with one or two discrete cultures but rather is distributed fairly evenly across the US population.

2.2.5 Summary: Segment Profiles

Five attitudinal segments were extracted from the CBAMS data.

The largest group—Head Nodders—expressed positive attitudes toward the Census but also had relatively little knowledge about what the Census is actually used for. A general positivity bias or tendency to say ‘yes’ to everything suggests that this group may not be as committed to completing the Census by mail as they report being. The drivers analysis in Section 3 explores this issue more deeply.

The next largest group—the Leading Edge—was also positive about the Census and showed the most consistency in their attitudes and accuracy in their knowledge of the purpose of the Census. This group represents the most secure Census respondents.

About 20% of the population falls into the Cynical Fifth group, which is characterized by suspicion about the Census and its motives. This group does not have a specific demographic profile but is associated with the lowest self-reported likelihood to respond.

The final two groups are about the same size. Approximately 6% of the population is “Insulated”, Americans have heard of the Census but are not particularly familiar with it or its purpose. The remaining 7% of the population hasn’t heard of the Census at all. Both of these groups are characterized by a lack of familiarity with the program, and both are disproportionately Hispanic.

2.3 Segment Classification

For the purpose of further research with each segment, an attempt was made to create a classification scheme that successfully assigned survey respondents to segments. We used discriminant analysis to predict segment in the CBAMS survey from the following measures:

- Have you ever heard of the Census of the United States?
- The Census is the count of all the people who live in the United States. Have you ever heard of that before?
- How likely are you to recommend participating in the Census to a family member or friend?
- Thinking about the Census overall, how important do you feel it is for you to participate in the Census?
- Overall, how would you describe your general feelings about the Census?
- In general, how familiar are you with the way Census data impacts you and your community.
- If the Census were held today, how likely are you to participate? By participate, we mean fill out and mail in a Census form.
- The Census is used... (C4 series on the CBAMS instrument)
 - Count of correct answers (out of 10)
 - Count of “don’t know” responses (out of 10)
- Opinions... (E series on the CBAMS instrument)
 - The Census is an invasion of privacy.

- The Census Bureau would never let another government agency see my answers to the Census.
- People's answers to the Census cannot be used against them.
- Taking part in the Census shows I am proud of who I am.
- I just don't see that it matters much if I personally fill out the Census form or not.
- It is a civic responsibility to fill out the Census form.
- The Census Bureau's promise of confidentiality can be trusted.
- I am concerned that the information I provide will be misused.
- I prefer to stay out of sight and not be counted.
- The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
- I'll never see results from the Census in my neighborhood.
- It takes too long to fill out the Census information, I don't have time.
- I don't like to fill out paper forms or use the mail because I prefer to do everything online.
- The Census is only for people who speak English.
- Computer "hackers" could obtain Census information about you if they really tried.

We tested a variety of measures from the original CBAMS instrument with the goal of creating a classification scheme relying on as few questions as possible. Initially, we evaluated whether the knowledge score, based on 10 survey questions, could be estimated from responses to fewer knowledge questions. We evaluated the correlations between the individual items and the overall knowledge score and found that responses to items that were actually true were worse predictors of the knowledge score than were responses to items that were not true. This is probably due to a combination of the "yes" bias on these items and high overall knowledge of the true purpose of the Census. Because responses to untrue items varied more, we eliminated the true items (c4a, c4b, c4c, c4f, c4i) from the calculation of the knowledge score. The new knowledge score used in classification reflects respondents' ability to correctly identify untrue statements about the purpose of the Census.

To further reduce the number of questions used in the classification scheme, we used stepwise discriminant analysis to eliminate items that did not contribute to explaining at least 1% of the variance in the categories.

Classification into *The Unacquainted* was determined a priori from responses to A1 and A3, the unaided and aided awareness questions.

Exhibit 11 shows a summary of the success of the final classification scheme. *The Unacquainted* was identified with 100% accuracy because its definition was based on a single question not included in the discriminant analysis for the remaining four segments. Overall, the classification scheme was successful 74% of the time. Most errors were made in the classification of *The Leading Edge* and *The Head Noddors*, the two segments that are positive toward the Census.

Exhibit 11: Success of Segment Classification Algorithm

Actual	Predicted				Total
	Leading Edge	Head Noddors	Insulated	Cynical Fifth	
Head Noddors	385 29%	753 56%	137 10%	69 5%	1344
Leading Edge	750 79%	145 15%	27 3%	32 3%	954
Cynical Fifth	74 12%	27 4%	33 5%	468 78%	602
Insulated	1 0%	29 10%	253 84%	17 6%	300
Total	1210	954	450	586	3200

The final measures used in the classification scheme were:

- Have you ever heard of the Census of the United States? (used to classify *The Unacquainted* only)
- How likely are you to recommend participating in the Census to a family member or friend?
- Overall, how would you describe your general feelings about the Census?
- In general, how familiar are you with the way Census data impacts you and your community.
- Knowledge of the Census based on correct answers to:
 - C4d. To determine property taxes?
 - C4e. To help the police and FBI keep track of people who break the law?
 - C4g. To locate people living in the country illegally?
 - C4h. To determine state income tax rates?
 - C4j. To determine the rate of unemployment?
- Confusion about the Census based on "don't know" answers to the C4 questions above
- Agreement with the following opinion questions:
 - E1a. The Census is an invasion of privacy.
 - E1d. People's answers to the Census cannot be used against them.
 - E1e. Taking part in the Census shows I am proud of who I am.
 - E1g. I just don't see that it matters much if I personally fill out the Census form or not.
 - E1i. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.
 - E1m. I'll never see results from the Census in my neighborhood.
 - E1n. It takes too long to fill out the Census information, I don't have time.

- E1p. The Census is only for people who speak English.
- E1q. Computer “hackers” could obtain Census information about you if they really tried.

2.4 Cultural Context

Another way to think about Census audiences is to consider how different cultures within the United States think about the Census. Some race groups were associated with specific segments, but some were not. Here, we present the attitudinal profiles of several key race groups including those that have been historically difficult to count. For complete survey results compared by ethnicity, see Appendix B.

Non-Hispanic American Indians demonstrated a high level of knowledge about the Census. They understand that the Census “lets government know what my community needs,” but “never see results in my neighborhood”. They do not tend to consider it a “civic responsibility” to answer the Census, but answering the Census reflects pride in one self. Many did not feel it was important to participate in the Census nor did they view it favorably.

Non-Hispanic Asians tend to view the Census as civic duty and a reflection of pride in one self. They tend to be trusting of the Census and feel that info will not be misused. They had higher rates of misperceptions that the Census was used for locating undocumented and law breakers; setting state income taxes; and determining the unemployment rate. Many Asians did not view the Census favorably, but most believed it was important to participate. Intent to participate among Asians is low.

Non-Hispanic Blacks tend to report a lower level of trust in the Census with confidentiality concerns and that answers could be used against them. Many thought that the Government already had personal information. They report a high level of familiarity about the impact of Census in their community. They report high levels of importance for many programs that rely on Census data to determine funding, but feel that they never see results in their neighborhood.

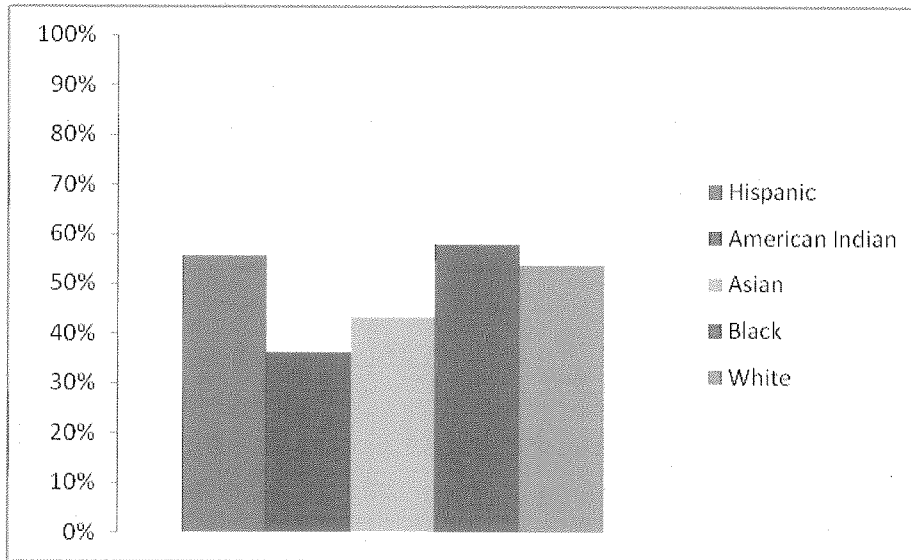
Hispanics report that taking part in the Census reflects pride in oneself and presents an opportunity to benefit the community, yet they never see results in their neighborhood. They report low familiarity with the Census and many have misperceptions about how the Census information is used. Many are skeptical about the Census reporting that it doesn’t matter if they fill out the Census form; that the information will be misused; and that the Government already has their personal information.

Non-Hispanic Whites report high awareness of the Census and lower levels of skepticism relative to other race groups. Relative to other groups, they are less motivated by daycare for children; job training; and public transportation.

2.4.1 Affinity for the Census

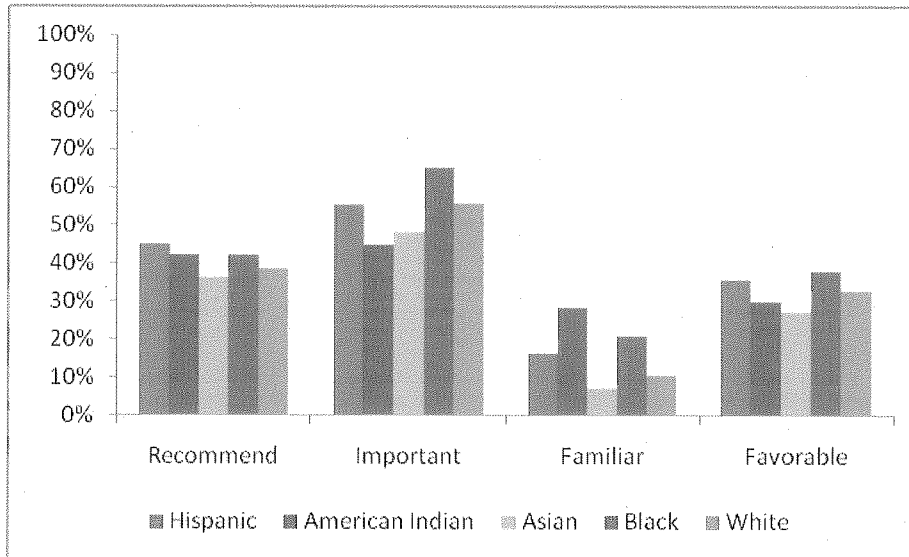
While intent to respond to the Census may not predict response behavior, it is a good measure of positive attitude toward the Census. Among race groups, American Indians and Asians had the lowest overall intent to respond.

Exhibit 12: Intent to Respond to the Census by Race (Definitely Will)



American Indians and Asians also reported less favorability and were less likely to think responding to the Census was important. While negative attitudes toward the Census were associated with low perceived familiarity among Asians, the opposite was true among American Indians. American Indians felt that they were familiar with the Census and its purpose. This is evidence that messages targeted to American Indians should focus on appealing to a sense of civic duty as well as on specific information about the Census. We discuss this possibility further later in this section and in Section 3. Asians, on the other hand, may be more successfully influenced by an information campaign.

Exhibit 13: Affinity for the Census by Race (Top Two Box)



2.4.2 Knowledge of the Census

Exhibit 14 shows that endorsement of true statements about the Census was reasonably high for all respondents. Knowledge of the fundamental purpose of the Census—to count citizens and non-citizens—was about the same (over 70%) in all groups. Hispanic, American Indian, and Black respondents were less likely to know that the Census is used to plan for the future and to decide about representation.

Exhibit 14: Endorsement of True Statements about the Census by Race

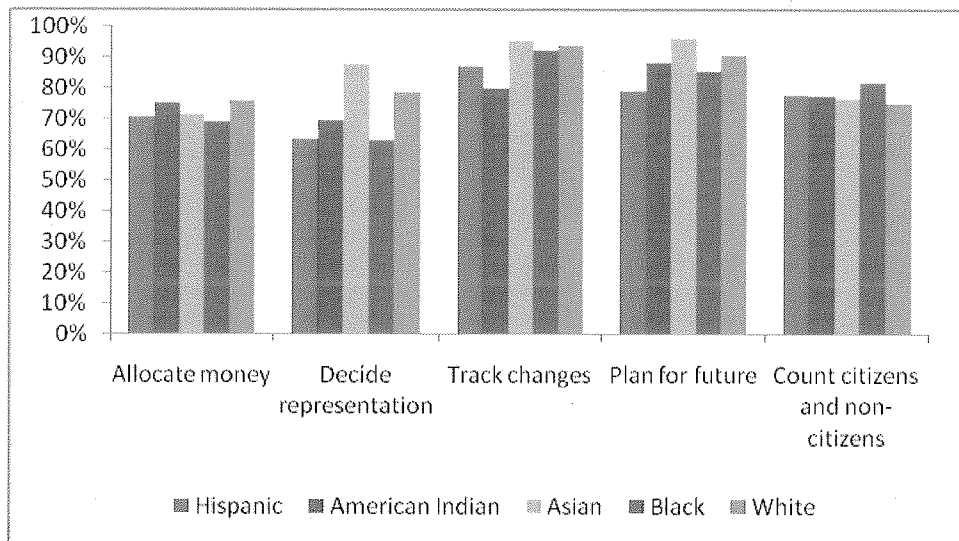
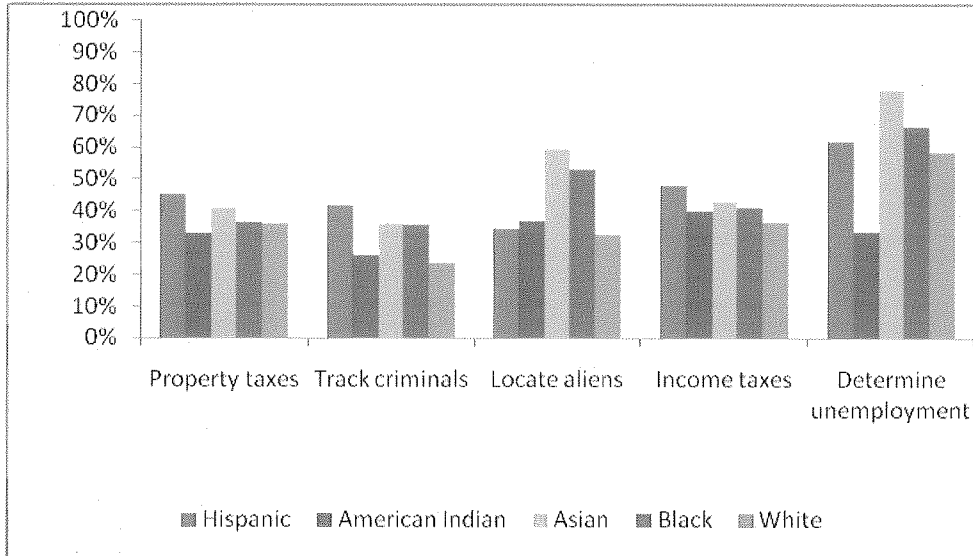


Exhibit 15 shows that misinformation is also common to all groups. More than 30% of each race/ethnic group believed that the Census is used to locate illegal aliens, although endorsement was much higher among Asian and Black respondents. A very large proportion of

all race/ethnic groups except American Indians believed that the Census was used to determine rates of unemployment.

Exhibit 15: Endorsement of Untrue Statements about the Census by Race



2.4.3 Beliefs about the Census

American Indians in particular were characterized by a unique belief profile. They were much more likely than other groups to express skepticism about the use and purposes of the Census and the security of Census data, and they were the only group for which agreement that it is important for everyone to be counted was lower than 90%.

Asians were characterized by significant trust in the system and duty and they also had the highest rate of online preference.

Exhibit 16: Beliefs about the Census by Race (Top Two Box)

	Hispanic	American Indian	Asian	Black	White	
Skepticism	Information will be misused	37%	47%	17%	29%	22%
	Takes too long	29%	57%	36%	24%	21%
	Government already has personal info	32%	24%	25%	28%	19%
	Doesn't matter	31%	53%	5%	20%	14%
	Invasion of privacy	23%	18%	12%	22%	13%
Collective Opportunity	Prefer to stay out of sight	8%	17%	2%	15%	10%
	Important to be counted	97%	89%	96%	90%	95%
	Civic duty	86%	85%	97%	82%	90%
	Let the government know what we need	85%	89%	84%	78%	87%
Trust	Personal pride	85%	86%	94%	80%	79%
	Answers can't be used against you	87%	77%	92%	74%	83%
	Confidentiality can be trusted	79%	87%	89%	69%	81%
	Census won't share my answers	57%	51%	77%	54%	52%
	Never see results	51%	61%	44%	47%	35%
	Prefer online	25%	15%	76%	20%	27%
	English only	8%	37%	3%	7%	6%
	Hackers could obtain info	72%	97%	63%	73%	76%

2.4.4 Summary: Race/Ethnic Profiles

Affinity for and intent to respond to the Census was low among American Indians and Asians. American Indians felt they were already familiar with the Census, but Asians did not. This difference suggests that different messaging approaches may be appropriate for the two groups. In particular, American Indians may respond better to messages focusing on feelings about the community or trust in the Census rather than specific pieces of information.

Knowledge of the true purpose of the Census is limited. Most groups believed that the Census is used to determine rates of unemployment, and more than 30% of Asian, Black, and American Indian respondents were unaware that the Census is used to allocate money within communities and to determine representation in congress.

This lack of knowledge is probably related to the low endorsement of questions related to Collective Opportunity among Black respondents. Because this group is relatively uninformed about what the Census is for, they may not feel that their response has a positive outcome.

American Indians shared some of Blacks' cynicism about the importance of the Census, but they were particularly characterized by suspicion about the use and purpose of the Census.

Importantly, Asians agreed overwhelmingly that the Census is important and showed almost no suspicion about its use or purpose. But 76% of them would prefer to complete the Census online.

3 MESSAGE CONTENT: DRIVERS ANALYSIS

In the first phase of analysis, segmentation, we established the distinct audiences for Census messages, identifying groups of people who see the Census similarly. We also reviewed exactly what the “average” attitude in each segment and race group looks like. We learned about how each group feels about the Census, what each group knows about the Census, and what beliefs each group holds about the Census. This process presented in Segment 2 begins to reveal what kinds of messages might be most appropriate for each Message Audience.

In this section, we further explore what attitudes, knowledge, and ideas are directly related to favorability toward the Census. The goal of this analysis is to identify the specific message content that is most likely to drive Census response among Americans in general and for each specific audience.

We used simultaneous and stepwise regression to explore the drivers of positive Census attitudes. Here, we describe how we created the measures to include in the analysis to promote valid, actionable results. In Section 3.3, we discuss the outcomes of the regression analyses and their implications for message content.

3.1 Outcome Measure

Three measures of Census attitudes were considered:

- Intent to complete the Census—87% Probably or Definitely Will
- Favorability toward the Census—62% Moderately or Highly Favorable
- Importance of completing the Census—93% Somewhat or Very Important

The three measures were related to each other (Cronbach’s alpha=.75). We chose to use Favorability as the outcome measure in drivers analysis because each of the other measures suffered from a restricted range.

3.2 Drivers

To reduce the threat of multi-collinearity and to produce the most meaningful possible analysis, we undertook a substantial amount of data reduction to produce the final set of drivers. The steps we took to create the final measures are detailed in this section.

The measures we used in the drivers analysis were:

- Unaided awareness
- Sensitivity
- C3. Familiarity
- C4. Census is used for taxes
- C4. Census is used to track people
- E_factor score: Skepticism
- E_factor score: Duty
- E_factor score: Trust
- e1m. Never see results

- e1o. Prefer online
- e1p. English only
- e1q. Hackers could obtain info

3.2.1 Unaided Awareness

Unaided awareness was 1 when the response to the first question was “Yes”. Otherwise, it was 0. Positive relationships in the regressions indicate that greater awareness is associated with greater favorability.

3.2.2 Sensitivity

CBAMS respondents were asked whether the Census is used for each of a series of purposes. The statements were coded such that 5 of them were accurate (“Yes” response was correct) and 5 were inaccurate (“Yes” response was incorrect). One way to measure familiarity with the purpose of the Census is to add up all the correct responses. However, there is a strong tendency to respond “Yes” to all items, and a respondent employing this strategy would have been right 5 out of 10 times without actually having any true knowledge of the Census’ uses. To address for this bias, we calculated a *sensitivity* score for each respondent.

To control for this effect, we used signal detection analysis to calculate a score that reflects only the actual information that people knew about the Census and not their overall tendency to say “yes” to every question. This measure, d' , is calculated as $d' = Z(\text{hit}) - Z(\text{false alarm})$, where a “hit” is a yes when the answer really is “yes” and a “false alarm” is a “yes” when the answer really is “no”. Each of these score is Z transformed with respect to a normal curve.

That is, sensitivity is the proportion of the time respondents got a “hit” on a yes question minus the proportion of the time they had a “false alarm” on a question to which the answer was really no.

Positive values of sensitivity show that respondents do know what the Census is for. Higher values reflect greater knowledge.

Negative values of sensitivity show that respondents are actually saying “yes” to no questions and “no” to yes questions. These are people who are not just ignorant of the nature of the Census – they have the wrong idea entirely.

Sensitivity – how much people actually know – is contrasted against familiarity – how much people think they know. The two are only very modestly correlated in the CBAMS data ($r(3,614) = .16, p < .001$).

Positive relationships in the drivers analyses indicate that more knowledge is associated with greater favorability.

3.2.3 Census is Used for Taxes / Census is Used to Track People

Because there was a great deal of missing data for the C4 series (1,497 out of 3,724 eligible respondents refused or responded ‘don’t know’ to at least one question), a factor analysis was not an appropriate data reduction approach. Instead, we evaluated the content of the questions

a priori and pairwise correlations to determine clusters of related questions, and then we evaluated reliability of these measures using Cronbach's alpha.

Exhibit 17: Correlations between Knowledge Questions

	c4d	c4e	c4g	c4h
c4d. Is the Census used...? To determine property taxes?				
c4e. Is the Census used...? To help the police and FBI keep track of people who break the law?	0.44			
c4g. Is the Census used...? To locate people living in the country illegally?	0.32	0.53		
c4h. Is the Census used...? To determine state income tax rates?	0.55	0.39	0.30	

Correlations among beliefs about the Census purpose ranged from 0 to .55 with a mean of .15 (SD=.14). These low correlations suggest that endorsement of most items was independent from endorsement of the others. Four questions did have relatively high correlations, however.

Two of these questions are clearly related to tax rates and two are related to tracking Americans. We treated the two pairs of questions as separate because they are conceptually distinct and to reduce the impact of missing data on scoring.

These pairs of questions represent two issues that may be of unique concern to Americans who are unwilling to respond to the census. We decided to include them despite the fact that they share variance with the measure of sensitivity. The other C4 questions were not included because we did not see their specific variance as being of more value to the analysis than the overall measure of knowledge—sensitivity.

The following are the final measures of beliefs about the Census used in analysis:

- c4d & c4h. Census is used for taxes (Cronbach's alpha=.71)
- c4e & c4g. Census is used to track people (Cronbach's alpha=.69)

For both of these measures, positive relationships in drivers analyses indicate that more agreement with the statements is associated with greater favorability toward the Census.

3.2.4 E Series: Beliefs about the Census

Respondents provided information about the extent to which they agreed with statements about the Census. These 17 questions were submitted to an initial factor analysis. Four eigenvalues in this analysis were greater than 1. Scree plot analysis suggested that the optimum number of factors was 2, 3, or 4. After examining rotated factor solutions for all three of these scenarios, we determined that a 3 factor solution provided the most interpretable results. However, 4 questions did not load highly on any of the 3 factors. The research team decided to treat these questions as measures in their own right.

The factor analysis was run again without the independent questions (515 of 3,724 eligible respondents were not included in the analysis because of missing data). In this analysis, three

eigenvalues exceeded 1. The three factors explained 51% of the variance in the 14 analyzed questions. The rotated solution produced three factors that explained 22%, 15%, and 14% of the variance respectively and were easily interpretable as Skepticism, Duty, and Trust.

Exhibit 18: Beliefs about the Census: Factor Loadings

	Skepticism	Duty	Trust
a. The Census is an invasion of privacy.	0.68	-0.14	-0.16
b. It is important for everyone to be counted in the Census.	-0.34	0.65	0.1
c. The Census Bureau would never let another government agency see my answers to the Census.	0.09	0.18	0.73
d. People's answers to the Census cannot be used against them.	-0.14	0.16	0.64
e. Taking part in the Census shows I am proud of who I am.	-0.01	0.68	0.25
f. Filling out the Census form will let the government know what my community needs.	-0.11	0.61	0.23
g. I just don't see that it matters much if I personally fill out the Census form or not.	0.67	-0.25	-0.04
h. It is a civic responsibility to fill out the Census form.	-0.39	0.6	0.05
i. The Census Bureau's promise of confidentiality can be trusted.	-0.24	0.26	0.66
j. I am concerned that the information I provide will be misused.	0.57	0.12	-0.48
k. I prefer to stay out of sight and not be counted.	0.62	-0.31	-0.03
l. The government already has my personal information, like my tax returns, so I don't need to fill out a Census form.	0.71	-0.11	-0.13
n. It takes too long to fill out the Census information, I don't have time.	0.64	-0.11	0

For analysis, we used the responses to the following questions as independent measures:

- E1m. I'll never see results from the Census in my neighborhood.
- E1o. I don't like to fill out paper forms or use the mail because I prefer to do everything online.
- E1p. The Census is only for people who speak English.
- E1q. Computer "hackers" could obtain Census information about you if they really tried.

And we created factor scores using the loadings displayed in Exhibit 18 for the three factors:

- Skepticism
- Duty
- Trust

3.3 Results

We used single-entry regression models to explore relationships between the predictors and favorability toward the Census. While some variables were correlated with each other, the threat of multi-collinearity was limited (VIF <2).

Some of our analyses were threatened by high rates of item non-response on the E series, beliefs about the Census. Before running single entry regression models, we imputed the mean to missing values of these variables.

The results presented below are shown with *standardized beta weights* (StB). These values can be read like correlation coefficients. Larger absolute values represent drivers with stronger relationships with the outcome variables. For instance, in Exhibit 19, Familiarity (StB=.24) has a stronger relationship to favorability than does Trust (StB=.11). However, this does not mean that Familiarity is 2X as strong a driver as Trust because StB is not linearly related to effect size.

The StB *squared*, however, is a rough estimate of the effect size of the relationship. Thus Familiarity (StB²=.06) is about 6X as strong a driver as Trust (StB²=.01).

3.3.1 Drivers Overall

The results of the overall drivers analysis are shown in Exhibit 19.

Exhibit 19: Drivers of Census Favorability

N	3,294
Adj. R ²	29%
	StB
Unaided awareness	0.05
Sensitivity	0.02
C3. Familiarity	0.24
C4. Census is used for taxes	-0.04
C4. Census is used to track people	0.07
E_factor score: Skepticism	-0.32
E_factor score: Duty	0.27
E_factor score: Trust	0.11
e1m. Never see results	0.00
e1o. Prefer online	-0.06
e1p. English only	0.03
e1q. Hackers could obtain info	0.02
Green cells show significant relationships	

While almost all relationships were significant, they varied greatly in their size. The strongest relationships were:

- Skepticism about the use of the Census was negatively related to favorability

- Familiarity with the Census was positively related to favorability
- Seeing the Census as a civic duty was positively related to favorability
- Trust in the U.S. Census Bureau was positively related to favorability

Interestingly, actual knowledge of the purpose of the Census was only weakly related to favorability toward it. This was probably not an effect of high knowledge in general since sensitivity had a large range (-6.5 to 7.1; M=2.5, SD=2.4). Instead, it seems that the amount people think they know about the Census is a more important driver than is the amount they actually know.

Belief that the Census is used by the FBI and the INS to track people was actually positively related to favorability. In Section 3.3.3, we explore how this relationship was different for respondents in different race groups.

This initial analysis informs our general approach to communicating with the American population about the Census. In the next sections, we drill down deeper to understand how drivers relationships vary by segment and race.

3.3.2 Drivers within Segments

While favorability was the best candidate for the outcome measure in these drivers analyses because its range was less restricted than the other affinity variables, its range was more restricted in some segments than others. Exhibit 20 shows that very few respondents in most segments reported less than favorable attitudes toward the Census. In fact, the range for Head Noddors, Leading Edge, and Insulated respondents was functionally restricted to “Neutral”, “Moderately Favorable”, and “Highly Favorable”. The effect of this restriction was to reduce the proportion of variance explained and the sizes of relationships in these groups.

Exhibit 20: Favorability toward the Census by Segment

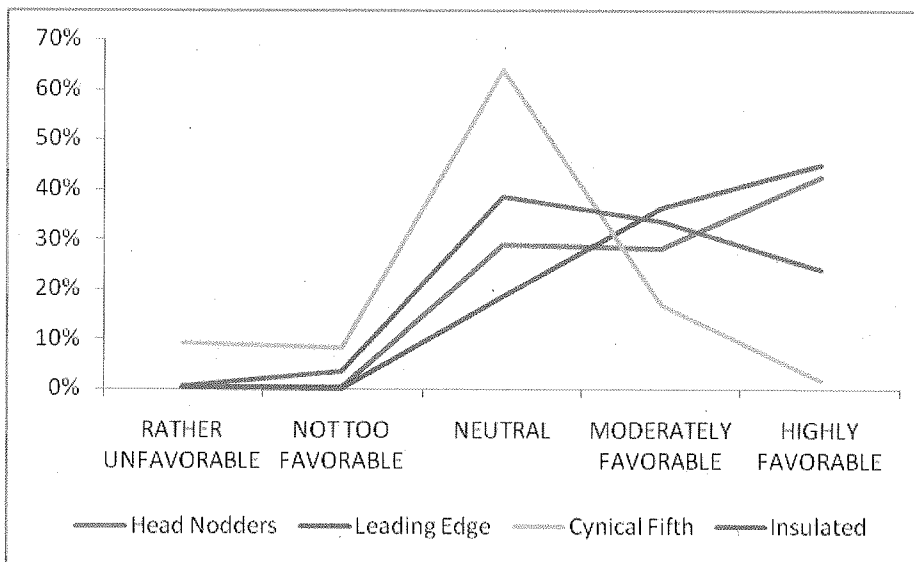


Exhibit 21 shows the results of drivers analyses for each CBAMS segment. Skepticism and Duty were important predictors of favorability toward the Census in every segment although the relationships were least strong among Head Noddors. Again, the relative weakness of the

relationships between individual beliefs about the Census and overall attitudes toward the Census among Head Nodders suggests that their responses were driven by more than just attitudes toward the Census such as an overall positivity bias or tendency to say 'yes'. Head Nodders was the only group in which unaided awareness of the Census emerged as a significant, positive predictor of favorability toward the Census, and the strongest driver of favorability in this group was perceived familiarity with the Census. Among Head Nodders, mere exposure to the idea of the Census seems to be the strongest driver of favorability. Actual knowledge, as measured by sensitivity, does not predict favorability. The key to motivating this group to respond to the Census may be to maintain their existing sense of holistic positivity.

Exhibit 21: Drivers of Census Favorability by Segment

Single-entry regression models	Leading Edge	Head Nodders	Insulated	Cynical Fifth
N	1,033	1,449	129	682
Adj. R ²	16%	18%	35%	13%
Unaided awareness	-0.07	0.17	-0.03	-0.09
Sensitivity	0.09	0.05	0.28	0.04
C3. Familiarity	0.22	0.27	0.15	-0.03
C4. Census is used for taxes	-0.08	-0.05	0.45	-0.03
C4. Census is used to track people	0.15	0.08	0.04	-0.06
E_factor score: Skepticism	-0.18	-0.14	-0.27	-0.21
E_factor score: Duty	0.19	0.11	0.26	0.27
E_factor score: Trust	0.13	0.03	0.21	0.09
e1m. Never see results	0.04	0.04	-0.06	0.09
e1o. Prefer online	-0.06	-0.13	0.04	0.13
e1p. English only	0.05	0.00	-0.12	0.02
e1q. Hackers could obtain info	0.01	0.07	-0.10	0.07
Green cells show significant relationships				

Among Leading Edge respondents, on the other hand, actual knowledge of the purpose of the Census did predict favorability as did trust in the Census and its purpose. To the extent that this group needs additional motivation to complete the Census, they might be motivated by messages that spoke to the importance of the Census, the purpose of the Census, or the general positivity of the Census. In fact, there is not much evidence that any message could fail with this group.

Among the Cynical Fifth, on the other hand, perceived and actual familiarity (sensitivity) with the Census were unrelated to favorability toward the Census. The measures most related to favorability in this group were duty and skepticism about the system. To the extent that they can be swayed, this group may be sensitive to messages with reassurance about the true application of Census results.

Drivers analysis for the Insulated segment was a challenge because of high item non-response in this group. By definition, this group is unfamiliar with many of the concepts we asked about in the survey. Unexpectedly, agreement with the statements that the Census is used to calculate taxes was a strong driver of favorability among those Insulated respondents included in the analysis. This may be an artifact of the analysis, but it is consistent with the strong positive relationship between the Duty factor and favorability. Most interesting in this group was the relationship between sensitivity—actual knowledge about the purpose of the Census—and favorability. Unlike other groups, Insulated respondents may respond well to being informed about the actual purpose of the Census.

3.3.3 Drivers within Race Groups

Another way of thinking about what kinds of messages we should create is to think about what might motivate specific communities in the United States. In particular, some ethnic groups have been historically hard to count. Targeting messages to these groups might be especially effective in maintaining and improving Census response.

Exhibit 22 shows the drivers of Census favorability for each race group on the CBAMS. Some of these groups were small, and results from regressions with fewer than 150 respondents should certainly be interpreted with care. Because of the threats of restricted range and small sample sizes, we identified key drivers through stepwise regressions for each of these ethnic groups. Then we ran single-entry regression models including only variables that explained at least 1% of the total variance in favorability.

Exhibit 22: Drivers of Census Favorability by Race

Single-entry regression models*	Non-Hispanic				
	Hispanic	American Indian	Asian	Black	White
N	331	122	103	417	2204
Adj. R²	31%	77%	61%	36%	33%
			StB		
Unaided awareness	0.18		-0.17		
Sensitivity				0.09	
C3. Familiarity	0.26	0.60		0.22	0.25
C4. Census is used for taxes		0.15		0.12	
C4. Census is used to track people		0.23			
E_factor score: Skepticism	-0.20		-0.67	-0.20	-0.35
E_factor score: Duty	0.39	0.29		0.32	0.23
E_factor score: Trust			0.44	0.17	0.10
e1m. Never see results		0.17	0.07		
e1o. Prefer online		0.15	-0.62	-0.13	
e1p. English only			0.17		
e1q. Hackers could obtain info	-0.10	-0.35	0.69		

*Variables identified in a stepwise regression model with at least 1% partial R² in a regression equation

The driver profile for the American Indian group centers especially around knowledge and understanding-related variables. Perceived familiarity was positively related to favorability, but actual knowledge of the purpose of the Census is not. Interestingly, endorsing *untrue* statements about the Census—that it is used to track people and that it is used to calculate taxes—was positively related to favorability. This view is consistent with the fact that Duty was the only one of the three beliefs factors that was related to favorability in this group. While strong conclusions about this group are not warranted, the data suggest that messages focusing on civic duty might be effective among American Indians. In particular, relatively few American Indians were aware that the Census is used to determine representation in Congress (see Section 2). Messaging to increase awareness of this fact might serve to promote the sense that responding to the Census is serving the community.

Hispanics were also driven by duty and pride, but awareness and familiarity with the Census were also important for this group. Again, the less informed segments—Insulated and Unacquainted—were disproportionately Hispanic. Messages that focus on information about the Census and its uses may be effective in this group.

The same may be true of Black communities. Black CBAMS respondents tended to like the Census more if they knew more about it and if they trusted that it would be used appropriately. Messages focusing on information, specifically on how Census data are actually used, might be effective in this group. Less than 70% of Black respondents knew that the Census was used to allocate money to communities and to determine congressional representation. Increasing awareness of these facts might increase Black favorability toward the Census.

The final hard-to-reach population in the CBAMS was the Asian population. Unfortunately, few respondents had sufficient data to be included in this analysis, and the results may be threatened by multicollinearity of measures or restricted range, so the results of the drivers analysis are difficult to interpret. However, this group was characterized by high agreement with the statement that the Census is used to track illegal aliens. Correcting this misconception might increase trust, which appears as a strong driver in the analysis. Also a strong driver is mode preference. This is consistent with the fact that Asians were by far the most likely to report preferring to do everything online. Offering an online option may be the best way to encourage this group to respond since they already have high rates of trust in the Census and perceived duty.

3.4 An Important Note About the Drivers Analysis

Psychologists have long known that the best predictor of future behavior such as Census completion is past behavior. Attitudes, in combination with situational constraints, do contribute to behaviors like Census completion. As such measures such as intent and attitudes are used as proxies when, as in this case, no adequate measure of past behavior exists. The results of the drivers analysis can be used to understand what cognitive constructs are related to respondents' favorability toward the Census. Modifying some of these constructs might lead to increased favorability and, with less certainty, to increased probability of Census response.

When interpreting drivers analyses, it is important to remember that:

- Driver analyses can confuse correlation with causation.
- A large (small) impact coefficient in a driver analysis is not the same thing as importance (unimportance) in making a decision.
- The coefficients in a driver analysis can change through time as issues are addressed or the environment changes
- Extending the driver analysis to subgroups that (partially) defined by differences in the dependent variable (Favorability) may not be warranted.

3.5 Summary: Message Content

Results of the drivers analysis and the audience profiling reveal message content that will encourage Americans to respond to the Census by mail.

Here, we summarize our findings by message audience:

3.5.1.1 Everyone

- Overall, knowledge of the purpose of the Census is limited, but this knowledge is not strongly related to favorability toward the Census. Instead, how much people *think* they know is strongly related to favorability toward the Census. Messaging campaigns in general may include information about the purpose of the Census but can focus on improving people’s sense of familiarity with the Census rather than on teaching the population exactly what the Census is. Increased familiarity with the Census “brand” – its name and image – may lead Americans to feel greater affinity for the Census whether they can detail its purpose or not.
- Skepticism about the purpose and use of the Census could substantially reduce response across the population. Broad messages should focus on reassuring Americans about the anonymity of their data and on the specific outcomes that rely on Census data.
- A sense of Duty and Pride is an important driver of favorability toward the Census. Americans in general will be more likely to respond to the Census by mail if they feel that their individual contributions are an important part of the system.

3.5.1.2 Segments

- Leading Edge
 - The Leading Edge segment of the population is the most secure. These individuals understand the Census and are already committed to responding.
- Head Noddors
 - The Head Noddors express positivity toward the Census, but they express positivity toward everything. They are not well informed about the purpose of the Census, but they think they are. Perceived familiarity, but not actual knowledge, is related to affinity for the Census in this group. Messaging should focus on raising awareness and increasing Head Noddors’ feeling of personal commitment to the Census. Results also suggest this group might be motivated to complete the Census if they could do so online.
- Cynical Fifth
 - The Cynical Fifth is characterized by an absence of positive attitudes toward the Census and somewhat suspicious of its purpose. Motivating this group to respond may be difficult. Drivers analysis reveals that Skepticism, Duty, and Trust are particularly strongly related to affinity in this group. This group might be convinced

to return the Census form by messages that reassure them about the Census and describe its direct benefits to them.

- Insulated and Unacquainted
 - The 13 -14% of the population that is unaware of the Census or aware but unfamiliar is disproportionately Hispanic and Black. Messaging should focus on raising awareness about the Census and also on the true purpose of the Census in allocating money to communities.

3.5.1.3 Race

The Insulated and Unacquainted segments were associated with harder to reach race groups including Asians, Blacks, and Hispanics but not American Indians.

- American Indian
 - American Indians tend to feel negatively about the Census and to express substantial skepticism about it, but they are relatively knowledgeable about its purpose. Drivers analysis reveals that perceived familiarity with the Census is a strong driver of affinity for the Census in this group. Messaging could focus on the Census as a duty and on the security of Census data. Messages about how the Census has impacted American Indian communities specifically may also be useful, since members of this group tend to believe that they will not see results in their communities.
- Hispanic
 - Messages to Hispanics should focus on raising awareness of the Census. This group tends to know very little and to feel that they know very little, so messages that enhance this group's perceived knowledge of the Census may be successful.
- Black
 - Black respondents were relatively unaware of some key purposes of the Census. Drivers analysis suggests that focusing on informing Black communities about the purpose of the Census in allocating money and representation may increase affinity for the Census in these populations. Offering an online option may also promote response.
- Asian
 - Asians were characterized by high trust in the Census, a strong sense of Duty, and low Skepticism. But they also reported low intent to respond. This may be because they had by far the highest rate of online preference. Messaging should focus on data security, but the best motivator may be offering an online option.

4 ALIGNING MINDSETS WITH AUDIENCES AND CLUSTERS

Based on data from Census 2000, the Census has developed a classification scheme for individual geographic region that includes eight types of clusters:

1. Average Homeowner
2. Average Renter
3. Economically Disadvantaged Homeowner
4. Economically Disadvantaged Renter
5. Ethnic Homeowner
6. Ethnic Renter
7. Young and Mobile
8. Economically Advantaged Homeowner

By aligning these clusters with the mindsets, we combine attitudinal, geographic, and demographic information, which helps us understand to *whom we need to reach* and *where* we need to communicate messages for maximum impact in each audience.

4.1 Targeting Audiences Geographically: Segment

The largest of the Census clusters is the Average Homeowner cluster, and most of the segments are heavily concentrated in this cluster. However, the Unacquainted segment is much more widely distributed. Messaging for this segment, focused largely on raising awareness of the Census, will be particularly successful in census tracts classified as Ethnic or Average Renter. Both the Unacquainted and Insulated segments are disproportionately located in Economically Disadvantaged Homeowner tracts as well. Messages designed to increase familiarity with and knowledge about the Census should focus on these areas and less on the Average and Economically Advantaged Homeowner tracts.

Exhibit 23: Distribution of Segments across Census Clusters

	Leading Edge	Head Noddors	Insulated	Un-acquainted	Cynical Fifth	Total	N
1. Average Homeowner	32%	36%	36%	20%	32%	33%	0
2. Average Renter	15%	14%	10%	15%	13%	14%	1,288
3. Economically Disadvantaged Homeowner	4%	6%	12%	12%	8%	7%	535
4. Economically Disadvantaged Renter	5%	6%	6%	6%	5%	6%	260
5. Ethnic Homeowner	2%	4%	3%	3%	4%	3%	217
6. Ethnic Renter	2%	8%	14%	24%	2%	7%	125
7. Young and Mobile	7%	8%	6%	10%	9%	8%	273
8. Economically Advantaged Homeowner	34%	19%	14%	10%	26%	23%	305
N	1,048	1,587	247	292	739	3,913	

This is especially true because the content of successful messages to Insultated and Unacquainted people may differ from the content of successful messages to the Head Noddors

and the Cynical Fifth who tend to live in Average and Economically Advantaged Homeowner tracts.

4.2 Targeting Audiences Geographically: Race

Not unexpectedly, different race groups from the CBAMS have quite different Census Cluster profiles. Some of the evidence in Exhibit 24 is common sense. Hispanic people, for instance, tend to live in Ethnic Renter neighborhoods. But some of the information provided by mapping CBAMS race to Census Cluster informs our understanding of how to contact HTC groups. American Indians in particular are heavily clustered in the Average and Economically Advantaged Homeowner tracts.

Exhibit 24: Distribution of Races across Census Clusters

	Hispanic	American Indian	Asian	Black	White	N
1. Average Homeowner	16%	53%	20%	29%	37%	1,246
2. Average Renter	10%	0%	5%	8%	16%	529
3. Economically Disadvantaged Homeowner	5%	16%	0%	19%	5%	255
4. Economically Disadvantaged Renter	2%	0%	5%	13%	5%	211
5. Ethnic Homeowner	12%	5%	2%	3%	2%	124
6. Ethnic Renter	40%	0%	16%	1%	1%	269
7. Young and Mobile	4%	0%	25%	15%	6%	289
8. Economically Advantaged Homeowner	11%	26%	27%	12%	27%	886
N	521	19	163	429	2,677	3,809

4.3 Targeting Audiences Geographically: Race and Segment

Evaluating the races and segments together with the clusters provides a way to target messages specific to the mindsets and cultural contexts.

High proportions of Asians were classified into Head Noddors and Unacquainted. The Asian Unacquainted is mostly associated with Ethnic Enclave II and Economically Disadvantaged II. While the Asian Head Noddors are most closely related to Single Mobile, AAA I and Advantaged Homeowner. Using this information the locations of the geographic clusters allow specialized geographic targeting.

Hispanics cut across three mindsets: Head Noddors, Insulated and Unacquainted. Hispanic Head Noddors align with the Ethnic Enclave, AAA I, and Advantaged Homeowners. The Hispanic Insulated is associated with Ethnic Enclave II, as is the Hispanic Unacquainted in addition to AAA II.

American Indians tended to be Leading Edge or Cynical Fifth, both of which are associated with AAA I and Advantaged Homeowner. The American Indian Cynical Fifth is also associated with the Economically Disadvantaged I cluster.

Blacks were distributed across four segments: Head Noddors, Insulated, Unacquainted and Cynical Fifth. The messages for all of these mindsets will be concentrated on AAA I and

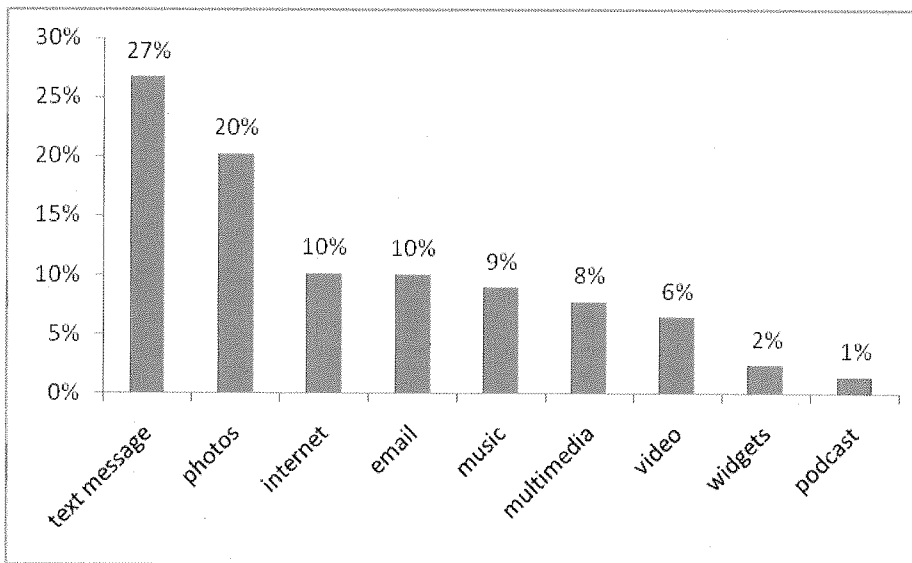
Economically Disadvantaged I clusters. Messages for the Head Nodders and Unacquainted will be focused in Single Mobile clusters. Head Nodder messaging will also be concentrated in Advantaged Homeowner and Economically Disadvantaged II clusters. The Cynical Fifth messaging will also be focused on AAA II and Advanced Homeowner. Finally, Insulated messaging will focus on Economically Disadvantaged II clusters.

5 MEDIA USAGE

5.1 Cell Phone Usage

About 32% of the population uses cell phones for something other than making telephone calls. Exhibit 25 shows that text messaging is the most common application of cell phones other than making calls with 27% of the population text messaging at least somewhat often. Cell phone internet usage is quite a bit less common. Only 10% of the population reports using cell phones to view the internet at least somewhat often.

Exhibit 25: Cell Phone Function Usage in the Population



5.1.1 By Segment

The segments varied some in how likely they were to make use of the multimedia capabilities of cell phones. Exhibit 26 shows the four most common cell phone capabilities by segment.

Exhibit 26: Use of Common Cell Phone Capabilities by Segment

	Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
text message	30%	26%	20%	27%	26%
photos	20%	19%	17%	21%	23%
internet	11%	10%	5%	12%	10%
email	11%	12%	3%	2%	10%

Insulated people—characterized by awareness of the Census but little familiarity with it—are least likely to use cell phones to text, take photos, use the internet or email. The use of text messages, though, is fairly common in all five groups, and text messages may present an interesting avenue for messaging or communicating with the public about the Census.

5.1.2 By Race

American Indians are much less likely to report using text messaging than are members of other minority groups. Asians, on the other hand are the most likely to report using this function. This is consistent with Asians' high rate of agreement with "I prefer to do everything online". This group in particular may be effectively targeted with messaging campaigns that use advanced technology to communicate messages.

Exhibit 27: Use of Common Cell Phone Capabilities by Race

	Hispanic	American Indian	Asian	Black	White
text message	24%	8%	34%	22%	28%
photos	21%	12%	22%	17%	21%
internet	13%	10%	4%	10%	10%
email	9%	12%	18%	9%	10%

5.2 Newspaper

The newspaper has been a common means of communication with all kinds of audiences for more than a century, and the CBAMS data show that 48% of Americans still read the paper online or in physical form every day while 86% of people look at a paper at least once a week.

5.2.1 By Segment

But as the distribution of information changes, some people are choosing to get their news from other outlets. While there were no significant differences between proportions of segments that said they read the paper every day, 22% of Unacquainted people never read a newspaper. A non-trivial part of this less-informed segment cannot be effectively reached via newspaper either online or in physical form. It seems that this segment is most likely to get its news from local news TV programs (see below).

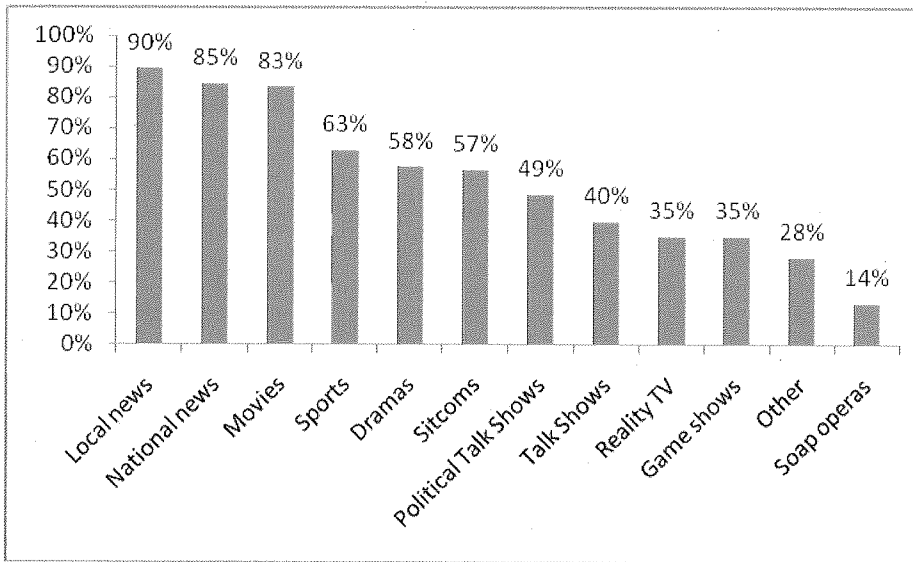
5.2.2 By Race

Black (46%) and White (51%) people are more likely to report reading the newspaper every day than are Hispanic, American Indian, or Asian people. Hispanic people in particular report reading the paper significantly less often; 15% report never looking at a newspaper.

5.3 Television

Television continues to be a very popular medium. 92% of people report watching at least an hour a day, and 29% of people report watching four or more hours of TV a day. News and movies are the most popular show types by far (Exhibit 28).

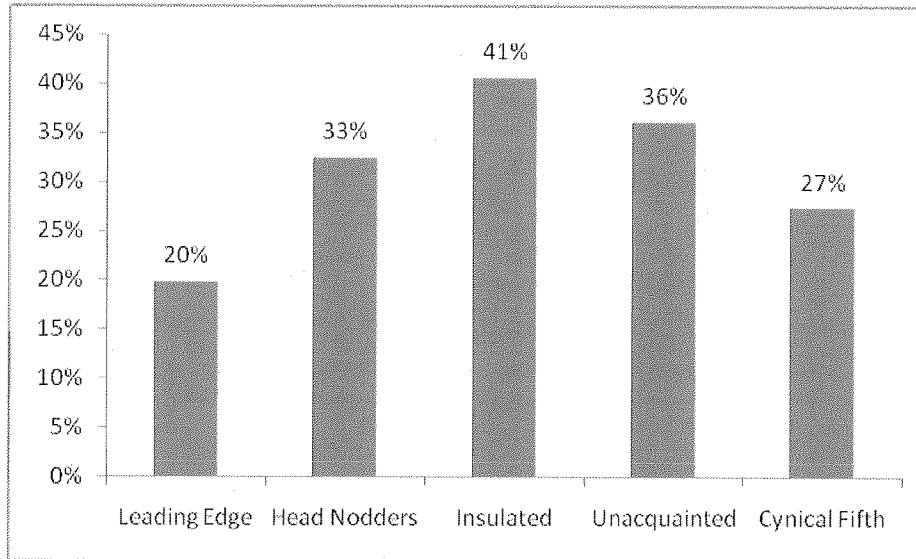
Exhibit 28: Types of Shows Watched by TV Watchers



5.3.1 By Segment

All segments report watching television. The Insulated was also quite likely to report watching four or more hours of television (41%). Exhibit 28 shows that Leading Edge respondents were the least likely to report being heavy television watchers (four or more hours a day) but the three next most approachable segments: Head Noddors, Insulated, and Unacquainted are all quite reachable via this medium.

Exhibit 29: Proportion of Each Segment Watching Four or More Hours of TV Daily



The most popular show type in every segment was the local news. The rest of the ranking of show types by popularity within segments is also quite similar (Exhibit 29). Local news, national news, movies, and sports make up the top four most popular show types in each segment. However, the Leading Edge profile of less popular shows is somewhat different from the profiles rest of the segments. The Leading Edge prefers dramas to sitcoms (Difference=4%) and is much less likely to report watching talk shows than any other segments (Minimum Difference=10%). Unacquainted, on the other hand, tends to watch more game shows than any of the other segments (Minimum Difference=10%). These types of shows in particular might offer an opportunity for messaging campaigns focused on awareness of the Census.

Exhibit 30: TV Show Types by Popularity by Segment³

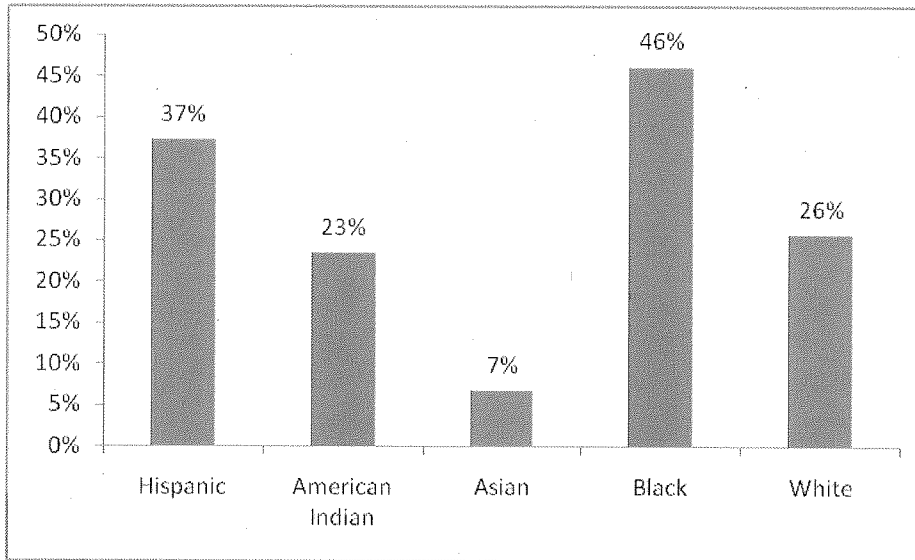
Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
Local news	Local news	Local news	Local news	Local news
Movies	National news	National news	Movies	National news
National news	Movies	Movies	National news	Movies
Sports	Sports	Sports	Sports	Sports
Dramas	Sitcoms	Sitcoms	Game shows	Dramas
Sitcoms	Dramas	Political Talk Shows	Talk Shows	Sitcoms
Political Talk Shows	Political Talk Shows	Dramas	Dramas	Political Talk Shows
Other	Talk Shows	Talk Shows	Sitcoms	Talk Shows
Game shows	Reality TV	Reality TV	Political Talk Shows	Game shows
Reality TV	Game shows	Game shows	Reality TV	Reality TV
Talk Shows	Other	Soap operas	Soap operas	Other
Soap operas	Soap operas	Other	Other	Soap operas

³ Maximum observed margin of error for 95% CI: Leading Edge: +/-5% Head Nodders: +/-5% Insulated: +/-11% Unacquainted: +/-11% Cynical Fifth; +/-7%

5.3.2 By Race

Overall, Asians report somewhat less television watching than do other ethnic groups. While 41% of Asians watch three hours of television a day, they are much less likely than other groups to report watching more than that (Exhibit 31). Again, Asians seem to have a different media profile, more focused on the internet and text messaging.

Exhibit 31: Proportion of Each Race Group Watching Four or More Hours of TV Daily



American Indians are quite a bit less likely to watch national news (60% compared to 84% for Whites) and report watching more reality television and sitcoms than other groups. Preference for political talk shows varies considerably among race groups from 36% watching among American Indians to 63% watching among Blacks.

Exhibit 32: TV Show Types by Popularity by Race⁴

Hispanic	American Indian	Asian	Black	White
Local news	Local news	Local news	Local news	Local news
National news	Movies	National news	National news	Movies
Movies	Sitcoms	Movies	Movies	National news
Sports	Sports	Sports	Sports	Sports
Sitcoms	National news	Dramas	Political Talk Shows	Dramas
Talk Shows	Reality TV	Sitcoms	Dramas	Sitcoms
Dramas	Political Talk Shows	Talk Shows	Sitcoms	Political Talk Shows
Reality TV	Dramas	Political Talk Shows	Talk Shows	Talk Shows
Game shows	Game shows	Other	Game shows	Reality TV
Political Talk Shows	Talk Shows	Reality TV	Reality TV	Game shows
Soap operas	Other	Game shows	Other	Other

5.3.3 Summary: Television

Most of America watches television, and most of America watches a lot of television, although Asians report watching slightly less than other groups. The consistently most watched show is the local news, followed by movies, national news, and sports. There is substantial variation in reported television show profiles among both segments and race groups. In particular, game shows and talk shows are popular in the Unacquainted segment, and American Indians report watching more sitcoms than political talk shows.

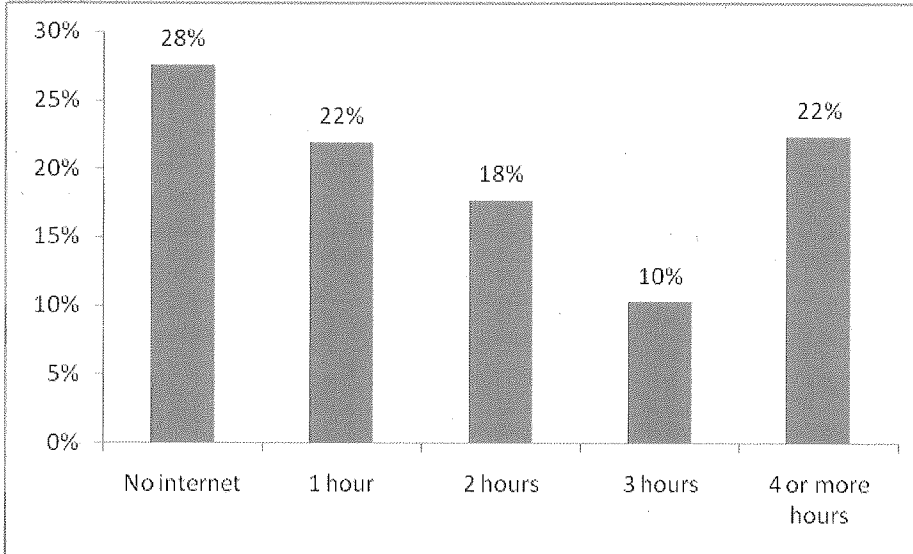
The CBAMS results suggest that there is substantial opportunity for messaging via television and that it may be possible to target specific HTC groups through particular types of television shows.

⁴ Maximum observed margin of error for 95% CI: Hispanic=+/-6% American Indian=+/-8% Asian=+/-9% Black=+/- 6% White=+/-3%

5.4 Internet

Most of the population uses at least some internet every day (72%, Exhibit 31). A fairly large proportion—22%—uses the internet for four or more hours every day.

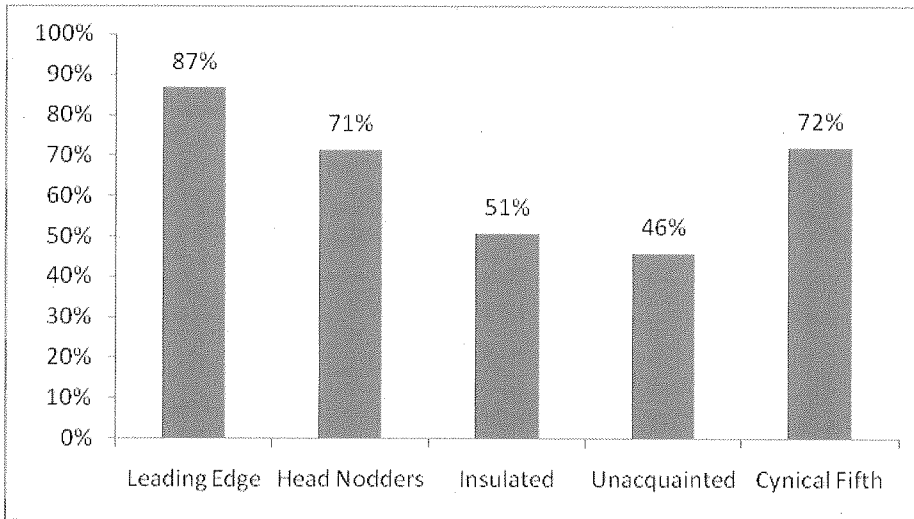
Exhibit 33: Internet Usage



5.4.1 By Segment

While internet usage in general is high, it is much lower in the two segments with the least information about the Census: Insulated and Unacquainted (Exhibit 33).

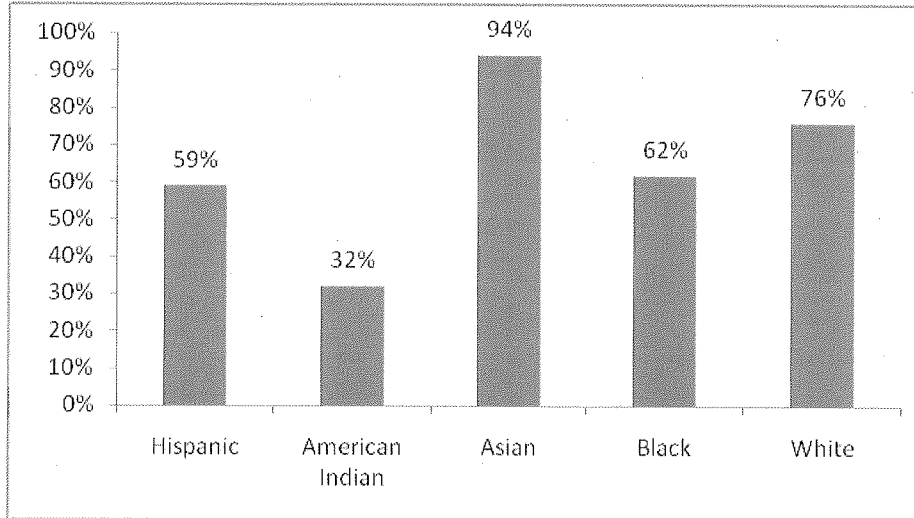
Exhibit 34: Proportion Using the Internet at Least One Hour Per Day by Segment



5.4.2 By Race

Exploring internet usage by race provide further evidence that Asians prefer advanced media. 94% of Asians use the internet at least one hour every day. This group also showed high rates of text messaging and relatively low rates of television viewing. American Indians, on the other hand are not particularly accessible through the internet.

Exhibit 35: Proportion Using the Internet at Least One Hour Per Day by Race



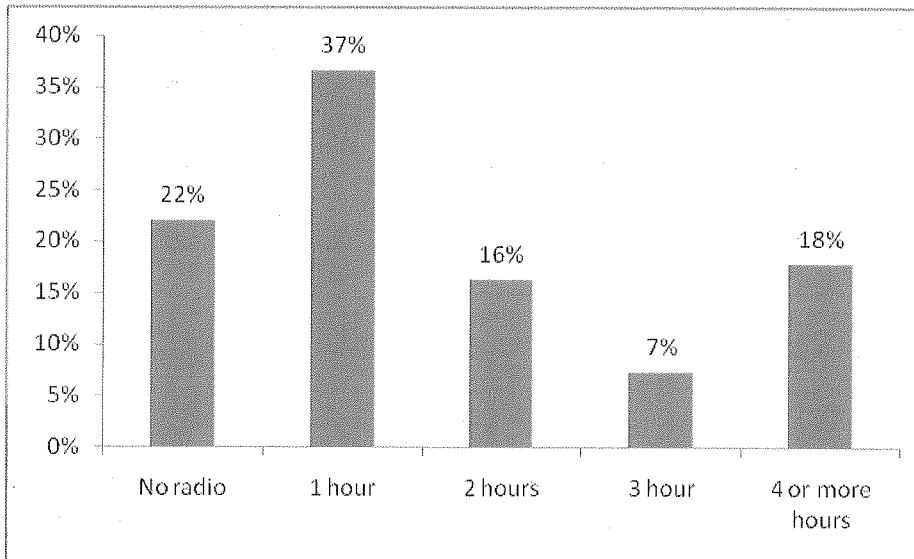
5.4.3 Summary: Internet

Internet usage is high. The relatively large proportion of people reporting being on the internet four or more hours a day highlights the need to consider that many people may be using the internet as a part of their eight hour workdays. While the rate of internet usage is high, it is much lower in less Census-familiar segments than in the general population. Again, the Asian population is quite technologically sophisticated while American Indians report relatively little internet use.

5.5 Radio

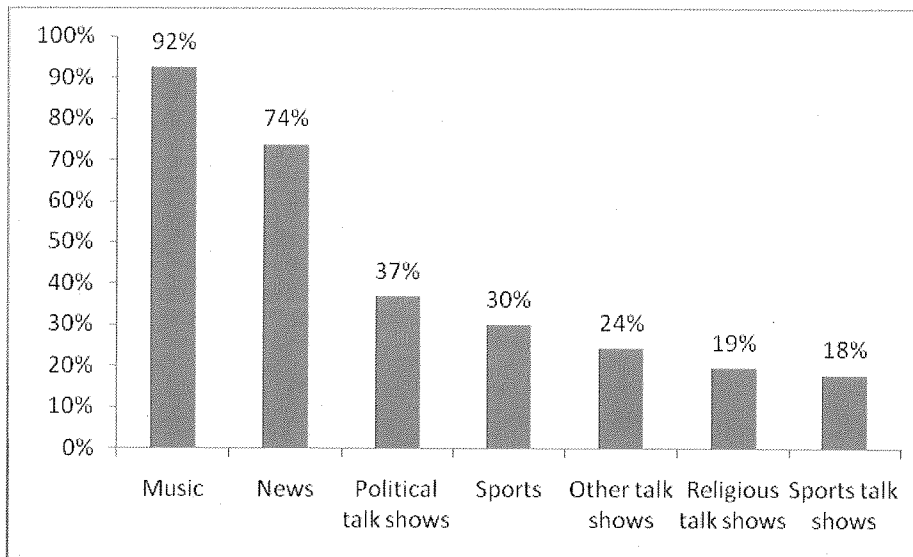
Most people listen to at least some radio during the day (Exhibit 36).

Exhibit 36: Radio listening



Music is by far the most popular type of radio show followed by news. Much smaller proportions of the population say they listen to talk shows or sports programs.

Exhibit 37: Types of Shows Consumed by Radio Listeners



5.5.1 By Segment

In general, all the segments except the Insulated segment listen to the radio at about the same rate. Only 57% of the Insulated group listens to at least one hour of radio a day compared to 78% of the population generally. When they do listen, however, they tend to prefer the same types of shows as all the segments, music and news (Exhibit 38).

Exhibit 38: Radio Show Popularity by Segment⁵

Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
Music	Music	Music	Music	Music
News	News	News	News	News
Sports	Sports	Sports	Sports	Sports
Sports talk shows	Sports talk shows	Sports talk shows	Sports talk shows	Sports talk shows
Political talk shows	Political talk shows	Political talk shows	Political talk shows	Political talk shows
Religious talk shows	Religious talk shows	Religious talk shows	Religious talk shows	Religious talk shows
Other talk shows	Other talk shows	Other talk shows	Other talk shows	Other talk shows

5.5.2 By Race

Rate of radio listening is especially high among American Indians (92%). Radio may be a good way to reach this group, especially since they report less TV watching and internet and cell phone use than the general population. Again, music and news programs are the most popular in this group and all other ethnic groups. For American Indians in particular, non-sports and non-political talk shows are somewhat popular (34%).

Exhibit 39: Radio Show Popularity by Race⁶

Hispanic	American Indian	Asian	Black	White
Music	Music	Music	Music	Music
News	News	News	News	News
Sports	Sports	Other talk shows	Religious talk shows	Political talk shows
Political talk shows	Other talk shows	Political talk shows	Political talk shows	Sports
Sports talk shows	Religious talk shows	Sports	Sports	Other talk shows
Other talk shows	Political talk shows	Religious talk shows	Other talk shows	Sports talk shows
Religious talk shows	Sports talk shows	Sports talk shows	Sports talk shows	Religious talk shows

⁵ Maximum observed margin of error for 95% confidence interval: Leading Edge=+/-3% Head Nodders=+/-2% Insulated=+/-6% Unacquainted=+/-8% Cynical Fifth=+/-4%

⁶ Maximum observed margin of error for 95% confidence interval: Hispanic=+/-6% American Indian=+/-10% Asian=+/-7% Black=+/-7% White=+/-2%

5.5.3 Summary: Radio

Radio listening is popular and the types of preferred programs—music and news—are consistent across all target groups. Radio represents a potential channel for reaching American Indians. Almost all American Indians report listening to at least an hour a day, and this group is low in their reported consumption of other media.

5.6 An Important Note about Message Format

None of the recommendations report considers the cost, reach/frequency; spill in/out, audience composition, non-message characteristics, etc. of the media. Claimed media exposure and actual media exposure are sometimes quite different. Results here reflect the best conclusions from the available data.

5.7 Summary: Message Format

Rates of internet, television, radio, and newspaper consumption are all generally high. 27% of the population also uses their cell phones for text messaging. The Insulated segment may be somewhat more difficult to reach than other attitudinal segments, since they report less text message, newspaper, and radio consumption. The best way to reach this group may be through television. Also particularly difficult to reach via newspaper is the Unacquainted segment. Messages targeted at these two unfamiliar groups may be most effective in a television format.

Consistent with the observation that the Cynical Fifth doesn't have a strong association with any American subculture, they don't have a strong media profile. They tend to be comparable to the two most positive segments—Head Noddors and Leading Edge—in their media consumption and preferences.

The media usage analysis revealed strong profiles of certain HTC populations that may be quite useful in targeting specific groups. In particular, the media usage analysis reveals that American Indians are low users of text messaging, internet, and televisions, but that radio penetration in this group is exceptionally high. In contrast, Asians are the lowest users of television, but they are very high users of the internet and text messaging. This is consistent with the observation from the attitudinal survey data that Asians would prefer to complete the Census online. Hispanics may be particularly hard to reach through conventional media; they are low users of newspapers, television, and the internet.

5.8 Sources of Information

The CBAMS survey contained questions about respondents' trusted sources of information. The results are coded on a five point scale on which 1 is low importance as a trusted source of information and 5 is high importance. Exhibits 40 and 41 show the results on these questions by segment and race. From the figures, it is clear that the groups tended to be very similar in the degree to which they were willing to trust various sources of information. The biggest difference between segments was in trust of government sources, highest among Head Noddors and lowest among the Cynical Fifth. The least variation was in trust of ethnic organizations, which was low for all segments.

Exhibit 40: Trusted Sources of Information by Segment⁷

	Total	Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
Friends/Family	3.61	3.34	3.82	3.86	3.60	3.47
Newspaper	3.53	3.55	3.82	3.37	3.00	3.12
TV	3.39	3.27	3.64	3.68	3.13	3.03
Radio	3.12	3.10	3.35	2.90	2.78	2.87
Internet	3.04	3.32	3.03	2.46	2.59	3.02
Talk Shows	2.72	2.47	2.99	2.86	2.61	2.47
Govt.	2.52	2.48	2.95	2.08	2.05	1.99
Leaders	2.45	2.42	2.81	2.33	1.93	1.97
Church	2.41	2.11	2.73	2.62	2.52	2.03
Town Hall	2.18	2.17	2.44	2.17	1.83	1.76
Neighborhood	2.14	1.88	2.45	2.02	1.75	2.06
Military Orgs.	2.12	1.79	2.46	1.99	2.21	1.85
AARP	1.92	1.68	2.20	2.02	1.75	1.66
Unions	1.55	1.34	1.78	1.47	1.41	1.44
Ethnic Orgs.	1.43	1.22	1.62	1.54	1.36	1.31
Celebrities	1.28	1.14	1.36	1.20	1.70	1.19

⁷ Maximum margin of error for a 95% confidence interval: Leading Edge= \pm 0.16 Head Nodder= \pm 0.19 Insulated= \pm 0.41 Unacquainted= \pm 0.45 Cynical Fifth= \pm 0.23

Race groups varied somewhat more in their trusted sources of information. Again, groups varied most in the degree to which they trusted the internet for information about the Census. Most consistent across race groups was reliance on friends and family, which was high in all groups.

Exhibit 41: Trusted Source of Information by Race⁸

	Total	Hispanic	White	Black	American Indian	Asian
Friends/Family	3.61	3.63	3.58	3.76	3.74	3.74
Newspaper	3.53	3.24	3.55	3.61	3.08	3.95
TV	3.39	3.76	3.29	3.67	3.05	3.46
Radio	3.12	3.21	3.04	3.44	2.69	3.17
Internet	3.04	2.79	3.05	3.00	1.97	3.91
Talk Shows	2.72	2.81	2.60	3.11	2.34	3.11
Govt.	2.52	2.26	2.48	3.08	2.13	2.81
Leaders	2.45	2.19	2.44	2.96	1.90	2.32
Church	2.41	2.35	2.30	3.33	1.86	2.32
Town Hall	2.18	1.83	2.18	2.80	1.67	2.01
Neighborhood	2.14	1.94	2.13	2.55	2.16	2.01
Military Orgs.	2.12	1.81	2.15	2.34	1.66	2.13
AARP	1.92	1.69	1.86	2.64	1.94	1.52
Unions	1.55	1.56	1.47	2.06	1.47	1.50
Ethnic Orgs.	1.43	1.49	1.25	2.41	1.42	1.53
Celebrities	1.28	1.59	1.18	1.55	1.30	1.27

⁸ Maximum observed margin of error for a 95% confidence interval: Hispanic=+/-0.35 White=+/-0.12 Black=+/-0.31 American Indian=+/-1.14 Asian=+/-0.86

6 APPENDICES

6.1 Appendix A: Segment Tables

Segment Tables

Knowledge

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%	
Sample size	4064	2621	1061	1560	388	340	715	
Awareness	%	%	%	%	%	%	%	
Track changes	93	96	97	95	73	.	90	
Future planning	89	92	96	90	62	.	87	
Count of citizens and non-cit	76	78	76	78	60	.	75	
Congressional rep	76	79	93	71	41	.	75	
Allocation of money	75	79	88	74	40	.	70	
Misperceptions								
Unemployment rate	61	64	46	76	48	.	54	
State income tax	39	40	23	51	24	.	40	
Property taxes	37	39	21	51	21	.	36	
Locate people	36	37	15	51	29	.	35	
Police and FBI	28	28	6	42	28	.	27	

Importance of Participation

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Importance of Participation (B5)							
Top 2 Box	92	99	99	98	89		71
Very important	56	69	74	65	49		14
Somewhat important	36	30	25	33	40		57
Not too important	5	1	1	1	7		17
Not at all important	2	0	0		2		9
Favorability (C2)							
Top 2 Box	61	74	81	70	57		19
Highly favorable	33	43	45	42	24		2
Moderately favorable	28	31	36	28	33		17
Neutral	33	25	19	29	38		63
Not too favorable	2	0	0	0	3		8
Rather unfavorable	2	0	0	0	0		9

Knowledge of Enumerator

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	41%	26%	41%	6%	7%	19%
Sample size	4064	2621	1560	1061	1560	388	340	715
Awareness of Enumerator Visit (C6)	%	%	%	%	%	%	%	%
Yes	48	53	50	56	50	33	.	37
No	50	46	49	42	49	63	.	61
Don't know	2	1	1	2	1	5	.	2
Comfort with Enumerator (C7)								
Top 2 Box	61	68	64	73	64	48	.	38
Very comfortable	25	30	26	34	26	15	.	11
Somewhat comfortable	36	38	38	39	38	33	.	27
Somewhat uncomfortable	23	20	21	20	21	32	.	27
Very uncomfortable	16	11	14	5	14	18	.	32

Likelihood to Participate, Recommend

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Likelihood to Participate in Census (A4/B1)	%	%	%	%	%	%	%
Top 2 Box	86	95	97	93	87	57	62
Definitely will	52	66	76	59	43	21	16
Probably will	34	29	21	34	44	36	46
Might or might not	7	3	1	4	8	12	22
Probably will not	4	1	0	2	3	12	12
Definitely will not	3	1	1	1	2	19	5
Likelihood to Recommend (B3)							
Top 2 Box	74	88	89	86	67		29
Definitely will	40	52	61	45	24		3
Probably will	34	36	28	41	43		26
Might or might not	14	9	7	11	19		29
Probably will not	9	2	2	2	10		31
Definitely will not	3	1	1	1	2		10

Civic Participation

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	41%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715	
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Church or other religious org	61	64	66	64	56	38	57	
School group or comm association	32	36	42	33	36	11	25	
Blood drive	20	22	27	19	18	9	17	
Service of civic org	13	15	17	14	9	4	11	
Other org	23	24	30	19	21	11	25	
Vote in elections (Always/Almost always)	68	73	80	68	67	32	68	

Community Stakedness

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Community Stakedness (Strongly agree/Agree)	%	%	%	%	%	%	%
Feel part of comm.	80	83	87	81	85	68	70
Miss neighborhood if move	72	75	77	74	80	52	66
Know neighbors	72	74	76	73	76	53	69
Lived at Address							
Less than 1 year	10	9	7	11	7	23	8
1-3 years	23	22	18	25	18	23	25
4-7 years	18	19	21	17	13	19	16
8-10 years	10	10	11	9	8	6	10
More than 10 but not whole life	36	36	40	34	49	27	38
All of my life	3	3	4	3	5	1	3

Census 2000

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Recall Receiving Form (K1)	%	%	%	%	%	%	%
Yes	47	54	62	48	30	9	43
No	51	44	36	49	66	88	53
Don't know	2	2	1	3	4	3	3
Segment size	103M	77%	35%	42%	4%	1%	18%
Sample size	2024	1575	747	828	122	24	303
Did You Complete Form (K1a)	%	%	%	%	%	%	%
Yes	94	97	98	96	89	.	82
No	4	1	1	2	9	.	13
Completed during a personal visit	1	0	0	1	0	.	1
Don't know	2	1	1	2	2	.	4

Household Characteristics

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Own or Rent	%	%	%	%	%	%	%
Rent	29	26	15	33	29	58	27
Own	67	70	83	62	66	39	68
Number of People in Household							
1	14	13	12	13	24	15	13
2	33	35	37	34	29	21	32
3	19	19	19	19	23	24	19
4	20	20	20	21	11	17	21
5	8	7	6	8	7	12	6
6+	5	4	5	4	5	10	8
Children at Home							
Yes	33	34	34	34	22	38	31

Race/Ethnicity

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	41%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715	
Born in the United States	%	%	%	%	%	%	%	%
Yes	87	89	93	86	87	56	91	
No	12	10	6	13	13	42	8	
Language is Spoken in Household								
English	89	92	97	89	82	62	93	
Spanish	6	5	1	7	12	24	3	
An Asian or Pacific Islander language	1	0	1	0	2	5	1	
Other	2	2	0	3	2	6	2	
Refused	1	1	1	1	2	3	1	
Race/Origin								
Hispanic	13	11	7	14	21	32	11	
NH white	68	72	82	66	56	41	68	
NH black	11	10	5	13	16	13	12	
NH AIAN	1	0	0	0	1	2	1	
NH API	5	5	3	5	3	9	4	
NH other	1	1	0	1	2	2	3	
Refused	1	1	2	1	1	1	1	

Demographics

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Sex	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Male	48	48	59	41	31	54	53
Female	52	52	41	59	69	46	47
Age Group							
18-24	12	11	6	14	6	30	12
25-34	17	17	15	18	12	17	22
35-44	18	19	21	17	19	11	17
45-54	19	21	24	20	15	8	18
55-64	14	15	16	15	13	4	13
65 or older	20	18	18	17	35	31	18
Marital Status							
Now married	55	58	66	53	45	42	53
Widowed	6	5	3	6	19	8	6
Divorced	12	13	13	13	9	6	11
Separated	2	2	1	3	4	4	3
Never married	23	21	16	24	22	40	26

Demographics, cont.

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Income							
Less than \$25,000	20	16	8	22	29	41	21
\$25,000 to less than \$50,000	21	23	14	28	21	16	18
\$50,000 to less than \$75,000	16	19	22	16	10	5	16
\$75,000 or more	23	27	40	18	14	5	22
Don't know	8	6	2	8	8	23	8
Refused	12	11	13	9	18	11	14
Educational Attainment							
Less than grade school	2	1	0	1	5	8	1
Less than high school	12	10	2	15	25	27	9
High school graduate	30	28	25	31	26	41	32
Some college	28	28	25	30	26	12	35
College graduate	18	21	30	16	8	8	16
Post graduate	9	10	17	5	8	4	6

Information Sources – Depend On

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.1</u>	<u>Segment 1.2</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	41%	26%	6%	7%	19%
Sample size	4064	2621	1560	1061	388	340	715
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Friends or family	84	86	87	84	86	79	81
Newspapers	81	85	86	84	75	63	75
Television	80	82	83	82	86	66	75
Radio	73	77	76	78	65	58	70
Internet or websites	66	69	64	77	46	51	66
TV or radio talk shows	63	65	69	60	64	53	58
Government officials	53	62	64	58	39	34	36
Local or community leaders	52	59	60	57	42	31	37
Neighborhood business or place	45	48	52	41	31	28	47
Religious leaders or church	45	47	53	39	49	44	36
Local town hall meetings	41	46	46	45	35	35	29
Military or veterans orgs	36	38	43	29	30	35	31
AARP	32	34	38	28	34	26	26
Unions or union leaders	21	22	26	17	16	14	19
Ethnic or race-based orgs	16	17	21	10	19	12	11
Entertainers or celebrities	13	13	17	8	10	24	10
Some other source	10	11	8	15	7	6	10

Information Sources - Importance

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Newspapers	75	78	73	82	73	77	61
Internet or websites	74	75	72	78	77	75	69
Military or veterans orgs	73	75	59	82	72	91	58
Religious leaders or church	73	73	64	77	80	86	65
Some other source	72	72	68	78	83	60	73
Friends or family	72	72	61	78	78	74	68
Television	69	71	61	78	70	76	56
Radio	67	70	61	77	64	67	56
Local town hall meetings	65	68	56	75	76	40	55
Government officials	63	63	51	70	65	68	59
AARP	63	64	48	72	71	61	53
Local or community leaders	61	61	48	70	69	68	50
Ethnic or race-based orgs	60	62	36	70	57	60	53
TV or radio talk shows	59	61	52	67	61	69	47
Unions or union leaders	58	61	32	73	53	76	43
Neighborhood business or place	51	52	34	61	78	49	42
Entertainers or celebrities	34	29	20	31	51	64	23

Top 5 - Importance

<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>
75-Newspapers	78-Newspapers	73-Newspapers	82-Military or veterans orgs
74-Internet or websites	75-Internet or websites	72-Internet or websites	82-Newspapers
73-Military or veterans orgs	75-Military or veterans orgs	68-Some other source	78-Friends or family
73-Religious leaders or church	73-Religious leaders or church	64-Religious leaders or church	78-Internet or websites
72-Some other source	72-Some other source	61-Friends or family	78-Some other source
	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
	83-Some other source	91-Military or veterans orgs	73-Some other source
	80-Religious leaders or church	86-Religious leaders or church	69-Internet or websites
	78-Friends or family	77-Newspapers	68-Friends or family
	78-Neighborhood business or pl	76-Television	65-Religious leaders or church
	77-Internet or websites	76-Unions or union leaders	61-Newspapers

Media Usage

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
Radio Use	%	%	%	%	%	%	%
None	22	19	18	19	43	26	23
1-4	65	68	72	66	49	62	61
5-9	8	8	6	9	6	5	12
10+	4	4	3	5	2	4	3
TV Use							
None	8	8	11	6	5	12	8
1-4	74	75	77	74	70	61	74
5-9	14	13	11	14	21	20	13
10+	4	3	1	5	4	6	4
Internet Use							
None	27	22	13	28	49	54	28
1-4	57	62	70	56	39	39	54
5-9	12	12	13	12	9	3	14
10+	3	2	3	2	2	4	4

Radio Usage

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	170M	70%	28%	42%	5%	7%	19%
Sample size	2904	1975	807	1168	231	185	513
Type of Programming	%	%	%	%	%	%	%
Music	92	93	90	95	94	97	88
News	74	75	77	74	76	60	73
Political talk	37	38	41	35	43	22	36
Sports	30	31	30	31	25	31	27
Other talk	24	25	28	23	19	17	24
Religious talk	19	20	16	23	27	20	15
Sports talk	18	18	18	19	25	16	14
Top 3 Types							
Music	38	37	35	39	38	43	38
News	28	28	29	28	27	29	29
Political talk	12	12	14	11	15	7	13
Sports	9	10	10	10	7	9	9
Religious talk	6	6	5	6	6	7	5
Sports talk	3	3	4	3	2	3	3
Other talk	3	3	4	3	4	1	3

TV Usage

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	201M	67%	26%	41%	7%	7%	19%
Sample size	3771	2447	979	1468	359	301	658
Type of Show	%	%	%	%	%	%	%
Local news	90	90	85	93	89	91	87
National news	85	86	81	89	85	86	79
Movies	84	84	82	86	82	89	79
Sports	63	64	65	64	60	62	60
Dramas	58	61	61	60	44	44	57
Sitcoms	57	59	57	60	54	43	55
Political talk	49	51	51	51	48	36	45
Talk shows	40	40	27	48	43	46	37
Reality TV	35	35	28	39	38	36	34
Game shows	35	34	31	35	37	47	35
Other	28	31	37	28	22	16	24
Soap operas	14	12	7	15	22	28	10

E Factors

	<u>Grand Total</u>	<u>Segment 1</u>	<u>Segment 1.2</u>	<u>Segment 1.1</u>	<u>Segment 3</u>	<u>Segment 0</u>	<u>Segment 2</u>
Segment size	220M	67%	26%	41%	6%	7%	19%
Sample size	4064	2621	1061	1560	388	340	715
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Duty	85	92	91	92	83	.	64
Important to count everyone	94	98	100	97	95	.	80
Civic responsibility	87	94	96	92	83	.	66
Let govt know my comm needs	83	89	89	90	76	.	63
Pride of who I am	77	85	79	89	79	.	47
Hackers Could Obtain	71	67	68	66	72	.	86
Trust	69	75	77	75	55	.	50
Answers cant be used against	78	82	88	78	68	.	67
Confidentiality can be trusted	76	84	86	84	60	.	50
Info will be misused (bottom)	73	81	87	78	56	.	51
No other govt agency sees	48	54	47	58	35	.	32
Never See Results	36	28	22	33	41	.	63
Prefer Online	27	27	30	24	12	.	34
Skepticism	18	11	7	13	25	.	43
Info will be misused	24	17	12	20	32	.	46
Takes too long	22	14	12	16	27	.	49
Govt already has pers info	22	12	6	15	33	.	54
Doesnt matter if I fill out	17	8	4	10	19	.	47
Invasion of privacy	15	9	5	11	24	.	36
Prefer to stay out of sight	10	4	3	5	14	.	28
English Speaking Only	6	5	2	8	11	.	8

6.2 Appendix B: Race Tables

Race Tables



DRAFTFCB for

plum



draftfcbraceethnicityrace globalhue globalhue latino

g&g

jack morton

allied media

Importance of Participation

	<u>Grand Total</u>	Non Hispanic					
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	<u>Other</u>
Segment size	204M	12%	70%	11%	1%	4%	1%
Sample Size	3724	379	2420	475	161	185	59
Importance of Participation (B5)	%	%	%	%	%	%	%
Top 2 Box	92	94	92	93	55	97	85
Very important	56	56	56	65	38	49	41
Somewhat important	36	38	36	28	17	48	44
Not too important	5	5	5	5	34	3	2
Not at all important	2	1	2	2	10	0	7
Favorability (C2)							
Top 2 Box	61	67	61	65	45	46	64
Highly favorable	33	36	33	38	23	28	22
Moderately favorable	28	31	28	27	22	18	42
Neutral	33	31	34	30	44	47	28
Not too favorable	2	2	2	3	1	1	1
Rather unfavorable	2	0	2	1	5	7	7
Don't know	1	1	1	0	6	0	.

Knowledge of Enumerator

	<u>Grand Total</u>	Non Hispanic				
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>A/IAN</u>	<u>API</u>
Segment size	204M	12%	70%	11%	1%	4%
Sample Size	3724	379	2420	475	161	185
Awareness of Enumerator Visit (C6)	%	%	%	%	%	%
Yes	48	42	50	44	64	39
No	50	56	48	55	36	54
Don't know	2	2	1	1	0	7
Comfort with Enumerator (C7)						
Very comfortable	25	29	24	22	31	28
Somewhat comfortable	36	33	37	37	8	20
Somewhat uncomfortable	23	22	23	21	10	22
Very uncomfortable	16	14	14	19	51	24

Likelihood to Participate, Recommend

	<u>Grand Total</u>	Non Hispanic					<u>Other</u>
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	
Segment size	220M	13%	68%	11%	1%	5%	1%
Sample Size	4064	460	2489	516	184	304	64
Likelihood to Participate in Census (A4/B1)	%	%	%	%	%	%	%
Top 2 Box	86	83	86	84	87	68	80
Definitely will	52	50	52	54	23	39	44
Probably will	34	33	34	30	64	29	36
Might or might not	7	8	8	5	2	9	16
Probably will not	4	4	3	5	3	22	4
Definitely will not	3	5	2	6	7	1	
Segment size	204M	12%	70%	11%	1%	4%	1%
Sample Size	3724	379	2420	475	161	185	59
Likelihood to Recommend (B3)							
Top 2 Box	74	79	73	75	76	72	63
Definitely will	40	45	39	42	36	36	28
Probably will	34	34	34	33	40	36	35
Might or might not	14	12	14	13	9	17	21
Probably will not	9	6	10	7	7	8	10
Definitely will not	3	2	3	4	8	3	2

Census 2000

	<u>Grand Total</u>	Non Hispanic					<u>Other</u>
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	
Segment size	220M	13%	68%	11%	1%	5%	1%
Sample size	4064	460	2489	516	184	304	64
Recall Receiving Form (K1)	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Yes	47	34	50	44	62	36	49
No	51	63	47	54	37	63	49
Don't know	2	4	2	2	1	2	1
Segment size	103M	10%	73%	10%	1%	4%	1%
Sample size	2024	146	1440	253	65	59	34
Did You Complete Form (K1a)							
Yes	94	86	95	91	62	96	96
No	4	11	3	7	33	2	4
Completed during a personal visit	1	1	0	1	0	2	.
Don't know	2	3	2	1	4	0	.

Demographics

	<u>Grand Total</u>	Non Hispanic					
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	<u>Other</u>
Segment size	220M	13%	68%	11%	1%	5%	1%
Sample size	4064	460	2489	516	184	304	64
Sex	%	%	%	%	%	%	%
Male	48	53	48	40	78	48	73
Female	52	47	52	60	22	52	27
Age Group							
18-24	12	11	10	14	1	39	11
25-34	17	19	17	13	48	19	38
35-44	18	19	19	17	9	11	3
45-54	19	17	20	21	17	18	15
55-64	14	12	14	17	6	5	22
65 or older	20	22	20	18	19	8	11
Marital Status							
Now married	55	52	59	41	56	54	31
Widowed	6	5	7	7	12	1	13
Divorced	12	12	12	16	8	2	2
Separated	2	6	1	6	0	0	1
Never married	23	24	21	30	23	38	52

Media Usage

Segment size	Grand Total	Non Hispanic					Other
		Hispanic	White	Black	AIAN	API	
220M		13%	68%	11%	1%	5%	1%
Sample size	4064	460	2489	516	184	304	64
Radio Use	%	%	%	%	%	%	%
None	22	24	21	22	9	30	20
1-4	65	63	66	65	57	62	56
5-9	8	10	8	9	29	7	7
10+	4	2	4	3	5	0	17
TV Use							
None	8	3	9	6	0	11	30
1-4	74	75	75	61	67	84	54
5-9	14	17	12	20	33	5	16
10+	4	5	3	11	0	0	1
Internet Use							
None	27	41	24	37	71	7	35
1-4	57	46	61	42	26	76	45
5-9	12	11	12	15	1	5	6
10+	3	2	2	3	2	11	14
Don't Know	1	.	0	3	.	.	.

TV Usage

Segment size	Grand Total	Non Hispanic					Other
		Hispanic	White	Black	AJIAN	API	
201M	201M	14%	68%	11%	1%	5%	1%
Sample size	3769	438	2298	496	168	275	58
Type of Show	%	%	%	%	%	%	%
Local news	90	93	88	95	98	86	86
National news	85	87	83	89	70	82	93
Movies	84	82	84	87	93	80	86
Sports	63	65	61	72	52	71	56
Dramas	58	47	59	63	21	68	33
Sitcoms	57	49	58	55	72	61	73
Political talk	49	41	47	63	32	55	80
Talk shows	40	47	36	54	37	57	21
Reality TV	35	42	33	40	30	32	27
Game shows	35	41	33	47	41	15	28
Other	28	18	30	32	11	33	60
Soap operas	14	32	9	23	8	7	15

TV Usage, cont.

	<u>Grand Total</u>	Non Hispanic					<u>Other</u>
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	
Segment size	201M	14%	68%	11%	1%	5%	1%
Sample size	3769	438	2298	496	168	275	58
Top 3 Shows	%	%	%	%	%	%	%
Local news	22	25	21	23	31	18	19
National news	17	17	16	15	19	16	19
Movies	12	12	12	10	11	10	14
Sports	11	12	11	10	14	10	5
Sitcoms	8	6	9	5	11	8	9
Other	8	5	9	10	3	9	19
Dramas	7	4	7	8	1	12	1
Reality TV	4	4	4	4	2	4	3
Talk shows	4	5	4	3	1	5	2
Political talk shows	4	2	4	4	5	4	9
Soap Operas	2	5	1	4	1	2	1
Game shows	2	3	2	3	1	1	0

E Factors, cont.

	<u>Grand Total</u>	Non Hispanic					
		<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>AIAN</u>	<u>API</u>	<u>Other</u>
Segment size	204M	12%	70%	11%	1%	4%	1%
Sample size	3724	379	2420	475	161	185	59
	%	%	%	%	%	%	%
Never See Results	36	47	33	45	51	39	42
Prefer Online	27	24	26	20	14	71	42
Skepticism	24	35	21	28	43	17	33
Info will be misused	22	28	20	24	48	32	37
Takes too long	22	31	19	28	21	25	37
Govt already has pers info	17	30	14	19	44	5	17
Doesn't matter if I fill out	15	23	13	21	19	12	40
Invasion of privacy	10	7	10	15	20	2	24
Prefer to stay out of sight	24	35	21	28	43	17	33
English Speaking Only	6	7	6	7	33	2	3

