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C2PO 2010 Census Integrated Communications Research Memoranda Series

No. 12

MEMORANDUM FOR Distribution List

From: Tasha Boone *[signed]*
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Subject: 2010 Census Communications Campaign Creative Copy
 Testing Summary of Results

Attached is a C2PO 2010 Census Integrated Communications Research (ICR) document about the 2010 Census Communications Campaign Creative Copy Testing Summary of Results. This is a high level summary. Look for upcoming memo that is a more detail summary of copy testing results. The purpose of the creative copy testing is to ensure that all messaging developed for the 2010 Census resonates with each respective target audiences.

Attachment

May 28, 2009

2010 Census Communications Campaign
Creative Copy Testing Summary of Results

EXECUTIVE SUMMARY

What?

Creative Copy Testing is one part of a comprehensive Integrated Communications Campaign (ICC) research plan that includes several phases of qualitative and quantitative research conducted over time. The primary purpose of Creative Copy Testing is to ensure that all messaging developed for the 2010 Census resonates with its respective target audiences – specifically, that it enhances respondent knowledge, is relevant, and has the potential to prompt participation.

The respondent feedback obtained from this research will help to identify: 1) key messaging strengths; 2) further actionable opportunities based on additional insights uncovered in the research; and 3) improvements to the current work that have the potential to strengthen the messaging even further. Ultimately, this research will aid in the selection and prioritization of the most effective campaign messages prior to final production.

An additional round of copy testing will potentially be conducted if new messages are developed in response to learnings from this phase of testing and if new messages are developed for additional audiences/languages.

When?

A total of 1,400 interviews were conducted January through March 2009.

Who?

Interviews were conducted among a cross-section of the population. Participants reflected a range of races and ethnicities, hard-to-count and under-counted populations, and a mix of age, gender, marital status, education, income, etc. For each audience, recruitment also included relevant Census Barriers, Attitudes, and Motivators Survey (CBAMS) mindsets (see footnote on next page). Sessions were conducted either in English or in-language with an English translator present.

How?

In order to gauge reactions to campaign messaging in the early stages of development before final production, a total of 114 different messages were exposed in a very “rough” executional format. Creative concepts in the form of video storyboards were used to depict TV. These consisted of illustrated drawings (not live action) with a non-professional “announcer” voiceover. Other print and radio messaging used illustrations or “stock” music and “stock” photography that was not truly reflective of what will ultimately be final music, casting and/or scenery. Creative concepts for all three paid advertising campaign phases: Awareness, Motivation and support for NRFU, were incorporated.

The following provides a summary of results. The Maya Group, who was contracted to conduct this research, will issue a more comprehensive final report in June 2009.

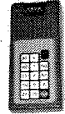
May 28, 2009

DETAILED SUMMARY

Background and Method:

On behalf of the U.S. Census Bureau, Team Census 2010 engaged an independent research company -- Maya Group -- to test creative messaging developed for the 2010 Census communications campaign. Messaging was exposed in a very "rough" executional format that was not reflective of final casting, photography and/or music or voiceovers. Maya Group employed a combination of quantitative and qualitative sessions among targeted respondents across the U.S. and Puerto Rico.

- 56 in-person quali-quant (qualitative and quantitative) sessions using a *handheld electronic data* collection system to quantitatively obtain individual and anonymous responses along with in-depth qualitative follow-up discussions
- 22 qualitative-only, focus groups
- 1,400 total respondents, 78 sessions, 114 messages exposed
- 27 cities in the U.S. and Puerto Rico
- All 12 Census Regional Office areas represented
- Census Bureau HQ staff and external stakeholders were invited to attend
- Conducted January through early March 2009



Sample Composition:

Participants reflected a range of races and ethnicities, hard-to-count and under-counted populations, and a mix of age, gender, marital status, education, income, etc.

- Diverse Mass (diverse mix of races/ethnicities who consume English-language media)
- Black (African American, Black African, Black Caribbean, Haitian (in-language), Bi-Racial Black)
- Hispanic (In-language Cuban, Puerto Rican, Central/South American, Mexican and English-speaking)
- Puerto Rico (In-language urban/rural)
- Asian (In-language Chinese, Vietnamese, Filipino, Cambodian, Korean, Japanese, Asian Indian and Non First Generation English speaking)
- Russian, Polish, Arabic (In-language)
- American Indian
- Alaska Native
- Native Hawaiian and Other Pacific Islanders (US mainland/Hawaii)

Note: For each audience, recruitment included relevant Census Barriers Attitudes and Motivators Survey (CBAMS) mindsets which are Leading Edge, Head Nodders, Insulated, Unacquainted and Cynical Fifth. See CBAMS Analytic Report for more information.¹

Objectives:

- To determine if messages are culturally relevant, improve knowledge, and prompt participation
- To obtain feedback that will help optimize and prioritize messaging prior to production

¹ The primary purpose of CBAMS was to support the development of the Census Integrated Communications Campaign (ICC). In particular, the CBAMS was designed to provide an in-depth understanding of the public's opinions about the 2010 Census. The survey asked questions about Census awareness, intent to participate in the 2010 Census, potential barriers to participation, attitudes and motivators toward the 2010 Census. The addition of this information provided a robust and comprehensive segmentation model to lead us into 2010 and beyond in informing tactical and strategic decisions.

Universal Learnings and Opportunities:

Across all audiences several consistent overarching themes surfaced and common opportunities were uncovered to help optimize the messaging moving forward. These have been grouped into 3 categories:

1. **Messaging Strengths**
2. **Further Actionable Opportunities** based upon insights uncovered in the research
3. **Improvements** that have the potential to strengthen the work even further

MESSAGING STRENGTHS

Attention Getting

- Both the *qualitative and quantitative findings indicate that messages captured attention*, particularly among those who had never heard of the Census or those who only thought of it as a “count” of the population.

Culturally Relevant

- The majority of messages resonated with each of the respective target audiences. Multicultural audiences appreciated the fact that the Census wanted to include them and sought to depict them with cultural sensitivity and, where relevant, in their own language.

Enhanced Favorability

- Overall, messages raised feelings of favorability towards the Census and demonstrated the potential to overcome skeptical attitudes. *Across audiences, data showed that favorability improved substantially on a pre/post exposure basis.*

Raised Level of Knowledge

- There was particular resonance around the idea that *participation is quick and easy (10 questions/10 minutes)*.
- Showing *the actual Census form demystified the Census*, reinforcing its ease as well as safety.
- *Respondents found messages of confidentiality/security reassuring*, especially during NRFU.
- The messages successfully conveyed the fact that *a wide range of benefits are associated with Census and they created the link between these benefits and why participation is important.*

Motivated Participation

- Respondents clearly understood *that receiving benefits is contingent upon participation* and quantitative data as well as the follow-up qualitative discussions indicate that messaging not only prompted them to want to participate, but to also encourage others to do so.
- Depictions of diversity and ‘people from all walks of life’ was highly motivating – *the work felt inclusive* – respondents came away feeling that the Census is everyone’s responsibility and everyone can benefit.

Effective Call to Action

- **“We can’t move forward until you send it back”** worked conceptually well (it created a sense of accountability), and it was empowering. It was seen as a strong motivational call to action that positively aligned with receiving benefits. **‘It’s in our hands’** tagline was appreciated for its reference to personal responsibility, but not as a call to action – this learning served to reinforce the value and strength of “We can’t move forward until you send it back.”

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FURTHER ACTIONABLE OPPORTUNITIES

NOTE: The word **opportunity** below is used to describe the favorable insights or learnings uncovered during the course of conducting this research that can be further leveraged. Team Census 2010 (DraftFCB and all of its Partner Agencies) will make the appropriate additions, revisions and/or enhancements to their creative concepts to take full advantage of these positive findings.

Ease of Participation

Conveying simplicity and ease through the use of '10 minutes/10questions' and actually *showing the form* was found to be particularly motivating to people.

Opportunity: Include "about 10 minutes/10 questions" in more communications to effectively emphasize that the form is simple and easy to fill out. Show the form wherever possible to further build perceptions of ease and safety.

Details of Census Operations:

Messages were generally informative in conveying the benefits associated with participation, but soft on building a more detailed understanding of Census "operations," especially NRFU. By "operations" we mean timing, method of receiving/sending back form, and a description of NRFU).

Opportunity 1: Respondents consistently sought more information. This could be addressed by providing more details (that can be tailored and regionalized to address differences in the operational process), as well as a URL/website for them to seek out more information.

- Timing: look for the form in mid-March; look for it in the mail
- Expectations: mail it back today/now
- URL/website (i.e. for more information go to www.2010census.gov)

Opportunity 2: Respondents were frequently confused about NRFU (in part because no distinction was made between messages calling for mail back vs. enumeration within the sessions). There were also concerns about someone coming to their door.

- Make clear *who* will come to your door (with Census ID badge, someone from your neighborhood/community, sworn to protect the privacy of your answers)
- Convey *why* - that if the Census has not received your form, someone needs to follow-up so you and your community are represented

Gateway to Participation:

Messages that emphasized the 'mailbox' as the gateway to participation and receipt of benefits were particularly informative and motivating.

Opportunity: Consider further developing the 'March to the Mailbox' theme across audiences

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Emotional Resonance:

Across audiences, the campaign messages successfully aligned with the current positive shift in the mood of the country, sparking commentary around hope, optimism, and idealism – ‘anything is possible now’ – even in the face of adversity. This hope and optimism stems from the belief that they, individually and collectively, can effect change.

Opportunity: A stronger emotional connection to the Census could be beneficial in raising awareness and softening attitudes early in the campaign. Develop additional messaging for Diverse Mass to further tap into this cultural context and explore leveraging this emotional connection for other audiences where possible and relevant.

IMPROVEMENTS

NOTE: The word **opportunity** here is used to describe suggested improvements to the creative messaging that have the potential to strengthen it even further. Team Census 2010 (DraftFCB and all of its Partner Agencies) will take advantage of the appropriate additions and or changes reflected herein, as well as the audience specific opportunities that follow, to ensure that we are moving forward with the most effective campaign messages prior to final production.

Achieve Balance in Tone and Manner:

In general, messages achieved a balance of humor, entertainment and education. This worked well as long as the advertising was still informative. In certain cases, however, we discovered there was a need to downplay exaggeration and the word “hero” is one example of that. Respondents did not feel that you should equate filling out the Census with true heroes like firemen, policemen or soldiers. Additionally, the word “hero” did not translate well in some languages (e.g. Haitian Creole speaking respondents objected to the implication that by filling out the Census you become “someone”).

Opportunity: Downplay exaggeration – e.g., find an alternative term for “hero” and still keep the idea itself that respondents found relevant, positive, and empowering – by mailing back the form you play a vital role for yourself and others.

Establish Proper Context for Share of Funding:

When respondents were asked to make a choice, there was a clear preference for \$300 billion *per year* versus \$3 trillion *over 10 years*. Virtually across the board, the yearly figure felt more immediate and credible. However, we also found that, in general, large dollar amounts can be polarizing and distracting in that they raise questions about where the money will come from, given the current economic crisis.

Opportunity: Need to decide the most effective and appropriate use of funding in communications moving forward. Mentioning a specific dollar amount worked with some audiences, but not with others and we should try to be consistent.

Enhance Diversity:

Some reactions from multicultural audiences indicated that while they appreciated the specific cultural sensitivity and focus, they did not want to feel singled out. We heard from all races/ethnicities that they see themselves living in a more diverse world, not one defined solely by their race or ethnicity. They appreciate messaging that depicts diversity and ‘people from all walks of life.’”

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Opportunity: Strike a balance between inclusiveness and cultural focus. Incorporate relevant cultural nuances in targeted versioning of ads and *all audiences* should reflect multi-generations, ages, gender (particularly female), disabled and regional, urban/rural differences as well as a range of socio-economic lifestyles in their work.

Further Optimize Call to Action:

“We can’t move forward until you send it back” is salient across all audiences and can be leveraged even further to strengthen the call to action.

Opportunity: Where needed (a few select audiences such as Russian/Arabic/Polish), the expression will be transcreated to be more positive. There are additional opportunities to refine the articulation in various other languages to ensure optimal impact, such as the slight language variations that resonated within individual Asian groups. And with Hispanics, because the forward/back wordplay has a different meaning in Spanish, words such as “progresar” or “mejorar” will be explored to strengthen the line.

Strengthen Confidentiality:

While respondents found messages of confidentiality/security reassuring, especially during NRFU, the research allowed us to explore different verbiage and other nuances to address the specific concerns that various audiences had regarding this issue -- some were concerned about immigration, others expressed personal privacy concerns. Most people wanted stronger messages that directly address their key issue.

Opportunity: Tailor safety/confidentiality message to specific audience concerns in messages moving forward (e.g. “Protected by Federal Law” for Hispanic)

Audience Specific Learnings and Opportunities:

NHOPI Opportunity:

- Customize messaging separately to Native Hawaiian and Other Pacific Islanders to strengthen relevance to these audiences
- Better connect ‘benefits’ to culture and community through Census
- Include more extended families in executions

AI/AN Opportunity:

- Clarify the connection of the cultural message to Census
- Regionalize messaging, especially regarding mail-back vs. enumeration operational procedure
- Appeal to older target with culture and generational messages; younger target with voice, pride and culture messages.

Arabic, Russian, Polish Opportunity:

- Counter concerns that reflect cultural sensitivities to government surveillance/totalitarian government ‘head count’
- Improve messaging transcreation to be more culturally nuanced and more precise
- Transcreate the in-language campaign expression to be more positive. “We can move forward when you send it back.”
- Giving more prominence to the Census logo encourages participation because it makes it more “official”

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Black Opportunity:

- Realistic, inspiring, and direct messaging (vs. imaginary/fantastical) works best to motivate participation
- Increase sensitivity/avoid what may be perceived as stereotypical or inauthentic messaging
- For Black African/Caribbean/Haitian audiences, build into messaging greater assurance against immigration and confidentiality concerns – literally state that the 2010 Census and Immigration are mutually exclusive

Asian Opportunity:

- “Required by law” confirmed as key motivator for this audience
- Explore connecting a confidentiality message to “by law”
- Reinforce confidentiality and increase tagline saliency with translations that are more relevant and tailored to each of the individual audience sub-groups

Hispanic Opportunity:

- Hispanic sense of ‘pride’ and impact on the country is a key element that promotes greater participation and reinforces the value of “being counted”
- Include more aspirational messaging that communicates progress and achievement
- Appealing to Hispanic community at large, their immediate community, family and future generations is compelling
- Strengthen the tagline by including words such as “progresar” or “mejorar” since the forward/back wordplay doesn’t translate well.
- Messaging that conveys that confidentiality is protected by “Federal law” enhances credibility
- Referencing bilingual form and availability of language assistance guides builds confidence that Census has taken Hispanics into account

Puerto Rico Opportunity:

- Include more local, recognizable social, cultural and patriotic imagery to further enhance relevance and motivation
- Family pride in Puerto Rico and its appeal to unity and cooperation for the common good resonate very well

Diverse Mass Opportunity:

- Add an anthemic awareness-building communication that leverages the hope and optimism that is so prevalent in the country today and creates more of an emotional connection with the Census

NOTE: If new messages are developed in response to the learnings detailed above, and if new messages are developed for additional audiences/languages, an additional round of copy testing will potentially be conducted.

SUMMARY OF RECOMMENDATIONS
(Across All Audiences)

Emphasize Benefits and Ease of Participation

Provide Details of Census Operations

Consider developing 'March to the Mailbox' messages across audiences

Balance Tone & Manner - Downplay Exaggeration

Establish Proper Context for Share of Funding

Enhance Depictions of Diversity

Further Leverage the Emotional Connection of Census to the
Current Spirit of Hope and Optimism

Further Optimize Call to Action

Tailor Safety/Confidentiality Messaging to Audience Concerns

Move Forward with Audience Specific Opportunities

NEXT STEPS

- | | |
|--|--------|
| ▪ Creative Refinements made based on copy testing feedback | April |
| ▪ Presentation of Refinements to Census Creative Review Panel | 4/14 |
| ▪ Second Round Presentation of new/revised Creative Concepts | 5/19 |
| ▪ Census Bureau to Provide Recommendation/Prioritization of Creative Concepts | 6/01 |
| ▪ Final Determination of Additional Languages/Audiences | 6/01 |
| ▪ Determine Second Phase Copy Testing Plan for new creative and additional audiences/languages not previously tested | June |
| ▪ Second Phase Copy Testing | July |
| ▪ Begin Production Process | August |
| ▪ Finalize Creative | Nov |
| ▪ Census Bureau HQ and Stakeholder Viewing of Produced Creative | Nov |