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C2PO 2010 Census Integrated Communications Research Memoranda Series

No. 16

MEMORANDUM FOR Distribution List

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Subject: 2010 Census Communications Campaign Creative Copy
Testing (Phase 2) Final Summary Report

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Attached is a C2PO 2010 Census Integrated Communications Research (ICR) document about the 2010 Census Communications Campaign Creative Copy Testing (Phase 2) Final Summary Report. This is one of a series of comprehensive reports of the Integrated Communications Campaign (ICC) research plan that includes several phases of qualitative and quantitative research conducted over time.

The purpose of creative copy testing is to ensure that all messages developed for the 2010 Census Campaign resonate with target audiences. Phase 2 tested new messages developed in response to results from Phase 1 testing and also tested new messages that were developed for additional audiences and in additional languages. This research will aid in the selection and prioritization of the most effective campaign messages prior to final production.

This memo contains detailed results. High-level Phase 2 results are available in the C2PO 2010 Census ICR Memoranda Series No. 15.

Attachment

2010 Census Communications Campaign Final Summary Report

Creative Copy Testing Phase Two



Audience Research | A Drafftcb Study for the U.S. Census Bureau
October 2009

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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.

The participants' feedback obtained from this research will help to:

- Determine if messages are culturally relevant, improve knowledge, and prompt participation
- Aid in the selection, refinement, and prioritization of the most effective campaign messages prior to final production

Phase 1 copy testing was conducted January through March 2009. A total of 1,400 interviews were conducted in 27 cities across the U.S. and Puerto Rico and 114 messages were exposed. The Final Report and Executive Summary for Phase 1 is available on the Census Web site. The Phase 2 round of copy testing was conducted in order to test new messages that were developed in response to learning from Phase 1 testing and to evaluate new messages that were developed for additional audiences and languages. This effort is included under the American Recovery and Reinvestment Act (ARRA).

When

A total of 314 interviews were conducted in August 2009.

Who

Interviews were conducted among a cross-section of the population (see Detailed Summary on next page). Participants reflected a range of races and ethnicities, hard-to-count and undercounted 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 interpreter present.

How

In order to gauge reactions to campaign messaging in the early stages of development before final production, a total of 78 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 rough illustrations, stock photography or stock music that captured the essence of the creative concept but not what will ultimately be used in final casting, scenery and/or music.

This document provides a summary of results from Maya Group who was contracted to conduct this research.

Details of Study

Background + Methodology

On behalf of the U.S. Census Bureau, Team Census 2010 engaged Maya Group, an independent research company, 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. The final report for Phase 1 — “2010 Census Communications Campaign Creative Copy Testing Final Summary Report,” May 2009 — is posted to the Census Web site. For Phase 2, Maya Group conducted qualitative-only sessions among targeted participants across the U.S. and Puerto Rico.

- 37 in-depth qualitative focus group sessions, 78 messages exposed
- 314 total participants
- 9 cities in the U.S. and Puerto Rico
- Census Bureau HQ staff and external stakeholders were invited to attend
- Conducted August 2009

Sample Composition

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

New messages based on Phase 1 learning were exposed to:

- Diverse Mass (diverse mix of races/ethnicities who consume English-language media)
- Diverse Mass displaced persons and “hosts” *
- Black (African American)
- Hispanic (in-language Cuban, Puerto Rican, Central/South American, Mexican, Dominican, Salvadorian, and Caribbean)
- Hispanic displaced persons and “hosts” *
- Puerto Rico (in-language Puerto Rican urban/rural and Dominican)

* Displaced persons are defined as people not currently living in their permanent residence due to job loss, natural disaster, or property foreclosure. “Hosts” are people who have displaced persons currently residing in their home.

New in-language messages were developed for the following audiences/languages:

Audience	Language
Asian	
Bangladeshi	Bangla/Bengali
Hmong	Hmong
Laotian	Lao
Thai	Thai
Pakistani	Urdu
Armenian	Armenian
Iranian	Farsi
Greek	Greek
Portuguese-Speaking Africans	Continental Portuguese
Brazilians	Brazilian Portuguese

For each audience, recruitment also 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 refine, optimize and prioritize messaging prior to production

Universal Learnings

Across all audiences, several positive overarching themes surfaced that were consistent with findings from the previous round of copy testing. There was also some additional learning uncovered that can be leveraged to strengthen the creative messaging even further.

- All of the print messaging units would benefit from a larger font size to enhance readability.
- A slowing down of the messaging in radio would serve to enhance comprehension.
- Associating benefits with the Census, and creating a link between these benefits and why participation is important, needs to be a key messaging component across all audiences.

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, and 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.

Overall Messaging Strengths

Captured Attention

Findings from this round of research indicate that messages once again 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.

Achieved Cultural Relevance

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, favorability improved on a pre/post exposure basis (with two exceptions noted in the audience specific findings).

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.
- Providing a more detailed understanding of Census “operations,” as well as a URL/Web site for participants to seek out more information was well received.
 - Timing: look for the form in mid-March; look for it in the mail
 - Expectations: mail it back today/now
 - URL/Web site (i.e., for more information, go to 2010census.gov)
- For the most part, participants found messages of confidentiality/security reassuring, especially during the non-response follow-up (NRFU).phase of the campaign.
- Clarifying the NRFU phase, making clear who will come to your door (with Census ID badge, someone from your neighborhood/community, sworn to protect the privacy of your answers) as well as conveying why — that if the Census has not received your form, someone needs to follow up so you and your community are represented — served to alleviate some fear. For many, it also served to promote early mail return to avoid someone coming to their door.
- For most audiences, the messages successfully conveyed the fact that a wide range of benefits are associated with the Census and they created the link between these benefits and why participation is important.

Motivated Participation

- Participants clearly understood that receiving benefits is contingent upon participation, and 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 creative work felt inclusive — participants came away feeling that the Census is everyone’s responsibility and everyone can benefit.

Provided an Effective Call to Action

Ultimately, it is recommended based on the copy testing research that the tagline should be **“We can’t move forward until you mail it back.”** The change from “send it back” to “mail it back” is based upon findings from research conducted for the digital component of the campaign in which some people thought it was possible to fill out the Census online.

The testing of **“We can’t move forward until you send it back”** showed that the tagline works well conceptually, creates a sense of accountability, and is empowering. Once again, it was seen as a strong motivational call-to-action that positively aligned with receiving benefits.

At the request of the Census Bureau, Team Census 2010 developed and gained consumer feedback from Diverse Mass and the Black audiences to an alternate tagline. The original tagline, and the alternate version, **“Together we move forward when you mail it back,”** were both exposed to participants in this second round of copy testing.

- It is recommended that the communications campaign continue to adopt **“We can’t move forward until you send it back”** as the tagline for both Diverse Mass and the Black audiences. Learning from Phase 2 copy testing confirmed that this line conveys a strong sense of obligation and responsibility and serves as a strong call-to-action. Importantly, it conveys more of a sense of urgency — a critical factor given our small window of opportunity to generate mail-back response. In this context, it succeeds in adding an element of immediacy to “It’s in our hands” (which was originally created as the sole tagline for the campaign).
- Though **“Together we move forward when you mail it back”** reinforced the thematic idea of collective opportunity and coming together, overall it was not seen as adding a strong enough call-to-action. Only half of respondents in Diverse Mass groups stated that it conveys “it is very important to return their Census form” compared to **“We can’t move forward until you send it back.”**
- While it is true that one Black focus group (Houston) in Phase 2 preferred **“Together we move forward when you mail it back”**, all other Black audiences in both phases reacted strongly to **“We can’t move forward until you send it back.”**
- Although there was no perceived difference between “*mail* it back” or “*send* it back” in this research, consideration should be given to stating *mail* in the tagline (**“We can’t move forward until you mail it back”**) since this would tend to clarify any confusion over an online response mode. In discussions over banner ads, respondents do question whether or not they can fill in the form and send it in online.
- For non-English audiences, individual taglines will be tailored for language and cultural nuances that work to strengthen even more the call-to-action for each audience based on research findings (For example, the Hispanic line is —“Para progresar, lo tenemos que enviar” [“To move forward, we have to send it back.”]). Only Diverse Mass and Black audiences will have the exact **“We can’t move forward until you mail it back”**.

Audience-Specific Learning

New messages were developed for the following audiences in response to Phase 1 learning. These new messages successfully built upon the previous messaging strengths to ensure that we are moving forward with the most effective campaign messages prior to final production.

Black Audience

- More realistic, inspiring, and direct messaging exposed in this round of research clearly communicated that the Census is coming, it is important to participate and that African-American participation can make a difference in their community.
- \$400 billion in federal funds was singled out as “new news” and motivating to African Americans because it also helped to explain the purpose for the Census and for what it will be used.

Hispanic Audience

- As with previous rounds of testing, Hispanic sense of “pride” and impact on the country was a key element in the new round of work. This messaging resonated with Hispanics and reinforced the value of “being counted.”
- More aspirational messaging, situations, and characters served to communicate progress and achievement.
- Appealing to the Hispanic community at large, their immediate community, family, and future generations was compelling.
- Since the forward/back wordplay of the original tagline didn’t translate well, a new tagline — “Para progresar, lo tenemos que enviar” (“To move forward, we have to send it back.”) was tested among Hispanics. The word “progresar” strengthened the line. It was clearly understood, served as a call-to-action, and was very well received by the participants.
- Adding messaging that conveys that confidentiality is protected by “Federal law” enhanced credibility.
- Referring to the bilingual form and availability of language assistance guides built confidence that the Census has taken Hispanics into account.
- Referring to \$400 billion was confusing to Hispanics and raised skepticism. It was more important to be told that their “fair share” of funds is there and that it will go towards schools, hospitals, roads, etc. It was not necessary to state the actual number.

Hispanic Displaced Persons + “Hosts” Audience

- Message that there are clear benefits associated with everyone being counted, including displaced people, was motivating and well received.
- There is an opportunity to clarify confusion around who should be included — when a “visitor” becomes more than a visitor and should be counted.

Puerto Rican Audience (+ Dominicans)

- More diverse, culturally relevant imagery was presented in this round of work and it successfully served to further enhance relevance and motivation.
- Pride in Puerto Rico and the appeal for unity and cooperation in order to improve the long-term future for themselves and their children resonated very well.
- Specific messaging for Dominicans was also added to this round of copy testing. They were pleased to see that they were being included in the Census. To these participants, it meant that they are being acknowledged as a contributing segment of the population in Puerto Rico.
- NRFU, not shown in Phase 1 research, was a big motivator for participants to participate on time to avoid a visit from the Census Taker. They wanted to avoid opening their door to a stranger, even though they were reassured by knowing *who* (with proper ID) and *why* (if you haven't mailed it in) someone would need to follow up.
- Two alternative taglines were exposed — “Con el Censo nos movemos hacia adelante” (With the Census we move forward) and “Con el Censo avanzamos todos” (With the Census we all advance). Although both versions were positively received, “Con el Censo avanzamos todos” (With the Census we all advance) was deemed more “all-inclusive” and more “group” and “we” oriented. Importantly, it appeared more successful in making people feel it is important to mail back the form.

Diverse Mass Audience

- More anthemic, awareness-building messaging (one message in particular that leveraged the idea — “Before we discover what we can be, we have to know exactly who we are.”) that creates more of an emotional connection with the Census was exposed in this round. This and other new messaging ideas generated a sense of pride, unity and responsibility, resulting in participants being not only encouraged to participate, but compelled.
- The concept that “one voice,” when accompanied by others (neighbors, co-workers, community, etc.), empowers us to make a difference, was quite motivating.
- Participants agreed that hearing/seeing/being told the benefits to their communities, and to their lives, is a major motivator in their participation in the Census.
- While \$400 billion in federal funds was compelling to some, to others “fair share...” was just as motivating and had more credibility.

Diverse Mass Displaced Persons + “Hosts”

- Messages clearly communicated that the Census is coming, it is important for even the displaced to participate, and that they can make a difference by participating.
- Displaced persons were “touched and moved” that the Census is saying they count, they matter, and that even if they do not have a home of their own, they need to be counted.

Asian + Additional Audiences/Languages

New messages were developed for the following additional audiences/languages. Overall, these audiences were positive and appreciative of being included in the Census and communicated to in their own language. Some reactions from multicultural audiences also indicated that while they appreciated the

specific cultural sensitivity and focus, they also appreciated the messaging that depicted diversity, since they see themselves living in a more diverse world, not one defined solely by their race or ethnicity.

Across audiences, there is also an opportunity to:

- Improve in-language translations to make them more fluid and colloquial
- Clarify that Census and/or funding is not just for their community alone, whether through messaging (e.g., your fair share) or depicting ethnic diversity

Additional opportunities were uncovered, with respect to each of the individual audiences, to enhance the messaging even further. These are listed in the learning below:

Bangladeshi Audience

- Messages were found to be informative, motivating, and empowering. They served to galvanize the community spirit of participants — all intended to fill out the form and spread the word to others in the community. Some, especially those who didn't know much about the Census, even welcomed *more* information.
- On learning about \$400 billion in federal funding per year, participants were excited about the potential benefits for their community.
- The depictions of multi-ethnic groups signified communal harmony and cooperation.
- Messaging around confidentiality was able to calm fears and dispels doubts.
- Although both lines were positively perceived, "It's our responsibility" was more motivating than "It depends on us."

Hmong Audience

- Due to the lower level of education and the relatively poor socioeconomic status of their communities, Hmong are particularly sensitive to the message that the Census is working hard to count everyone and that you need to cooperate to get your community's share of funding.
- They greatly appreciated the Census reaching out to ensure that they, too, are counted.
- The in-language translation of "It's in our hands" was taken too literally. An alternative, "It's our responsibility" resonated better with this audience.

Laotian Audience

- Messages served to increase their awareness about the Census and their role. The importance of everyone's participation and the simple process of filling out the form were clearly conveyed and convincing.
- The potential positive impact of Census benefits on the Laotian community generated feelings of hope for the future.
- Quite a few participants believed the Census takers would visit regardless of them mailing back the form. Better clarity in terms of this operational aspect is needed for this audience.
- "It's our responsibility" was found to be very motivating and empowering.

Thai Audience

- Overall there is an opportunity to simplify messaging for better comprehension among the Thai community. Although better language translation would serve to help clarify messages and offer more reassurance, participants remained a bit confused and overwhelmed by what was perceived to be complicated information. They had limited prior knowledge of the Census and would benefit from simple facts like what the Census is all about, who would benefit from it, and how individuals should complete the form. The more simple and direct the messaging was, the more it was appreciated.
- Because of this lack of understanding, it is not surprising that this group showed virtually no real positive shift in the pre-/post-exposure exercise. (Although, it is interesting to note that most started out fairly positive). Clearly, an enhanced understanding of the Census and its benefits would serve to better engage this group, increase their positive predisposition and encourage their participation.
- The line “Success is in our hands” was taken too literally; they didn’t understand the context behind “success.” An alternative line, put into proper context when new messaging translations are being made, should be considered.
- There is the potential to strengthen confidentiality, especially in the NRFU phase, without being too forceful. Participants were discomforted by “required by law,” which was seen as enforcement.

Pakistani Audience

- Messages were thought to be informative, inclusive, and motivating. This segment was very appreciative of the recognition of Pakistanis and the efforts to count them in the 2010 Census.
- While clearly understood, participants felt that some of the language was too sophisticated or highbrow and could be scaled back to reflect more colloquial Urdu. Some of the language was cited to be more of a literal back-translation from English rather than conversational.
- Participants believed \$400 billion in federal funding per year would be beneficial to their communities’ future. Others sought clarification as to whether the funds would be allocated to Pakistanis or everyone in the U.S.
- “It’s in our power” evoked a sense of collaboration and was found to be inspiring.

Armenian Audience

- Participants would welcome more messaging content that explains what the Census is and how it would help the community. They indicated that the Armenian community would be open and ready to receive more information.
- The difference in Eastern vs. Western Armenian dialects posed a difficulty in reaching this audience as a single group. Utilizing a simple, more conversational Eastern Armenian (which would be better understood by the Western population) or creating two separate in-language versions to distinguish between the dialects is recommended.
- “It’s in our hands,” is not effective as a literal translation from English and needs better transcreation to enhance its effectiveness. Participants suggested a more symbolic translation such as “The Census is our responsibility.”

Iranian Audience

- Participants felt that the messaging informed them enough so they would be able to tell their friends and family members how the Census worked, when it would be taking place, that the form needs to be mailed back, and what would happen if people don't fill it out.
- This group was one of only two that showed virtually no positive change in the pre-/post-exposure exercise. Some were positive initially, others remained neutral, and no one started out really negative. It is hypothesized, however, that using more conversational Farsi would go a long way with this group to increase cultural relevance and positive predisposition. Some participants expressed concern that the messaging "did not sound Iranian." The translation was not wrong, per se; rather, it was not translated in a way that a native would speak.

Greek Audience

- Most participants did understand that the Census was important after reading the messaging in its entirety, and they appreciated that the messages were speaking directly to them in their own language. However, the link to being Greek with filling out the Census form did not resonate at first. The messages in the headlines were misleading and confusing because you cannot check "Greek" on the Census form. There is an opportunity to more directly link the benefits of the Census to the Greek community up front in the headlines.
- The language at times suggested a literal translation of English that made it sound contrived and in some cases even incorrect. The Greek messaging would benefit from more idiomatic translation.
- Participants hungered for a better explanation of the Census...what it is, why it takes place, what the benefits are, and who would benefit. And while the mention of \$400 billion drew curiosity, it also generated some confusion and skepticism. A better language translation would serve to help clarify that the funding was a "fair share" for the area/district in which Greek people live and not exclusively for the Greek population.
- "It depends on us" generated a sense of importance that Greek people should participate by completing and sending in their forms.

Portuguese-Speaking Audiences

- Communication efforts made Portuguese-speaking people feel good that messages were reaching out to them in their native language. Messages clearly taught participants something they did not know before and gave them a general idea about the Census.
- There were cultural differences between Brazilian and African Portuguese speaking groups that suggest the need for versioned messages to address these audiences more effectively. Learning suggests several insights and cultural cues that can be applied, and how messaging transcriptions can be more culturally nuanced and more precise to strengthen individual communications moving forward.
- Messages about how the Census impacts the future were appealing and gave hope because they touched on the reason this audience came to the U.S. — a better future for self and family.
- While some messaging components played a supporting role, relaying more secondary messages, there is a definite opportunity to treat every piece as a stand-alone in order to educate this audience more fully in terms of Census operations as well as the benefits of participation.
- While reassurance of confidentiality is important to both groups, Portuguese-speaking Africans need further assurance (to assuage immigration fears) that "the Census and Immigration are two separate entities."

Overall Conclusions + Implications

The new messages that leveraged learning from Phase 1 were very successful in generating cultural relevance, improving knowledge, and prompting participation in the 2010 Census. They serve to strengthen the entire body of creative work even further and help to ensure that the campaign is moving forward with the most effective messages prior to final production.

In-language messages developed for new languages/audiences, while also successful for the most part, will further benefit from this additional phase of copy testing learnings. Across audiences, there is also an opportunity to:

- Improve in-language translations to make them more fluid and colloquial
- Clarify that the Census and/or funding is not just for their community alone, whether through messaging (e.g., your fair share), or depicting ethnic diversity

Additionally, several nuanced opportunities uncovered for each of the individual audiences will enhance the messaging even further. These audiences were very positive and extremely appreciative of being included in the Census and communicated to in their own language.

This research is purely qualitative. Qualitative research is intended to provide insight and understanding into a specific audience and findings are not necessarily representative of the views of the entire audience. This research should be used for general guidance and direction only.

Chapter One | Black Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to assess reactions to a second round of 2010 Census advertising concepts among the Black audience segment.
- This chapter covers two qualitative-only focus groups conducted in New York City and Houston on August 13 and 19, 2009. Participants represented a mix of gender, age, education, marital status and income. The mindset breakdown across the groups was:

CBAMS Mindset	#
Leading Edge	0
Head Nodders	15
Insulated	2
Unacquainted	0
Cynical Fifth	2
Total Sample	19

- A series of concepts were exposed from the three-tiered campaign representing Awareness (A), Motivation (M) and Non-Response Follow-Up (N). The material exposed included:

Television	Campaign Phase
Barbershop	A
Unity-Believe	M
Open Doors (no tag*)	N
Somebody's Knocking (no tag*)	N
Barbershop (alt.)	A
Radio	
Footsteps	M
Single Males	M
Footsteps (alt.)	M
Single Males (alt.)	M
Print	
Confidentiality	M
Safe	M
Untraceable	M
Confidentiality (alt.)	M
Safe (alt.)	M
Untraceable (alt.)	M

Overall Reactions to the Campaign

- The advertising concepts as a whole clearly communicate that the Census is coming, it is important to participate and that African-American participation can make a difference in their community.

"The Census is respecting us; trying to get everyone involved." — Black New York

- In Houston, discussion periodically included comments about the government's perceived mistreatment of African Americans in previous years. However, the majority of respondents in both Houston and New York indicate that the campaign is believable.
- Following exposure to 3-4 executions (the learning curve phenomenon), the \$400 billion in federal funds was singled out and was initially mistaken for \$400 million. Regardless, the amount is an attention grabber, viewed as "new news" and is motivating for people to participate because it also provides information explaining the purpose for the Census.

"The \$400 billion wakes you up." — Black New York

- It is meaningful for most to hear what the federal funds will be used for thus motivating them to participate.

"I need to participate to make it happen." — Black New York

"I used to think it was an invasion of privacy; now I feel different." — Black New York

- Although a few complain that the disbursement and allocation of the \$400 billion is unclear, message takeaway for others indicated's that they are pleased that the African-American community will have access to these dollars.
- Confidentiality stands out and is appreciated.

Tagline Feedback + Evaluation

Two alternate campaign taglines were exposed in this research:

Tagline A: "We can't move forward until you send it back."

- The "We can't..." tagline conveys conflicting messages about the responsibility to participate.
- It is most motivating to New York respondents. "We can't..." is understood to be directed to African Americans and reminds them of the responsibility that each has — "you" — to complete the Census form and send it back.
- This tagline also receives mixed reactions from Houston respondents. The word "We" is defined by some as both one and the same: the government *and* the Black community. However, a few others interpret "We" as one or the other: the government *or* the Black community. Also, contrary to New York respondents, several Houston participants indicate that the "We can't..." tagline places less responsibility on the individual and therefore is perceived as having less impact on their motivation to participate.

Tagline B: "Together we move forward when you mail it back."

- The preferred tagline in Houston, "Together..." was received as a rallying message to African Americans to come together, participate and make a difference in their communities.

- This tagline is also positively received by New York respondents but to a lesser degree than the “We can’t...” tagline. The “*come together to make positive changes in your community*” message is important to New Yorkers, however, as mentioned, they appear to be more motivated by the message of “taking responsibility.”
- This line is perceived to be “not as urgent” as the other line.

Tagline Ratings

Several creative executions were exposed incorporating one of the alternate taglines throughout the campaign. After this exposure, participants were asked to provide a rating of the tagline on the following question:

“How important does this tagline make you feel it is to send or mail back your Census form?”

1. Very important
2. Somewhat important
3. Not very important

Following this rating, participants were exposed to one or two executions containing the alternate tagline. They were then asked to provide the same rating on the alternate headline.

	Viewed First		Viewed Second		Total	
	A=Together we...	B=We can't...	A=Together we...	B=We can't...	A=Together we...	B=We can't...
Very Important	10	4	6	3	16	7
Somewhat Important	0	5	3	4	3	9
Not Very Important	0	1	0	2	0	3

Total n=19 n=10 n=10 n=9 n=9

It is important to note that this data IS NOT QUANTITATIVE in the sense that it is not projectable. The sample is so small that this exercise only indicates a directional preference and should be used appropriately.

Reactions to Individual Executions

“BARBERSHOP” TV (A)



Initial Reactions

- The execution is well received. It is described as familiar and friendly. Using the term “Pops” puts the audience at ease.
- The barbershop scenario is realistic and familiar for the African American community. This is a place where people come together. It has a “town hall” feeling.
- A few feel that it is “not unique”; “it’s *been done before*.”
- A few feel the setting and story are a bit stereotypical.

Main Message

- The Census is coming; mail it back. Participating in the Census can directly help your community. There will be tangible benefits.

“Don’t be afraid of it; it’s a tool to bring dollars into the neighborhood.” — Black New York

What’s Working

- Barbershop location: Realistic, familiar and relevant: Barbershop execution represents an accurate location where truthful honest conversations occur.
- Spokesperson: Some Houston respondents perceive the spokesperson as a Census taker, celebrity or local radio/TV personality. When probed about these different spokesperson roles, respondents indicate that any of the mentioned choices would be appropriate for the finished spot and especially if the spokesperson played the role of the Census taker. A few feel he comes off like a politician which is not particularly appealing.
- Respondents perceive the face to face communication as a benefit for gaining a deeper understanding of the Census. A few also note that a celebrity spokesperson would be particularly attention getting and engaging.

Not Working as Well

- Some describe the dialogue as somewhat “corny.”

Working and Not Working

- Converting an abandon building into a medical facility: This idea is viewed by some as “believable” and “hopeful” as respondents note that abandon buildings are an issue of concern in many Black communities. At the same time, a few others mention that the “abandon building to medical center” reference helps educate the community about the benefits for participating in the Census.
- Abandon building reference: a stereotype:, A few respondents bristle at the example and claim the execution reinforces a stereotype in the Black community.

Recommendations

- Concept and location work well. Given that the “friendly” barber shop setting also projects a mediocre feel to the execution, it might be helpful to consider including a celebrity spokesperson to raise the bar from ordinary to at least “surprising.”

“BELIEVE” TV (M)

Initial Reactions

- The young Black girl reading involves the viewer.
- Believable (because of current government spending)
- *“Gives me (more) information.”* — \$400 billion community allocation
- New York respondents were very motivated by this execution.



Main Message

- Completing the Census form will provide “our” community with necessary educational and medical services. It will send dollars to the community and make improvements.
- *“Belief will come through actions.”*

“You can’t complain if you don’t do something about it.” — Black New York

What’s Working

- Young black girl reading in a library is appealing. She represents the next generation; building together for the future.
- Diverse populations: Is talking to me, other ethnic groups and age groups; inclusive; motivating .
“Where I live, we need it and I hope everyone fills it out.” — Black New York
- Creative use of graphics/census forms to demonstrate how participation brings particular services to the Black community.

“If we all fill it out something can be done.” — Black New York

Not Working

- Although the execution is in video storyboard format, the swirling census forms are confusing to some Houston respondents. Shown as the first execution in Houston without the benefit of the learning curve, some Houston respondents are very literal in their interpretation of the Census forms paper swirl (which created a library bookshelf, computer, hospital bed etc.). As a result, these respondents are confused and say the story is not believable.

Recommendations

- Move forward with concept. Final production will likely eliminate the confusion.

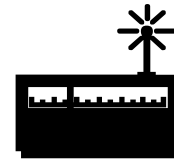
“FOOTSTEPS” RADIO (M)

Initial Reactions

- Annoying; tacky; like a protest; scary; creepy.

“I didn’t listen to it because it was too loud.” — Black Houston

- The louder we get the more impact we have.
- Your voice is heard if you fill it out.



Main Message

- Mail in your Census forms so that your community will receive benefits of job training, healthcare and other benefits.
- It’s about moving forward; rebuilding.
- The more people you tell, the louder it gets.
- The more people we count the more dollars we will get.

What’s Working

- The execution contains relevant information.
- The concept of “one voice” having impact is appealing.
- Tagline: We can’t move forward until you send it back.

“It means we need your assistance.” — Black New York

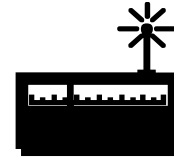
Not Working and Working

- Whisper crescendo.
- Many respondents say they don’t like the opening of this spot and would change the radio station the minute they heard it. At the same time, the repetitive style appears to be effective in conveying the idea and presenting “relevant information” about the Census.

Recommendations

- If you move forward with this execution, consider careful modulation of the voices ensuring that they are harmonious and that the modulation is not too loud. The point can be made without excessive volume risking losing the listener.

“SINGLE MALES” RADIO (M)



Initial Reactions

- Talking to young men.
- Talking to all.
- Not talking to me (females).
- It's promising us something.
- We need to step up.

Main Message

- Send in your Census form. You will help your neighborhood. It's important. Black men, send in your Census form; it's cool.

What's Working

- According to the younger black male respondents, and a few others, this spot is a good idea and motivating.

“Young Black men need an extra push.” — Black New York

“It's putting all the weight on my shoulders.” — Black New York

- There are benefits for your participation: job training, transportation, support for businesses.

Not Working

- Use of colloquial language crosses the line of familiarity. Men want to be talked to, but not talked down to. “Swoop down and fill it out...” is particularly singled out by some New York men as being too much.

“I talk like that with my friends, but he (the announcer) doesn't know me.” — Black New York

“He's trying to sound hood and be down in the mix; he doesn't know what he's talking about; it doesn't sound real.” — Black New York

“He makes us sound lazy.” — Black New York

Recommendations

- Take care when using urban slang. Conversational language in advertising is accepted by many in the Black community, but not when it gets too close to Ebonics. For example. “*Fellas*,” “*swoop down*,” “*ain't gon' put no money in my pocket*,” is too heavy with “Black talk.”
- Business ownership was mentioned in the spot and continues to be aspirational for many Black Americans, particularly young Black men. Additionally, sharing good news about Black male progress (increasing business ownership, college grad, two parent households, single dads) is also an important opportunity for engaging and making a connection with young Black men.

“CONFIDENTIALITY” PRINT (M)



Initial Reactions

- New news: Census information will be kept confidential.
- Some are not sure how some of the images work with message; their purpose is not clear. For example, the woman and the child.
- Believable and not believable.

Main Message

- When you participate in the Census, your information will not be shared with anyone. It's confidential.

What's Working

- The message of confidentiality is important and relevant; believable to some.
- Many like the creativity of the silhouettes of the family and young people.
- The mention of education is well received.

“The Census is like a cue for the next generation [education and reading the books].” — Black Houston

Not Working

- The confidentiality message is not believable for some especially those who indicated that they don't trust the government.
- The graphic circle does not look authentic/authoritative. Many are not sure what it is or why it's part of the picture other than an illustration that seems to get in the way of the overall message.

“The emblem between the people is clumsy; it should be to the side.” — Black New York

- Some are not sure how the silhouettes connect with the confidentiality message.

Recommendations

- The use of a seal is not a bad idea to reinforce the message of confidentiality. However, the design as is needs to tie in more strongly with the confidentiality theme. Therefore, the seal needs to look more official to help effectively communicate that the Census is standing behind confidentiality.
- Reinforce the connection between the silhouette people and the message.

“SAFE” PRINT (M)



Initial Reactions

- The Census is for foreign-born individuals, as well.
- The execution raises some concerns and not believable for some.
- Many feel the idea is not talking to them.

Main Message

- Foreign born individuals need to be counted, too.
- Undocumented foreign-born people can and should participate in the Census and feel safe that immigration will not be coming for them (deportation).

What's Working

- The execution is inclusive but has a definite message for the foreign born.
- The graphic silhouette depictions of family and a variety of age groups is appealing. The multiple generations sort of “tells a story.”
- The copy words, “safe by law” are important and relevant.

Not Working

- The overall message of “safe by law” is not believable for some.

Recommendations

- Consider moving forward with this execution as it would be relevant to an English-speaking Black immigrant population. If so, consider making the seal more official looking.

“UNTRACEABLE” PRINT (M)



Initial Reactions

- Talking to young people and foreign born people.

“This will strike fear in some people because of what’s been happening in this country over the past couple of years.” — Black New York

- Many did not know that foreign-born people should participate in the Census.

Main Message

- Foreign born individuals need to be counted too. All nationalities should participate.
- Undocumented foreign-born people can and should participate in the Census and feel safe that immigration will not be coming for them (deportation).

What’s Working

- It is all inclusive.

“We’re all a community no matter where we come from.” — Black Houston

- People like seeing the graphic silhouette depictions of the young people.

Not Working

- The word “untraceable” is “scary” and unbelievable to some. Further, “safe by law” also is not believable for some.

Recommendations

- The message is news. If you move forward with this execution, consider another word over “untraceable”; it evokes fear.

“OPEN DOORS” TV (N)

Initial Reactions

- Some feel it is more personal having a Census person come to your door.
- Having someone come to the house evokes mixed reactions.

“I wonder if it’s safe to open the door.” — Black Houston

“It made me feel comfortable.” — Black New York

- Seeing the identification is important.



Main Message

- Open the door for the Census representative and access resources/opportunities. Be open to the idea of participating in the Census.
- Assistance is available to help you complete your Census form.

What’s Working

- Census representatives in the community. Face to face contact is perceived as added value not only with helping to complete the Census form, but also in providing an opportunity to probe the Census taker about the purpose of the Census.

- Many are motivated to fill out the form and send it back in order to avoid a personal visit.

“It motivates me to send it in so they won’t come.” — Black Houston

- Some appreciate seeing the child at the door with the parents; this conveys that they are teaching her what it’s all about.

Working and Not Working

- Although nearly all indicate that they will send in their Census form when it arrives in March, some believe that the Census taker visit is part of the process, whether you send in the form on time or not.
- All insist on the Census taker having proper identification. However, there is some discussion about security and those who might duplicate the badge to gain entry into the home. Thus, several Houston respondents, particularly the women, strongly indicate that they would not welcome anyone in their home who claims to be a Census taker.
- Some think there should be more than just a family at the door; like a single person.

Recommendations

- While the security issue is a top-of-mind concern for some respondents, most are not turned off by the Census takers. Be sure to clearly show the identification card.
- Many indicate that they intend to be early or on-time participants of the 2010 Census in order to avoid the visit. Clarify that the Census Taker will only come to your home if you have NOT sent in your form.

“SOMEBODY’S KNOCKING” TV (N)

Initial Reactions

- New news: Census takers are male and female.
- Catchy; enthusiastic; music is corny but attention getting.

Main Message

- Open your door to the Census representative. They will help you fill out your form.

What’s Working

- Census representatives in the community. Face to face contact is perceived as added value not only with helping to complete the Census form, but also in providing an opportunity to probe the Census taker about the purpose of the Census.

“You have an option for them to help.” — Black New York

- Catchy music.
- Diversity of Census takers – male and female; seeing female Census takers made some respondents appear more open to welcome a Census taker in their home; builds trust.
- Diversity of ages of people in the execution including children.

“It’s important to teach children early about the Census.” — Black New York

Not Working

- Several respondents in New York and Houston misunderstand the close up of the two children in the execution as the children opening the door for the Census taker without an adult present. Make sure there are adults present if a child is at the door.

“We teach children not to open the door to strangers.” — Black Houston

- Some skepticism/concern about security: Some are concerned about others who might pose, under false pretenses, as Census takers to gain entry into their homes.

Working and Not Working

- Some believe the Census taker’s visit is part of the process whether you send in the form early or not.

Recommendations

- Take care not to show children answering the door without adults in the scene.
- Clarify that, IF you do not send it in, THEN a Census taker will come to your home.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood to Participate	PRE	POST
1. Definitely will	13	17
2. Probably will	4	1
3. Might or might not	2	1
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n=19

Likelihood to Recommend	PRE	POST
1. Definitely will	12	17
2. Probably will	4	0
3. Might or might not	1	2
4. Probably will not	2	0
5. Definitely will not	0	0

Total Sample: n=19

General Feelings About Census	PRE	POST
1. Highly favorable	12	16
2. Moderately favorable	4	2
3. Neutral	2	1
4. Not too favorable	1	0
5. Rather unfavorable	0	0

Total Sample: n=19

Chapter Two | Hispanic Audience

(Including Displaced + Displaced Hosts)

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to assess reactions to a second round of 2010 Census advertising concepts among the Hispanic audience segment.
- This chapter covers eight qualitative-only focus groups conducted in New York City, Houston, Las Vegas and Los Angeles on August 13, 19, 20, 21, 24 and 25, 2009. Participants represented a mix of gender, age, education, marital status and income. Across the groups there was representation from Mexico, Dominican Republic, Puerto Rico, Colombia, Cuba, Guatemala, El Salvador and Nicaragua. The mindsets across the groups were:

CBAMS Mindset	#
Leading Edge	13
Head Nodders	32
Insulated	9
Unacquainted	10
Cynical Fifth	3
Total Sample	67

Note: There was one group conducted with Displaced Persons (n=5) in Houston and one group with Displaced Persons Hosts** (n=5) in Las Vegas.*

*Displaced Persons (DP): people not currently living in their permanent residence due to job loss, natural disaster or property foreclosure.

**Displaced Persons Host (DPH): people who have displaced persons currently residing in their home.

- A series of concepts were exposed from the three-tiered campaign representing Awareness (A), Motivation (M) and Non-Response Follow-Up (N). The material exposed included:

Television	Campaign Phase
Pride	A
Family	N
Doors	N
Radio	
Pals	A
Knocking	N
LLegaron	DPH
Contamos Contigo	DP

Print	Campaign Phase
People 2A Alt	A
People 1M	M

Carlitos	M
Hardhat	M
Extended Family	DPH
Little Feet	DP/H
Toothbrush	DP
Megaphone (OOH)	A

Overall Reactions to the Campaign

- The idea of being counted via the Census comes through in this communication effort loud and clear. Reducing fear and showing the actual benefits to families and communities is very motivating for this audience segment.

"They want you to value yourself; nothing else matters than to be counted." — Hispanic New York

"Unity makes us strong." — Hispanic Houston

"Don't worry, you will benefit." — Hispanic Houston

- The campaign conveys clearly that by participating in the Census, this is how federal funds will get allocated to communities. This is one of the major purposes of the Census.
- All resonate to the confidentiality claims and are motivated by the assurance that no private information will be sought, information is confidential by law and legal status is irrelevant. Not only are many motivated to participate because of these claims, but they are motivated to tell their friends and family members to feel safe, participate and benefit; it is important for the future.

"I didn't know it would have these repercussions." — Hispanic New York

- Several are motivated because they have learned that it is easy and fast to participate in the Census (10 questions/10 minutes).
- Although the amount of \$400 billion going into the communities is important and motivating, the actual number is not necessary to state for many people. More importantly is that they are told the funds are there and what they will go toward, i.e. schools, hospitals, roads, etc.
- Further, there are those who are skeptical at seeing the amount. This generally stems from Hispanics' negative past experiences with false promises tied to government aid in Latin American countries.
- Several participants say they learned that it is not necessary for a Census taker to come to their home. Many are motivated to send in their form early to avoid this visit.
- All appreciate knowing that the Census form will be available in the Spanish language.

Insight

- Although a lot of people did not articulate this point of view, it is an important insight into a central copy point within the campaign. The campaign says in a number of places that people will not be asked for their "private information." And at the same time the campaign claims that "your information will be held confidential." One woman explains that this is a contradiction for her. "If you are not asking me for private information, why is it important to keep it confidential?" Others believe "private and confidential" conveys absolute security.

Tagline Feedback + Evaluation

Tagline: “Para progresar, lo tenemos que enviar.”

- The line means to progress; advance; improve; evolve; growth; success; widen our path; opportunities; we must act; better life for your children and community; to have more in the future.

“It makes it feel important.” — Hispanic New York

“The ‘we’ is pressure for the whole community.” — Hispanic Las Vegas

“We can be more than what we are now.” — Hispanic Los Angeles

- It means that when we find employment we will get ahead. Our schools and hospitals will improve. Our whole community will improve.

“That’s why we came to this country, to get ahead.” — Hispanic Los Angeles

- To move ahead we must participate.

“If you don’t send it in, you won’t progress; your community will stay stagnant.” — Hispanic Houston

“It’s a benefit for us to do it.” — Hispanic Houston

“If you don’t speak up nobody will hear you.” — Hispanic Houston

“If you don’t send it in, there is no change; you are responsible for the change.” — Hispanic Las Vegas

Tagline Ratings

The tagline was incorporated throughout the campaign and its’ meaning explored in discussion. After this, participants were asked to provide a rating of the tagline on the following question:

“How important does this tagline make you feel it is to send or mail back your Census form?”

1. Very important
2. Somewhat important
3. Not very important

	Para Progresar...
Very Important	56
Somewhat Important	10
Not Very Important	1

Total sample: n=67

It is important to note that this data IS NOT QUANTITATIVE in the sense that it is not projectable. The sample is so small that this exercise only indicates a directional preference and should be used appropriately.

Reactions to Individual Executions

“PRIDE” TV (A)

Initial Reactions

- Many are moved by the demonstration of so many different types of people from all social classes. This immediately telegraphs to them that they matter too and should be counted.



“You are part of this country and you are important.” — Hispanic Houston

- There is pride in acknowledging that Hispanics have made a contribution to the United States.

“This is recognition that you are valuable.” — Hispanic Houston

- Participation means improving life for Latino people; improving education and healthcare.

Main Message

- It is important to be counted and represented. It doesn't matter who you are, or where you're from, you need to participate. Your social class does not matter; your immigration status does not matter. It's confidential by law. It's 10 questions and will be fast and easy to do. The Census is coming in March.

What's Working Well, What's Not and Why

- Showing, and hearing from, such a diverse group (especially within the Hispanic community) conveys all-inclusive, equality and this is motivating.

“They show everyone and they all speak. It involves everyone, all nationalities. It minimizes discrimination among ourselves, we're all equals.” — Hispanic New York

“They're taking us into account.” — Hispanic Houston

- Saying “confidential by law” and “there is nothing to fear” are powerful statements that put many concerns to rest.

“It lessens my fear; it's secure.” — Hispanic New York

- No matter your legal status, Hispanics must be counted. No need to worry.

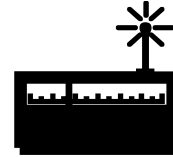
“This is the land of opportunity, so we need to let them know we are here.” — Hispanic Los Angeles

- 10 questions/10 minutes is motivating because it conveys that the form will be easy and not take too long to fill out.

Recommendations

- Produce this execution showing all the variety and diversity: all colors, ages, different occupations and social classes.
- The different accents need to be more evident and pronounced.

“PALS” RADIO (A)



Initial Reactions

- The focus on confidentiality initially stands out and generates interest.

“They’re talking about not being afraid. Information is safe.” — Hispanic Los Angeles

“Our information is private.” — Hispanic New York

“It’s confidential. The information will not be divulged to other agencies.” — Hispanic Los Angeles

- Confidentiality strikes a chord since it means not worrying about repercussions regarding legal status or having the fear of data being misused.

“Confidentiality means no company, organization or Immigration will get the information.” — Hispanic Los Angeles

“You don’t have to worry about identity theft” — Hispanic New York

Main Message

- Confidentiality. Don’t be afraid. You need to be counted Benefits for the community. The Census form is easy and not time consuming.

“It specifies the benefits such as it will help schools. It will be better for children and adults who study.” — Hispanic Los Angeles

“It tells you how the money will be distributed — health, schools, and transportation.” — Hispanic Houston

“It’s fast and simple since it’s only ten questions.” — Hispanic Houston

“It’s for the improvement of everyone.” — Hispanic New York

“They are confirming that your information is safe.” — Hispanic Los Angeles

What’s Working Well, What’s Not and Why

- The emphasis on confidentiality and being counted.

“If we don’t get counted it’s as if we don’t exist.” — Hispanic New York

- Stating specific benefits within the community.

- 10 questions/10 minutes is motivating because it conveys that the form will be easy and not take too long to fill out.

- The “*natural*” conversation style of the ad is well liked. The vocabulary used is simple; everyone can understand.

“I like the voice tone. It’s harmonious and pleasing.” — Hispanic Los Angeles

“The conversation is motivating. It’s like two people talking with simple words.” — Hispanic New York

“It has the rhythm of the street; like we really talk.” — Hispanic New York

- Participants like hearing a telephone number and Web site address.
- Certain people feel the conversation is too fast and the background noise is distracting.

Recommendations

- Being unfamiliar with the Census, one person would like the radio ad to include an example of a question that would be on the form.
- One person believes some Hispanics will still have difficulty understanding the meaning of ‘legal status.’

“I think you need to specify – you will not be deported.” — Hispanic Houston

“PEOPLE 2A ALT” PRINT (A)

Initial Reactions

- Many initially relate to the headline, “The Census reveals your needs not your identity.” It minimizes fear and has a promise that your needs will be addressed. This is encouraging and motivating for many.

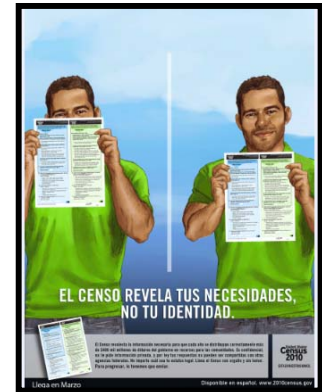
“It’s not asking for your personal information and you can feel at ease.” — Hispanic Houston

“It’s a step to get ahead, do it with pride.” — Hispanic Los Angeles

“We should speak up and make ourselves be valued.” — Hispanic Houston

- The colorful visual is interesting because the man is showing that he doesn’t have to hide. This fits well with the copy explaining that your information is safe and your legal status doesn’t matter.

“He’s safe and secure; he’s free with nothing to be concerned about.” — Hispanic Houston



Main Message

- Your legal status is private. It’s confidential (by law). Don’t be afraid. The Census is to count people. It’s coming in March.

What’s Working Well, What’s Not and Why

- The headline builds trust. It is important to know the information will not be shared with other government agencies.

“There’s no need to know who you are but what you need.” — Hispanic New York

“We have the same rights no matter what our status is.” — Hispanic Los Angeles

- \$400 billion is important information, but for many it is not necessary to say the actual number. Most understand that these funds will be distributed to communities, and this is the key point for them.

“If I don’t get counted, what’s going to happen to that money? I better get counted so some of it will come to us.” — New York

“There’s nothing sure in life.” — Hispanic Houston

- Seeing the Census form shows that it is short (brief) and easy and it will be recognizable when it comes in the mail. Further, seeing it “helps minimize fear.”

“We’ll be able to identify it when it arrives in the mail.” — Hispanic New York

- The form is available in Spanish.

“I like seeing the two colors, it means it’s in English and Spanish.” — Hispanic Houston

Recommendations

- Enlarge the type size.

“PEOPLE 1M” PRINT (M)

Initial Reactions

- The headline is this execution is an attention-grabber. The message of confidentiality and the irrelevance of legal status are very significant and immediately involve the reader.

“It doesn’t matter if you’re illegal or not, you can still help your family and community.” — Hispanic New York

- A few feel that the confidentiality message may go too far. They feel that stating it too loudly will arouse skepticism in some.

“Some will think it’s a trap and they will doubt.” — Hispanic New York

- The visual is also intriguing but receives some mixed reactions. Many can see the perspective is from inside a mailbox. This is interesting and conveys that all you need to do is mail it in (easy).

“It’s easy. You fill it out and mail it.” — Hispanic Los Angeles

- Others feel the woman looks as if she is hiding, which goes counter to the message of the concept.

“It made me afraid like she’s hiding; too much talk about fear makes me get scared.” — Hispanic New York

- The blank envelope conveys confidentiality; no names or addresses.
- Some bring up that the envelope does not have a stamp and they hope that in reality it will be a prepaid, postage free return envelope.

Main Message

- Mail in the Census form with pride. It’s easy. It’s confidential (by law). Your legal status doesn’t matter. Don’t be afraid. It helps the community.

What’s Working Well, What’s Not and Why

- The headline reduces fear and builds trust.

“Do it with pride not fear; you matter here.” — Hispanic Los Angeles

- \$400 billion is important information (and gives the point weight), but for many it is not necessary to hear the actual number. Most understand that these funds will be distributed to communities, and this is the key point for them.

“I just need to know what it will go for.” — Hispanic Houston

- In this copy it says that if you do not respond, you and your community will lose out. Several find this to be meaningful and motivating.

“It explains that you will lose the money if you don’t participate. Don’t be afraid.” — Hispanic New York

“If you don’t do it, it will hinder your community.” — Hispanic Houston



"When it says 'you will lose' it means that it's important." — Hispanic Houston

"There is a sense of loss here and I can't miss this opportunity." — Hispanic Los Angeles

- Seeing the Census form shows that it is short (brief) and easy and it will be recognizable when it comes in the mail. Further, seeing it "helps minimize fear."
- The form is available in Spanish.

Recommendations

- Consider modifying the visual somewhat to make it clearer that the perspective is from inside a mailbox. The idea is appealing and informative but evokes some undesired reactions from those who don't immediately see the perspective.
- Enlarge the type size.

“HARDHAT” PRINT (M)

Initial Reactions

- The visual of the ad is endearing. It is reported to be “sweet” and “tender.” However, some mention that you cannot see the child’s eyes.
- Participants like the overall theme of contributing to improve their children’s future.

“The future of our children is in our hands.” — Hispanic Los Angeles

“It’s making parents responsible for the future.” — Hispanic New York

“It makes you aware of the responsibility for your children’s future.” — Hispanic Houston



Main Message

- The Census is coming in the mail. The forms are quick and easy. Confidentiality and motivation for change. The children’s future is in our hands.

“It’s easy to do, 10 questions and 10 minutes, its fast!” — Hispanic Houston

“They protect your identity.” — Hispanic Houston

“It’s about self-improvement — for you and your family.” — Hispanic New York

“Receive what you and your children deserve.” — Hispanic Los Angeles

“It gives confidence that you can make changes.” — Hispanic New York

What’s Working Well, What’s Not and Why

- Vivid and cheerful colors in the visual get immediate attention.
- All like the statement announcing the form is now available in Spanish.
- Most want to see the child’s eyes in the visual. Not seeing his eyes generates negative speculation. Some feel the visual is contradictory to the message of openness.

“Why is he hiding? I want to see his eyes.” — Hispanic New York

“It looks like he’s afraid. It’s better to see all of his face.” — Hispanic Houston

“I want him to look me in the face, not hide.” — Hispanic Los Angeles

- It is not clear the child is wearing a hardhat.

“I don’t know what he’s holding.” — Hispanic Houston

“I thought it was a balloon.” — Hispanic New York

- The headline alone can be misinterpreted.

“Just looking at the picture and headline, I thought it was an ad for a scholarship.” — Hispanic Houston

Recommendations

- Enlarge the type size and Census logo and form.
- Reconsider the photo; it needs to show the child’s eyes.

“CARLITOS” PRINT (M)

Initial Reactions

- Many are attracted to the picture of Carlitos. A smiling child in a suit is attention-getting.
- Participation means a better future for the children is highly appealing and motivating.
- The idea that by participating, ones’ voice becomes stronger in Washington is appealing and builds trust.



“Your voice will be heard in Washington makes you trust them more.” — Hispanic Houston

“For our voice to be heard louder in Washington we have to participate.” — Hispanic Houston

Main Message

- We need to be counted for the future of our children. It’s confidential (by law). Children=future. So our voice can be heard in Washington.

“When you’re counted you’re contributing to the future.” — Hispanic New York

What’s Working Well, What’s Not and Why

- The visual.
- Many are motivated because they have kids. Parents should participate in the Census for the benefit of their children’s future.
“We always want to be motivated to do things better for our children and our family.” — Hispanic New York
“It says we [Hispanics] will be more involved in society and that’s good for my kid’s future.” — Hispanic Houston
“If we are not counted our children will suffer the consequences.” — Hispanic Los Angeles
- Many are motivated specifically by the “story” that this young boy could have a better future. And he has a Latino name.
“The child will be somebody in the future; that is encouraging.” — Hispanic Houston
“It’s to show a Hispanic could be at this level; it doesn’t matter the field.” — Hispanic Los Angeles
- Appealing copy words include, pride (implies courage), progress, confidential, protected by law, regardless of legal status and the 10/10 information.
“We have to hear the voice of the undocumented.” — Hispanic Houston
- 10 questions/10 minutes is motivating because it conveys that the form will be easy and not take too long to fill out.
- A few are not clear about the meaning of the “political representation” and “need to create a new district” phrases.
- Seeing the Census form shows that it is short (brief) and easy and it will be recognizable when it comes in the mail. Further, seeing it “helps minimize fear.”
- The form is available in Spanish.

Recommendations

- Clarify the wording for the Census link to political representation and districting.
- Enlarge the type size.

“FAMILY” TV (N)

Initial Reactions

- Many find the story in this execution to be humorous. Having all the family members come out of hiding is realistic and funny. All understand the portrayal of the family as afraid. The use of humor lends ease to a potentially tense reality.

“That’s how we are.” — Hispanic Los Angeles

“Even the cat came out.” — Hispanic New York

“Everyone came out of their little caves; it leads you to trust.” — Hispanic Houston

“Popping out that way; they were afraid.” — Hispanic Los Angeles

- The fact that a Census taker would come to their home emphasizes the importance of the process.

“It’s so important that if you don’t send it in the government will send someone to get your information.” — Hispanic Houston

“The government cares and you should care; they come to help you.” — Hispanic Los Angeles

- A very few raise their eyebrow to the fact that the family members were hiding thinking that this is less than honest.

“It wasn’t good they were hiding; maybe they have some problem with the law.” — Hispanic Houston

“We’re not liars.” — Hispanic Los Angeles



Main Message

- Don’t hide. Don’t be afraid. Open the door to the Census. Count everyone in your home.
- Don’t wait. Fill out your Census form or someone will come to your door.
- Census taker will be a community person.

What’s Working Well, What’s Not and Why

- The humor is appreciated and creates openness to the message.
“All my doubts are gone.” — Hispanic Houston

- Seeing the entire family conveys that all should be counted.

“That’s our reality.” — Hispanic Los Angeles

- 10 questions/10 minutes conveys fast and easy. The fact that the Census taker stays outside also confirms that it will be fast.

“They don’t have to come in.” — Hispanic Houston

- Several see the point that they can avoid the visit if they send back the form.

“It’s better to fill it out than to have them knock on your door.” — Hispanic New York

- All feel it is important for the Census taker to have the proper identification. Showing this in the execution reduces concerns about dealing with a stranger.
- Many feel comfortable to learn that the Census taker will likely be someone in the community; someone they might know.

“You can trust a member of the community as a Census taker.” — Hispanic Houston

Recommendations

- State clearly that, “if you do not send the form back when you receive it, someone will come to your home to help you fill it out.”

“DOORS” TV (N)

Initial Reactions

- The way the doors open up to the scenes of the school and hospital shows the actual benefits that communities can receive.
- The supers help convey the messages “better schools” and “better hospitals.” This is informative and motivating.



“They show the results; the benefits of what you will get if you fill it out.” — New York

“It shows us the consequences.” — Hispanic Los Angeles

Main Message

- Fill out the Census and your community will benefit. The Census will help you and your community will improve. If you did not send in your Census form, someone will come to your door. It’s a reminder.
- The Census is confidential by law. Don’t be afraid.

What’s Working Well, What’s Not and Why

- Many appreciate learning about the benefits their communities can receive and they are very motivated to participate because of this.

“Open up to the Census and look at all you’re going to get; look what’s possible.” — Hispanic New York

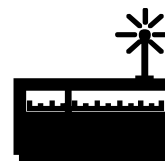
“Open up to the future.” — Hispanic New York

- Most are able to imagine the scene turning into the area that will benefit (school, hospital). Virtually everyone understands the link between participation in the Census and the community benefits.
- The supers help clearly communicate and emphasize important benefits.
- 10 questions/10 minutes conveys fast and easy.
- All feel it is important for the Census taker to have the proper identification. Showing this in the execution provides assurances when dealing with a stranger.
“There’s no trick.” — Hispanic New York
- A few make comments about how the Census taker should look. Some feel a suit is too formal and too dressy. However, no one wants them to look “tacky” but rather they must be “professional looking” and “presentable.” Both genders are welcome as Census takers.
“If they’re well dressed we trust them more.” — Hispanic Houston
- Several understand that they can avoid the visit if they send back the form.
“Do it! You don’t want to see their faces.” — Hispanic Houston

Recommendations

- Although the execution says it in the copy, some want a clearer statement that, “if you do not send back your Census form, someone will come to your home to help you fill it out.”

“KNOCKING” RADIO (DPH)



Initial Reactions

- Hispanics believe this ad serves as a reminder to fill out the form and mail it unless you are willing or need to have a Census representative come to your home.

“If you don’t want them to come to your house you’d better send the form!” — Hispanic New York

“It’s pressuring you to fill out the form.” — Hispanic Houston

“It’s for people who need help. When they go to your house you can ask questions.” — Hispanic Houston

- Most reveal they would still be cautious opening their door and would prefer to mail the Census form. There is concern people could make fraudulent Census IDs.

Main Message

- To instill confidence in opening the door to the Census. You are going to get counted whether you want to or not.

“In a natural way they are saying don’t be afraid to open the door to the Census; like to the pizza delivery man, it’s normal.” — Hispanic Los Angeles

“I like that the representative was a woman — you’re more likely to answer the door.” — Hispanic Houston

Benefits of participation. The Census form is not time consuming even with a Census representative.

“It explains the help to the community.” — Hispanic Houston

“It only takes 10 minutes, so it will not take long.” — Hispanic Houston

What’s Working Well, What’s Not and Why

- The different sound effects convey different types of people.

“Different knocking [sounds] and doorbells meant that the Census is for different nationalities.” — Hispanic Houston

- For the most part, the voices generate favorable reactions.

“It’s very Latino; you hear different tones of voices.” — Hispanic New York

“The (female) voice is sweet and tranquil.” — Hispanic New York

“The voices are very friendly.” — Hispanic Houston

- Some would like the accents to be more noticeable.

“To show diversity they should use different accents.” — Hispanic Los Angeles

- All feel it is important for the Census taker to have the proper identification. Showing this in the execution reduces concerns about dealing with a stranger.

- A few feel the story unfolds in a scripted unnatural way.
- Some object to the knocking and response time. For some, the delay in answering the door implies fear.

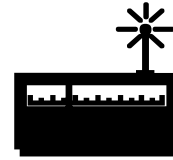
“They said ‘Who is it?’ too many times. Were they not trusting?” — Hispanic Houston

“They were knocking too many times. It’s annoying.” — Hispanic Los Angeles

Recommendations

- Consider toning down the knocking and door bells ringing.
- Mention that the Census representative will have an official Census ID.

“LLEGARON” RADIO (DPH)
(Exposed to Displaced Persons Hosts only.)



Initial Reactions

- This radio execution is considered to be *“informative”* by stating the benefits and emphasizing it is necessary to be *“unafraid”* of participating in the Census.
- Less than ten minutes for a better life.

Main Message

- Be responsible and include your entire household on the Census form. We will all benefit.
“Count all the people living with you” — Hispanic Las Vegas
- Confidentiality and being responsible by filling out the form are also perceived key messages.
“You don’t have to be afraid since it’s confidential. And your legal status doesn’t matter.” — Hispanic Las Vegas

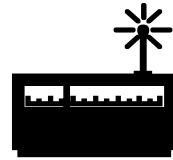
What’s Working Well, What’s Not and Why

- Other memorable communication points include: 10 questions, 10 minutes, a better future for everyone, and participation will affect your community, namely schools, employment, hospitals and sources for additional information.
- The announcer’s serious voice instills trust.
“I like the way he talks, it gives confidence” — Hispanic Las Vegas
- Since the arrival of relatives is mentioned in the execution, certain participants are left wondering if they should include “transitory” visitors such as a grandmother who has been living with the family for 6 months.
- For this group, hearing the \$400 billion creates doubt.
“It makes me think how much will really be given to the community.” — Hispanic Las Vegas

Recommendations

- The criteria for a displaced person in terms of the length of stay, needs to be clarified to avoid any confusion with casual visitors. If they are living with you when the Census arrives, count them.
- Hearing the benefits rather than the actual monetary figure of \$400 billion is more impactful.

“CONTAMOS CONTIGO” RADIO (DP) (Exposed to Displaced Persons only.)



Initial Reactions

- The execution is unanimously appealing to these displaced Hispanics. They find it to be inviting by stating everyone needs to be included in the Census.

Main Message

- Everyone needs to be counted. Even if you are a temporary resident you need to be counted. The purpose of the Census is to allocate resources.

“Everyone in the household needs to be counted. It doesn’t matter what your country of origin is or what your legal status is.” — Hispanic Houston

“There should not be any exclusion of anyone” — Hispanic Houston

- Participants explain that the message of participation is crucial to communicate in order to educate the Hispanic population. There is a great misperception that being a citizen from another country, although living in the U.S., does not require participation in the Census.

“There are people who think that since they are Mexican (citizens) they don’t count here...and they don’t think they need to be counted.” — Hispanic Houston

“And there are those who are here without papers who are afraid or don’t know they should be counted” — Hispanic Houston

What’s Working Well, What’s Not and Why

- The message regarding the need for everyone to participate is clear and to the point.
- Many appreciate the detailed information stating the benefits.
- Mentioning the telephone number and Web site.
- The background music is found to be soothing and appropriate.

“It does not take away from the message that is being given.” — Hispanic Houston

Recommendations

- All aspects of this concept are liked.

“EXTENDED FAMILY” PRINT (DPH)

(Exposed to Displaced Persons and Displaced Persons Hosts only.)

Initial Reactions

- Everyone relates to the “realistic” depiction of a “complete family” conversing at the dinner table.

“They look happy; they are sharing” — Hispanic Las Vegas

- The happy, “comfortable” scenario is appealing and captures interest.



Main Message

- Everyone, today, needs to be counted; friends and family.

“Everyone in the household should be counted” — Hispanic Las Vegas

- Since it is common to have extended family members living in a Hispanic household (e.g., adult siblings, parents, cousins, etc.), some participants admit they would instinctively include these people in the Census form.
- For some Hispanics, the mention of “family and friends need to be counted” in the headline not only refers to people in the household, it also serves as a message to spread the word about the Census to friends outside of the home.

“I would tell my friends they need to be counted and not be afraid. You’re helping the community” — Hispanic Las Vegas

What’s Working Well, What’s Not and Why

- The cheerful portrayal of unity and interaction within the people in a household captures interest and is very relatable. Participants reveal with hectic schedules, dinner is an important time for families.

“That’s when everyone is together and we discuss what’s going on.” — Hispanic Las Vegas

- Seeing the Census form shows that it is short (brief) and easy and it will be recognizable when it comes in the mail.
- The phrase in the text “...for circumstance out of your control...” is considered not necessary. It has a negative connotation and in general, Hispanics do not like to think of additional members in a household as a burden.
- Upon reading this execution, a few wonder what the margin of time is when an extended family member is considered to be part of the household and needs to be counted.

“My grandmother came from Mexico to babysit ... she has been here for six months. Should she be counted?” — Hispanic Las Vegas

“What if the person has been here for three months?” — Hispanic Houston

Recommendations

- Consider emphasizing the inclusion of all members of the household in the text and headline by highlighting or bolding the words “who live in your house today.”

- The word “today” is seen as a key word worth highlighting in the text since it refers to those who currently live in the household.
- Clarify the length of time when a “visitor” becomes more than a visitor and should be included in the Census.
- Certain participants would like the visual to consist of the female head of household holding a Census form instead of a bowl with salad. This would visually communicate participation and importance of the Census since it is being discussed at the dinner table.

“LITTLE FEET” PRINT (DP[H]) (exposed to Displaced Persons and Displaced Persons Hosts only)

Initial Reactions

- Displaced Hispanics realize this concept is requesting their participation in the Census.

“It is to assure that everyone is being counted” — Hispanic Houston

- The headline is promising and inviting.

“It is asking to collaborate for a better future” — Hispanic Houston

“The first step to the future=progress.” — Hispanic Las Vegas

- The visual is unsettling for some.

“He looks alone; the future is not bright.” — Hispanic Las Vegas



Main Message

- Make sure everyone in a household is counted. Talk to your friends and family to be counted. Don't feel alone, make yourself counted.

“It's an incentive to participate. Make the voice of those who live in the home count.” — Hispanic Las Vegas

“It's for those who do not belong to that home; they should be heard.” — Hispanic Houston

- Another perceived message centers on a brighter future.

“If we fill out the form, more doors will open for more solutions to problems.” — Hispanic Las Vegas

“Taking a first step means progress, a better future.” — Hispanic Las Vegas

“If you want a better future, cooperate.” — Hispanic Houston

“A better future is an incentive.” — Hispanic Houston

What's Working Well, What's Not and Why

- The copy about the economy and displaced people communicates a reality.
- Stating the community will benefit from participation in the Census is motivating. Participants report this execution entices them to talk to friends.
“It's also about sharing with others...talking to others about the Census” — Hispanic Las Vegas
- Having the form in Spanish and offering further information (Web site and phone number) in Spanish is noticed and well received.

“It's good to have it in Spanish for those who do not speak English.” — Hispanic Houston

- For some, the mention of “\$400 billion” in funds means benefits are attainable. However, there are those who are skeptical at seeing the amount.

"I see that amount and I think it's exaggerated or it's a lie." — Hispanic Houston

- The visual of bare feet on what appears to be a dirty floor is disconcerting for a few and they feel offended.

"This is too dramatic. A child with no shoes." — Hispanic Houston

"Why are Latinos portrayed being poor, with dirty bare feet?" — Hispanic Houston

Recommendations

- Reconsider the visual. Participants would prefer to see the favorable depiction of loving parents bending down to receive their child into their arms as he takes his first step.
- Focus on the benefits for Latinos and their communities and consider dropping the \$400 billion number.

“TOOTHBRUSH” PRINT (DP[H])

(Exposed to Displaced Persons and Displaced Persons Hosts only.)

Initial Reactions

- Generating favorable reactions, this execution strikes an emotional chord with displaced Hispanics *and* hosts of displaced Hispanics.

“It’s a full house and everyone counts.” — Hispanic Las Vegas

“You are part of the family.” — Hispanic Las Vegas

“You can contribute (as a displaced person) and can count.” — Hispanic Houston



Main Message

- You must be counted even if you are living with others. Tell them to count you.

“This means don’t forget about me.” — Hispanic Las Vegas

“Include me in the Census.” — Hispanic Las Vegas

- Themes of unity and change also emerge.

“Let us make us (Latinos) count.” — Hispanic Houston

“We all are important.” — Hispanic Houston

“If you participate it will bring change” — Hispanic Las Vegas

What’s Working Well, What’s Not and Why

- Everyone identifies with the toothbrushes. They represent the people in the household, unity, and that they’re “staying for good.”

“Each one (person in household) has one toothbrush so it’s talking about everyone.” — Hispanic Houston

- Seeing the Census form shows that it is short (brief) and easy and it will be recognizable when it comes in the mail.

- “Everyone counts” is reported to be an “empowering” phrase. However, “Hagámonos Contar” (Let us make us count) is a phrase the displaced Hispanics in Houston believe conveyed a stronger call to action.

“By participating you have the power to make a difference.” — Hispanic Las Vegas

Recommendations

- Consider rewording or omitting the phrase “No importa las razones” (the reasons don’t matter). According to displaced Hispanics this phrase sounds condescending or conveys pity.

- The Census logo and “It’s in our hands” tagline are considered important therefore should be highly visible and with larger print.
- For some, seeing certain toothbrushes in the holder and others in the glass means there is still a difference within family members and the displaced. Therefore all of the brushes should be together.

“MEGAPHONE” OOH)

Initial Reactions

- In general, this outdoor execution is seen as a good fit with the rest of the campaign.

“It’s a good compliment with the other ads.” — Hispanic Los Angeles

“It’s simple, concise and reinforces everything.” — Hispanic New York



Main Message

- “Let’s make our voice heard” is considered a call to action. To get ahead you have to send it.

“It’s an invitation to participate; my voice will be heard.” — Hispanic New York

“It’s a reminder.” — Hispanic New York

“We’re here, listen to us.” — Hispanic Houston

What’s Working Well, What’s Not and Why

- Most approve of the Census form being used as a megaphone.

“I like seeing the form as a cone. It’s our voice.” — Hispanic New York

“They’re amplifying our voice.” — Hispanic Los Angeles

“We need to be counted to see progress.” — Hispanic Houston

- For one person the megaphone is a sign of demanding entitled benefits.

“The cone is a type of protest...we want our rights.” — Hispanic Los Angeles

Recommendations

- None.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	49	64
2. Probably will	12	3
3. Might or might not	6	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n=67

Likelihood To Recommend	PRE	POST
1. Definitely will	52	62
2. Probably will	13	4
3. Might or might not	2	0
4. Probably will not	0	0
5. Definitely will not	0	1

Total Sample: n=67

General Feelings About Census	PRE	POST
1. Highly favorable	43	60
2. Moderately favorable	13	4
3. Neutral	11	2
4. Not too favorable	0	0
5. Rather unfavorable	0	1

Total Sample: n=67

The questions in Spanish:

1. ¿Si hoy usted tuviera que hacer el censo, que tan probable sería de participar? Participar, significa llenar y mandar su formulario del censo.
 1. Definitivamente lo haría
 2. Probablemente lo haría
 3. Quizás si o no lo haría
 4. Probablemente no lo haría
 5. Definitivamente no lo haría
2. ¿Qué tan probable sería de recomendar la participación en el censo a un miembro de la familia o a una amistad?
 1. Definitivamente lo haría
 2. Probablemente lo haría
 3. Quizás si o no lo haría
 4. Probablemente no lo haría
 5. Definitivamente no lo haría
3. En general ¿como describiría usted sus sentimientos con respecto al censo?
 1. Muy favorable
 2. Moderadamente favorable
 3. Neutral
 4. No muy favorable
 5. Definitivamente no favorable

Chapter Three | Puerto Rican Audience (Including Dominicans)

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to assess reactions to a second round of 2010 Puerto Rico Census advertising concepts among the Puerto Rican audience segment (Metro; Rural; Dominican).
- This chapter covers three qualitative-only focus groups conducted in San Juan on August 17 and 18, 2009. Participants represented a mix of gender, age, education, marital status and income. The mindset breakdown across the groups was:

CBAMS Mindset	#
Leading Edge	2
Head Nodders	4
Insulated	3
Unacquainted	0
Cynical Fifth	21
Total Sample	30

- A series of concepts were exposed from the three-tiered campaign representing Awareness (A), Motivation (M) and Non-Response Follow-Up (N). The material exposed included:

Television	Campaign Phase
Anthem-Hands	A
Radio	
Voices-Awareness	A
Voices-Motivation	M
Voices-Dominican	M
At the Door-NRFU	N
Print	
Dominos	A
Agriculture	A
Bunch	A
Mailbox/Crowd	M
Doors 2 (...avanzamos...)	N
Doors 1 (...movemos...)	N

Overall Reactions to the Campaign

- The advertising concepts as a whole clearly communicate that the Census is coming, it is important to participate and that all people in Puerto Rico can make a difference in their communities by participating.
- Participants report the campaign communicated the promise of progress in terms of future improvements for themselves and their children in the areas of education, transportation, and healthcare. These are major motivating factors for participation in the Census.
- Dominicans are pleased to see they are being included in the Census. To these participants it means they are being acknowledged as a contributing segment of the population in Puerto Rico.
- Many feel a sense of unity and want to participate in improving the long term future for themselves and their children.
- Other key copy points that are appealing, informative and motivating include:
 - “10 simple questions in about 10 minutes”
 - “Our answers are completely confidential.” There is fear about identity theft and this helps assuage some of the concerns.
- Seeing the Census form in the executions is informative and appealing. Many appreciate knowing what it looks like so they can recognize it when it arrives.
- Many agree that the NRFU concepts motivate them to participate simply because they do not want anyone coming to their homes. There is a great deal of skepticism and fear for safety when one is told they will need to open their door to a stranger.
- News for most included:
 - It’s more than just a count of people.
 - It’s easy and fast to do; not complicated.
 - We all will benefit.
 - It’s in March.
 - It’s confidential.

Tagline Feedback + Evaluation

Two alternate campaign taglines were exposed in this research:

Tagline A: “Con el Censo nos movemos hacia adelante.”
(“With the Census we move forward.”)

- The line is considered to be more personal and individual than the alternative.
- The word “adelante” conveys change and optimism; moving ahead; overcoming an obstacle.
- It conveys moving toward a goal. This “movement” is felt to be directional but not as strong as “to advance.”

“The reason people work hard to make a living is to “advance in life.”—San Juan

**Tagline B: “Con el Censo avanzamos todos.”
“With the Census we all advance.”**

- “Avanzamos” is considered to be a powerful word. It is more inclusive than “movemos.” “We all will benefit.”
- The idea means we all progress, we all get ahead = benefits, going toward the future, hope, meeting a goal, optimism, not staying behind and improving (with pride).

“They mean the same but (avanzamos) has a bigger scope and moves you to go out as a group.” —San Juan

- One comments that the word suggests “pressure” or “pushiness.”

Tagline Ratings

The entire campaign of creative executions was exposed incorporating the tagline “Con el Censo nos movemos hacia adelante.” After exposure to these executions, participants were asked to provide a rating of the tagline on the following question:

“How important does this tagline make you feel it is to send or mail back your Census form?”

1. Very important
2. Somewhat important
3. Not very important

Following this rating, participants were exposed to one additional execution containing the alternate tagline, “Con el Censo avanzamos todos.” They were then asked to provide the same rating on the alternate tagline.

	A=Movemos...	B=Avanzamos...
Very Important	18	21
Somewhat Important	11	6
Not Very Important	1	3

Total n=30

It is important to note that this data IS NOT QUANTITATIVE in the sense that it is not projectable. The sample is so small that this exercise only indicates a directional preference and should be used appropriately.

Reactions to Individual Executions

“ANTHEM-HANDS” TV (A)

Initial Reactions

- The execution generates favorable reactions being described as “sweet.” The “typical” and “realistic” scenes of people drinking coffee and playing dominos are memorable.
- The story captures attention and holds the viewer as the scenes unfold.



“The scenarios keep me watching to see why everyone is raising their hand.” — San Juan

- The variety of scenarios conveys that no one is excluded.
- The “raising of hands” device works well to convey “being counted.”

“People raising their hands validates the population.” — San Juan

Main Message

- Everyone agrees the execution is easy to understand. The message is that everyone counts; each person counts; every person is important regardless of age, gender, color or economic status; no one must be excluded. Further, the concept communicates that the Census is coming and it is important for everyone to participate.

“It made you think, why are they raising their hands?” — San Juan

“It’s promoting all to raise their hands and give a little of themselves.” — San Juan

What’s Working Well, What’s Not and Why

- Showing the variety of people in different scenarios familiar to everyone living in Puerto Rico is engaging and positive.
- The diversity of occupations and different social classes conveys all-inclusive, no discrimination and is appreciated by all.

“It’s like lots of people collaborating; like a team; spreading their voice so we can create something better.” — San Juan

- The “raising of hands” device works well to convey “being counted” and “participation.”

“People raising their hands validates the population.” — San Juan

- Many comment that they like the music describing it as “catch” and “folkloric”; “like Puerto Rican music.”

“You think it’s a local party going on.” — San Juan

- Some feel the concept does not contain enough information about what the Census is and “why” it is important to be counted.

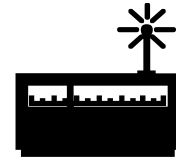
“Maybe more words to tell me what it is.” — San Juan

- Seeing the Census form in positive because it lets people know what to expect.
- A few feel the execution is missing scenes that show children or schools. And a few do not like the ballet scene feeling “it is out of place” with the other typical and familiar scenes.

Recommendations

- Consider including a bit more substantive information to the copy. For example:
 - The Census is coming in March.
 - Fill out the form and send it back.
- Since all viewers get the point that the Census is for everyone, consider losing the ballet scene in order to provide a few extra seconds to convey some information.
- Keep the Puerto Rican style of music. Most relate and appreciate.

“VOICES-AWARENESS” RADIO (A)



Initial Reactions

- The execution receives mixed reactions. Hearing a list of the benefits is motivating for some. However, others are distracted from the message due to the overwhelming voices describing them as very loud, bothersome and annoying.
- Many understand the concept of many voices conveying “all need to be counted” but object to the execution of the idea by using so many voices in a growing volume.

“Its lots of people joining in; one starts and others join; it’s like helping (each other).” — San Juan

“Joining voices suggests union; they are united.” — San Juan

“It’s too much noise; like a kindergarten.” — San Juan

“The message cannot be heard when too many people talk.” — San Juan

Main Message

- Become unified by filling out the Census form. Be counted. Count on me to help. The many voices conveys that everyone should be included. The Census is coming in March. If you fill it out you can improve a lot of things in your country. Everyone benefits.

What’s Working Well, What’s Not and Why

- Positive copy points include “the education of our children” and “our people’s health.” These points are informative and important.

“This has the information we need. They give you the goal of the Census, what they will do with the funds, it’s a positive outcome.” — San Juan

- Initially, starting with one voice and building is attention getting but with too many voices and too much volume, the approach becomes annoying.
- For Dominicans, the approach makes it sound like political propaganda with promises being shouted out; almost like a “protest.”

“Sounds like they’re forcing us.” — San Juan Dominican

Recommendations

- The concept is appreciated, however the voices must increase in a harmonious way with a modulated volume in order to:
 - Allow clear communication
 - Convey unity
 - Not evoke discord and disagreement
- Keep the relevant and informational copy points.

Initial Reactions

- The execution of this idea is informative and the information is positive and relevant; short and to the point.
- The “10 questions, 10 minutes” message is particularly meaningful and motivating.

“It makes you feel at ease that this important task will only take ten minutes; you’re part of the system and it’s important to do it.” — San Juan

- Again, the voices are a problem for several.

“There are too many voices talking together.” — San Juan

- The Dominican accent has a powerful effect on grabbing attention and involving the listener. All Dominicans agree that the execution is “talking to them.”
- The words “count on us” and “with us” is interpreted as the Dominican population is important and should be included in the Puerto Rican Census.

“All voices count.” —Dominican San Juan

Main Message

- The Census will help decide how funds will be invested in Puerto Rico. Ten questions in ten minutes conveys fast and easy. Your answers to the Census are confidential.
- Hearing the Dominican accent conveys to Dominicans that the Census is for everyone and they need to participate. The line “all the people of Puerto Rico” was not enough for them to believe it was all-inclusive.

What’s Working Well, What’s Not and Why

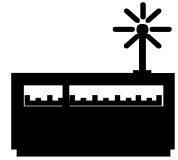
- Naming benefits is important (schools, highways, agriculture, aid to children).
- Confidentiality is important. This means that information will be safe from identity theft.
- 10 questions/10 minutes is news for many and very motivating.
- The burgeoning voices is annoying and bothersome.

“It’s stressing when everyone is talking.” — San Juan

- One describes the music as “ghetto.”

Recommendations

- Definitely keep the Dominican version with the accent. It is powerful at including this segment.
- Keep the important copy points like 10/10 confidentiality and naming the benefits.
- The multitude of voices needs the same care and attention as described for the Voices-Awareness execution.



The following three “Awareness” print executions have identical text copy and are very effective at communicating:

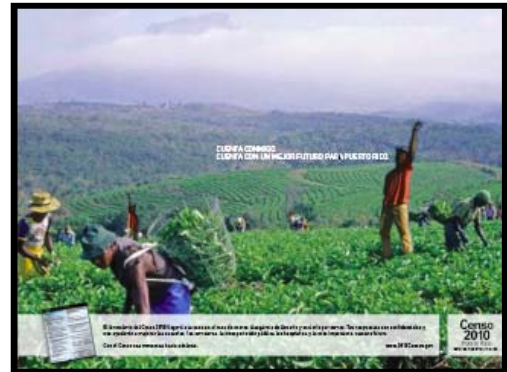
- The Census is arriving in March.
- Your answers are confidential.
- There are benefits: improving schools, highways, public transportation and hospitals.

Beyond this, each execution conveys additional information through its’ visual which creates a collective take-away that the Census is for everyone and it is important that all participate.

“AGRICULTURE” PRINT (A)

Initial Reactions

- Initial reaction to this print execution is mixed. The Metro/Urban participants did not relate to the visual as well as the Rural and Dominican participants.
- The portrayal of fieldworkers conveys the need for everyone’s participation.
- The image of the landscape and countryside is captivating for many.
- The details are informative and important however the type size is too small. Small print diminishes the importance of the message.



Main Message

- Make yourself count. This is for the working class. No matter where you are, you count; rich or poor, educated or not, “no social class required.”
“It doesn’t matter what part of the island you are from the form will get to you.” — San Juan
- Dominicans: even if there are only three people living in a remote area by answering the Census you could get a road build to your town.

What’s Working Well, What’s Not and Why

- The images work well for rural and Dominicans but not as well for urban people
- The images also convey a sense of pride.
“Even fieldworkers contribute to improve the future.” — San Juan
- Confidentiality instills trust; that everyone has a right to participate.
- Positive relevant copy points convey improvements for a better future as well as hope for all generations.
- The visual including the workers is motivating.
“If that guy living in no-where can fill it out, so can I.” — San Juan

- Most like seeing the actual Census form because it will be recognizable when it arrives.
- Because many fieldworkers are considered to be of lower education, this conveys that the form will not be complicated and it will be easy to fill out.
- A few wonder why only two people have their hands raised.
- The font is too small.

Recommendations

- It is important to include working class, farmers and rural people.
- The pastoral scenery is eye-catching and appealing.
- Keep the important and relevant copy points and consider including 10 questions/10 minutes.
- Enlarge the font.

“BUNCH” PRINT (A)

Initial Reactions

- Initially some are confused by the image wondering why people are looking up to the sky.
- Others see this as hopeful; young people looking to the future; suggests progress.
- Many understand the raised hand means they want to be counted but some wonder why all aren't raising their hands.



Main Message

- The Census is coming. Everyone counts. The visual of the young people conveys that the execution is about the future; looking forward/looking up/looking skyward.

What's Working Well, What's Not and Why

- The forward looking sense conveys hope and that there will be economic improvements.
- Stating the benefits: healthcare, education + job training, and being completely confidential are appreciated.
- Most like seeing the actual Census form because it will be recognizable when it arrives.
- Seeing all young people, some older readers did not relate.
- A few feel the people look doubtful about something and this is unsettling.
- The font is too small.

Recommendations

- It is important to include young people. They are the future. Their presence in the campaign conveys improving the future and progress.
- Include both male and female people raising their hands.
- Keep the important and relevant copy points and consider including 10 questions/10 minutes.
- Enlarge the font.

“DOMINOS” PRINT (A)

Initial Reactions

- The execution is generally well received. As part of the campaign, all agree that acknowledging the elderly and retired is important. They too, need to be counted in the Census.
- Including elderly people conveys no discrimination.
- Good details (about the Census).



Main Message

- Everyone counts. The visual of the men playing dominos conveys that elderly people or senior citizens and retired people are important too and need to be counted. The benefits are for everyone. Specifically the benefits of public transportation and hospitals speak to the needs of older people.

What’s Working Well, What’s Not and Why

- Messages are short, concise and to the point.
- It is very important to say “confidential.”
- The depiction of playing dominos is realistic and fitting for these gentlemen. It is a common thing for older men to do in Puerto Rico. It generates interest by demonstrated elderly men from different socio-economic backgrounds.
- The inclusion of older people also conveys that the Census should be easy to do since “even a senior citizen could do it.”
- Stating confidentiality is important. Dominicans think this aspect would also motivate undocumented people who are in Puerto Rico to participate in the Census.
- Addressing the benefits. The execution specifically conveys benefits for older people.
- Most like seeing the actual Census form because it will be recognizable when it arrives.
- The font is too small and older people won’t read it.

Recommendations

- It is important to include the elderly and retired citizens.
- The dominos scenario is attention getting, realistic and fitting.
- Consider showing a mix of senior citizens of different social classes.
- Keep the important and relevant copy points and consider including 10 questions/10 minutes.
- Enlarge the font.

“MAILBOX/CROWD” PRINT (M)

Initial Reactions

- The execution creates interest and is motivating.
- The image shows different “curious” people of different professions, different races and different social classes. This variety conveys that you should “do your part.”



Main Message

- Fill out the Census form and mail it back. You will be helping everyone. No discrimination. It is confidential; no need to worry about identity theft. Trust the Census.

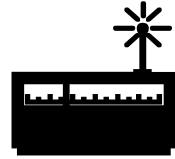
What’s Working Well, What’s Not and Why

- The many different faces is appealing and conveys that all types of people should participate; no discrimination. They are engaged in a common experience, unified, together; all different yet they have a common bond; diverse, yet one.
- The perspective at the mailbox is intriguing and involving. The mailbox is a reminder to mail in your form.
- All the people in the line convey that everyone fills out the form and mails it back.
- The copy points that are particularly appealing, relevant and motivating are:
 - Only 10 questions and 10 minutes
 - Confidential
- For Puerto Rico (in the header)
- Most like seeing the actual Census form because it will be recognizable when it arrives Some think the form is too small and would actually like to see some of the questions on it.
- The font in the test is also too small.

Recommendations

- The perspective is motivating. Seeing the people in line at the mailbox encourages all to do the same.
- Enlarge the font and consider making the Census form bigger..

“AT THE DOOR” RADIO (N)



Initial Reactions

- The execution is well received and easily understood.
- For some this execution motivates them to fill out the form in order to not have a Census rep go to their home.

Main Message

- If you do not fill it out and mail it back someone will come to your home to help you fill it out. Regardless of your legal status they want you to fill it out. If they come to your house let them in.

What’s Working Well, What’s Not and Why

- Many did appreciate that the Census would send someone to “help” since they all report knowing people who might require assistance (illiterate; elderly; handicapped; etc.).

“They take the time and concern to come; we should be conscious to fill it out.” — San Juan

- The different doorbells evoke curiosity and convey that the Census is interested in everyone and will be approaching everyone regardless of legal status or level of education.
- Stating that a Census taker would have an identification card instills a sense of trust and security. It is also motivating.
- The messages serve as reminder to fill out the form if you do not want someone to visit your home.

“It makes me want to hurry up and fill it out before a rep comes to my house.” — San Juan

“If they come it will be more than ten minutes and it will be at 8 in the morning.” — San Juan

“It’s like an ultimatum.” — San Juan

- Having one serious voice gives a “serious” tone to the execution.
- A few feel the execution moves too fast.

Recommendations

- Consider adding the 10 questions/10 minutes information.
- Keep “proper identification” as this is important in calming fears.
- Consider adding the word “help” you fill it out. This conveys care and concern and that they will take the time to help you complete this important task.
- Consider slowing down the narration a bit.

“DOORS” PRINT (N) (DIFFERENT TAGLINES)



Initial Reactions

- The execution is very well-received. The visual captures attention, is described as colorful and engages the reader.
- Many comment that the doors look like the doors in Old San Juan. For some this conveys different types of people of different social classes.

Main Message

- If you don't fill it out and mail it back they will come to your home. Open the door to the Census taker. Trust them; they will have identification.

What's Working Well, What's Not and Why

- The variety of different colored doors of different styles conveys representing all the different people of Puerto Rico.
- The picture of the Census identification card is very important and gives a sense of security and trust in addition to creating familiarity with what to look for.
- The messages serve as reminder to fill out the form if you do not want someone to visit your home.

“If you want to avoid the visit, send it in.” — San Juan

- The print is too small.

Recommendations

- Keep the great visual of the variety of colorful doors.
- Some suggest that a couple of the doors should be open indicating acceptance of the Census taker coming into your home.
- Make the picture of the identification card bigger and more clearly visible.
- Consider adding a phone number as well as the Web site.
- Enlarge the print.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	16	26
2. Probably will	9	4
3. Might or might not	4	0
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n=30

Likelihood To Recommend	PRE	POST
1. Definitely will	18	24
2. Probably will	8	6
3. Might or might not	3	0
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n=30

General Feelings About Census	PRE	POST
1. Highly favorable	15	26
2. Moderately favorable	8	3
3. Neutral	6	1
4. Not too favorable	1	0
5. Rather unfavorable	0	0

Total Sample: n=30

The questions in Spanish:

1. ¿Si hoy usted tuviera que hacer el censo, que tan probable sería de participar? Participar, significa llenar y mandar su formulario del censo.
 1. Definitivamente lo haría
 2. Probablemente lo haría
 3. Quizás si o no lo haría
 4. Probablemente no lo haría
 5. Definitivamente no lo haría

2. ¿Qué tan probable sería de recomendar la participación en el censo a un miembro de la familia o a una amistad?
 1. Definitivamente lo haría
 2. Probablemente lo haría
 3. Quizás si o no lo haría
 4. Probablemente no lo haría
 5. Definitivamente no lo haría

3. En general ¿como describiría usted sus sentimientos con respecto al censo?
 1. Muy favorable
 2. Moderadamente favorable
 3. Neutral
 4. No muy favorable
 5. Definitivamente no favorable

Chapter Four | Diverse Mass Audience

(Including Displaced Person Hosts + Displaced Persons)

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to assess reactions to a second round of 2010 Census advertising concepts among the Diverse Mass audience segment, including Displaced Persons and Displaced Persons Hosts. (Displaced Persons are people not currently living in their permanent residences due to job loss, natural disaster or property foreclosure. Displaced Persons Hosts are people who have displaced persons currently residing in their homes.)
- This chapter covers six qualitative-only focus groups conducted in Seattle on August 5, 2009 (Diverse Mass), in Las Vegas on August 6, 2009 (Diverse Mass) and on August 7, 2009 (Hosts) and in Houston on August 20, 2009 (Displaced). Participants represented a mix of gender, age, education, marital status, income and ethnicities. The ethnic breakdown and mindsets across groups was:

Ethnicity	#	CBAMS Mindset	#
African American	10	Leading Edge	14
Asian	2	Head Nodders	18
Caucasian	23	Insulated	6
Hispanic	8	Unacquainted	1
Mixed/Other	1	Cynical Fifth	5
Total	44	Total	44

Note: For Displaced Persons, n=4 and for Displaced Persons Hosts, n=5.

- A series of concepts were exposed from the three-tiered campaign representing Awareness (A), Motivation (M) and Non-Response Follow-Up (N). Concepts targeting Displaced Persons (DP) and Displaced Persons Hosts (DPH) were also exposed.

Television	Campaign Phase
Portrait + Alternative (alt.)	A
Just One Person + (alt.)	M
Guy in Garage + (alt.)	M
Girl in Hallway + (alt.)	M
Doors	N
Radio	
Feel Better + (alt.)	A
Opening Doors (alt. tagline)	DPH
Arrived (alt. tagline)	DPH
We're Counting on You (alt. tagline)	DP
Banners	
Get the Facts + (alt.)	
Voices + (alt.)	

Print	
Voices-Textbooks + (alt.) Voices-Work + (alt.)	M
Faces- Only One Person + (alt.) Faces- Can't be Ignored + (alt.)	M
Doors (alt.)	N
Arrived (alt. tagline)	DPH
Roofs (alt. tagline)	DP

Overall Reactions to the Campaign

- The advertising concepts as a whole clearly communicate that the Census is coming, it is important to participate and that Americans can make a difference in their communities by participating.

"It's a responsibility; you can't sit in your neighborhood and complain if you haven't taken the steps to be counted." — Diverse Mass Houston

- The ideas generate a sense of pride, unity and responsibility among many and this results in them being, not only encouraged to participate, but compelled.
- The concept of "one voice," when accompanied by others (neighbors, co-workers, community, etc.), empowers us to make a difference and is quite motivating.
- Most agree that hearing/seeing/being told the benefits to their communities, and to their lives, is a major motivator in their participation in the Census. For example, education/schools, healthcare/hospitals, job training, fire and police stations/protection, etc.
- Several agree they want to hear that "\$400 billion per year in federal funds will be allocated to communities." Hearing the number makes it more real for many. There are some however who say the actual number has little meaning in this day of \$800 billion bailouts and stimulus packages. They prefer the more vague phrase "fair share..."
- Other key copy lines that are appealing, informative and motivating include:
 - "...our needs are heard."
 - "10 simple questions in about 10 minutes"
 - "Our answers are completely confidential" may be strengthened by using "Your answers..." rather than "Our answers..." And the phrase, "by law" strengthens the point even more.
- Seeing the Census form in the executions is informative and appealing. Making it clear that the form is not complex, easy to fill out with ten simple questions is appealing and motivating. In the print many suggest making it bigger.
- Many agree that the NRFU concepts motivate them to participate simply because they do not want anyone coming to their homes. There is a great deal of skepticism and fear for safety when one is told they will need to open their door to a stranger.
- Several people state they would go to the Web site for more information. It is also suggested to include a toll-free telephone number for those who do not yet have internet access.
- Displaced Persons were "touched and moved" that the Census is saying they count, they matter and that even if they do not have a home of their own, they need to be counted.
 - They want to hear, see and be told about the benefits to their communities, and to their lives. This motivates them to not only participate but to tell others to be counted as well.

- Key copy lines that are appealing, informative and motivating include:
 - “10 simple questions in about 10 minutes”
 - “Our answers are completely confidential” may be strengthened by using “Your answers...” rather than “Our answers...” And the phrase, “by law” strengthens the point even more.
- Seeing the Census form in the executions is informative and appealing. Many feel more comfortable knowing what to look for.
- These people agree they would go to the Web site for more information.

General Diverse Mass + Displaced Persons Hosts Only

Tagline Feedback + Evaluation

Two alternate campaign taglines were exposed in this research:

Tagline A: “We can’t move forward until you send it back.”

- Makes one feel more obligated. “If you don’t push people they might not do anything if they don’t have to or else we will stay where we are.”
- This line has more urgency; we can’t all move forward unless we all do our share.

Tagline B: “Together we move forward when you mail it back.”

- Speaks of collectiveness. “It takes everyone to move forward.”
- More powerful because it doesn’t have “can’t.”
- Move forward is ambiguous for many.

Tagline Ratings

Several creative executions were exposed incorporating one of the alternate taglines throughout the campaign. After this exposure, participants were asked to provide a rating of the tagline on the following question:

“How important does this tagline make you feel it is to send or mail back your Census form?”

1. Very important
2. Somewhat important
3. Not very important

Following this rating, participants were exposed to one or two executions containing the alternate tagline. They were then asked to provide the same rating on the alternate headline.

	Viewed First		Viewed Second		Total	
	A=We can’t...	B=Together we...	A=We can’t...	B=Together we...	A=We can’t...	B=Together we...
Very Important	13	6	9	5	22	11
Somewhat Important	8	8	3	12	11	20
Not Very Important	1	4	6	5	7	9

Total n=40 n=22 n=18 n=18 n=22

It is important to note that this data IS NOT QUANTITATIVE in the sense that it is not projectable. The sample is so small that this exercise only indicates a directional preference and should be used appropriately.

We see that when viewed first, more people feel the “We can’t...” tagline conveys it is very important to return their Census form. We also see that after viewing both taglines, more people feel the “We can’t...” tagline conveys it is very important to return their Census form.

Reactions to Individual Executions

“PORTRAIT” TV (A)

Initial Reactions

- The execution is a feel-good effort that makes people feel proud to be American. The diversity of the crowd, and the unity displayed, creates a sense of oneness that strikes a positive emotional chord.

“The diversity reminds me that I am proud of this country.” — Diverse Mass Seattle

- The concept is described as engaging, comfortable, non-threatening, modern, powerful, simple and up to date.
- The idea “empowers people to participate.”

Main Message

- Everyone agrees the execution is easy to understand. The message is that everyone needs to participate in the 2010 Census. No matter whom you are or what you do, “we are one nation” and you need to be counted.

“We all have our own cultures but we are all Americans.” — Diverse Mass Seattle

“Everyone is part of the country no matter who or what you are.” — Diverse Mass Seattle

“All walks of life should be counted.” — Diverse Mass Las Vegas

What’s Working Well, What’s Not and Why

- The crowd coming together is appealing, unifying, meaningful and motivating.
- The diversity is all-inclusive and conveys cooperation.
- The photographer running to be in the picture is “cute” and conveys that, indeed, everyone needs to be counted.
- Some feel the concept does not contain enough information about “why” we should be counted.

“It raises the question, what’s in it for me.” — Diverse Mass Seattle

- For most, the tagline, “It’s in Our Hands” means “it’s up to us” and “it’s our responsibility.”
- Some comment that the tagline does not fit with the rest of the spot and needs something to stress our unity and cooperation. Perhaps the VO leading up to the tag could say something like, “as a group...” or “together ...”

Recommendations

- Produce this execution.



“JUST ONE PERSON” TV (M)

Initial Reactions

- There are mixed reactions to this idea. Most understand, and relate to, the concept but find elements of the execution to be unappealing.
- Seeing the variety of people and hearing the growing number of voices conveys that there is “power in numbers”; that one voice matters and becomes more powerful when it is joined by other voices.
- However, several complain that the voices are repetitious and annoying. The volume of voices is unappealing and disconcerting.



“It would get old fast.” — Diverse Mass Seattle

“I didn’t like the repetitiveness; I would hit the mute button.” — Diverse Mass Las Vegas

“It was talking down to you.” — Diverse Mass Las Vegas

“It was intimidating.” — Diverse Mass Las Vegas

Main Message

- “Everyone counts and everyone’s voice matters” is the main message coming through in this spot. Further, that when many voices are heard, they can make a difference.

“As a collective we can work toward a common goal.” — Diverse Mass Seattle

“Together we are more powerful.” — Diverse Mass Seattle

“Everybody should participate.” — Diverse Mass Las Vegas

What’s Working Well, What’s Not and Why

- The concept that one person’s voice matters and becomes powerful when joined by others is appealing and relevant.
- The repetition of the voices and the volume of the growing number of voices is unwelcome.
- Most like seeing the Census form and somebody filling it out. This conveys simplicity and ease.

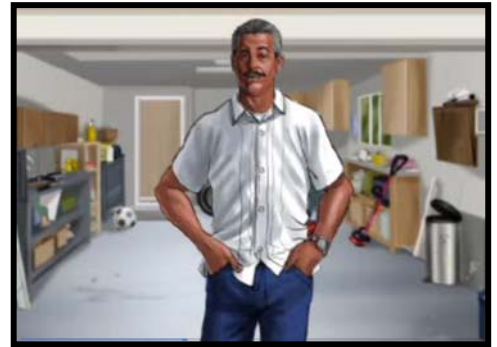
Recommendations

- The audio track of this idea needs reconsideration. The volume needs to be monitored so as not to be over-powering and objectionable.
- Visually seeing a variety of people will aid the intended main message in coming through.

“GUY IN GARAGE” TV (M)

Initial Reactions

- The execution is focused on job training which is important for many but not as universal as education.
- The Census allows one person to voice an opinion and it becomes more powerful when others join in and voice it, too.



“It is your opportunity to voice your opinion.” — Diverse Mass Seattle

- The building voices present a problem for many. Since viewers are only seeing one person in the spot, several find it hard to imagine the other voices. Who are they and why does this one man represent all those voices?

“One person did not make it seem like your voice is important.” — Diverse Mass Seattle

Main Message

- The Census is coming. Every person matters. We all have to take responsibility. Everyone gets the point that job training is one of the things that can happen when you send back your Census form. The concept of one voice becoming more powerful when joined by others is appealing.

What’s Working Well, What’s Not and Why

- Although the concept of one voice becoming more powerful when joined by others is appealing, the execution of the idea is disconcerting to viewers. The growing multitude of voices is annoying.
- Listing out who is joining in is meaningful (siblings, cousins, neighbors, his community, his people.
- There are too many words being said in unison and this makes it difficult to hear and understand what they are saying.

“You can’t really understand what they are saying but that everyone counts; everyone’s voice needs to be heard.” — Diverse Mass Las Vegas

- Some feel the concept stereotypes a minority (Hispanic or African American) as being the one who needs job training.

“If it was more diverse groups of people it would be better instead of one minority.” — Diverse Mass Seattle

- Some feel the guy comes off being selfish because he is demanding and they do not see others in the story.
- Most like seeing the Census form and somebody filling it out. This conveys simplicity and ease.

Recommendations

- Consider including a visual of the various people as they add their voices to the chorus.
- Tone down the demanding nature of the guy when he says “I need job training.”
- Consider using multiple races asking for job training so as to minimize the risk of alienating minorities who may see it as stereotyping.
- Ensure clarity of the chorus of voices. This is especially true when they are conveying information rather than simply repeating the same line as in “Just One Person.”

“GIRL IN HALLWAY” TV (M)

Initial Reactions

- Most are drawn to the child and become involved in the spot. The idea of the Census aiding education and schools is relevant and appealing.
- As with “Guy in Garage” the audio of multiple voices, and the visual of only the girl, causes dissonance and is uncomfortable for many.

“I don’t like all the voices; maybe the father should ask the question and have other people come in.” — Diverse Mass Seattle

“One person and one voice would be better but have more people not just one person.” — Diverse Mass Seattle



Main Message

- The Census is coming. Every person matters. The Census can help our communities improve the schools. This can happen when you send back your Census form. Again, the concept of one voice becoming more powerful when joined by others is coming through.

What’s Working Well, What’s Not and Why

- There is an emotional reaction to the spokesperson being a child. Many see children as innocent and they need adults to be their advocates.

“Grownups need to fill out the form because this issue affects kids.” — Diverse Mass Seattle

“You are the voice of the child.” — Diverse Mass Las Vegas

- The male voice coming out of the little girls was “creepy” for some.

“When you see the little girl and you hear a deep voice, like man, it catches you off guard.” — Diverse Mass Seattle

“The voices were creepy coming from the girl.” — Diverse Mass Las Vegas

Recommendations

- Consider including a visual of the various people as they add their voices to the chorus.

“It’s better that you see everyone coming together rather than hearing them come together.” — Diverse Mass Las Vegas

- Ensure clarity of the chorus of voices. This is especially true when they are conveying information rather than simply repeating the same line as in “Just One Person.”

“DOORS” TV (N)

Initial Reactions

- The execution evokes an emotional reaction. Most agree they are motivated to send back their Census form rather than have someone come to their homes. There is still much skepticism and fear for safety about letting a stranger into your home.

Main Message

- You need to fill out your Census form and mail it back or someone will come to your home. The message is more acceptable when the execution explains why one needs to fill out the form. Listing the benefits is meaningful and motivating.



What’s Working Well, What’s Not and Why

- Many appreciate that the execution tells what the Census can do for you. The listing of the benefits is appealing.
- Showing the open door to the Fire Station is appealing and motivating. It is informative by conveying that the Census information will go to supporting fire stations and it is something that will affect all people.

“It makes it more personal.” — Diverse Mass Seattle

- Most like seeing the Census form and, on the clipboard, it looks short and easy.
- People want to see the Census Taker’s identification but many are still skeptical.
- The idea of NRFU is understandable and believable. However, many resist the idea as being “nosy” and “invasive” and would avoid a visit at all costs.

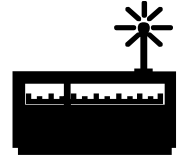
“Feels like big brother to have someone knock on your door.” — Diverse Mass Seattle

- Some criticize the various homes as being too suburban or upscale. One states, “There ought to be an apartment or something.”

Recommendations

- Consider showing a wider variety of “home settings,” not all upscale and suburban.

“FEEL BETTER” RADIO (A)



Initial Reactions

- The execution is well received. Most immediately appreciate the concept of many voices by contrast to the television spots. It was clearer and easier to understand.

“We are all in it together.” — Diverse Mass Las Vegas

- This radio spot was always played after viewers had been introduced to the “many voices” concept. They appreciate being able to visualize the different people that would be attached to the different voices thus eliminating the dissonance they felt in “Guy in Garage” and “Girl in Hallway.”

“It was better not trying to make a connection with the visual; the voices was better than on TV because it is not as overpowering.” — Diverse Mass Seattle

“If you don’t see it you imagine it better.” — Diverse Mass Seattle

“The voices are more effective on radio than on TV.” — Diverse Mass Las Vegas

- The subject matter of healthcare is also highly relevant and involving. The fact that the story centers on an elderly woman is also engaging. Many appreciate the “voices” that are put forward to support her, e.g., her children, her grandchildren, her neighbors and their families, her town and community.

“Healthcare is vital to the future.” — Diverse Mass Las Vegas

Main Message

- Receiving funding for healthcare is a key message. The more people who participate, the more issues will be worked out. There are several copy points that people take away that are informative, relevant and motivating.

What’s Working Well, What’s Not and Why

- Positive copy points include healthcare, education + job training, 10 questions in about 10 minutes, completely confidential, take better care of the ones we love, we can’t be ignored on the things that are “vital” to us and including the Web address. A few feel the line “can’t be ignored” is a bit strong and militant. More so in the print execution “Faces.”
- For most, the line “fair share” is less effective than saying “\$400 billion per year...”
- Some react negatively to calling an elderly woman an “old woman.”

“It is offensive to say one old woman, maybe use one senior citizen instead.” — Diverse Mass Las Vegas

Recommendations

- Do not refer to an elderly woman or senior citizen as an “old woman.”
- Keep all the relevant and informational copy points. The word “vital” breaks through.
- Consider using “\$400 billion...” over “fair share.”

“VOICES” PRINT (M)

Initial Reactions

- Initial reaction to these print executions is not positive. Many complain that they have to work too hard to understand what they are trying to say. The text is way too small and the design and layout is unappealing.

“It stresses me out and it’s too cluttered.” — Diverse Mass Las Vegas

- After examination, many do see that the material is a print version of the television and radio spots they have been exposed to.
- However, the headlines coming through the megaphone are hard to decipher and read. Some suggest that the meaning might be conveyed more clearly by making the words different colors.

“It’s hard to notice because there is a lot of clutter; maybe change the color of the text.” — Diverse Mass Seattle

- Further, the start-up statements, “my daughter needs new textbooks” and “put me to work” are so small many initially miss them and then need to work to put the whole thing together.
- As with the television work, the concept is acceptable and even appealing. In this case the execution needs much modification.



Main Message

- Only a few people could articulate the main message here that the Census is the megaphone that will amplify what we need. More played back that one voice, one person filling out the Census counts when everyone else does too.

What’s Working Well, What’s Not and Why

- Positive relevant copy points include education, healthcare + job training, 10 questions in about 10 minutes, completely confidential, and including the Web address.
- Some feel the colors of the execution are drab and boring and would not catch their attention.
- The words “...needs new textbooks” coming out of the megaphone are more easily read because the angle is more horizontal. The words “...me to work” are at an upward angle making them more difficult to read.
- Many cannot decipher the words on the megaphone.
- Some suggest that the text should read “your” answers are confidential rather than “our” answers. The “our” implies the government is included in the statement.

Recommendations

- Reconsider producing these concepts. However, if these ideas are to be taken further...
- Consider modifying the visual to make it less cluttered. The set-up phrases need to more easily readable and prevalent.
- Keep all the relevant and informational copy points.
- Consider using “\$400 billion...” over “fair share.”
- Many would prefer the Census form to be bigger along with the Web site address.

“FACES” PRINT (M)



Initial Reactions

- Although some feel difficult to read, these executions are attention-getting and intriguing. For many, the fact that there are people in the letters makes this more effective than “Voices” with just the words.
- The large headline letters convey a loud voice.
“The way the words get bigger; more and more people makes your voice more powerful.” — Diverse Mass Seattle
“It shows a community effort.” — Diverse Mass Las Vegas

Main Message

- Many voices together can make a difference and every voice counts. Collectively we can make a difference.

What’s Working Well, What’s Not and Why

- Positive relevant copy points include healthcare, education + job training, completely confidential, and including the Web address.
- Visually the headline words in the pyramid format are more appealing and more easily readable than the words that are stacked. Further, the pyramid words more clearly convey a growing sense of volume and participation.

“One person can make a difference if the community gets behind the idea.” — Diverse Mass Las Vegas

- Some feel the letters are blurry and hard to read and yet with a closer look, they become involved in the letters discovering that the letters are made up of many different faces. They appreciate the multiple people and multiple colors. Some have trouble with the black background claiming that it too makes the execution hard to read.

“The contrast is hard to read; the background needs to be lighter. If it was a poster it would be good.” — Diverse Mass Seattle

- The text box is too small for many. They would prefer the type size to be bigger along with the actual Census form.

- Some do not like the sentence in the copy beginning with the word “Because” (...the Census helps our community...) saying that it is grammatically incorrect, confusing and doesn’t make sense.

Recommendations

- Compared to “Voices,” viewers connect much more with these two executions. The style is more personal and human to them.
- Incorporate all the key relevant and appealing copy points (healthcare, education + job training, completely confidential, including the Web site address) and add the copy point of 10 questions in about 10 minutes.
- \$400 billion per year is important (“more grabbing”) and more effective than “fair share of federal funding.”
- Utilize the pyramid style with the headlines. The content in both headlines has appeal with different people.
- Many would prefer the Census form to be bigger along with the Web site address.

“DOORS” PRINT (N)

Initial Reactions

- The execution is very well received. It is colorful and shows a variety of different people in the community representing different ethnicities as well as different community services. These are viewed as “real life” examples.

“It shows the community.” — Diverse Mass Las Vegas

- It is informative in listing the benefits of participation: funding for schools, hospitals and police and fire stations. It is more universal.

“It shows the importance of the Census.” — Diverse Mass Las Vegas

Main Message

- Someone is coming to your home if you do not send in your Census form. By participating one can get more community services.

What’s Working Well, What’s Not and Why

- The many different viewpoints is appealing and informative. The community approach is appreciated.
- Many like the tagline, “Together we move forward when everyone in your household is counted.” It feels positive and inclusive.
- The copy line, “It’s just 10 easy questions and could take only 10 minutes to answer” raises some skepticism and discussion. The use of the word “could” makes some believe it will take longer. Others are more accepting citing language difficulties or elderly people who “might” take longer to fill it out.

Recommendations

- The variety of people and services works very well to create an inclusive feeling and demonstrate the benefits of participating in the Census. The only visual that evokes some confusion is the black guy in the overall jeans. Some are not sure what he does.
- Many would prefer the Census form to be bigger along with the text and the Web site address.

Reactions to the Online Banners



“VOICES” BANNER (RED; INTERACTIVE; RECORD VOICE; VOICE BUBBLES)

Initial Reactions

- There is mixed reaction to this banner. Some think it is very “cool”; especially the ability to record your own voice.

“The option to have your voice heard is nice.” — Diverse Mass Seattle

- Others feel there is just too much going on.
- Although the “interactivity” of the site is appealing to some, there is some confusion as to how it all works.

“I was confused what to do to activate it.” — Diverse Mass Seattle

- The red color is definitely eye-catching.

What’s Working Well, What’s Not and Why

- The concept receives mixed reactions. There are those who would interact and are interested in hearing what other citizens are thinking.

“You can browse the bubble about health care and what other things are affected by the Census.” — Diverse Mass Seattle

- Others have no interest in reading/hearing others concerns and would not want to record their own voices either.
- Some feel the banner would be most appropriate on social networking sites like Facebook.

Recommendations

- Consider ways to entice users to the site by making it crystal clear the purpose of the site.

“FACTS” BANNER



Initial Reactions

- Notwithstanding the demo moving very fast, some feel they would notice the banner because it has the dynamic words moving and asking questions. Others say they would pass it by.

“It has a friendly vibe.” — Diverse Mass Las Vegas

What’s Working Well, What’s Not and Why

- The motion of the words catches some people’s attention. The colors blue and white receive mixed reviews.
- Once explained, many appreciate that they could customize a “Census fact sheet” to get the information they wanted and print it out. Others wonder why they wouldn’t just go to the Web site.

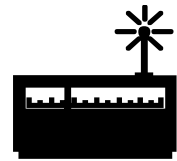
- A few are not sure if the banner is inviting them to fill out their Census form or simply get more information about the Census.
- Some feel the banner is geared to a younger and more computer friendly crowd and looks a bit “complicated” for the older crowd.

Recommendations

- The offer of a customized fact sheet is appealing. Hopefully this would also be offered at the Census Web site.
- Some recommend Facebook (and similar Web sites) as appropriate for this banner.

Displaced Persons Hosts Only

Reactions to Individual Executions



“ARRIVED” RADIO (DPH)

Initial Reactions

- The execution addresses the “displaced persons” issue which gets the attention of these respondents who are in that situation. However, after first exposure, many still have questions about exactly what they should do with regard to counting the people in their household.

“It’s telling me to fill it out for everyone in my home but I don’t feel like they are really part of my household. It would be more clear if they mentioned who specifically it was for, the whole family? Non-family members?” — Diverse Mass Las Vegas

- Some raise the issue about timing. It seems there is no sense of urgency.
 - Does it matter if the “guests” will only be living there temporarily?
 - Do I count the people the day I get the paperwork?
 - Do they have to be living with me on a certain date to be counted?
 - Do I have a deadline for sending back the Census form?

Main Message

Get ready, the Census is coming. Everyone in your house needs to be counted. However, there are still questions about who “everyone” is exactly.

What’s Working Well, What’s Not and Why

- Some appreciate the lightness of a serious situation. Listing off family members and including the cat “Fluffy” makes the story a bit friendlier.

“Even though times are tough, we need to count everyone ... no matter where they are.” — Diverse Mass Las Vegas

- Some appreciate being told that someone is coming so they know what to expect.
- Some want to know exactly “why” there needs to be a complete count because this will minimize the feeling that the government is just being “nosy” and this will make a difference.
- For some, the execution appeals to their sense of responsibility.

“It’s like your taxes; you just need to fill it out.” — Diverse Mass Las Vegas

“It’s from the Census; it only comes every ten years; you just do it.” — Diverse Mass Las Vegas

Recommendations

- Clarify exactly whom in the household needs to be counted. Emphasize both family and non-family members if they are living there (primary residence at the time of the count).
- However there still remains the issue of exactly “when” do you count them and “when” do you report the information. Clarify the timing of the process and provide more information about when

they are expected to send it back.

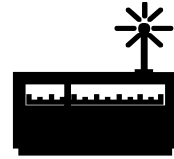
- Some would prefer the music to be more lively.

“OPENING DOORS” RADIO (DPH)

Initial Reactions

- The execution quickly and clearly conveys that “temporary guests” living in your home need to be included in your Census count.

“It let me know what was expected of me.” — Diverse Mass Las Vegas



Main Message

- Everyone in your household needs to be counted. Even if they are just living with you temporarily. The copy lines, “so please count them too” and “so please include everyone under your roof” makes the process more clear.

“It made it sound like it was going to reach more people.” — Diverse Mass Las Vegas

What’s Working Well, What’s Not and Why

- Although it contributes strongly to conveying the main message, the copy line, “situations beyond their control” seems a bit serious for some. They prefer the lighter tone of the language used in the “Arrived” radio spot (listing the family members including Fluffy the cat).

“(The first one) was worded better; it was lighter and this one seems heavy about the economic situation; it was more depressing.” — Diverse Mass Las Vegas

- Most appreciate hearing about the benefits like better education, job training and healthcare. Hearing the benefits conveys why it is important to participate.

“I felt like I could relate to it, it was more personable. I was affected by the topics that were mentioned.” — Diverse Mass Las Vegas

“It was less nosy; it tells you why you need to give your personal information.” — Diverse Mass Las Vegas

“It makes me feel important.” — Diverse Mass Las Vegas

Recommendations

- Consider incorporating the lightness of the family list (including Fluffy) from “Arrived” but also keeping the “situations beyond their control” line.
- Keep the copy lines, “so please count them too” and “so please include everyone under your roof.”
- Clarify the timing of the process. More information about when they are expected to send it back.

“ARRIVED” PRINT (DP)

Initial Reactions

- The execution receives mixed reviews. The family looks way too happy (except for the son) to be moving into someone else’s home. This does not seem realistic.

“It’s not sincere and doesn’t feel personalized at all.”
— Diverse Mass Las Vegas

- However there is important information: count everyone living in your home.

Main Message

- Everyone in your house needs to be counted.



What’s Working Well, What’s Not and Why

- The execution lacks the information about “why” it is important to send back the form (benefits).
- Again readers want to know *when* they should send it back.

“It’s not specific, without a date, how do we know if we should count them or not? It needs to say ‘send back by this date’; without it someone may be counted twice.” — Diverse Mass Las Vegas

- One person seriously objects to the headline saying that it implies that the family “arriving” is unexpected and unwelcome.

Recommendations

- Consider revising the facial expressions of the family in the picture to make it more realistic.
- Consider including the benefits of why everyone needs to be counted.
- Clarify the timing of the process. More information about when they are expected to send it back.

“ROOFS” PRINT (DP)

Initial Reactions

- The execution is well-received. The visual captures attention and involves the reader

“It looks like they are between houses rather than bums.” — Diverse Mass Las Vegas

Main Message

- No matter where you are, count yourself. Count everyone in your house.

“The first line explains what to do with those who are temporarily displaced... count them.” — Diverse Mass Las Vegas

What’s Working Well, What’s Not and Why

- Some question how a “temporary guest” living in someone else’s home would go to their host and say, “you have to count me on your Census form.” They worry that this would be bossy or pushy.
- The execution lacks the information about “why” it is important to send back the form (benefits).

“It doesn’t tell me why they want me to fill it out. It doesn’t hit home because it doesn’t say how it is going to benefit me.” — Diverse Mass Las Vegas

Recommendations

- Consider providing some language for how a displaced person living in someone else’s home would broach the subject of the Census with their host.
- Consider including the benefits of why everyone needs to be counted.
- Clarify the timing of the process. More information about when they are expected to send it back.



Displaced Persons Only

Tagline Feedback + Evaluation

Two alternate campaign taglines were exposed in this research:

Tagline A: “Together we move forward when you mail it back.”

- Be counted and help others be counted. Promotes progress.
“We can’t move forward unless we know who you are.” — Diverse Mass Houston
“It is a vital thing to do.” — Diverse Mass Houston
- Others feel differently and describe the line as “content-free” and “cheesy.”
“It’s a little cliché; inspirational without meaning anything” — Diverse Mass Houston

Tagline B: “We can’t move forward until you send it back.”

- It’s active. Your vote counts. We can’t move without your word.
“Feels like you’re asking people, come on.” — Diverse Mass Houston
“It motivates you to resolve the situation by taking the time to do it.” — Diverse Mass Houston
“The quicker we get the information the faster we can rebuild the community.” — Diverse Mass Houston

Tagline Ratings

Several creative executions were exposed incorporating one of the alternate taglines throughout the campaign. After this exposure, participants were asked to provide a rating of the tagline on the following question: “How important does this tagline make you feel it is to send or mail back your Census form?”

1. Very important
2. Somewhat important
3. Not very important

Following this rating, participants were exposed to one or two executions containing the alternate tagline. They were then asked to provide the same rating on the alternate headline.

	A=Together we...	B=We can’t...
Very Important	2	4
Somewhat Important	2	0
Not Very Important	0	0

Total n=4

It is important to note that this data IS NOT QUANTITATIVE in the sense that it is not projectable. The sample is so small that this exercise only indicates a directional preference and should be used appropriately.

Reactions to the Individual Executions

“PORTRAIT” TV (A)

Initial Reactions

- The execution is a feel-good effort that involves the viewer. The diversity of the crowd, and the unity displayed, creates a sense of oneness that strikes a positive emotional chord.

“Everyone is getting along.” — Diverse Mass Houston

“An older lady, young man, black woman, doctor — that made a difference.” — Diverse Mass Houston



Main Message

- Everyone agrees the execution is easy to understand. The message is that everyone needs to participate in the 2010 Census. No matter who you are or what you do you need to be counted. The Census is done every ten years.

What’s Working Well, What’s Not and Why

- The crowd coming together is appealing, unifying, meaningful and motivating.

“It was genuinely friendly.” — Diverse Mass Houston

“It is non-threatening. It’s traditional, something you do with your family. Take a picture and capture the moment.” — Diverse Mass Houston

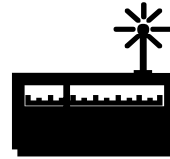
- The diversity is all-inclusive and conveys cooperation.
- Everyone was smiling.
- The tagline, “It’s in Our Hands” is noticed and appreciated.

“It makes me feel like it’s up to me to be counted; it’s your choice.” — Diverse Mass Houston

Recommendations

- Produce this execution.

“WE’RE COUNTING ON YOU” RADIO (DP)



Initial Reactions

- Positive initial reactions. The concept is speaking to them.

Main Message

- If you are not living at the home you normally live at, and you moved in with a friend, to make sure that does not stop you from being counted.

“Even though you don’t have a home, it makes you feel like you’re part of that home.”
— Diverse Mass Houston

What’s Working Well, What’s Not and Why

- They appreciate hearing the reasons for the Census and are motivated even further. Positive copy points include healthcare, education + job training. These are benefits even to people who have lost their homes.

“It’s very important that you do it even if you’re not in your regular circumstances.”
— Diverse Mass Houston

- The Census itself, in spite of their misfortunes, makes these people believe that they are part of something.

“We don’t have a home or a permanent address, so when you participate, it lets you know you’re being counted. You feel like you belong, even though you’ve lost a lot you can still hold on to this.”

“I think it’s the government actually trying to help.” — Diverse Mass Houston

Recommendations

- Produce this execution.

“ROOFS” PRINT (DP)

Initial Reactions

- The execution receives mixed reactions from the same people. The visual captures attention and involves the reader.
- However, after further consideration, this group finds the visual very depressing.



Main Message

- They want you to be counted. Count yourself. It's for people who have lost their home or are not living at the residence where they used to live; and they still can be counted. You need to be counted even if you're in a temporary situation.

“Because it won't happen later; it's happening now.” — Diverse Mass Houston

“You are a displaced person and you count. You are vital to this process and it's important to be told that.” — Diverse Mass Houston

What's Working Well, What's Not and Why

- The message to be counted even if you do not have a home is extremely important.

“I thought that if you lost your home and there's not a valid address that you just can't be counted; it's reassuring.” — Diverse Mass Houston

- After initial reaction, the visual in this execution becomes quite depressing for some of these participants.

“The picture is too big; they spent too much time on the visual; the information is the most important part.” — Diverse Mass Houston

“I find it sad. It makes it very tough to focus on the message. The visual makes it tough to go on with the content.” — Diverse Mass Houston

“I agree with James, this ad is going to make a lot of people cry.” — Diverse Mass Houston

- One feels that the visual is fitting.

“The house is no longer there if we're staying somewhere else so this is perfect.”
— Diverse Mass Houston

- Despite the visual being unsettling, this group prefers the focus be more on the message of benefits and looking to a better future.

“The message is great; you don't want to say ‘here are the phantoms of your previous life’. It construes a sense of loss so instead why not have a family in front of a real house with silhouettes of another family staying with them so it's more positive.”

“Participating in this process is part of a future, not the past.” — Diverse Mass Houston

- Seeing the Census form so it will be recognizable.

- They would go to the Web site to see if they could download the Census form. Some want the Web site to be bigger.
- Some share how they would go to their hosts to ask them to include them when the Census form comes to the house:

“I would say remember when the census comes, count us in there.” — Diverse Mass Houston

“Make sure they put me on it.” — Diverse Mass Houston

“When the Census comes let me know and make sure I’m on there.” — Diverse Mass Houston

Recommendations

- Consider another visual.
- Consider including the benefits of why everyone needs to be counted.
- Clarify that they should send back the form as soon as they receive it and count everyone in the household. This will help clarify who should be counted.

“ARRIVED” PRINT (DP)

Initial Reactions

- The execution receives good reviews. The family looks happy.

“It’s not somebody sitting in front of a demolished house. It says I’m happy being in someone’s home now. This is a typical looking family and they’re happy because they have somewhere to sleep.” — Diverse Mass Houston

Main Message

- Your guests need to be included. I need to help everyone in my home be counted.

“This is part of taking care of your people.” — Diverse Mass Houston

“They show up at your doorstep and it very specifically says here is a responsibility coming to your door; it ties it together.” — Diverse Mass Houston

What’s Working Well, What’s Not and Why

- A happy family.
- Taking responsibility.

“Telling the homeowner that just like you’re taking them in, you have to take care and make sure they’re accounted for.” — Diverse Mass Houston

- Some feel the copy goes a bit too far in “being cute.” Others do not.

“That’s a little too cute, too much with Uncle Fred, the cat. It actually detracts from the point.” — Diverse Mass Houston

“I disagree because they might be stressed out already by having extra family in their home. So when you put a little bit of funny in there it shows they understand. That’s how I went — I had my plants, three sets of clothes and I had Fluffy; that’s how I walked in the door.” — Diverse Mass Houston

Recommendations

- Consider including the benefits of why everyone needs to be counted.
- Clarify that they should send back the form as soon as they receive it and count everyone in the household. This will help clarify who should be counted.



“FACES” PRINT (M)

Initial Reactions

- The execution is very well received. The messages are clear, relevant and motivating.
- The large headline attracts attention and is intriguing because of the faces.

“The faces in the letters are great.” — Diverse Mass Houston

Main Message

- If all of us fill out these ten questions that only take ten minutes we can all make a difference.

“This small piece of your time can make a big difference.” — Diverse Mass Houston

What’s Working Well, What’s Not and Why

- Positive relevant copy points include healthcare, education + job training, completely confidential, and including the Web address.
- Completely confidential.

“It’s a myth-dispeller; very important.” — Diverse Mass Houston

“The census is something that is neutral, just gathering information, but there are people who are here illegally, or criminals. So it’s kind of like calling a cease-fire for a minute; to say that they can help. It’s a truce between the government and the individual.” — Diverse Mass Houston

Recommendations

- Produce this execution.



Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	26*	40
2. Probably will	13	4
3. Might or might not	3	0
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n=44 (Note: one person left the pre-questionnaire blank.)

Likelihood To Recommend	PRE	POST
1. Definitely will	24	33
2. Probably will	12	10
3. Might or might not	6	1
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n=44 (Note: one person left the pre-questionnaire blank.)

General Feelings About Census	PRE	POST
1. Highly favorable	14	27
2. Moderately favorable	23	15
3. Neutral	6	2
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n=44 (Note: one person left the pre-questionnaire blank.)

Chapter Five | Bangladeshi Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Bangladeshis conducted on August 11, 2009 in New York and August 21, 2009 in Los Angeles. These Bengali-speaking participants represented a mix of genders, ages, education levels, marital statuses and income levels.

The country of birth, and mindset allocation across both groups were as follows:

Country of Birth	Participants
Bangladesh	17
Total	17

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	9
Insulated	2
Unacquainted	6
Cynical Fifth	0
Total	17

- A total of 12 ad concepts from the Awareness (A), Motivation (M), Non-Response Follow-Up (N) and Confidentiality (C) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st Set			2 nd Set		3 rd Set			4 th Set		Final Set	
1	New York August 11 8:00 p.m.	PRINT P1 Extended Family (A)	PRINT P2 Togethe (A)	RADIO DT-A Dinner Table (A)	PRINT P3 Mailbox (M)	RADIO TTIT-M The Time It Takes (M)	PRINT P4 Split Picture (C)	PRINT P5 Safe (C)	PRINT P6 Back to Camera (C)	RADIO WB-C We Believe (C)	RADIO SCRIPT RS1 Don't Hide (C)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)

#	City	1 st Set			2 nd Set		3 rd Set			4 th Set		Final Set	
2	L.A. August 21 6:00 p.m.	PRINT P2 Togethe (A)	PRINT P1 Extended Family (A)	RADIO DT-A Dinner Table (A)	PRINT P3 Mailbox (M)	RADIO TTIT-M The Time It Takes (M)	PRINT P6 Back to Camera (C)	PRINT P4 Split Picture (C)	PRINT P5 Safe (C)	RADIO SCRIPT RS1 Don't Hide (C)	RADIO WB-C We Believe (C)	RADIO SCRIPT RSV Visit (N)	RADIO D-NR Doors (N)

Overall Reactions to the Campaign

- Generally, the ad concepts in this campaign were well received. Participants were appreciative of the U.S. government's efforts to include Bangladeshis as a minority segment and deemed the 2010 Census an opportunity to establish their right to receive federal funding for the betterment of their community. The ads were well received and were perceived to be informative, inclusive and motivating.
- Feelings about the print executions and radio spots were positive overall. Participants felt that hearing the information in the radio spots aided retention. The print ads elicited positive reactions toward the images of multi-ethnic groups, which signified communal harmony and cooperation.
- There were a few wording or translation issues. Some felt the concepts had been translated literally from English, which wasn't working for them in all instances. They also thought the language should be more colloquial and less formal.

"It is pretty clear the Bengali has been translated from English. The lucidity has been lost in the translation. Write it in Bengali first. It would have been easier for us to understand. You should use popular or colloquial Bengali."— Bangladeshi New York

- The pace of the radio spots was mostly fine (a few thought they were a little too fast) and participants reacted favorably for the most part to the information and dramatizations.
- Initially, some participants (particularly in LA) were apprehensive about the confidentiality of their information, however, by the end of the session, they acknowledged that the advertising was able to calm their fears and dispel doubts. They further confirmed that being asked about their racial origin on the Census form would not be an issue.

"I have learned a lot from these ads ... most people will consider participating in the Census if they know no one will come after them."— Bangladeshi New York

- **Awareness ad concepts.** Both the Awareness print and radio ad concepts served to explain the purpose of the Census. Participants felt the advertising was informative and thought it would be worthwhile to participate in the Census, although some (especially those who didn't know much about the Census) wanted even more information.

"It seems that if we fill in the form and send it in, it will benefit everyone in our community, so I think we should all participate."— Bangladeshi Los Angeles

"We will do it and for those who don't know, we will tell them."— Bangladeshi Los Angeles

"I didn't even know there was a Census ... The benefits should be focused on more prominently and in depth. We want to know how the Census comes about."— Bangladeshi New York

- Participants found the radio spots particularly engaging and informative, which galvanized their community spirit. The message that participants reacted most favorably to was that if every person gets counted, the government will increase job training and job opportunities. This would be of particular benefit to those of their countrymen who lacked education and viable job skills, they thought.
- On learning about the \$400 billion in federal funding per year, participants were excited about the potential benefits for their community.
- While participants were impressed about the Census's proposed improvements of schools, education and healthcare, they believed that expanding on a few specifics in these areas would motivate more people to participate even more.

- The message “required by law” was positively received by the majority of participants. People felt the law is there to protect and help them — and the Census, too, would do that. Some participants felt that the legal requirement might result in misgivings for undocumented Bangladeshis.
- The issue of “confidentiality” was seen as somewhat of a concern. While none of the participants said they were apprehensive themselves, they spoke on behalf of those in their community without proper legal status.
- Of the Awareness print ads, most if not all in the Los Angeles grouped preferred Together, whereas in New York, people thought Together and Extended Family were equally effective. Participants realized the two ad executions had slightly different messages (family vs. community).
- For a few, there may have been some confusion about whether the Census only applied to people living in houses (vs. those without a permanent address or those living in rental units).

“What about those who don’t have an address? And I live in an apartment.” — Bangladeshi Los Angeles

- **Motivation ad concepts.** Both the Motivation radio and print ad concepts tested well. Participants liked the simplicity of the “Mailbox” print ad in particular and its depiction of various races.
 - The message “10 minutes for 10 simple questions” was well received and participants did not feel that filling out the form would be a burden.

“We spend so much time doing other things, 10 minutes is nothing if it will ultimately help my community.” — Bangladeshi Los Angeles

- **Confidentiality ad concepts.** This phase of the campaign was seen, by and large, as being informative. Participants noted from these ad concepts that the law requires participation in the Census. Toward the end of the session, participants who had earlier expressed reservations about the Census said they had received enough information to allay their fears and they thought would participate. Even though the copy touches on the fact that the Census is not concerned about legal status or citizenship, some participants felt that if the copy were to directly address undocumented immigrants and mention that they would not be affected, it might motivate them more to participate.
- **NRFU ad concepts.** The message “if you don’t return the form, the Census taker will come to you” was clear to the Bangladeshi participants. Most indicated they were open to the idea of the Census taker’s visit, as long as he or she had identification. Gender and age of the person was not an issue.

“As long as they show some ID, it does not matter if it is a man or woman.” — Bangladeshi Los Angeles

- As demonstrated by a pre- and post-exposure worksheet exercise, there was a positive shift in likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census. (Most people were relatively positive to begin with.)

Tagline Feedback

- The tagline “Eita Nirbhor Kore Amader Opor” (It Depends On Us). elicited a mostly positive response with its connotation of collective responsibility. People thought it was important and it was found by many to be motivating. Others thought it could be better synched up with the Bengali language. They suggested “It’s Our Responsibility” or “It’s Your and Our Responsibility.”

“Maybe use something easier. It doesn’t fit.” — Bangladeshi Los Angeles

“It could be stronger. Something got lost in translation.” — Bangladeshi Los Angeles

Reactions to Individual Executions

EXTENDED FAMILY PRINT (A)

Initial Reactions

- The smiling faces indicated hope and positive aspirations. Participants found this ad concept motivating.

Main Message

- The copy, along with the visual of the happy, multi-generational family, conveyed the message that the Census would benefit all families, so it's important to fill the form and mail it in. The message “everyone in the household needs to be counted” was also well understood by participants.

“This shows a family, but I think it shows that all Bangladeshi families must fill in the form if we are to get our share of the money.” — Bangladeshi New York

“Everyone has to participate, from children to older people.” — Bangladeshi New York



What’s Working Well, What’s Not and Why

- This concept worked well to express a friendly, family-oriented theme.

Recommendations

- If you choose to move forward with this concept, make sure the copy is the best it can be (e.g., not literal English translation, colloquial language).

TOGETHER PRINT (A)

Initial Reactions

- This ad was very well-received because it reinforced the importance of involving everyone in the community regardless of his or her racial background. Participants reacted very favorably to the message of individual responsibility to complete and return the form.

Main Message

- The representation of different ages, faces, gender, and races was felt to be very uplifting. Participants felt that since many communities lived side by side in America, the ad was very representative of that reality. Reactions toward showing people of various races were positive. The visual was able to empower everyone to participate in Census.

“From this ad I can see that the government wants everyone to take part” — Bangladeshi New York

What’s Working Well, What’s Not and Why

- With its image of multi-ethnic groups, people of various ages and gender, this concept elicited a sense of motivation and empowerment.

Recommendations

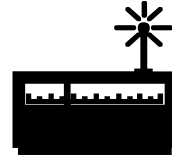
- If you choose to move forward with this concept, make sure the copy is the best it can be (e.g., not literal English translation, colloquial language).



DINNER TABLE RADIO (A)

Initial Reactions

- Reaction to this radio ad was favorable and participants were able to grasp the gist of the information presented. The young girl informing her mother of what she learned at school served to create awareness and also drive home the message that both young and old have the responsibility to be counted in the Census.



"It's beautiful. Very clear. It's nice." — Bangladeshi Los Angeles

"I loved that one, the radio." — Bangladeshi Los Angeles

Main Message

- With its family conversation at the dinner table and the message that "the law requires everyone to participate," this spot communicated that everyone in the household needs to be counted.

"Everybody's name in the household." — Bangladeshi Los Angeles

What's Working Well, What's Not and Why

- The radio spot was seen as complementary to the two print concepts. It worked well to reinforce the message of the Awareness campaign.

Recommendations

- If you choose to move forward with this concept, make sure the copy is the best it can be (e.g., not literal English translation, colloquial language).

MAILBOX PRINT (M)

Initial Reactions

- This ad concept felt empowering for people to participate and mail in the Census form. The visual was perceived as simple and very easy to understand. Showing people next to the mailbox motivated everyone to take immediate action and reinforced the importance of mailing the completed form because it helps the community.

"You fill it in and send it as soon as possible."
— Bangladeshi Los Angeles

"This is good for our community." — Bangladeshi Los Angeles

Main Message

- Several messages came through loud and clear, including only 10 minutes, the Census is for all communities (not just Bangladeshis) and the fact that participating in the Census is a right.

"This headline is better. Only 10 minutes is told first here." — Bangladeshi Los Angeles

"You are influencing other communities, as well. This is more clear here." — Bangladeshi New York

What's Working Well, What's Not and Why

- The ad was received positively because of the multi-ethnic image. In particular, depiction of other South Asian races was perceived to be motivating. Some felt the use of Bengali was better in this execution.

"There's nothing confusing or unclear." — Bangladeshi Los Angeles

"The Bengali has been organized in a better way." — Bangladeshi New York

Recommendations

- No major changes. Make sure the copy is the best it can be (e.g., not literal English translation, colloquial language).



“GIRL IN HALLWAY” TV (M)

Initial Reactions

- Most are drawn to the child and become involved in the spot. The idea of the Census aiding education and schools is relevant and appealing.
- As with “Guy in Garage” the audio of multiple voices, and the visual of only the girl, causes dissonance and is uncomfortable for many.



“I don’t like all the voices; maybe the father should ask the question and have other people come in.” — Diverse Mass Seattle

“One person and one voice would be better but have more people not just one person.” — Diverse Mass Seattle

Main Message

- The Census is coming. Every person matters. The Census can help our communities improve the schools. This can happen when you send back your Census form. Again, the concept of one voice becoming more powerful when joined by others is coming through.

What’s Working Well, What’s Not and Why

- There is an emotional reaction to the spokesperson being a child. Many see children as innocent and they need adults to be their advocates.

“Grownups need to fill out the form because this issue affects kids.” — Diverse Mass Seattle

“You are the voice of the child.” — Diverse Mass Las Vegas

- The male voice coming out of the little girls was “creepy” for some.

“When you see the little girl and you hear a deep voice, like man, it catches you off guard.” — Diverse Mass Seattle

“The voices were creepy coming from the girl.” — Diverse Mass Las Vegas

Recommendations

- Consider including a visual of the various people as they add their voices to the chorus.

“It’s better that you see everyone coming together rather than hearing them come together.” — Diverse Mass Las Vegas

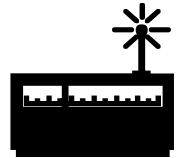
- Ensure clarity of the chorus of voices. This is especially true when they are conveying information rather than simply repeating the same line as in “Just One Person.”

DON'T HIDE RADIO (C)

Initial Reactions

- Both groups seemed unmoved and unmotivated by this radio spot, granted, it was read aloud and didn't seem as polished as the recorded spots. The uncle/nephew situation struck some as too mundane to really grab their attention.

"The uncle and the nephew ... these are normal phenomena. It's nothing new."
— Bangladeshi New York



Main Message

- Some participants felt that the messaging was diluted by this concept. In general, ads that imparted information more directly were favored more.

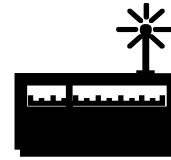
What's Working Well, What's Not and Why

- The scene depicted in this spot makes sense, but it wasn't very compelling for participants.

Recommendations

- If it's a choice between this spot and We Believe, we recommend moving forward with the latter.

WE BELIEVE RADIO (C)



Initial Reactions

- Participants reacted very favorably to the concept and style of this ad. It served to underscore all the salient points about the Census and its promised benefits.

"This is more impressive." — Bangladeshi Los Angeles

Main Message

- The inclusion of people from various religions was warmly welcomed by both groups and was indicative of the U.S. government's efforts to have all people included in and protected by the Census. This spot created positive feelings among Bangladeshi participants in both New York and Los Angeles. It also clarified the fact that only when they fill out the form and send it in, their community would receive its share of the \$400 billion in federal funds.

"It's a solid message." — Bangladeshi New York

"It talks about the community as a whole. It tells everything including healthcare, hospitals, training ..." — Bangladeshi Los Angeles

"It makes it more clear that irrespective of religion and race, the Census will keep equality, meaning everyone's situation will be protected." — Bangladeshi Los Angeles

What's Working Well, What's Not and Why

- This spot successfully communicated multiple messages, while maintaining people's attention.

Recommendations

- Check the copy to make sure it's the best it can be and make sure the voiceover talent is crystal clear and well paced.

SPLIT PICTURE (C)

Initial Reactions

- Participants reacted favorably to this ad concept, although it's not clear they all understood the visual. The Bangladeshi group in Los Angeles in particular responded favorably to the multi-ethnic and multi-generational people in this ad.

Main Message

- Most liked the message that once they fill in the form, their information will be kept safe. While there were some initial misgivings about the concept, participants ultimately responded in a positive way to the message that their identities would be kept confidential.

What's Working Well, What's Not and Why

- A few thought the people in the ad didn't look like Bangladeshis. Not everyone "got" the ghosted-back bottom half of the visual.
- At least one thought it's a printing problem, while another thought maybe the people on the top were legal and the people on the bottom weren't. The small type in the body copy was hard to read, so this ad was read aloud in L.A.

"I don't get it. These people are legal? These are illegal?" — Bangladeshi Los Angeles

Recommendations

- You might want to explore other visual concepts that would be less confusing. Consider beefing up the font size in the body copy. Make sure the copy is the best it can be (e.g., not literal English translation, colloquial language).



SAFE (C)

Initial Reactions

- Reactions to this ad were very favorable in both groups.

Main Message

- Responding to the image of the safe, participants believed that their information would be kept private. The image of the Census form in the background prompted some to ask about the specific questions that would be asked of them.

*"A safebox — that's how your information will be kept.
— Bangladeshi Los Angeles*

*"It means give your information. It will not be revealed."
— Bangladeshi Los Angeles*

What's Working Well, What's Not and Why

- No one seemed to mind that the ad was in English. The image was striking and the message was clear. Census is in the headline, so people immediately knew what the ad was about.

Recommendations

- Of the three confidentiality ad concepts, this one had the broadest appeal.



BACK TO CAMERA (C)

Initial Reactions

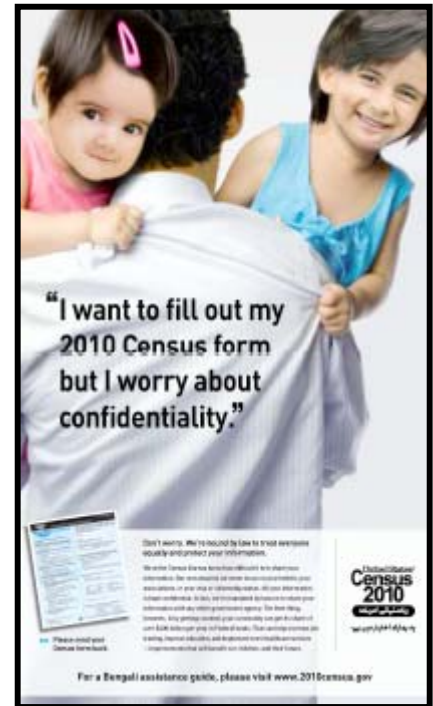
- The “Back to Camera” execution evoked somewhat negative reactions among some participants, because it underscored the idea of invasion of privacy.

Main Message

- Participants liked the image of the two smiling young children, because it signified a bright future for them, however, they construed the father turning his back as being undocumented or having something to hide. While they got the message of confidentiality, their interpretation was that even though the father wanted to participate for the future of his children, he was apprehensive and unwilling. The copy was not effective in dispelling this idea, so the overall effect for many was negative.

“They’re talking about confidentiality.” — Bangladeshi New York

“This guy is illegal. The children were born here. That’s why he’s hiding his face.” — Bangladeshi Los Angeles



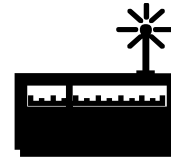
What’s Working Well, What’s Not and Why

- No one seemed to mind that the ad was in English.

Recommendations

- If you decide to move forward with this concept, you’ll want to consider reworking it see if the message can be delivered in a more positive way.

DOORS RADIO (N)



Initial Reactions

- Participants generally felt that the pace of this ad was fine. The information was seen as helpful and consistent.

Main Message

- The message that a Census taker will visit you if you don't return the Census form by mail was clearly received.

What's Working Well, What's Not and Why

- This spot was not quite as appealing as the ones in the Awareness and Motivational phases in terms of style — but fine from an informational standpoint.

"This one is more to the point." — Bangladeshi New York

"This one is more practical." — Bangladeshi New York

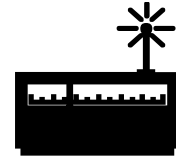
Recommendations

- Of the two NRFU radio spots, this one was seen by most as more direct and effective. As with all of the ads you produce, make sure your copy is the best it can be.

VISIT RADIO (N)

Initial Reactions

- This spot, which was read aloud, was also well received. The scenario of the two women discussing the Census taker's visit helped establish the purpose and credibility of the Census.



Main Message

- Most participants said they would welcome Census takers of any age, gender or race as long as they honestly identified themselves with a badge. They felt that it was not necessary for the Census taker to be from their own community.

What's Working Well, What's Not and Why

- Participants enjoyed listening to experiences shared by other people.

Recommendations

- If you choose to move forward with this spot, as with all of the Bengali concepts, make sure the copy is the best it can be (e.g., not literal English translation, colloquial language, etc.).

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	12	15
2. Probably will	4	2
3. Might or might not	0	0
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n = 17

Likelihood To Recommend	PRE	POST
1. Definitely will	9	13
2. Probably will	7	3
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 16

General Feelings About Census	PRE	POST
1. Highly favorable	10	14
2. Moderately favorable	7	3
3. Neutral	0	0
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 17

Chapter Six | Hmong Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Hmong speakers conducted on August 17, 2009 in St. Paul, Minnesota and August 18, 2009 in Fresno, California. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Laos	19
Total	19

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	12
Insulated	2
Unacquainted	5
Cynical Fifth	0
Total	19

- A total of nine ad concepts from the Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st Set			2 nd Set			3 rd Set		
1	St. Paul August 17 5:45 p.m.	PRINT P1 Extended Family (A)	PRINT P2 Together (A)	RADIO DT-A Dinner Table (A)	PRINT P3 Mailbox (M)	PRINT P7 My Communit (M)	RADIO TTIT-M The Time It Takes (M)	PRINT P8 NRFU (N)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)
2	Fresno August 18 5:45 p.m.	RADIO DT-A Dinner Table (A)	PRINT P2 Together (A)	PRINT P1 Extended Family (A)	RADIO TTIT-M The Time It Takes (M)	PRINT P7 My Communit (M)	PRINT P3 Mailbox (M)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)	PRINT P8 NRFU (N)

Overall Reactions to the Campaign

- Overall reactions were positive. These ads were generally clear to the Hmong audience and most people understood that the Census is designed to count the population in the U.S. Participants highly appreciated the fact that the government is reaching out to minority segments like Hmong and ensuring everyone will be counted.

“It’s good. It will help the Hmong, the city, the country.” — Hmong St. Paul

“We, as an ethnicity, do count. It’s important. I appreciate the U.S. Census counting us.” — Hmong St. Paul

- For the most part, information presented in the ads was thought to be new, informative and motivating. As a whole, the campaign communicated the Census is coming in March 2010, fill out your form and it only takes 10 minutes. This is the first time that some — even those who have been in the country for more than one or two decades — have heard about the Census.

“I have been living here for more than 10 years and this is the first time that I saw something like that in Hmong. This is very good.” — Hmong Fresno

- For participants, the Awareness ads stressed that it’s “time to count again” in 2010. The ads were seen as presenting important information about benefits for the community — and participants were particularly interested in hearing about benefits related to jobs.

“This is about counting the people and more job opportunities.” — Hmong St. Paul

“The Census would help the city, the education system and increase job opportunities. I will fill out the form and will tell other people around me to fill out the forms, too.” — Hmong Fresno

- Due to the lack of knowledge about Census, this set of ads served the purpose of explaining what the Census is about and encouraged every person to fill out and mail in the forms.
- Many Hmong people in St. Paul and Fresno are unemployed due to their lower level of education and the relatively poor socioeconomic status of their communities. As a result, many participants were most attracted to the message that the Census needs to count every person, so that the government will increase job training and job opportunities for those in need.
- Some participants, especially those in Fresno, were impressed with the information about “\$400 billion in federal funding per year” and believed it would provide tremendous help to the local community.
- Some noticed the information about education and healthcare, but it was mentioned less often.
- The motivation ads made an impression that the government is working hard to count everyone and that you need to cooperate to get your community’s share of funding. This entire phase tested quite well, especially the “Mailbox” print ad. The message “10 minutes for 10 simple questions” was new and motivating for many respondents.

“Filling out a form should be an easy task for everyone.” — Hmong Fresno

“When I saw these ads ... living here in a new country ... I thought, wow, they’re really counting people here in the U.S. They’re counting everyone.” — Hmong St. Paul

“We know we will be receiving funds for health and the economy.” — Hmong Fresno

- The Non-Response Follow-Up ads were effective in communicating that you have to participate and write your information on the form so the government “can find appropriate resources.” Even if you

are undocumented or have a green card, you still need to be counted. There was some apprehension about people coming to the door (e.g., what if people have fake badges or they're coming to rob you). There was some confusion over the process — why and when the Census taker arrives. With prompting, most people understood that if they mail in the form, there is no need for a Census taker to visit their home.

- The idea of Census takers was not negatively received as long as they appeared professional and could be identified by a Census badge. If they could be Hmong people, so much the better. Male or female did not seem to matter.

"I would welcome the Census taker, as long as he or she shows me the badge." — Hmong St. Paul

"I wouldn't open the door if I didn't know about the Census." — Hmong St. Paul

- "Required by law" was a well-received message that communicates participation in the Census is not voluntary, so people have to send their form in. It was definitely a motivating message. The confidentiality messaging was good for people to know, as well, but this did not appear to be too much of a concern because the survey has only 10 simple questions and people didn't think that so few questions would be very invasive.

"The law requires we count people in this country, so they will know how to budget money for the community in each state." — Hmong Fresno

"If it doesn't say 'required by law,' I wouldn't send it back. Please write that in there." — Hmong St. Paul

- The Hmong segment tended to focus more on the visuals than the copy (at least initially) in the print concepts, so a simpler and more straightforward approach in which the image was directly related to the message worked best (e.g., everyone standing by the mailbox in "Mailbox" as opposed to the woman's face in "My Community"). Both radio and print were seen as important. Some said they preferred radio for the Hmong community because "only some people can read."

"Radio will help with the elderly and those who are illiterate." — Hmong St. Paul

- Use of language was generally considered simple and easy to understand, but the pace of the radio ads was thought to be way too fast; participants found it difficult to catch the entire spot when listening to it for the first time.
- A pre- and post-exposure worksheet exercise indicated an overall positive shift in likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census. (Most of the pre-exposure responses were very positive to begin with.)

Tagline Feedback

- A few recalled reading the tagline "It Rests In Our Hands." For most, it made sense.
- But among three potential taglines tested in Fresno, "It Is Our Responsibility" was the most popular. (The other options were translated as "It Is Our Work Duty" and "It Rests In Our Hands.")

"It's our responsibility to feel obligated to do it." — Hmong Fresno

"Not everybody is going to get that word 'work duty.' It only applies to the elderly. It is a deep-meaning metaphor word." — Hmong Fresno

Reactions to Individual Executions

EXTENDED FAMILY PRINT (A)

Initial Reactions

- This concept was seen as positive and motivating. The image was liked, but people said they needed to read the ad to understand what it was about.

“With this, I will be happy and willing to participate and fill in the form so they know I’m here.” — Hmong St. Paul

“If you read down here [logo], you know what it is, but it looks like any other ad, like a healthy family picture. We have to read to know what it means.” — Hmong Fresno

Main Message

- The depiction of a happy family with parents, grandparents and children conveyed a message that the Census is intended for everyone in the family and it would be everyone’s responsibility to fill out and mail in the forms. The message “everyone in the household needs to be counted” was well understood by the participants.

“This lets us families know about the Census for us to participate.” — Hmong St. Paul

“You should include everyone in the family.” — Hmong Fresno

“Of course you have to count every single person in your family.” — Hmong St. Paul



What’s Working Well, What’s Not and Why

- The ad shown here, which was exposed in Fresno, features a family that looks more Hmong than the family seen in the ad we exposed in St. Paul, but some participants in Fresno still thought that it didn’t look Hmong enough. The visual was thought by a few to be somewhat generic and they thought it could be applied to any ad.

Recommendations

- This ad concept was well received. If you choose to move forward with it, see if there is anything that can be done to make the visual look a little more unique and a little more Hmong. It’s not clear if people understood any distinction between every person in your family vs. family members living in your household, so you may want to explore wording that clarifies this even more.

TOGETHER PRINT (A)

Initial Reactions

- This ad was seen as positive and intriguing. Some of the people in the crowd looked Hmong, so that was well received. This concept was preferred over the “Extended Family” concept, at least in Fresno because it was seen as being inclusive of different ethnic groups and participants liked that.

Main Message

- People thought this concept communicated that every race and ethnicity should be counted. They felt that their opinions would count and thought this execution had an inclusive feeling.

“I see a lot of backgrounds represented.” — Hmong St. Paul

“It doesn’t matter what nationality you are — African American, Caucasian, Hispanic — everyone must be counted.” — Hmong Fresno

“All races, genders or occupations should cooperate and fill out the form.” — Hmong St. Paul

“You feel more inclusive.” — Hmong Fresno

“If I see a Hmong lady, I know Hmong is included. Every ethnic group should be in there.” — Hmong Fresno

What’s Working Well, What’s Not and Why

- While “Extended Family” motivated everyone in the family to be counted, this “Together” concept emphasized individual responsibility to complete and return the form, whether or not you are a legal immigrant.
- The representation of different ages, faces, genders and races was felt to be quite encouraging; a sense of “let’s fill out the forms together” was strong.
- Reactions toward showing people of various races were positive.
- Although both print ads tested well, “Together” generally received better reactions than “Extended family.” Many thought that showing multi-ethnic groups of different ages and genders generated a greater sense of motivation and empowerment.
- Some felt the Census logo needed to be much larger so people would know more immediately what the ad was about.

“Once you read, you see Census 2010 and you wonder what’s going to be happening.” — Hmong St. Paul

“Make the logo a little bigger, so people will see what it means.” — Hmong St. Paul

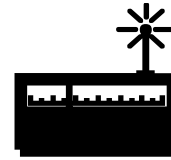
Recommendations

- This ad played well among the Hmong. If you move forward with finalizing this execution, make sure there are some Asian people in the ad who clearly look Hmong. Consider on this ad — and



all ads — making the logo treatment larger or more prominent to solidify the connection between the headline, the visual and the Census.

DINNER TABLE RADIO (A)



Initial Reactions

- The pace of this ad was thought to be very fast and this made it difficult for people to grasp the message when they listened to it for the first time. This spot was seen as complementary to the print ads.

"I'm happy when I hear it. They're announcing it and they want to help build our community." — Hmong Fresno

"It's too fast. We can't pick up everything." — Hmong Fresno

Main Message

- This spot communicated that every single person in the family needs to be counted to help make America a better place. It generated a sense of urgency to complete the form and send it back. People caught the March 2010 date.

"What it's telling you is to be involved and participate to improve life here in America." — Hmong St. Paul

"It teaches me that as soon as I receive it, not to wait, but to fill it out and return it as soon as possible." — Hmong St. Paul

What's Working Well, What's Not and Why

- This ad works in terms of content. The voiceover is too fast and it's hard for listeners to absorb it all.

Recommendations

- Greatly slow down the pace of the voiceover. If that means you can't fit all of the content into the single spot, consider breaking the messages up and distributing them over several spots with the same conceptual approach.

MAILBOX PRINT (M)

Initial Reactions

- Similar to “Together,” this ad felt empowering and encouraged everyone to participate and mail in the form. The visual was perceived as simple and very easy to understand. Showing people next to the mailbox was motivating for people to take immediate action. Again, the depiction of different ages, genders and races in this ad concept was received positively. This execution was considered more appealing than “My Community,” which was the other Motivation phase print execution.

“So many people are mailing in the form, everyone in our community should do it, as well.” — Hmong St. Paul

Main Message

- This concept communicated the importance and immediate need for people to complete and return their forms. The mailbox was successful in indicating the method.

“We should return our surveys to the government.” — Hmong St. Paul

“It shows a mailbox where you should stick it in.” — Hmong St. Paul

“Everyone, when you receive this survey, send it back as soon as possible.” — Hmong St. Paul



What’s Working Well, What’s Not and Why

- This ad concept worked well on several levels. The headline, visual and Census logo all worked together to communicate the message, while the visual also gave people a good feeling about diversity in America.

Recommendations

- Maintain a similar mix of people if you chose to move forward with this execution. At least one or two obviously Hmong faces (or a Hmong family) would be appreciated.

MY COMMUNITY PRINT (M)

Initial Reactions

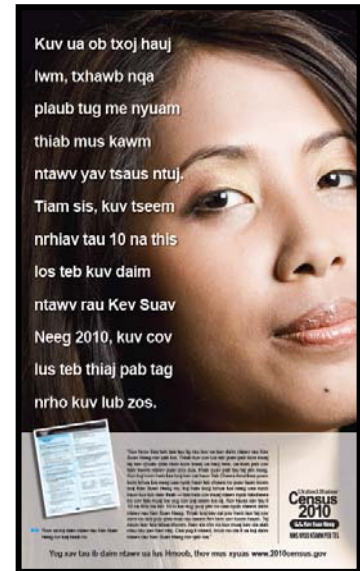
- People did not like this Motivation concept as much as “Mailbox.” The image of the woman’s somewhat calm face didn’t match the text describing how busy she was and didn’t connect directly enough to the Census.

“If you look at the picture, you wouldn’t know what it’s about.” — Hmong Fresno

“The picture doesn’t tell you, but the words tell you what it’s about.” — Hmong St. Paul

“Without reading the copy, I would not understand this ad at all.” — Hmong Fresno

“You should take a picture of someone filling out the Census.” — Hmong St. Paul



Main Message

- People took away the message that even if you are very busy like the woman pictured, it’s important to take the time to complete and return the survey. The message “10 minutes for 10 simple questions” was well received.

“She’s so busy, but had time for it. So we can do it. We must return the survey.” — Hmong St. Paul

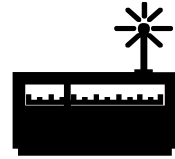
What’s Working Well, What’s Not and Why

- The overall idea that the woman has a very hectic schedule did serve to encourage participants to follow in her footsteps and complete the form. However, the visual was thought to be lacking in appeal and significance; the facial expression of the woman appeared to be somewhat strange to some participants.

Recommendations

- If you decide to move forward with this concept, consider reworking the visual to better match the text and connect it more to the Census.

THE TIME IT TAKES RADIO (M)



Initial Reactions

- This spot was considered good, but a few pointed out that if you don't know the word "Census," people might not know what this is. The pace of the radio spot was too fast overall for participants to grasp much of the content.

"The word 'Census' — I'm confused. Just use the word 'count people.'" — Hmong Fresno

Main Message

- This spot communicated that it takes 10 minutes to complete the form. People saw this as being important, because the government will allocate money to help with things like education.

"We have to complete it. Some people don't have time and they do it. You need to complete it even though you don't have time." — Hmong Fresno

What's Working Well, What's Not and Why

- Playing the voices of people that worked in different professions encouraged others to take responsibility and fill out the forms, as well.

Recommendations

- Again, greatly slow down the pace of the voiceover. Describe the Census as a count of all people in the U.S. Some Hmong people don't know what the word "Census" means.

NRFU PRINT (N)

Initial Reactions

- This ad generated some apprehension about people coming to the door. While most respondents would welcome Census takers of any age, gender or race as long as they honestly identified themselves with a badge, they agreed that seeing Census takers from their own community would make them even more comfortable. In addition, knowing about Census takers in advance would improve acceptance, they said.

“As Hmong, we’re pretty scared to open the door.” — Hmong St. Paul

“If a big, gigantic Hispanic guy comes knocking, I will be scared.” — Hmong Fresno

“I will open the door. I would trust them, as long as they show me the badge.” — Hmong St. Paul

“If you know about it, you won’t be scared.” — Hmong Fresno



Main Message

- This ad concept successfully communicated that if someone comes from the Census, there is proof in the form of the badge. There was some confusion over the process of why and when the Census taker arrives. With prompting, people understood if they mail in the form, there is no need for a Census taker to visit their home, but for some, this wasn't 100% clear from the advertising.

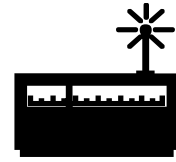
What's Working Well, What's Not and Why

- The Census taker in the ad was thought to appear professional and his badge validated his credentials. It doesn't matter if the Census taker would be male or female, most people thought. They liked that he's wearing a badge. Some did perceive his blue shirt to be part of a uniform, which they also liked.

Recommendations

- The idea of Census takers was easier for participants to accept if the person seems professional and can be identified by a Census badge. If Census takers could be Hmong people, so much the better. Male or female does not matter. It would be worth exploring whether anything can be done to strengthen even more the communication of the process (i.e., if you don't mail in, he'll come to your door).

DOORS RADIO (N)



Initial Reactions

- Again, the pace of this ad was considered too fast by many.

Main Message

- The message “Census taker will visit you if you don’t return the Census form by mail” was clearly received.

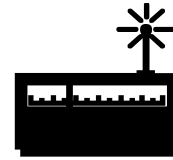
What’s Working Well, What’s Not and Why

- This ad complemented the other ads in the Non-Response Follow-Up phase, but didn’t seem to stand out as much as the others.

Recommendations

- Slow down the pace of the voiceover.

VISIT RADIO SCRIPT (N)



Initial Reactions

- Reactions towards this radio spot were positive. The moderator read this one aloud, so there were not any issues about the pace.

"It's good, I think." — Hmong Fresno

Main Message

- People got the message that they need to cooperate with representatives if they come to the house. For the most part, they eventually understood that if a Census taker comes to the door, it's because you didn't complete your form and he's just doing his job. Participants heard the message that you must comply "regardless of citizenship."

"Even if you're undocumented or have a green card, you still need to be counted." — Hmong St. Paul

What's Working Well, What's Not and Why

- Participants enjoyed listening to experiences shared by other people. This spot also complemented the other executions in the Non-Response Follow-Up phase.

"I like to learn from others. They kind of remind me to mail out the form or the Census taker would come to me." — Hmong Fresno

Recommendations

- If you move forward with this spot, make sure the voiceover talent speaks very slowly and clearly.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not
- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not
- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	15	17
2. Probably will	1	0
3. Might or might not	1	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 17

Likelihood To Recommend	PRE	POST
1. Definitely will	13	17
2. Probably will	4	0
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 17

General Feelings About Census	PRE	POST
1. Highly favorable	15	17
2. Moderately favorable	0	0
3. Neutral	2	0
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 17

Chapter Seven | Laotian Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Lao speakers conducted on August 17, 2009 in St. Paul, Minnesota and August 18, 2009 in Fresno, California. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Laos	17
Total	17

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	9
Insulated	2
Unacquainted	6
Cynical Fifth	0
Total	17

- A total of nine ad concepts from the Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st Set			2 nd Set			3 rd Set		
1	St. Paul August 17 8:00 p.m.	PRINT P1 Extended Family (A)	PRINT P2 Together (A)	RADIO DT-A Dinner Table (A)	PRINT P3 Mailbox (M)	PRINT P7 My Communit (M)	RADIO TTIT-M The Time It Takes (M)	PRINT P8 NRFU (N)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)
2	Fresno August 18 8:00 p.m.	RADIO DT-A Dinner Table (A)	PRINT P2 Together (A)	PRINT P1 Extended Family (A)	RADIO TTIT-M The Time It Takes (M)	PRINT P7 My Communit (M)	PRINT P3 Mailbox (M)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)	PRINT P8 NRFU (N)

Overall Reactions to the Campaign

- Most ads were well received by participants. They were pleased to see that the U.S. Census advertising was reaching out to the Laotian community and speaking their language. Having felt like an underserved community over the years, they appreciated the fact that they were finally receiving some recognition from the U.S. government.
 - People indicated that this recognition was motivating for them to complete the Census form, so that every individual in the community would be counted.

“The government really cares. It’s very overwhelming they’re concerned about the well-being of the community. I’m very happy.” — Laotian Fresno
- Due to the general lack of knowledge about the Census among participants, information on federal funding, new job opportunities, better schools and healthcare for the community were seen as new and attractive. The message of more job training and opportunities sounded especially powerful amid the low rate of employment within the community. Some participants who have lived in the U.S. for decades were particularly excited.

“I have lived here for 20 years and I never heard of this thing. We are so excited. I’m very happy.” — Laotian St. Paul

“In the past, there was nothing like this in Laos. It’s a good thing. In the U.S., you get to learn how many people there are, like in Fresno ...” — Laotian Fresno

“I didn’t know about it before. I didn’t understand what to do. Now ... I understand.” — Laotian Fresno
- Messaging about the “\$400 billion in federal funding” was seen as strong, as well, because participants were under the impression that this funding would help them live a better life.

“Census is about improvement. The \$400 billion will help make our lives better with good jobs, better health system and schools.” — Laotian St. Paul
- All three Awareness ads were perceived favorably; they demonstrated the importance of the 2010 Census and its potential positive impact on the Laotian community. The message that it’s everyone’s responsibility to participate came through. People also saw the Census as helping create a better future for young people.

“It’s everybody’s responsibility to be part of it, to make it happen.” — Laotian St. Paul

“It’s helping young generations with better futures.” — Laotian St. Paul
- For the motivation ads, overall reactions were also positive, generating feelings of hope for the future. The importance of everyone’s participation and the simple process of filling out the form were clearly conveyed and convincing.

“They are sending out the forms — so should I.” — Laotian St. Paul

“Filling out a form should be an easy task for everyone.” — Laotian Fresno

“I have hope for the future after seeing these ads.” — Laotian St. Paul
- While Laotian participants were generally clear about the process of Census, some (especially in Fresno) thought that the Census takers would pay a visit to every household whether or not the Census form was mailed out. The Non-Response Follow-Up (and Motivation) concepts did not

communicate clearly enough to all that you would only be visited if your form wasn't received by the government. Some got it, while others did not.

"If an employee from the Census comes to your house, don't be scared. He has a badge."
— Laotian Fresno

"I did not quite understand the officer when he comes to your house." — Laotian St. Paul

- Participants were willing to comply with the law to complete the Census form and they were not very concerned about privacy or misuse of their information.

"Required by law means everybody has to fill it out. It's a good thing." — Laotian St. Paul

- The language and tagline used in the ads were thought to be "smooth" and easy to understand. Between print and radio ads, the latter were deemed a bit more exciting and attention-getting — plus, the radio would be good for Laotians who can't read, participants said, although the voiceovers featured in the spots were deemed to be talking "too fast."

"The radio is really clear, just too fast." — Laotian Fresno

- A pre- and post-exposure worksheet exercise indicated consistently positive sentiments about likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census. (There was little change between pre-exposure and post-exposure responses; they were positive all around.)
- Several complained about the small text in the print executions. They thought it was too hard for people to read. As with the Hmong ad concepts, people seemed to focus initially on the visuals, so anything that can be done to make the text more digestible would be appreciated.

"The characters need to be bigger print. We just look at the pictures." — Laotian St. Paul

- Some appeared to get tripped up on the translation of \$400 billion. It might be worth double-checking to ensure the current usage is the most understandable option.

Tagline Feedback

The tagline communicated a sense of responsibility. To best suit the target "undercounted" audience, it would be worth confirming the proper phrasing with a Lao language expert, to explore simpler options.

"It means it's very important for everybody." — Laotian St. Paul

"It's all of our responsibility means we have to do it." — Laotian Fresno

"It's everybody's 'responsibility' is a big word." — Laotian St. Paul

Reactions to Individual Executions

EXTENDED FAMILY PRINT (A)

Initial Reactions

- The visual of the happy family conveyed a sense of unity, togetherness and responsibility.

“Looks like a happy family.” — Laotian St. Paul

“I like the image of a happy family. Having a family is important to all of us.” — Laotian Fresno

Main Message

- This ad concept was encouraging people to come together to help individuals, families and communities by filling out and mailing in the form. The information about “\$400 billion” and “new jobs” was perceived as new and motivational.

“Everyone in the family should participate.” — Laotian Fresno

What’s Working Well, What’s Not and Why

- Only showing a Laotian family was considered by some Fresno participants to be somewhat confusing, because they were uncertain whether the Census was only for the Laotian community or for everyone in the U.S., as well. And while some thought the image represented a Laotian family, others weren’t so sure. A few thought the image was too generic and could be seen in a typical consumer advertisement.

“How come there’s no black or white family? A Census is a big thing every 10 years.” — Laotian Fresno

“If I see it in a billboard, it looks like an ad for cell phones.” — Laotian Fresno

Recommendations

- If there is a way to add that the Census is for you, your family and all individuals and families in the U.S., that might help clear up any confusion about it being for Laotians only. (Note: It might be worth adding the word “individuals” — not all immigrants are situated in a multi-person family unit in the U.S.).



TOGETHER PRINT (A)

Initial Reactions

- This ad was seen as motivating because it showed how people of various ages and ethnicities could come together to complete the form.

"We should work together as a community to ensure everyone gets counted." — Laotian Fresno

Main Message

- The message about the form was simple and the fact that it would only take 10 minutes to fill out the form encouraged participants to take action immediately.
- The visual featuring multi-ethnic groups indicated that every individual, whether a legal immigrant or not, would be responsible for participating in Census. The ad was empowering for viewers to follow others and take the same action, as well.



"It's very good. It doesn't discriminate against any race in there." — Laotian St. Paul

What's Working Well, What's Not and Why

- In contrast to "Extended Family," this concept features a visual that clearly demonstrated to participants that the Census is for every individual in the U.S. and not solely for the Laotian community. At least one participant felt there should have been even more diversity, especially representing the younger generations.

"The picture is wrong. There are no kids. There's no pregnant woman. There are only grown-up people. This is the Census." — Laotian Fresno

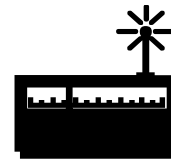
The message that Census is legally mandated tested positively; participants indicated they were ready and willing to obey and comply with the law.

- Between the two print ads, "Together" was preferred by a larger number of participants in Fresno because it was able to generate a strong sense of empowerment and motivation by showing a good example of how everyone should participate in Census. Whereas in St. Paul, most people liked "Together" and "Extended Family" equally well.

Recommendations

- This ad played well among the Laotians. If you move forward with finalizing this execution, make sure there are some Asian people in the ad who clearly look the part. Consider with this ad — and all ads — making the logo treatment larger or more prominent to solidify the connection between the headline, the visual and the Census.

DINNER TABLE RADIO (A)



Initial Reactions

- Despite its break-neck pace, this radio spot was able to establish a solid connection with most participants. The ad was thought to be direct and easy to understand, and it worked to reinforce the message from the print ads.

Main Message

- Participants recognized that this ad was attempting to build awareness about the upcoming Census.

"I feel good ... this ad is helping us understand there is something to do in 2010." — Laotian St. Paul

What's Working Well, What's Not and Why

- Although this radio spot was seen as exciting and sincere, some participants thought the actress portraying the daughter was reading the script in an unnatural and incomprehensibly fast way.

"The radio should be slow and clear. The daughter is too fast." — Laotian St. Paul

"It was too fast. At the end, I didn't know what they said." — Laotian Fresno

Recommendations

- Slow down the voiceover, especially the daughter.

MAILBOX PRINT (M)

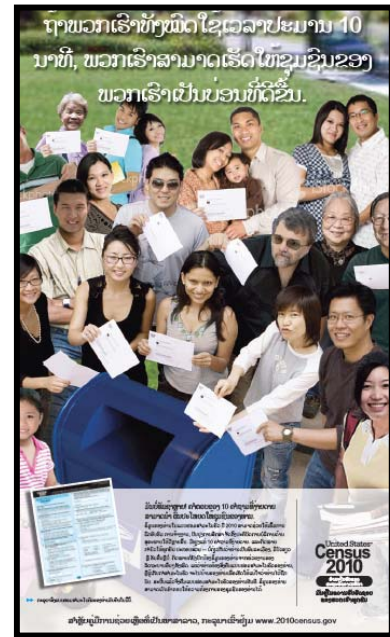
Initial Reactions

- This ad concept tested exceptionally well. The entire execution was considered easy to understand, yet inspiring. Most preferred “Mailbox” over “My Community,” although they wouldn’t mind even seeing more cultural diversity in this concept.

“It’s really clear, direct, but it’s only Asians.” — Laotian Fresno

- Every participant was motivated by the visual featuring so many people of different ages, genders and races standing next to the mail box with the Census form in their hands.

“I think everyone in our community should do it like these people. I will fill it out and go to the postal office.” — Laotian St. Paul



Main Message

- This ad concept communicates a sense of inclusion and duty. Most notice the mailbox as the way you need to send your form back in.

“This is really good because it shows everyone has to fill out the form and return it to the post office.” — Laotian Fresno

What’s Working Well, What’s Not and Why

- The multi-ethnic crowd is well received.

“The mix of races, it’s a good thing. Every race is good.” — Laotian Fresno

Recommendations

- Consider expanding the multi-cultural mix to include more non-Asians. It was not clear that everyone understood the crowd was standing in front of a mailbox. Perhaps even more visual clues could be employed.

MY COMMUNITY PRINT (M)

Initial Reactions

- The busy woman portrayed in the ad offers a good example of no matter how busy one is, one should still be able to spend 10 minutes completing the Census form in an effort to help improve the future of the community.
- However, the visual was seen as somewhat disconnected with the copy and the woman was perceived as looking unhappy. The visual basically failed to attract the attention of participants.

“The picture didn’t really mean anything to me.” — Laotian Fresno

Main Message

- Participants indicated there was “deep meaning” of duty in the face of pressure when people read the ad, but not when they just looked at the visual.

“It shows me this is our responsibility. We have to fill it out and turn it in.” — Laotian Fresno

“They’re trying to let us know we have to fill out this form.” — Laotian Fresno

“The picture doesn’t mean anything, but the statement and words are good.” — Laotian St. Paul

“It’s not quite clear. It needs to be rewritten. Make it smoother than that.” — Laotian St. Paul

“Have her children in there. Show how she’s busy. She’s still working hard, but she can still do the Census.” — Laotian St. Paul

“She’s sad. She’s thinking about something.” — Laotian Fresno

“She’s not happy.” — Laotian St. Paul

What’s Working Well, What’s Not and Why

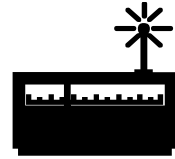
- The overall idea that the woman has a very hectic schedule did serve to encourage participants to follow in her footsteps and complete the form. However, the visual was thought to be lacking in appeal and significance; the facial expression of the woman appeared to be somewhat strange to some participants.

Recommendations

- If you decide to move forward with this concept, consider reworking the visual to better match the text and connect it more to the Census.



THE TIME IT TAKES RADIO (M)



Initial Reactions

- Although the pace of this radio spot was felt by many to be too fast, the message itself was clear — everyone should fill out and mail in the forms.

Main Message

- People understood the importance of Census to the community at large, and reinforced the responsibility of everyone to spend 10 minutes to complete the form.

“I liked this ad. The message is clear and we need to do it.” — Laotian St. Paul

“It’s a good thing. It’s easy to understand.” — Laotian Fresno

What’s Working Well, What’s Not and Why

- Playing the voices of people that worked in different professions encouraged others to take responsibility and fill out the forms, as well.

Recommendations

- Again, greatly slow down the pace of the voiceover. Describe the Census as a count of all people in the U.S. Some Hmong people don’t know what the word “Census” means.

NRFU PRINT (N)

Initial Reactions

- Participants' impressions of this concept were generally positive. The age or gender of Census takers didn't seem to matter too much, as long as they could identify themselves with a badge. However, there was general agreement among most participants about feeling more comfortable if the Census takers were of their own ethnicity.

"No problem if it's a girl or a guy, as long as they have a badge." — Laotian Fresno

Main Message

- This ad concept communicated an overall feeling of trust. The professional-looking Census taker with a badge was seen as trustworthy. Moreover, participants appeared to be generally trusting of people from government organizations.

"We can trust him." — Laotian St. Paul

"I would welcome the Census taker. He has the badge from the government." — Laotian St. Paul



What's Working Well, What's Not and Why

- Unfortunately, some (Fresno participants in particular) failed to understand the fact that Census takers would only visit them if they fell short of mailing in the Census form.

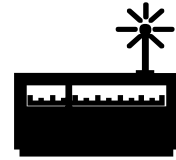
Recommendations

- The idea of Census takers was easier for participants to accept if the person seems professional and can be identified by a Census badge. If Census takers could be Laotian people, so much the better. Male or female does not matter. It would be worth exploring whether anything can be done to strengthen even more the communication of the process (i.e., if you don't mail it in, he'll come to your door).

DOORS RADIO (N)

Initial Reactions

- The entire radio ad was too busy with the continuous ring of the door bell and the seemingly fast pace, making it hard for participants to grasp the gist of it. This could be the main reason that led some participants to miss the information about how “Census takers would only come to you if you didn’t mail in the form.”



“It’s really fast. I think I missed the beginning part.” — Laotian Fresno

What’s Working Well, What’s Not and Why

- This ad complemented the other ads in the Non-Response Follow-Up phase, but didn’t seem to stand out as much as the others.

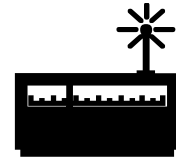
Recommendations

- Slow down the pace of the voiceover.

VISIT RADIO SCRIPT (N)

Initial Reactions

- In St. Paul, this radio spot was quite well received. Information seemed to be clearly conveyed.



Main Message

- This approach about sharing experiences with one another worked well for these participants because they tended to rely on word-of-mouth within the community.

What's Working Well, What's Not and Why

- This ad was not fully tested in Fresno due to the distorted font on the script. The moderator was not able to read out the script in its entirety.

Recommendations.

- If you move forward with this spot, make sure the voiceover talent speaks very slowly and clearly. Resolve font issues. (Not sure if this was a bad reproduction of the original or a font substitution issue.)

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	13	14
2. Probably will	3	2
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 16

Likelihood To Recommend	PRE	POST
1. Definitely will	12	12
2. Probably will	4	4
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 16

General Feelings About Census	PRE	POST
1. Highly favorable	14	14
2. Moderately favorable	2	1
3. Neutral	0	1
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 16

Chapter Eight | Thai Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Thai speakers conducted on August 20, 2009 in Los Angeles. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Thailand	18
Total	18

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	12
Insulated	2
Unacquainted	4
Cynical Fifth	0
Total	18

- A total of four ad concepts from the Awareness (A), Motivation (M) and Non-Response Follow-Up (N) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st	2 nd	3 rd	4 th
1	L.A. August 20 5:45 p.m.	PRINT P1 Extended Family (A)	PRINT P2 Together (A)	PRINT P3 Mailbox (M)	PRINT P8 NRFU (N)
2	L.A. August 20 8:00 p.m.	PRINT P2 Together (A)	PRINT P1 Extended Family (A)	PRINT P3 Mailbox (M)	PRINT P8 NRFU (N)

Overall Reactions to the Campaign

- The campaign overall didn't test as well as it could have in the Thai groups mainly because of the writing and/or translation, which many found hard to understand. However, most participants still highly appreciated the fact that the U.S. government was reaching out to the Thai community with in-language advertising and many felt motivated to complete and return the Census form.

"It [the campaign] could be better." — Thai Los Angeles

"At least if there is an ad in Thai, they can reach the Thai community much better." — Thai Los Angeles

- Thai participants, especially those in the first group, felt that the copy was confusing and difficult to understand, and the tone was a bit too forceful.
- Copy that contained complicated information about Census also received poor reviews. Presenting too much information all at once to the majority of Thai participants who had very limited knowledge about Census rendered them even more confused, overwhelmed and, in some cases, scared. Consequently, it would be advisable to revisit the copy and address simple facts like what Census was all about, who would benefit from it, and how individuals should complete the Census form.

"The language is unclear. Once you read it, you have to translate it. I got confused."
— Thai Los Angeles

"The language, it's not smooth." — Thai Los Angeles

"Explain the word 'Census.' Explain it's the entire country. Some of us don't know the word 'Census.'" — Thai Los Angeles

- Several thought the copy on these print concepts was hard to read because of the font size.

"Old folks can't read it. The font is too small." — Thai Los Angeles

- Among the two Awareness ad concepts presented, most participants in the first group preferred Together, whereas a majority of participants in the second group preferred Extended Family. Mailbox was the favorite ad of all; people felt it was the most clear and direct.
- A pre- and post-exposure worksheet exercise indicated no real shift in likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census. (Most of the pre-exposure responses were fairly positive to begin with.)

Tagline Feedback

- Reactions to the tagline "Success Is In Our Hands" were split. Most in the first group, which had quite a few younger participants, thought it lacked motivation and significance, whereas most in the second group, which had several older participants, felt that it was clear and meaningful.

"Success is in our hands? What success?" — Thai Los Angeles

"In your hands looks like it's been translated from English." — Thai Los Angeles

"It's good." — Thai Los Angeles

"It means we're part of it." — Thai Los Angeles

Reactions to Individual Executions

EXTENDED FAMILY PRINT (A)

Initial Reactions

- The happy family visual was reviewed positively and the message that the Census is for every person in the family was clearly conveyed. People were glad the U.S. government was reaching out to the Thai community.

“The government is giving us a chance, so we don’t have to stay in the dark anymore.” — Thai Los Angeles

“I would love this ad immediately.” — Thai Los Angeles

Main Message

- The message “more job training” caught the attention of many participants who were currently unemployed. The message “\$400 billion in funding” was reviewed as new and impressive and the funding was seen as a major contribution to the Thai community. Participants were able to recognize that the Census was for legal and undocumented residents.

“The training sounds very good; it will help us find new jobs. I think this is beneficial to the entire Thai community.” — Thai Los Angeles

What’s Working Well, What’s Not and Why

- While the visual and overall concept worked, participants indicated there was some room for improvement:
 - The translation of “home” confused renters because they were unsure if the Census was for homeowners only or for everyone in general. Some, who viewed themselves as here in the U.S. temporarily, felt disconnected from the message. Others weren’t sure if the Census was just for Thai people or all people living in the U.S.
 - In some cases, the copy was considered too forceful and appeared to be literally translated from English.
 - For those who weren’t already familiar with it, the explanation of the Census was unclear. The copy was misunderstood by many who thought that the Census Web site was the only source for returning the form. With the exception of “job training,” some thought there was a lack of direct benefits to individuals.

“It’s says everyone in the house. What if I have a rental or apartment? What about my roommate? Is he part of the family?” — Thai Los Angeles

“We don’t feel it involves us. We are here temporarily, just to work.” — Thai Los Angeles

“I’m a little confused. Is this Thais only or all Americans?” — Thai Los Angeles



“What is a Census?” — Thai Los Angeles

“Why do I have to fill it out? What’s the benefit?” — Thai Los Angeles

Recommendations

- You could certainly produce this ad provided the translations and tone are adjusted per the comments above. If there is any way to clarify “household” (so people aren’t confused about homeowners vs. renters, families vs. individuals living alone, etc.), that would improve understanding within the Thai community. Any additional content on what the Census is, how it works and how it benefits everyone would also be appreciated.

TOGETHER PRINT (A)

Initial Reactions

- This concept was seen as being able to motivate and empower every person to participate in Census. At least one felt the visual could be even more diverse (including more African Americans, people with disabilities, etc.).

“I’m smiling because everyone’s smiling — lots of people from different groups and they’re all happy. It made me feel happy like them.” — Thai Los Angeles

“It’s good because it doesn’t emphasize one race. It’s everyone.” — Thai Los Angeles

“I protest that there’s only one African American. This is the U.S., the melting pot of everyone. It should have handicapped people, too.” — Thai Los Angeles

Main Message

- The message that the Census is for everyone regardless of age, race, gender or occupation was clearly expressed. The message “10 minutes and 10 questions” was successfully conveyed, especially in the second group. People thought that 10 minutes would be a reasonable amount of time to commit to completing the Census .

“At least I know there is a head count.” — Thai Los Angeles

“10 minutes is no big deal. I am willing to help.” — Thai Los Angeles

What’s Working Well, What’s Not and Why

- Good visual. Good concept. Again, the copy was generally difficult for people to understand and the headline lacked solid meaning for this audience. The mention of “confidentiality” was thought by some to be helpful in easing the concerns of undocumented immigrants, whereas “required by law” sounded a bit too forceful. Some wanted to see the Census logo or the word Census mentioned in the headline or in closer proximity to it. A few got tripped up on the mention of younger generations because they thought the Census is for everyone.

“The part about cooperation should be changed. Rephrase it, so it sounds more Thai.” — Thai Los Angeles

“Put ‘Census’ in the middle of the page.” — Thai Los Angeles

“Just reading the headline, I wouldn’t learn anything.” — Thai Los Angeles

“I don’t like the phrase talking about youth. It’s for everyone.” — Thai Los Angeles

Recommendations

- If you choose to move forward with this concept, consider reworking the copy per the comments above to improve understanding and appeal.



MAILBOX PRINT (M)

Initial Reactions

- Among all of the ad concepts exposed, this one received the best reviews from the Thai segment. The visual was thought to be simple and easy to understand. Showing how everyone held a Census form next to the mailbox was perceived as a source of motivation.

"I think it's better. It's clearer." — Thai Los Angeles

"It's quite inviting." — Thai Los Angeles

"It talks to me." — Thai Los Angeles

"It's quite clear. Everyone has the forms in their hands."
— Thai Los Angeles

"It's not too difficult. Just walk over to the mailbox."
— Thai Los Angeles

Main Message

- For participants who thought they needed to complete the form on the Census Web site, this visual clearly explained that every person needed to mail in the form.

"This ad really encouraged me to fill out and mail in the form. Everyone is doing that in the ad." — Thai Los Angeles

"It is for everyone, so we should be a part of it." — Thai Los Angeles

What's Working Well, What's Not and Why

- The use of a clear, self-explanatory visual led many to feel that the copy was easy to understand and the information was obvious to most of them. Some thought the wording (especially "law") was too strong or forceful, only adding to the perceived scariness of the Census. There were translation issues with some of the words and phrases (e.g., it seemed to some that the word "community" was being to describe a physical neighborhood rather than the Thai community and this was not acceptable in Thai).

"I like it because they said regardless of immigration status, but the word 'law' — substitute it with something else. Soften it." — Thai Los Angeles

"The wording seems like it's forcing you to do it." — Thai Los Angeles

"I understand it, but maybe they ought to improve some of the words a little." — Thai Los Angeles

"Community is not a place in Thai. That might be acceptable in English, but not Thai." — Thai Los Angeles

Recommendations

- This ad concept was a clear winner. Ensure that the final translation is the best it can be. Consider softening some of the more forceful-sounding words and statements.



NRFU PRINT (N)

Initial Reactions

- The idea of sending Census takers to the household failed to receive positive reactions. Many seemed to be sensitive about their privacy, especially the undocumented immigrants. This execution did make it clear how serious the government was about counting people.

"I think it's a waste of time, because we're not in Thailand. We won't be home. We have to work." — Thai Los Angeles

"It's easy to understand, but I don't want to see him."
— Thai Los Angeles

"This picture, it scares me." — Thai Los Angeles

"This one stressed me out." — Thai Los Angeles

"This is a serious matter because somebody's going to show up." — Thai Los Angeles



Main Message

- This ad concept was motivating for participants to mail out the form, because they wanted to avoid the visit from a Census taker. The visual featuring a professional-looking Census taker with a badge generated positive feedback. However, many agreed that they would be more receptive if the Census taker was from the Thai community. (Age and gender didn't seem to matter to most.) People did learn that their Census data would be protected.

"I would comply to answer the questions and send it back so he doesn't come." — Thai Los Angeles

"I would trust a Thai person more. I would not open the door to other races." — Thai Los Angeles

"Our information will be kept confidential." — Thai Los Angeles

What's Working Well, What's Not and Why

- In the first group, half of the participants were unclear if the Census taker would come to every household or just to those households that failed to return the Census form. Some had issues with the wording. Others wanted more detail on the process (e.g., when is this happening, what is the deadline, etc.).

"It's confusing. He's going to come for sure? That's not clear." — Thai Los Angeles

"I like the picture, but I want to change the wording. It's not smooth. 'Swear' is too colloquial, not official." — Thai Los Angeles

"I have no idea when we'll be receiving the form." — Thai Los Angeles

"When is the deadline? Do I have to hurry up or not?" — Thai Los Angeles

Recommendations

- Clarify the message that Census takers come to households that have not returned their Census forms. Emphasize timing and/or deadlines if possible. Ensure the final translation is as good as it can be.

This research is purely qualitative. Qualitative research is intended to provide insight and understanding into a specific audience and findings are not necessarily representative of the views of the entire audience. This research should be used for general guidance and direction only.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	17	16
2. Probably will	0	1
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 17

Likelihood To Recommend	PRE	POST
1. Definitely will	15	15
2. Probably will	2	2
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 17

General Feelings About Census	PRE	POST
1. Highly favorable	6	10
2. Moderately favorable	9	4
3. Neutral	3	4
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 18

Chapter Nine | Pakistani Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Pakistanis conducted on August 11, 2009 in New York and August 19, 2009 in Houston. Urdu-speaking participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Pakistan	18
Total	18

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	13
Insulated	2
Unacquainted	3
Cynical Fifth	0
Total	18

- A total of 12 ad concepts from the Awareness (A), Motivation (M), Non-Response Follow-Up (N) and Confidentiality (C) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st Set			2 nd Set		3 rd Set			4 th Set		5 th Set	
1	New York August 11 5:45 p.m.	PRINT P1 Extended Family (A)	PRINT P2 Togethe (A)	RADIO DT-A Dinner Table (A)	PRINT P3 Mailbox (M)	RADIO TTIT-M The Time It Takes (M)	PRINT P4 Split Picture (C)	PRINT P5 Safe (C)	PRINT P6 Back to Camera (C)	RADIO WB-C We Believe (C)	RADIO SCRIPT RS1 Don't Hide (C)	RADIO D-NR Doors (N)	RADIO SCRIPT RSV Visit (N)

#	City	1 st Set			2 nd Set		3 rd Set			4 th Set		5 th Set	
2	Houston August 19 5:45 p.m.	RADIO DT-A Dinner Table (A)	PRINT P2 Togethe (A)	PRINT P1 Extended Family (A)	RADIO TTIT-M The Time It Takes (M)	PRINT P3 Mailbox (M)	RADIO SCRIPT RS1 Don't Hide (C)	RADIO WB-C We Believe (C)	PRINT P6 Back to Camera (C)	PRINT P5 Safe (C)	PRINT P4 Split Picture (C)	RADIO SCRIPT RSV Visit (N)	RADIO D-NR Doors (N)

Overall Reactions to the Campaign

- The ad concepts were generally well-received. People thought the executions were informative, inclusive and motivating. Participants were appreciative of the government's recognition of Pakistanis as a minority segment and its efforts to count Pakistanis in the U.S. in the 2010 Census.
- Both the visuals and the copy reinforced the message of the print ad concepts. Participants tended to relate a bit better to the radio ads in terms of the information that was communicated. The print ads, while informative, were hard to read because of the small font size of the color printouts. As most of the important information was in the body copy, participants felt that it should have more space. Both groups expressed that the print ads would be more effective if they were bi-lingual (Urdu and English) for three reasons: Urdu is a difficult language to read; younger Pakistanis in the U.S. are not fully familiar with Urdu; and for those who have lived in this country for a long time, English is a much easier medium for ease of comprehension, while Urdu would be comprehensible to older Pakistanis.
- Several felt that some of the words used were too sophisticated or high-brow and should be scaled back. Some of the Urdu was a literal back translation from English, and so not as effective as colloquial Urdu would be. The text should take care to preserve the idiom of the language.
- The pace of most the radio spots was fine and participants reacted favorably to the information.
- Some participants, though skittish about the confidentiality of their information, felt that the ads were able to dispel their doubts and apprehensions.

"I have learned a lot from these ads ... most people will consider participating in the Census if they know no one will come after them." — Pakistani New York

- **Awareness ad concepts.** Because most of the participants were legal and employed, the Awareness executions served well to engage them, inform them of their role in their community and help them focus on their collective future. The message participants reacted most favorably to was that if every person were counted, the government would increase job training and job opportunities for those who needed them. This was especially appreciated in light of negative repercussions the Muslim community has felt post 9/11. Some participants who were favorably disposed toward the Census were pleased to learn about the "\$400 billion in federal funding per year" and believed it would be very beneficial to their community. (A few were initially confused about whether the funds would be allocated to Pakistanis or everyone in the U.S.) Participants were impressed with the information about education and health care. Those with lower levels of education felt that it would be a great boost to their communities' future. The ads served the purpose of explaining what the Census is about.

"This will help us all, improve education and increase job opportunities. It will be good for our entire community ... I will tell everyone I know to fill out the form and mail it in." — Pakistani Houston

- **Motivation ad concepts.** Both the radio and print Motivation concepts tested quite well, especially the "Mailbox" print ad. The message "10 minutes for 10 simple questions" was enlightening and dispelled the notion that filling in the form was time-consuming and cumbersome.

"I never realized it would take only 10 minutes — that seems easy now." — Pakistani New York

- The message "required by law" was positively received by the majority of participants who didn't have any legal complications. In both groups, however, a few participants felt that the legal requirement might intimidate undocumented Pakistanis and deter them from filling in the form.
- "Confidentiality" was seen as somewhat of a concern — while none of the participants themselves were apprehensive, they spoke on behalf of those in their community without proper legal status.

- **Confidentiality ad concepts.** Between the two radio spots, people felt the “We Believe” spot was strong because it embraced all religions. Further, it reinforced the positive results of the Census. Participants were not able to connect the “Don’t Hide” spot to the Census; they could not relate to it and didn’t really like it. Among the three print ads, “Safe” was voted # 1 in New York, while the Houston group liked the “Back to Camera” ad. For those with no apprehensions about their legal status, this campaign was generally informative and emphasized the fact that the law requires participation in the Census.

“Legal or not, you should participate.” — Pakistani Houston

- **NRFU ad concepts.** The message “if you don’t return the form, the Census taker will come to you” was clear to the Pakistani participants. The idea of Census takers was not negatively received as long as they appeared professional and could be identified by a Census badge.

“It would be good if the Census takers were trained to understand that some Pakistani women might feel uncomfortable to let a man into their home if they are alone. Then the Census taker should return at a better time.” — Pakistani Houston

- In the pre- and post-exposure worksheet exercise, there was a fairly dramatic shift to the positive for those who were not on the positive side to begin with. At the end of the groups, all participants selected the most positive answers possible.

Tagline Feedback

- The tagline “Iske Inhisar Hum Par Hai” (It’s In Our Hands) elicited different reactions in the two groups. Most in the New York group felt “inhisar” was too sophisticated a word and not motivating enough, suggesting instead, “Iske Jimmewari Hum Par Hai” (The Responsibility Rests On Us). However, most in the Houston group liked the original tagline because of its connotations of cooperation and togetherness.

Reactions to Individual Executions

EXTENDED FAMILY PRINT (A)

Initial Reactions

- People liked this ad. The open, smiling faces of the family members reflected confidence and hope.

Main Message

- The happy multi-generational family conveyed the message that Census is intended for the benefit of all families — and that it would be everyone's responsibility to fill out and mail in the forms. The message “everyone in the household needs to be counted” was well understood by the participants.

“I like the family ... every child, mother, father — all must be counted.” — Pakistani New York



What's Working Well, What's Not and Why

- The people holding the Census envelope in the foreground contributed to a strong, motivating message. Showing a single ethnic group may have contributed to some participants' confusion that the money would be allocated to specific ethnic segments.

Recommendations

- This ad works well to communicate that all in the family must be counted. As with all of the print ads, consider making the body copy larger to improve readability. No major changes.

TOGETHER PRINT (A)

Initial Reactions

- The representation of different ages, faces, gender, and races was felt to be very uplifting. Participants were unanimous in their assertion that in living here in America, they saw no reason why everyone should not be portrayed together.

Main Message

- This ad reinforced the importance of everyone — young and old, from every level of the community to be involved. Participants reacted very favorable to the message of individual responsibility to complete and return the form.

“This clearly shows that the Census is for everyone and we should all fill out the form” — Pakistani New York

What’s Working Well, What’s Not and Why

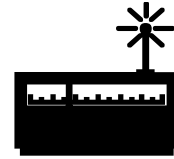
- Reactions toward showing people of various races were positive. The visual was able to empower everyone to participate in Census. Although both print ads tested well, “Extended Family” was received better by the Houston group because of its multi-generational focus. “Together,” with its image of multi-ethnic groups, people of various ages and gender, elicited a sense of motivation and empowerment among the New York group.

Recommendations

- If it’s a choice between “Together” and “Extended Family,” “Together” had broader appeal among participants. It also clears up any confusion that the Census is allocating money to specific ethnic groups; it’s much more inclusive. As with all of the print ads, consider making the copy larger to improve readability. No major changes.



DINNER TABLE RADIO (A)



Initial Reactions

- Reactions to this radio spot were favorable. Of the three Awareness ads, this was most people's favorite. Participants were able to grasp the gist of the information presented.

Main Message

- The use of the young girl conveying the information she received at school served not only to create awareness, but also drive home the message that both young and old have the responsibility to communicate and also ensure compliance.

What's Working Well, What's Not and Why

- The radio spot was seen as complementary to the two print ads in this set and seemed to work well together.

Recommendations

- No major changes.

MAILBOX PRINT (M)

Initial Reactions

- Similar to “Together,” this ad concept made participants feel that everyone (including people of different ethnic groups) was empowered to participate and mail in the Census form.

Main Message

- The visual was perceived as simple and easy to understand. Showing people next to the mailbox made participants feel motivated to take immediate action. It also reinforced the importance of mailing the completed form.

“We all are together, so fill it out and mail it in.”
— Pakistani Houston

What’s Working Well, What’s Not and Why

- The ad was received positively because of the depiction of different ages, genders and races. While some thought the visual should include more people from other nationalities (e.g., Korean, Spanish, Arabic, etc.), others want to see only Urdu speakers.

Recommendations

- This ad concept works well. You should consider moving forward with this one for the Motivation phase of the campaign.



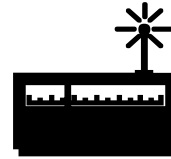
THE TIME IT TAKES RADIO (M)

Initial Reactions

- Participants reacted favorably to the spot and the 10-minute analogies as a whole. People said they were motivated by this ad concept to participate.

"In 10 years, you can do everything ... In 10 minutes you can be recognized." — Pakistani New York

"I think it is very approachable." — Pakistani New York



Main Message

- Playing the voices of people that worked in different professions encouraged others to take responsibility and fill out the forms, as well. Everyone understood that if you give a little effort, you can help your community. Most appreciated hearing people should participate regardless of citizenship or visa status.

"\$400 billion. It is very good. For jobs, healthcare, everything better for everyone." — Pakistani New York

"This is very good regarding immigration. It's a very clear cut answer. You should participate, even if you're illegal." — Pakistani New York

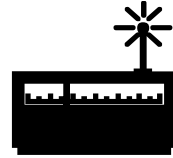
What's Working Well, What's Not and Why

- The analogy of sewing the hem in 10 minutes was popular. The use of a chef struck responsive chords in some Pakistani participants in New York.

Recommendations

- This concept worked well. It is certainly worth consideration for the final line-up of ads.

DON'T HIDE RADIO (C)



Initial Reactions

- Both groups were unmoved and unmotivated by this spot, perhaps, in part, because it was read aloud and not played like most of the other spots.

"It is not easy Urdu. It must be very simple Urdu." — Pakistani New York

Main Message

- Some were confused.

"This is a little confusing. A very weak message." — Pakistani New York

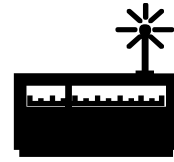
Recommendations

- If you want to move forward with this spot, simplify the Urdu and retest using a scratch track to get a better read on it.

WE BELIEVE RADIO (C)

Initial Reactions

- Participants reacted very favorably to this spot — both in concept and style. It served to underscore all the salient points about the Census and its promised benefits. People felt this spot was easier to understand than Don't Hide.



Main Message

- This spot also clarified the fact that only when they fill the form and send it in, their community would receive its share of the \$400 billion in Federal funds.

"The message is very good." — Pakistani New York

What's Working Well, What's Not and Why

- Mention of different religions (Hindu, Christian, etc.) was viewed positively by most.

"It gives you a good feeling." — Pakistani New York

Recommendations

- You could definitely move forward with this concept.

SPLIT PICTURE (C)

Initial Reactions

- New York participants reacted more favorably to this ad concept. The Pakistani group in Houston was indifferent to this ad, only responding favorable to its multi-ethnic and multi-generational image. A few thought there was something wrong with some of the translation.

Main Message

- In New York, the message that once you fill the form, your information is kept safe played well, but a few didn't understand the concept.

What's Working Well, What's Not and Why

- The visual is successfully communicating some diversity in ethnic groups and ages. Not everyone "got" why the image was split and the lower image was blurry.

"It shows that everyone's there." — Pakistani Houston

"It's very difficult because I couldn't understand it." — Pakistani New York

Recommendations

- This ad concept wasn't as well understood as some of the others. If you move forward, be sure to revisit the translation.



SAFE (C)

Initial Reactions

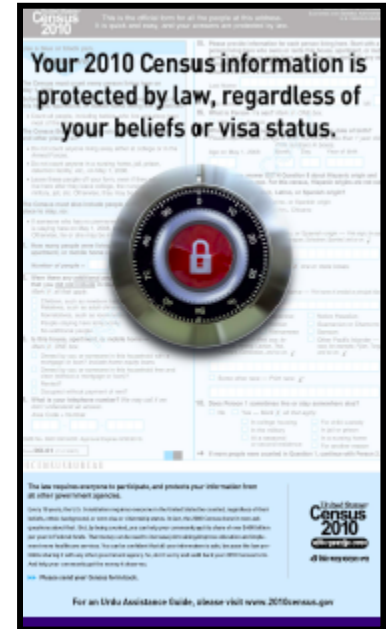
- Reactions to this ad were very favorable — especially in New York — although it provoked enquiries about the exact nature and wording of the 10 questions on the Census form.

Main Message

- Responding to the image of the safe, participants believed that their information would be kept private.

“This is very strong wording. Everything is confidential.”
— Pakistani Houston

“I have secured my kids. It’s good for your future.” — Pakistani New York



What’s Working Well, What’s Not and Why

- The visual here is strong. No one seemed to mind that the copy was in English.

Recommendations

- No major changes. Overall, this ad worked well (especially in New York).

BACK TO CAMERA (C)

Initial Reactions

- The “Back to Camera” ad was very favorable for the Houston group because they felt it reached out to future generations and promised a bright future for their children. However, this ad evoked strong reactions among the New York group apparently emphasizing the idea, “If I have something to hide, I will be found out” and participants thought it prompted negative thoughts.

Main Message

- The main message not to worry because your confidentiality will be protected did not work for everyone.

“Do not worry. It will stay confidential.” — Pakistani Houston

“His hidden face means he’s hiding something.” — Pakistani New York



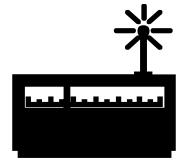
What’s Working Well, What’s Not and Why

- Again, the strong visual pulls some people in. No one seemed to mind that the copy was in English.

Recommendations

- Overall, this ad worked well (especially in Houston). You might consider adjusting the headline to explain the visual in a more positive way.

DOORS RADIO (N)



Initial Reactions

- This was not one of the favorite ad concepts, mostly because people were not excited about having someone come to the door.

Main Message

- The message “Census taker will visit you if you don’t return the Census form by mail” was clearly received. Despite their reservations, participants thought this ad would be effective. They get the message that Census takers should be welcomed.

“Whoever comes to you, welcome them.” — Pakistani Houston

What’s Working Well, What’s Not and Why

- The pace of this ad was considered somewhat too fast. The repeated door bell rings were thought to be disruptive and disconcerting.

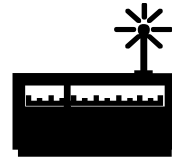
Recommendations

- You could certainly consider producing this spot, although Visit was the more successful NRFU radio spot.

VISIT RADIO (N)

Initial Reactions

- This spot was well-received and the fact that two women discussed the details of the Census taker's visit was thought to be a good way to dispel any doubts.



Main Message

- Most participants said they would welcome Census takers of any age, gender or race as long as they honestly identified themselves with a badge. They agreed that seeing Census takers from their own community would make older people feel more at ease.

What's Working Well, What's Not and Why

- Participants enjoyed listening to experiences shared by other people.

Recommendations

- Move forward with this spot. People generally liked it.

"Listening to the women helped me get a better idea of what happens when the Census taker comes — we should get it done early anyway." — Pakistani Houston

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	12	16
2. Probably will	2	0
3. Might or might not	2	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 16

Likelihood To Recommend	PRE	POST
1. Definitely will	13	16
2. Probably will	2	0
3. Might or might not	1	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 16

General Feelings About Census	PRE	POST
1. Highly favorable	5	15
2. Moderately favorable	5	1
3. Neutral	5	0
4. Not too favorable	1	0
5. Rather unfavorable	0	0

Total Sample: n = 16

Chapter Ten | Armenian Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Armenians conducted on August 13, 2009 in Boston and August 19, 2009 in Los Angeles. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Argentina	2
Armenia	1
Azerbaijan	1
Greece	1
Iran	1
Lebanon	6
Romania	4
U.S.	2
Total	18

CBAMS Mindset	Participants
Leading Edge	4
Head Nodders	5
Insulated	7
Unacquainted	0
Cynical Fifth	2
Total	18

- A total of 14 ad concepts from the Awareness (A), Motivation (M), Non-Response Follow-Up (N) and Confidentiality (C) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th
1	Boston August 13 8:15 p.m.	PRINT P4-1 Check List (A)	PRINT P4-2 10 (A)	RADIO R4-1 Arman (A)	RADIO R4-2 Short Form (A)	RADIO R4-3 We Can Move Forward (M)	RADIO R4-4 10 (M)	PRINT P4-5 Right to be Counted (N)	PRINT P4-6 Doors (N)
2	L.A. August 19 8:15 p.m.	RADIO R4-1 Arman (A)	RADIO R4-2 Short Form (A)	PRINT P4-3 We Can Move Forward (M)	PRINT P4-4 Build a Better Future (M)	O-O-H O4-3 Checkmate (M)	O-O-H O4-4 Build a Better Future (M)	PRINT P4-7 Profile (C)	PRINT P4-8 Mailbox (C)

Overall Reactions to the Campaign

- Participants indicated that the Armenian community is open and ready to receive Census updates and new information. They feel satisfaction in knowing they are finally being targeted by the U.S. government, however ...
- People would welcome more content that motivates and explains what the Census is and how it helps the community. Some felt these ads were full of drama and not direct enough.
- There were some serious problems with the translations and this kept many participants from fully appreciating the ad concepts. All agreed that it will be important in these ads to distinguish Western Armenian speakers/listeners from Eastern Armenian speakers/listeners.

"They could have done it before, but it's good. I'm glad. At least they're doing it now. It's very good you have it in Armenian." — Armenian Boston

"They're mixing Eastern and Western Armenian." — Armenian Los Angeles

"It will be a problem." — Armenian Boston (speaking of Eastern/Western language conflict)

- For the Armenians, a pre- and post-exposure worksheet exercise indicated a positive shift in likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census.

Tagline Feedback

- Literal translation of the English tagline was not effective for this audience. Participants said they would prefer symbolic translation, so that "[responding to] The Census Is In Our Hands" would become "[responding to] The Census Is Our Responsibility."

People felt the tagline was not written for an Armenian audience, rather for an American audience. The tagline was simply translated into the Armenian language, they thought. Some thought the tagline would be improved if it said "Our Voices Are Being Heard" or "Our Future Awaits" instead of the current tagline. People were uninterested and saw little value in the current tagline.

"This is not language Armenians use. It's in our hands? We never say this." — Armenian Boston

Reactions to Individual Executions

CHECK LIST PRINT (A)

Initial Reactions

- Participants did not respond positively to this ad concept. They had issues with both the visual and the text, the latter of which was difficult for some of them to digest, partly because the body copy was in a small font, but mostly because they found the translation hard to understand. Several thought the woman was sad and didn't look Armenian enough. Others thought the neighborhood in the background seemed shady.

"The girl is very ugly ... she's not smiling ... the picture doesn't reflect Armenian facial features." — Armenian Boston

"The building in the back looks like she lives in a ghetto." — Armenian Boston

Main Message

- The main message of 10 simple questions to move forward was largely obscured by feelings of negativity toward this ad. For several, this concept didn't get to the point quickly enough and they wanted more of an explanation of what the Census is.

"This ad is very busy with unrelated content." — Armenian Boston

"The headline says nothing about what it is." — Armenian Boston

"There's nothing that tells it's important. It should say, 'Please help us because this is a very important questionnaire. This is no explanation.'" — Armenian Boston

"The 10 is confusing. What does it mean? It's just hanging up there." — Armenian Boston

"The 10 is good, but nobody knows the meaning of it." — Armenian Boston

What's Working Well, What's Not and Why

- This ad concept just did not resonate with participants on any level — the words, the darker color palette, the woman's serious expression, the background ...

"The wording — they can do much better." — Armenian Boston

"I would change the design. I would put the lower paragraph vertical without pictures and explain what we can gain from the Census." — Armenian Boston

"The colors have to make you feel good. We Armenians like bright color!" — Armenian Boston

"We'd like a smiling family." — Armenian Boston

Recommendations



- If you move forward with this execution, concentrate on a happier Armenian woman or perhaps a family. Brighten up the palette. Consider whether the audience is urban or suburban and adjust the background scenery accordingly. Work out the translation issues.

10 PRINT (A)

Initial Reactions

- Participants thought this ad definitely included several Armenian faces. It was clearly preferred over Check List, but people still opined that it still didn't give them enough information about the Census and what the Census is.

"It's much better than the first ad." — Armenian Boston

"It doesn't mean anything to me." — Armenian Boston

"The meaning of 'improvement' needs to be explained. Improvement means too many things." — Armenian Boston

Main Message

- This ad concept successfully communicated some multi-cultural diversity via the array of photos. A few participants thought it was designed for a younger generation, because most of the faces looked younger. Again, the small font size and almost incoherent translation made it difficult for participants to get truly engaged with this concept.

"One of them, she looks Indian. It's for all ethnicities." — Armenian Boston

"If I look at it, I thought more for your age (20s). They're on the younger side ... I will think Census is only for the youth." — Armenian Boston

What's Working Well, What's Not and Why

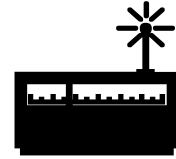
- The Statue of Liberty reminded some participants of immigration (e.g., sailing to Ellis Island). They suggested replacing this image with Mount Rushmore, the Washington Monument, the Lincoln Memorial and/or the American Flag — something more representative of America and less evocative of immigration. Some thought the word for "sensitive" had a connotation of secrecy, which made them feel uncomfortable.

Recommendations

- If you decide to move forward with this execution, consider replacing the Statue of Liberty with another American icon (e.g., flag). Show more of an age range in the faces. If there is anything that can be done to more quickly communicate what the Census is in the headline or subheads, people would probably appreciate that.



ARMAN RADIO (A)



Initial Reactions

- This radio spot was preferred over the print ads by some. But others didn't care for it too much, because they thought it wrapped unnecessary drama around the message. It was considered a bit comical by some (but not necessarily in a good way). The multiple voices, use of language and fast pace generated some confusion. Some participants wanted to hear content that was much more to the point.

"Who talks about the mail that way?" — Armenian Boston

"It's unnecessary drama." — Armenian Boston

"It's senseless." — Armenian Boston

"Too many voices." — Armenian Boston

"They're talking really fast ... mixing Eastern and Western Armenian. I didn't understand a thing."
— Armenian Los Angeles

"It's very quick. It's Eastern Armenian. She needs to talk slower and be clear" — Armenian Boston

"There should be two versions, Eastern and Western. And what about Iranian Armenian?"
— Armenian Los Angeles

"The first part is not necessary." — Armenian Los Angeles

Main Message

- The content spoken by the female narrator was good, but she was speaking too fast for people to get the full picture. Many Western Armenians could not understand what she said. Even several Eastern Armenian speakers missed some of what she said.

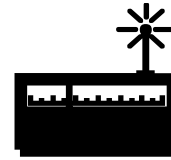
What's Working Well, What's Not and Why

- Some thought the dramatic scene at the beginning of the spot was overkill. People heard the Web site mentioned and thought it should be repeated a few times.

Recommendations

- The narrator is delivering some good information, but participants would like her to slow down and use "everyday" Armenian terminology. (Even if she speaks in Eastern Armenian, Westerners will understand her if she slows down and uses everyday language.) Consider doing ad in three Armenian dialects (Iranian-Armenian, Armenian-Armenian and Western Armenian).

SHORT FORM RADIO (A)



Initial Reactions

- Although they felt the dramatic scene was still a bit on the corny side, participants thought this radio spot was better and easier to absorb than the Arman spot.

“I like it. The situation was clear.” — Armenian Los Angeles

“This is much better than the first radio spot.” — Armenian Boston

“The actorship was a bit corny.” — Armenian Los Angeles

“I’d like it to be a bit more realistic.” — Armenian Los Angeles

“I’ve never heard anyone say hello that way. It sounds funny.” — Armenian Los Angeles

“You simply need to say what it’s about.” — Armenian Boston

Main Message

- Through this ad, people learned that the Census is only 10 questions. Why people should participate in the Census is still not entirely clear to them, however.

What’s Working Well, What’s Not and Why

- This spot was relatively understandable and people heard several new things (statistical purposes, regardless of citizenship status, confidentiality). The storyline was easy to follow and the mother in particular was clear. The content delivered at the end by the female narrator was good, but she spoke too fast for everyone to take it all in. Western Armenians in particular could not understand what she said. Some thought the old long form shouldn’t be mentioned because no one cares or remembers back to past Census events anyway.

“They explain that your answers are only for statistical purposes.” — Armenian Boston

“I always thought you had to be a citizen.” — Armenian Boston

“She doesn’t need to do all the drama.” — Armenian Boston

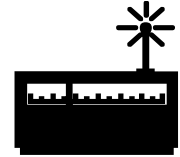
“They explain that your answers are only for statistical purposes.” — Armenian Boston

“Don’t talk about the long form. I don’t remember how long it was 10 years ago. It’s a questionnaire. We have to fill it out. If it’s 10 questions, five questions, it doesn’t matter.” — Armenian Boston

Recommendations

- Slow everything down and consider adjusting the wording to more “everyday” Armenian terminology. For example, even if female narrator at the end speaks in Eastern Armenian, Westerners will understand her if she slows down and uses everyday language. Explore the option of stripping out the dramatic intro. There’s no need to refer to the longer form.

WE CAN MOVE FORWARD RADIO (M)



Initial Reactions

- Some participants liked the content in this spot, but they didn't entirely connect with the over-the-top creative concept of the blowing winds of change. They would have liked to replace the sermon-style delivery with some additional explanatory content.

"The idea is good, but the whole ... the tone is very wrong." — Armenian Boston

"The voice was so bad, it was so funny." — Armenian Boston

"At the beginning, you don't know what he is talking about." — Armenian Boston

"This guy is giving a sermon." — Armenian Boston

"Reminds me of the old Soviet days when the five-year plan was announced by megaphone in the main square." — Armenian Boston

"What's with the freaky wind blowing ... stopping, then blowing again?" — Armenian Boston

Main Message

- The whole winds of change concept did not reach the Western Armenians. Only one Eastern Armenian participant "got" it. Those who were able to get past the "tone" issue liked the message that you need to think about the future.

"The meaning, the concept — it's OK ... We need to think about our future. It's encouraging people to do it." — Armenian Boston

"There is no explanation what the issue is about ... it doesn't say how I'm going to get \$400 billion allocated." — Armenian Boston

"You're trying to concentrate on his wording. Is this a poem or what? It's too much!" — Armenian Boston

What's Working Well, What's Not and Why

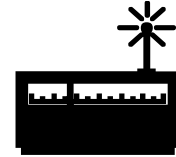
- This ad captured attention and caused much laughter because it was "too much." Some of the wording (counted) didn't seem right to a few.

"The wording is wrong. It sounds very Soviet Armenian, the word "counted." It doesn't sound like the right meaning." — Armenian Boston

Recommendations

- If you choose to move forward with this ad, keep the serious content but reconsider the wind theme. People aren't getting the meaning of it. The narrator should breathe with proper rests and improve his intonation.

10 RADIO (M)



Initial Reactions

- This ad was a favorite for the Armenians. Participants felt it was slower (at least at first) and easier to take in than the other radio spots they heard. They also thought the content was meaningful.

"This was the best so far. It's slowing down. She explained what you're supposed to do to get the allocation. It makes you feel bad if you don't help." — Armenian Boston

"I liked it. It was very simple." — Armenian Boston

"She starts off slow, but then speeds up again and I lose her." — Armenian Boston

"At least, we know the context of what they want. No other ad explains what the Census is for." — Armenian Boston

"It doesn't matter if it's Eastern or Western but it has to be 'public' wording. You don't need to use big words like statistics." — Armenian Boston

Main Message

- The message of 10 simple questions came through loud and clear, as did the advantages that come from participating in the Census.

What's Working Well, What's Not and Why

- The lower-key style of this spot worked better with this audience (less drama). The ease of the voiceover's tone (at least at first) allowed speakers of both dialects to hear what she was saying and not be distracted. (Content about confidentiality and sensitive/secret information is still off-putting to some.)

Recommendations

- Participants seemed to respond well to the idea of community obligation or duty. They became more motivated when they realized how and what kind of impact their actions will have. Anything you can do to put these topics more front and center would be appreciated. Work on the "sensitive/secret" wording issue. Simplify the language in general.

"The wording, it's like literature. Not public language." — Armenian Boston

WE CAN MOVE FORWARD PRINT (M)

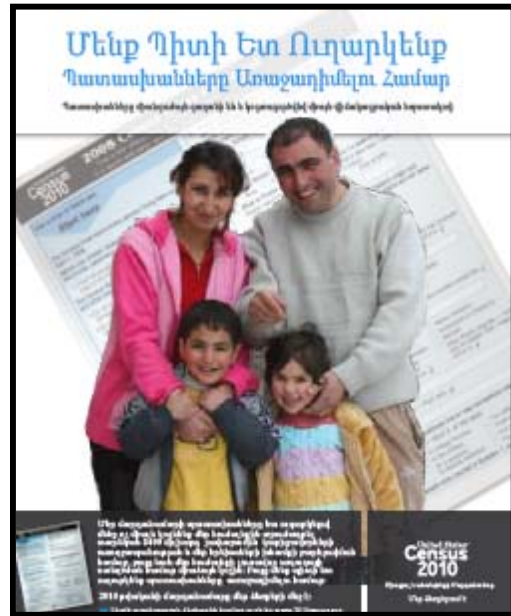
Initial Reactions

- Many like the happy family concept, although the photo seemed dated and targeted more toward recent Armenian immigrants rather than those who have been living in the U.S. for a long time. Some found the wording and small font size hard to follow.

"The guy looks Armenian. They look natural, not like models." — Armenian Los Angeles

"I like the picture, how the father is holding the daughter." — Armenian Los Angeles

"My first impression is that the language is very difficult. The letters are very tiny." — Armenian Los Angeles



Main Message

- While people took away a message of hope for the future, there was some confusion in the translation of you have to send back the answers in order to progress/move forward.

"It says something about the future. There is hope." — Armenian Los Angeles

"It's very general. We have to send back what?" — Armenian Los Angeles

"I don't like this word 'progress.' It's now clear how you progress by turning in the questions." — Armenian Los Angeles

Recommendations

- Give the family a more updated look (clothing and styling). The "progress" wording needs to be explored. Is there any way to beef up the size of the body copy? Doublecheck the translations for accuracy.

BUILD A BETTER FUTURE PRINT + O-O-H (M)

Initial Reactions

- Participants responded well to some elements of this concept, but said that spelling was off and noted some language (dialectic) differences. Again, they associated the Statue of Liberty with immigration, which wasn't the right connotation.

Main Message

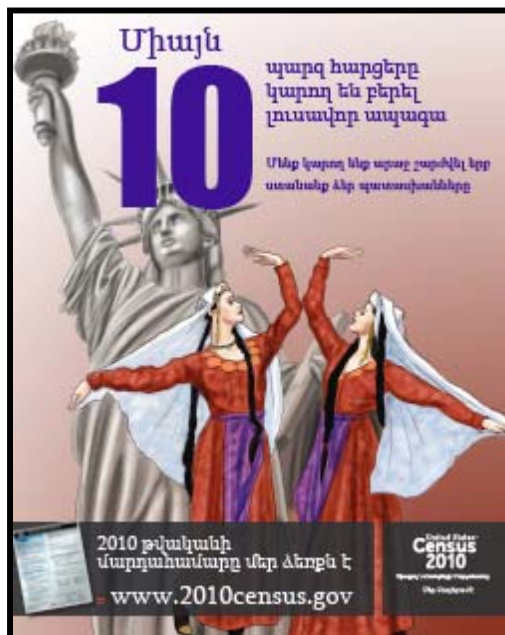
- Some thought the messaging about the future was clear here, while others were confused. Again, indication of where and how the money will be spent was needed and requested.

What's Working Well, What's Not and Why

- There seems to be an impending pressure to respond and this unnerves some participants. The idea of moving forward can be supplemented with peoples' responses to the Census. That is, if people are told that their community will move forward and how it will move forward through their participation, they are more likely to submit responses.

Recommendations

- If you move forward with this concept, consider another American icon to replace the Statue of Liberty.



CHECKMATE O-O-H (M)

Initial Reactions

- Participants did not like this ad concept. It came across as extremely negative. Some felt it was suggesting that they'd have to step over someone else to move forward. Some expressed that there are already too many disagreements within the Armenian community and this execution just propagates that message.

"Why should I have to take someone out to get ahead?" — Armenian Los Angeles

Main Message

- The main message of a better future in 10 simple moves was overshadowed by the perceived negativity of this ad.

Recommendations

- It would be best to leave this concept out of the campaign.



RIGHT TO BE COUNTED PRINT (N)

Initial Reactions

- Most of the participants liked this ad. They felt it was "friendlier" than previous executions. The font was more readable and the talking points made sense. The big number "10" was gone and participants seemed to be happy about that.

"The font is big. There's no 10. The title [headline] is good." — Armenian Boston

"The boxes finally contain some contextual and useful information." — Armenian Boston

Main Message

- Participants understood the main point that if you don't send in your Census form, someone will come help you fill it out. While the message was well received, participants are still concerned about "secrecy." This message is creating suspicion where there should be none.

What's Working Well, What's Not and Why

- This gentleman looks Armenian to most participants. Some participants thought the first grayed out box of content didn't make sense, but the second box was OK. Some felt the Census logo



stood out more in this ad and they like that. Some still thought there were too many words (body copy) and they wished it were simpler.

Recommendations

- Move forward with this execution. Reconsider the word “secret.” See if any of the wording can be simplified.

DOORS PRINT (N)

Initial Reactions

- This ad was liked overall because of its everyday people and pleasant background.

"These are hard workers. This is good." — Armenian Boston

"This one is more effective with the color of the background, everyday workers." — Armenian Boston

"The background building is clean, good, not like the first ad in the bad part of the city." — Armenian Boston

Main Message

- Participants saw value in the people and the hospital. This messaging of "opening doors" literally for the Census and figuratively for them, spoke to this audience.

"I like the hospital and can see how the \$400 billion might be used to help the people shown." — Armenian Boston

"It shows these are the people who can benefit from the allocation." — Armenian Boston

What's Working Well, What's Not and Why

- Participants acknowledged that many immigrants will not want to participate due to their undocumented status. Acknowledgement that non-obtrusive questions are being asked will put their minds at ease, particularly when the ad addresses how the funds will be used. A few noted that the body copy font was very small.

"The wording is very small. It's hard to read without glasses." — Armenian Boston

Recommendations

- Increase font size/readability of body copy.



PROFILE PRINT (C)

Initial Reactions

- Participants commented on the familiar faces, in fact, even naming some of the models. People thought this looked like a “serious” ad compared to the dancers, who looked like they were advertising a dance competition.

“I like this and it attracts me a lot.” — Armenian Los Angeles

“It’s heavy and very serious.” — Armenian Los Angeles

- It looks like everyone is a lawyer. Some participants thought this ad needed more diversity in the photo to represent the message of everyone participating (not just the lawyers). It looks like most of them are wearing suits.

Main Message

- Participants aren’t all understanding the ghosted image.

What’s Working Well, What’s Not and Why

- All caps in the heading and the small font size in the body copy are making this ad difficult to read.

“There’s too much writing.” — Armenian Los Angeles

Recommendations

- Consider simplifying or eliminating the body copy altogether. Can enough of the information fit in the bullet points?



MAILBOX PRINT (C)

Initial Reactions

- This ad was fairly well received. People liked the visual well enough, but they would like to see the man's mouth. They said he is obviously happy, but everyone, even the family in the back, seems hidden.

Main Message

- Some audience members said that the headline should read “Be Afraid” on this ad, because of all the “secrets” being kept or sensitive information mentioned.

“Newcomers will be scared.” — Armenian Los Angeles

“Confidentiality is not important for me, but it's important for the community.” — Armenian Los Angeles

“It's negative. I'll get scared if they tell me not to be scared.” — Armenian Los Angeles

What's Working Well, What's Not and Why

- All caps in the heading and the small font size in the body copy are making this ad difficult to read. Some feel the Census logo too small and unnoticeable.
- One participant noticed the tagline on the envelope was in Spanish.

Recommendations

- Consider making adjustments based on the comments above. You might also explore de-emphasizing the confidentiality messaging by converting the body copy content into additional large bullet points and listing some of the other pertinent details first (e.g., only 10 simple questions, fill it out and send it back mid March, etc.) as was done in Profile.



Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	8	10
2. Probably will	7	7
3. Might or might not	1	1
4. Probably will not	1	0
5. Definitely will not	1	0

Total Sample: n = 18

Likelihood To Recommend	PRE	POST
1. Definitely will	8	13
2. Probably will	6	3
3. Might or might not	3	2
4. Probably will not	1	0
5. Definitely will not	0	0

Total Sample: n = 18

General Feelings About Census	PRE	POST
1. Highly favorable	3	9
2. Moderately favorable	10	8
3. Neutral	5	1
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 18

Chapter Eleven | Iranian Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Iranians conducted on August 14, 2009 in Washington, D.C. and August 19, 2009 in Los Angeles. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Iran	12
United Arab Emirates	01
U.S. (lived in Iran)	02
Total	15

CBAMS Mindset	Participants
Leading Edge	4
Head Nodders	3
Insulated	1
Unacquainted	0
Cynical Fifth	7
Total	15

- A total of 14 ad concepts from the Awareness (A), Motivation (M), Non-Response Follow-Up (N) and Confidentiality (C) phases of the 2010 Census campaign were exposed to the groups in the following order:

#	City	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th
1	D.C. August 14 6:00 p.m.	PRINT P5-1 Check List (A)	PRINT P5-2 10 (A)	PRINT P5-3 We Can Move Forward (M)	PRINT P5-4 Draw a Better Future (M)	RADIO R5-3 We Can Move Forward (M)	RADIO R5-4 10 (M)	PRINT P5-7 Profile (C)	PRINT P5-8 Mailbox (C)
2	L.A. August 19 6:00 p.m.	RADIO R5-1 Omid (A)	RADIO R5-2 Short Form (A)	RADIO R5-3 We Can Move Forward (M)	RADIO R5-4 10 (M)	O-O-H O5-3 Draw a Better Future Circles (M)	O-O-H O5-4 Draw a Better Future Women (M)	PRINT P5-5 Right to be Counted (N)	PRINT P5-6 Doors (N)

Overall Reactions to the Campaign

- The ad concepts, in terms of substance, seemed to be clear for the most part. At times, participants were distracted by executional elements like music or color. But in the end, they understood the main messages and provided some constructive feedback for improvement.
- Participants were generally pleased to learn that the U.S. government was reaching out to them as Iranians and they felt it was important to be singled out and to participate.

"It's good. It's very good. You feel an importance." — Iranian Los Angeles

- Because of some critical translation issues in the campaign, even though the participants themselves understood the importance of the Census, many felt that other Iranian community members who never heard of the Census before would not be swayed to participate or, in some instances, would not understand the ads.
 - It is important to note that, according to many of the participants, the translation was not wrong per se; rather, it was not translated in a manner that a native Farsi speaker would have done, and several of the participants found it slightly insensitive.
- Both groups expressed a desire for more information and specific details regarding what the Census is used for, what the implications are, and so forth.

"What is the Census for?" — Iranian Los Angeles

- Some participants who saw the huge number of \$400 billion dollars in the ad concepts did not necessarily feel a stronger desire to participate in the Census because of it. They said that such a detail seemed too vague and they thought it lacked any clear relation to their lives and communities.
- There was virtually no change in the pre- and post-exposure worksheet exercise to assess likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census. Some people were on the positive side to begin with. Others remained neutral or somewhat positive after exposure to the campaign. No one was extremely negative to begin with.
- After all phases of the campaign, participants felt that they would be able to tell their friends and family members how the Census worked, when the Census would be taking place, that the form needs to be mailed back, and what would happen if people don't fill out the Census form.
- The font size of the body copy in the print concepts was generally thought to be too small. Participants remarked that it was hardly noticeable and did not grab their attention. In general, people thought the radio spots were too fast and not serious enough for the Census. Some thought the music was taking focus away from the messaging.

Tagline + Logo Feedback

- Some felt the Census logo treatment with tagline was not very noticeable or remarkable in the print ad concepts. Many wanted to see the logo or at least the word "Census" in the headline or in much closer proximity to the headline. They said it was down at the bottom of the ad and wasn't helping communicate the main message of the advertising quickly enough.

"I didn't notice it until you pointed it out." — Iranian Los Angeles

"If the Census could be mentioned at the top and middle part, it would be much better."
— Iranian Washington, D.C.

Reactions to Individual Executions

CHECK LIST PRINT (A)

Initial Reactions

- The biggest concern expressed about this print concept was the Farsi translation. Some participants initially felt it was disrespectful to the Iranian community. The implication was that such translation issues might make people less likely to participate in the Census, or at the very least, they would pay little or no attention to the advertising. Aside from the translation, people wanted to see a more attention-getting visual and get more of an explanation about the Census, which they did see as being important.

"I think all these sentences are not clear. You can understand, but it's not good. It has to be changed. They have to explain more." — Iranian Washington, D.C.

"The context in Farsi is not good. My 70-year-old dad won't get this. They should have gotten a good translator." — Iranian Washington, D.C.

"The design is not good. The color is not good. It's very simple. It's not getting anyone's attention." — Iranian Washington, D.C.

"It's not like Iranian. 10 simple questions getting to your goal. What do you mean by that?" — Iranian Washington, D.C.

"It's very important. It's from the office of the Census." — Iranian Washington, D.C.

Main Message

- This ad concept communicated that the Census is something that should be done, but again the translation tended to stop people in their tracks as they tried to figure out more about the Census.

"It's all about getting information about people." — Iranian Washington, D.C.

"This information is not good. What is the purpose of this? How can we help? What are the questions about?" — Iranian Washington, D.C.

"It's not a good statement. It's not clear. People will get confused. It's just like English marketing. We cannot say something like this Census in Farsi." — Iranian Washington, D.C.

"There's nothing mentioned about the Census — only at the bottom and that's very small." — Iranian Washington, D.C.

What's Working Well, What's Not and Why

- There are grammar and/or translation issues throughout.

"The first paragraph in Farsi is not clear ... It's easy to read and I understand the whole content, but it's a little unclear that I have to return it or you have to give it to me. It's good, but it could be made more clear." — Iranian Washington, D.C.



“Our people have to in the second line. What do they mean? Is it about all society or Iranians? It’s all wrong the way they explain it here. It’s not clear.” — Iranian Washington, D.C.

Recommendations

- If you choose to move forward with this ad, rebuild it from the ground up using a top-tier Farsi-language copywriter, preferably with experience marketing in Iran.

10 PRINT (A)

Initial Reactions

- People generally liked this ad concept for its relatively clear message, Iranian faces and bright colors.

"The faces look Iranian." — Iranian Washington, D.C.

"I like the color." — Iranian Washington, D.C.

Main Message

- The headline in this print execution was effective in conveying the Census' message that the form features only 10 questions. People noticed in the ad that their answers would be confidential. Still, participants hungered for more information.

"I think this one is much better than the first one because it's a little more clear. The 10 simple questions — it gives you the information." — Iranian Washington, D.C.

"The other one (Check Box) was so distracting. Here, you know what's going on. You can read it. I understand better. I know what they're talking about." — Iranian Washington, D.C.

"What's the benefit for me? Why should I do this? For the betterment of school and hospital. They have to explain it more and say what it's all about." — Iranian Washington, D.C.

What's Working Well, What's Not and Why

- Some participants did not understand why the Statue of Liberty was included if the ad was targeting the Iranian community. A few took exception to some of the wording. People are wishing the logo were in Farsi instead of English so everyone could understand it.

"I think the background on this one is better, but the font on the body copy needs to be bigger." — Iranian Washington, D.C.

"The 'school' word, they shouldn't have used." — Iranian Washington, D.C.

"If you could change Census 2010 to Farsi, that would be better. It would be much better in Farsi." — Iranian Washington, D.C.

"The Census is very meaningful. They should mention 'people counting.'" — Iranian Washington, D.C.

"What do they mean 'make it better in the U.S.'?" — Iranian Washington, D.C.

"It's not like it's about one person. They have to say, 'Do this and send it to this.' They have to say you send it, not that you receive it." — Iranian Washington, D.C.

"The sentence is weird. When you send the form, you will receive the form? The translation is kind of meaningless." — Iranian Washington, D.C.

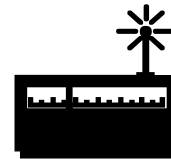
"We are rejecting all these sentences. They have to write something in my language and it would be much better. They have to know Farsi well. People would laugh at this." — Iranian Washington, D.C.

Recommendations



- Work very hard on improving the translation here. This ad is worth considering for the final line-up of ads for the Iranian audience.

OMID RADIO (A)



Initial Reactions

- This radio spot was not among the favorites. Some thought it was so informal or comical that listeners wouldn't take it seriously.

"It's very informal. People might not take it seriously." — Iranian Los Angeles

"The two voices were comical, like a movie." — Iranian Los Angeles

"You have to be serious about this because it's in relation to statistics." — Iranian Los Angeles

Main Message

- While it wasn't among the favorites, this spot did have the information people were looking for. Some caught that you didn't have to be a citizen to participate in the Census.

"The information is there. The information is complete." — Iranian Los Angeles

"You don't have to be a citizen." — Iranian Los Angeles

What's Working Well, What's Not and Why

- Overall, this concept lacked attention-getting power and in some cases, the music took away from the message. As with some of the other radio spots, several thought the voiceover was so fast, you couldn't catch the messages.

"It sounded computerized. It didn't sound personal. It was not very interesting." — Iranian Los Angeles

"You would be distracted. My mind was somewhere else. It wasn't anything interesting. Just a loud song. Nothing interesting for me to listen to. I was not able to relate to it." — Iranian Los Angeles

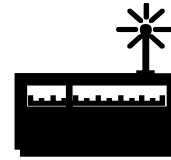
"The music was loud, busy, distracting. You just want it to go away." — Iranian Los Angeles

"They have to say it three or four times slower. If they played it only once, I couldn't tell you what it said." — Iranian Los Angeles

Recommendations

- Given the comments above, rethink this spot if you're interested in finalizing it.

SHORT FORM RADIO (A)



Initial Reactions

- Mixed reviews. As with Omid, while some participants may have liked the ad, others felt that the music was inappropriate for such a serious subject and that the voiceover was going too fast for comprehension.

"I liked it." — Iranian Los Angeles

"It was good, but it doesn't need any music." — Iranian Los Angeles

"It's supposed to be serious." — Iranian Los Angeles

"The music was distracting." — Iranian Los Angeles

"It needs to be slower." — Iranian Los Angeles

Main Message

- People took away messages of allocating funds for education, hospitals, transportation, etc. There was a strong feeling of family thanks to the mom, dad and child scenario, although not everyone thought the dramatic intro was necessary. A few picked out the detail that the Census would not ask about religious affiliation.

"The first section is not even necessary. If it's just him [the announcer], it's much better. Give the news that it's important." — Iranian Los Angeles

"I like this radio spot best of all, well, just the last part." — Iranian Los Angeles

"We just need to participate in this for education, companies, hospitals ..." — Iranian Los Angeles

"The questions are not related to religion." — Iranian Los Angeles

Recommendations

- Explore making this a more straightforward spot with just the voiceover and no music, perhaps using someone from within the Iranian community or another public figure or celebrity whom people in the Iranian community respect. Participants don't seem to be responding too well to the dramatic introductions in some of these spots.

WE CAN MOVE FORWARD PRINT (M)

Initial Reactions

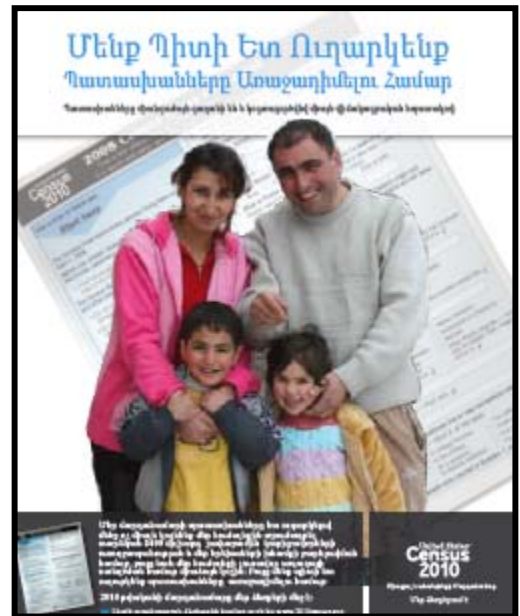
- Because the people shown in this concept represented a broader cross-section of America (diversity of ethnicities, ages), participants felt this ad was more reflective visually of the Census, which involves the counting of everyone in the country. The image of the Census form in the background helped bring home the message (more so than the smaller thumbnail of the form featured elsewhere in the campaign).

"I think the picture gives you an idea it's about the Census ... you can tell you want to count the people." — Iranian Washington, D.C.

"Most of these people are not Iranian." — Iranian Washington, D.C.

"I like this picture better than the other two. This gives all different ages." — Iranian Washington, D.C.

"I think the background [Census] form is better. It gives the message what the form looks like. It's in English, but it's better. Does the form come in Farsi?" — Iranian Washington, D.C.



Main Message

- While they noted details such as \$400 billion dollars, people were left wanting more information.

"It's not bad for \$400 billion to be there." — Iranian Washington, D.C.

"Give more information." — Iranian Washington, D.C.

What's Working Well, What's Not and Why

- Both the Washington and Los Angeles groups commented on the woman wearing the Islamic headscarf. This can be a particularly sensitive cultural issue for Iranians living in the United States. Again, people took exception to some of the wording and translations.

"This is like a command." — Iranian Washington, D.C.

"The headline should be simpler. That would be good." — Iranian Washington, D.C.

"The ad is meaningless, especially the top sentence It's very poorly written. When we write a headline, it doesn't have to be this long." — Iranian Washington, D.C.

"Census is in English. It has to be in Farsi." — Iranian Washington, D.C.

Recommendations

- A few more Iranian faces in the crowd would probably be appreciated. Focus on improving the translation. Reconsider showing the woman in the Islamic headscarf. (Note: When they were exposed to an English version of this ad, participants thought it made much more sense.)

"It's stronger in English. The English works" — Iranian Washington, D.C.)

DRAW A BETTER FUTURE PRINT + O-O-H (M)

Initial Reactions

- Mixed responses. While the headline and visual were linked to each other through the topic of drawing and some people recognized and appreciated the Persian graphics, these print and out-of-home concepts did not work extremely well. Some participants said that the image reminded them of the Persian holiday Eideh Norooz and not about the Census.

"The headline and the picture are connected ..." — Iranian Washington, D.C.

"I like the way they show they're Iranian in the picture." — Iranian Washington, D.C.

"This woman, the lady of the sun, is related to the New Year." — Iranian Los Angeles

"I think this is the worst text and the worst picture. It doesn't say anything. It looks like painting class." — Iranian Washington, D.C.

"Both of them (circles and women O-O-H ads) — it's bad and worse. You can do better." — Iranian Los Angeles

"The painting has to send a message. This painting doesn't mean anything." — Iranian Washington, D.C.



Main Message

- Some noted several positive details from these ads (the idea of improvements and no focus on immigration status), while others complained everything should be emphasized more (immigration status, Census in the headline).

"At least this one gives information if we fill out the form, we'll get closer to our goal." — Iranian Los Angeles

"People are afraid. But it says it has nothing to do with immigration." — Iranian Los Angeles

"They should say it's everybody regardless of language. I am in America. Some people think they have to be a citizen or have a green card. This has to be expressed." — Iranian Los Angeles

"The headline is not about the Census. First, you look at the headline." — Iranian Los Angeles

"The word 'Census' has to be on top (of both O-O-H ads)." — Iranian Los Angeles



What's Working Well, What's Not and Why

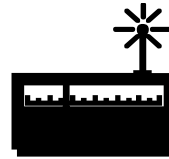
- These concepts (in addition to a few others) contained language that a few participants thought sounded too forceful and not typical of the Farsi language.

"This is forcing, commanding 'you have to return it.' We don't say that in Farsi." — Iranian Washington, D.C.

Recommendations

- If you choose to move forward with these executions, try to soften the language so it is not overly strong and commanding.

WE CAN MOVE FORWARD RADIO (M)



Initial Reactions

- This spot was one of the favorites among participants in Los Angeles, but it was too fast for some to follow. Several remarked that the background music was too loud and distracting, but others liked the music, which they felt kept the spot from being too long and monotonous.

"They need to take out the music. They're not selling anything. This music was too much. It distracted me." — Iranian Los Angeles

"The music was entertaining." — Iranian Los Angeles

"I didn't know what the end said." — Iranian Washington, D.C.

"This is a loooooong message." — Iranian Washington, D.C.

"It doesn't stay in your brain." — Iranian Washington, D.C.

"It's not clear what they were talking about. I would like a shorter message and one that's more clear." — Iranian Washington, D.C.

Main Message

- Those who could keep up with the pace of the spot thought that the execution was informative and that the Census was important. But the "long" storyline made it difficult for others stay focused. The allocation of funds and some of the benefits related to education stood out as new information for several.

"It was informative." — Iranian Los Angeles

"As Iranians, it's good for us to participate. It's important." — Iranian Los Angeles

"It attracted my attention, the story at the beginning, but it was too long and too monotonous." — Iranian Los Angeles

"It talks about the benefits, colleges and universities. That makes it personal." — Iranian Los Angeles

"I didn't know the Census has anything to do with money and this was very important to me. Maybe repeat that twice. Because of the economic situation, the Census has such an effect on it. That's really significant." — Iranian Los Angeles

What's Working Well, What's Not and Why

- Some liked the voiceover, even though it was fast and not super conversational. Some took exception to some of the wording and translations. In this and a few other ads, there was confusion about \$400 million or \$400 billion. The voiceover talent may not have gotten it right. At least one felt the Web site information was worth repeating.

"The speaker was pretty good." — Iranian Washington, D.C.

"The sentences were not good." — Iranian Washington, D.C.

"On the radio it sounded like they said \$400 million, not \$400 billion." — Iranian Washington, D.C.

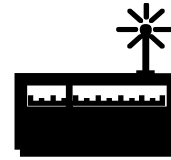
"It would be better to say it in street language, not book language. It needs to be conversational. It's better that way." — Iranian Washington, D.C.

“The Web site — they have to explain it slowly. Not everyone knows how you spell the Census. If they repeat it, that would be good, especially the Web site.” — Iranian Washington, D.C.

Recommendations

- If you move forward, definitely consider a new translation and a slower pace.

10 RADIO (M)



Initial Reactions

- People generally liked this spot. Compared to some of the others, it felt short and informative.

"I think the concept was good." — Iranian Washington, D.C.

"I like this one better. The music was good. It gives you the feeling of being relaxed and we are familiar with this kind of music." — Iranian Washington, D.C.

"It's short and informative ... that you don't have to put that much time into it and everybody can benefit from it." — Iranian Los Angeles

"It was better, more informative. It's better to say short sentences." — Iranian Washington, D.C.

Main Message

- Some intrigue was generated at the beginning of this spot. That gave the concept some staying power.

"I became curious to know what it is. It really gives the message." — Iranian Los Angeles

"It was good because it was explaining what you can accomplish in 10 minutes." — Iranian Los Angeles

"Say more about the 10 questions." — Iranian Washington, D.C.

"This radio was much better than the first (We Can Move Forward). It's clearer. You could get more information." — Iranian Washington, D.C.

What's Working Well, What's Not and Why

- Again, participants had some suggestions about execution, including the wording, translation and music.

"They mention Census last!" — Iranian Washington, D.C.

"The 10 minutes. They should repeat that." — Iranian Washington, D.C.

"They mentioned \$400 million, not billion. I think they said million again." — Iranian Washington, D.C.

"It was too long ... 50% [of the ad] has passed and you don't know what it's about. They should say Census [at the beginning]." — Iranian Los Angeles

"Make the music softer." — Iranian Los Angeles

Recommendations

- Take the comments above into consideration if you decide to move forward with this spot. It was definitely a highlight within the campaign.

DRAW A BETTER FUTURE CIRCLES O-O-H (M)

Initial Reactions

- Overall, the O-O-H ad concepts did not seem very popular, mainly because many of the participants felt the writing was too small and impractical for viewing from their cars.

Main Message

- Many found this particular concept too dark and somewhat ineffective. The visual didn't communicate a cohesive message to them and the ad itself provided no encouragement to participate in the Census.

"This was dark, sad." — Iranian Los Angeles

"It looks like an ad for a painting if you didn't see Census but you only see it in the small print down there. I wouldn't have gotten it." — Iranian Los Angeles

Recommendations

- Rethink the visual here. Unfortunately, people aren't feeling an emotional connection to artwork. Consider making it more Census related, as one participant suggested ...

"Show the hand filling out the form. This picture doesn't indicate the message." — Iranian Los Angeles



RIGHT TO BE COUNTED PRINT (N)

Initial Reactions

- This concept elicited mostly positive responses, particularly because the man pictured seemed so proud, happy and Iranian. People liked the idea that being counted in the Census was a right — and this ad concept made them feel motivated to participate.

“I like the part that you have the right to be counted.”
— Iranian Los Angeles

“The look on his face is proud and happy. It makes me want to participate.” — Iranian Los Angeles

Main Message

- While the thought of having someone come to your door raised some questions and concerns, many participants were won over by this ad. They got from the visual that the Census takers would be wearing badges.

“It says it has nothing to do with legal. That makes you assured.” — Iranian Los Angeles

“It doesn’t say what the timeframe is. Do you make an appointment? Do you call someone?” — Iranian Los Angeles

“They have a badge.” — Iranian Los Angeles

What’s Working Well, What’s Not and Why

- A few complained again about the size of the body copy. It was a strain for them to read. Some thought the folder he was carrying made it look like his arm was in a sling.

“Make the font bigger, so I can read it without glasses.” — Iranian Los Angeles

Recommendations

- Both this execution and Doors (below) were successful at conveying the NRFU phase of the Census. You can feel confident moving forward with this execution. Make sure the final visual is as appealing (happy, proud, Iranian guy) as this one.



DOORS PRINT (N)

Initial Reactions

- People generally liked this execution. Visually, it showed the Census is for everyone.

“This ad is the best of all. It’s very nice.” — Iranian Los Angeles

“This is very good. It’s very informative. It helps the schools.” — Iranian Los Angeles

“The facial features are not Iranian ... But it’s for everybody. It doesn’t matter.” — Iranian Los Angeles

Main Message

- This ad concept communicated several good points and hit on some of the benefits of the Census.

“At the bottom [body copy], this is more complete. If you don’t mail it in. \$400 billion. Education system. Healthcare, Very good. It shows they’re helping people.” — Iranian Los Angeles

What’s Working Well, What’s Not and Why

- A few took exception to the woman with the Islamic headscarf. This can be a particularly sensitive cultural issue for Iranians living in the United States. One participant said it reminded her of a terrorist.

“It has a Hezbollah message for me.” — Iranian Los Angeles

Recommendations

- You could definitely consider moving forward with this ad, however, Right To Be Counted was slightly more motivating for people.



PROFILE PRINT (C)

Initial Reactions

- Most participants reacted favorably toward this ad. They didn't seem to notice or get caught up in the screened-back split image of the people, perhaps because it was covered by the text, so while the creative concept wasn't obvious to them, it also didn't distract them. What they did notice were the different kinds of people (including some Iranians) of different ages. This concept had more of an inclusive feeling about society rather than the individual. Participants were able to make the connection between the group of people and the Census, which is about counting people, after all.

"It's a community of different people. Most of these are Iranians. There are different ages." — Iranian Washington, D.C.

"This is very good. Much better." — Iranian Washington, D.C.

"The thing I like here is that it says it's about your society, not about your personal stuff." — Iranian Washington, D.C.

"The different people give more of a feeling that it's the Census and you're counting people." — Iranian Washington, D.C.

Main Message

- People felt this execution was quite informative. They were drawn to the checkmarks, which aided in their reading and digestion of the content. Some didn't think that the points made in the checkmark area needed to be repeated again in the body copy. The confidentiality message was well received and perhaps it was less scary for this audience because it was delivered along with other points (like 10 simple questions).

"It's much better than the others we saw. It gives more information." — Iranian Washington, D.C.

"The checkmarks are very important and clear to read. People will pay attention to them." — Iranian Washington, D.C.

"The checkmarks are good. No need to explain them again [in the body copy]." — Iranian Washington, D.C.

"The repetition [in the body copy] is not important." — Iranian Washington, D.C.

"It's important to put confidentiality in a checkmark." — Iranian Washington, D.C.

"You could say political, religion, confidential all in one checkmark." — Iranian Washington, D.C.

What's Working Well, What's Not and Why

- A few thought this visual could show even more diversity in terms of occupation and perhaps socioeconomic status. This execution reminded participants of a lawyers' office ad they might see in an Iranian newspaper. Participants continued to stress the importance of mentioning



Census in the headline or making the Census logo more prominent. A few thought the logo itself should also be in Farsi so non-English speakers could also understand it.

"It looks like a bunch of lawyers. They're not going to read the whole thing." — Iranian Washington, D.C.

"Put in the people from the We Can Move Forward print concept. It would be much better." — Iranian Washington, D.C.

"Say Census in a couple of places so they don't have to go to the bottom. They have to give information about the Census, counting people." — Iranian Washington, D.C.

"Census 2010 logo. They could change it to Farsi and move it up." — Iranian Washington, D.C.

Recommendations

- Consider broadening the diversity of the people shown (more occupations, different socioeconomic statuses, and not so evocative of lawyers or white-collar professionals in suits).

MAILBOX PRINT (C)

Initial Reactions

- The visual of this print concept did not work well for some. They felt it was too dark and many did not understand the children in the background. It did generate some intrigue; it seemed a bit mysterious.

"Looks like the CIA." — Iranian Washington, D.C.

Main Message

- The envelope with the Census logo helped get the message across that this is the form you're sending back. People understood the confidentiality messaging (no political, religious or immigration questions).

What's Working Well, What's Not and Why

- This ad worked suitably well. It just didn't seem to stand out much from the other ads. The checkmarks seem to be a good way to summarize key points. People's eyes are drawn to them.

Recommendations

- Reactions to the other confidentiality ad (Profile) were generally more positive. If it's a choice between the two, Profile would be the way to go.



Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	11	11
2. Probably will	1	2
3. Might or might not	1	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 13

Likelihood To Recommend	PRE	POST
1. Definitely will	7	8
2. Probably will	4	3
3. Might or might not	2	2
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 13

General Feelings About Census	PRE	POST
1. Highly favorable	9	10
2. Moderately favorable	4	3
3. Neutral	0	0
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 13

Chapter Twelve | Greek Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Greek participants conducted on August 10, 2009 in New York and August 24, 2009 in Boston. Participants represented a mix of genders, ages, education levels, marital statuses and income levels. The country of birth and mindset allocation across both groups were as follows:

Country of Birth	Participants
Greece	13
U.S.	1
Total	14

CBAMS Mindset	Participants
Leading Edge	2
Head Nodders	7
Insulated	2
Unacquainted	0
Cynical Fifth	3
Total	14

- A total of six ad concepts from the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st	2 nd	3 rd	4 th	5 th	6 th
1	New York August 10 6:00 p.m.	RADIO F Voices	RADIO G Ten Questions	PRINT PV1 Voices 1	PRINT PQ1 Ten Questions 1	PRINT PV2 Voices 2	PRINT PQ2 Ten Questions 2
2	Boston August 24 6 p.m.	PRINT PQ2 Ten Questions 2	PRINT PV2 Voices 2	PRINT PQ1 Ten Questions 1	PRINT PV1 Voices 1	RADIO G Ten Questions	RADIO F Voices

Overall Reactions to the Campaign

- Reviews of the two radio spots were quite positive. Reactions to most print ad concepts were lukewarm to poor.
 - Participants agreed that, if the print executions were read in their entirety, they conveyed the message that there is going to be a Census in 2010 and that Greek people should participate by completing and sending in their forms.
 - Most agreed, however, that they would not have been able to get the message of the print ads at first glance. Neither the headlines nor the visuals gave enough of an indication of this message. Participants considered this to be a major drawback. They noted that people have a limited amount of time, therefore, they want to know as soon as possible what an ad is about when they are looking through a newspaper or a magazine.
 - Participants complained that the text at the bottom of the ad concepts, the Census 2010 logo, the Census form and the “It Depends On Us” tagline were too small. They felt that most people would not read the small print and would not notice that the Census Bureau was sponsoring the ads.
 - The vast majority felt that, under normal conditions, the print ads would fail to attract their attention and provide a strong motivation to participate in the Census. Most participants did not see any clear benefits in participating, although most did understand that the Census was important.

“The Census is very important.” — Greek New York

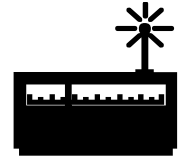
“I personally need to learn more about it.” — Greek New York
 - Participants also wanted to know if completing the Census would benefit them as American citizens or as Greeks living in the U.S. This was not clear.
 - Although the mention of the \$400 billion dollars made participants curious, it also generated some confusion and skepticism: Who exactly is going to get this money? Is this money for the Greek community or will the money be split up among ethnic groups? How will the decision be made?
 - Most participants admitted that they did not know much about the U.S. Census. Although the advertising presented in the groups gave them some information, they noted that it failed to give them a sense of urgency and make them say to themselves or to others “I/We should complete the Census form next year.” Participants hungered for a better explanation of the Census ...what it is, why it takes place, and what the benefits are (as specifically as possible).
- While they appreciated being spoken to in their language, many participants complained about how the language was used in the ad concepts. They said that it was not idiomatic, in some cases it was incorrect and it sounded contrived, suggesting a literal translation of English.
 - The term “communities” was seen as confusing, especially for the Boston group. Participants were not sure if this term, translated as “κοινότητα,” referred to the “Greek community” or simply meant the area/district in which Greek people live (which may not be Greek.), so it was a bit misleading with people thinking that the money will be exclusively to the Greek community. Suggested alternatives: περιοχή [district], γειτονιά [neighborhood].

Tagline + Logo Feedback

- Both taglines that were exposed — “It Depends On Us” and “Together We Move Forward When You Send It Back” — were considered good by most. Some participants suggested that these taglines, especially “It Depends On Us,” could be used as headlines or that “Census 2010” could be emphasized more so that the reader would understand more readily the topic of the advertising.

Reactions to Individual Executions

VOICES RADIO



Initial Reactions

- This radio spot was not as appealing for most as the “Ten Questions” radio spot. Some thought it took too long to get to the heart of the message.

“The most important part should have been at the very beginning, not the end.” — Greek New York

“I might not listen to it until the end. I might have changed the station.” — Greek New York

Main Message

- Many of the participants felt this spot was not as clear or informative as it could have been. Some felt the opening “with so many voices” was a bit confusing. Some did learn about the federal funding, which they didn’t know before.

“The part about the money, I didn’t know.” — Greek New York

What’s Working Well, What’s Not and Why

- Those who liked this spot said that it was simple, had pleasant music and that they enjoyed hearing Greek men and women from different parts of the country.

“I liked it because of the music. It was the people’s music and I liked the advertisement.” — Greek New York

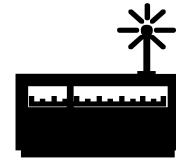
Recommendations

- Consider mentioning the Census at the beginning of the spot. You might consider including shorter 30-second spots in the media plan, as people did think this spot felt long.

TEN QUESTIONS RADIO

Initial Reactions

- Most participants liked this radio spot.



Main Message

- People said the concept was clear and this spot contained more details and information than the other spot they heard.

"For people who don't speak English, it is more understandable." — Greek Boston

"It's more convincing than the first. It pushes you more and gives you more info." — Greek New York

"What we heard was more specific." — Greek Boston

What's Working Well, What's Not and Why

- Participants picked out details like 10 questions and when the Census was happening (Note: The simultaneous interpreter in New York kept incorrectly stating "May," but the recording clearly says "March.") While the copy was appealing (so much so that at least one thought it should be used in the print executions), several felt that this spot also seemed a bit too long.

"I would take the radio copy and place it in the print ad." — Greek Boston

"It was a lot of talking. It was way too many words." — Greek New York

Recommendations

- If it's a choice between the two spots, move forward with this execution. You might consider including shorter 30-second spots in the media plan.

VOICES 1 PRINT

Initial Reactions

- This ad concept was not very appealing or clear to participants. The majority said that they would not read it on their own if they came across it in a publication.

Main Message

- The headline was described as confusing (especially the term “local communities”) and it did not provide any information about the Census. The text was unclear about any specific benefits Greeks would get by participating in the U.S. Census.

“What are these photographs here for? What are they trying to tell me here?” — Greek Boston



What’s Working Well, What’s Not and Why

- Participants did not understand why the pictures featured people from all parts of Greece. Some wondered, “Is the Census going to ask me what part of Greece I am from?” Others simply felt that the pictures were not interesting or catchy enough to make them stop and read the ad.

“Are they talking about Greece or here?” — Greek Boston

“I’m getting a bit confused. They don’t ask you where you’re from actually for the Census.” — Greek New York

Recommendations

- If you choose to move forward with this concept, the Greek text needs to be reviewed and re-translated by a native Greek translator who thinks in Greek and can render English idioms into the correct Greek equivalents (true for all of the print executions). For this execution, the mention of the Greek cities caused some confusion and took people down the wrong path. You might want to reconsider the approach.

TEN QUESTIONS 1 PRINT

Initial Reactions

- Visually, this ad concept was the most appealing of all of the Greek print executions. Many participants were reminded of their parents and grandparents when they first came to the U.S. Compared with the visuals of the other executions, this one was described as “more personal” and “moving.” As such, many said that this execution would catch their attention and that they would probably read it.

“This is nice. It attracts me.” — Greek Boston

“These pictures are more interesting to me. I would stop to see them. It makes a connection with my soul.” — Greek New York

“It appeals to me emotionally, sentimentally ... many things remind me of my upbringing” — Greek Boston



Main Message

- Participants felt that the information provided about the Census was “too general” and that the headline missed the opportunity — by not mentioning the Census — to make the concept stronger. A few thought that it concentrated too much on the past. Others noted that this was the only execution that mentioned that only 10 questions would be asked in the Census questionnaire. Some participants said that this information should be included in the other ad concepts, as well.

“This is about the past. The Census is about the future ... what kind of programs will the Census help us with?” — Greek Boston

What’s Working Well, What’s Not and Why

- While the photographs connected with people emotionally, some had trouble with the words.

“Our profession’ is stated incorrectly.” — Greek Boston

“The lower print should be bigger.” — Greek Boston

“I think it should be larger writing.” — Greek New York

“I’d like ‘Census’ to be bigger.” — Greek Boston

Recommendations

- As with the other print executions, if you choose to move forward with this one, rework the translation to ensure the copy is as strong as it can be. See if there is any way to make the body copy, logo, etc. larger to strengthen the connection with the Census. You might also consider including an image of a Greek child or children from today to strengthen the link between the past and the future.

VOICES 2 PRINT

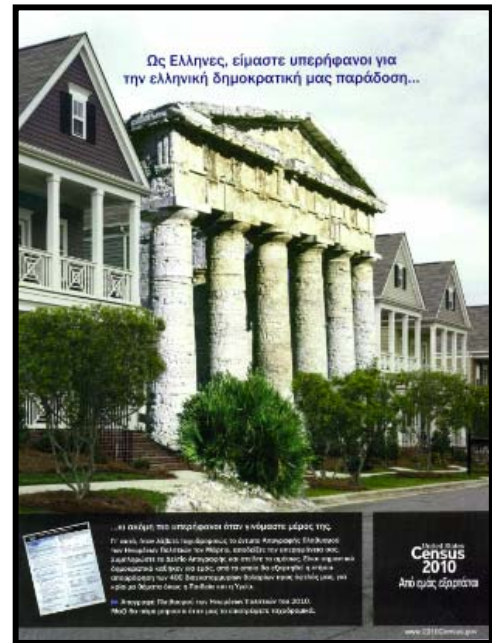
Initial Reactions

- This ad concept was received more favorably in Boston than in New York. Its visual attracted some participants who found it unusual, original or just "strange." They said that they would look at it and might even read the headline to see what the ad was about. They noted, however, that because the headline does not give any hint that this ad is going to be about the Census, they might not continue reading the text at the bottom or even notice the Census logo.

"I would have to see the word 'Census' larger. Same with the other ad." — Greek Boston

"I don't understand what it's for. Just looking at it, maybe I would have some curiosity ..."
— Greek New York

"I don't know what they're selling. I would think it's construction." — Greek New York



Main Message

- Several picked out the \$400 billion messaging and found it motivating. Others thought this concept communicated cohesion for the Greek community — they saw the Census as a way for them to stand up and be counted.

"If I see this, it changes my opinion. Look — \$400 billion!" — Greek Boston

"The ad here is saying a lot. It's trying to bring the Greeks together. This is our way to stand up." — Greek Boston

What's Working Well, What's Not and Why

- In New York, this ad was a bit controversial. A couple of participants were upset about how the Parthenon was depicted in the visual. One even said that she deemed it "an insult." Most participants did not understand what the Greek democratic tradition had to do with the U.S. Census. The translation of this ad was considered particularly weak, especially the text at the bottom. (There were some American language idioms that made little sense in Greek.)

"What? Are they kidding us?" — Greek New York

"It's the Parthenon and nonsense about the democratic Greek tradition." — Greek New York

"The translation is very poor." — Greek Boston

"I think they learned their Greek 30 or 40 years ago. It's not modern language." — Greek Boston

"Prove your pride? I am proud, but I don't want them to state it to me." — Greek Boston

"I would say 'show your pride.'" — Greek Boston

Recommendations

- While some liked this concept and found it intriguing, be aware that the use of the Parthenon in this way did generate some negativity. If you choose to move forward with this concept, rework the translation to ensure the copy is as strong as it can be. See if there is any way to make the body copy, logo, etc. larger to strengthen the connection with the Census.

TEN QUESTIONS 2 PRINT

Initial Reactions

- While some found things to like in this execution, the vast majority did not consider this concept to be very appealing or motivating.

"I preferred the other three to this one, but I liked the copy." — Greek New York

"It doesn't give me the impression I have to get out and do something." — Greek Boston

"I don't like it either. I thought it was a bank ad or for cosmetics." — Greek Boston

Main Message

- Some participants said that the word ΔΕΚΑ [Ten] was too big and a waste of ad real estate. Others did not understand what the connection was between the Census and the school in the visual. A few of the participants did not notice the subhead right below the word "Ten" and therefore did not understand the message of the headline (i.e., 10 minutes). They said that "Ten" referred to the fact that the Census will take place in 2010. Again, the \$400 billion was seen as an important detail.

"I don't find a relationship between 'ten' and the whole photo and the Census." — Greek Boston

"I think the \$400 billion makes it seem more important. How will it be distributed?" — Greek New York

"I would not pay attention. I would turn the page and walk away. I would just think it's about kids." — Greek Boston

"If I saw this for the first time, my mind would not go to what it's about." — Greek Boston

What's Working Well, What's Not and Why

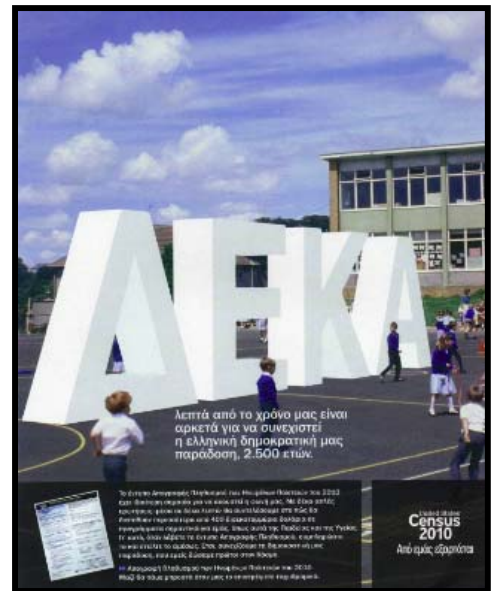
- Again, participants complained that nothing in this execution lets you know that it's about the Census. Some thought the wording needed some work.

"There are certain words that don't work well in the Greek language here." — Greek Boston

"2000 years of democracy ... the first sentence should have been better written." — Greek Boston

Recommendations

- If you choose to move forward with this concept, rework the translation to ensure the copy is as strong as it can be. See if there is any way to make the body copy, logo, etc. larger to strengthen the connection with the Census.



Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	11	10
2. Probably will	2	3
3. Might or might not	1	1
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 14

Likelihood To Recommend	PRE	POST
1. Definitely will	7	7
2. Probably will	4	6
3. Might or might not	3	1
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 14

General Feelings About Census	PRE	POST
1. Highly favorable	7	7
2. Moderately favorable	3	6
3. Neutral	3	0
4. Not too favorable	1	0
5. Rather unfavorable	0	1

Total Sample: n = 14

Chapter Thirteen | Portuguese-Speaking Audience

Research Overview

- On behalf of the U.S. Census Bureau and agency Drafftcb, Maya Group conducted a series of qualitative-only focus groups to test reactions to a second round of 2010 Census ad executions among a variety of ethnic and language-based groups.
- This chapter covers two qualitative-only focus groups of Portuguese speakers currently residing in the U.S. The participants in our New York group conducted on August 10, 2009 were originally from Brazil (speaking Brazilian Portuguese). Participants in our Boston group conducted on August 12, 2009 were originally from the African countries of Cape Verde and The Republic of Guinea-Bissau (speaking Continental Portuguese). Participants represented a mix of genders, ages, education levels, marital statuses, income levels and ethnicities. The ethnic and mindset allocation across groups were as follows:

Ethnicity	Participants
Brazilian	10
Cape Verdean	4
Guinea-Bissauan	4
Total	18

CBAMS Mindset	Participants
Leading Edge	0
Head Nodders	1
Insulated	7
Unacquainted	9
Cynical Fifth	1
Total	18

- A total of six ad concepts from the Awareness (A) and Motivation (M) phases of the 2010 Census campaign were exposed to each group in the following order:

#	City	1 st	2 nd	3 rd	4 th	5 th	6 th
1	New York Brazilian August 10 8:15 p.m.	RADIO H Rap Soul Rock Brazilian (A)	PRINT PB-1 Landscape Brazilian (A)	PRINT PB-2 Hardhat Brazilian (M)	O-O-H OT-1 1-Sheet Lunch Truck (M)	O-O-H OR-1 Restaurant Menu (A)	O-O-H OF-2 Calling Card (M)
2	Boston African August 12 6 p.m.	RADIO I Rap Soul Rock Continental (A)	PRINT PC-1 Landscape Continental (A)	PRINT PC-2 Hardhat Continental (M)	O-O-H OT-1 1-Sheet Lunch Truck (M)	O-O-H OR-1 Restaurant Menu (A)	O-O-H OF-2 Calling Card (M)

Overall Reactions to the Campaign

- All participants in the Portuguese-speaking groups seemed to appreciate the opportunity to provide their opinions on what they perceived to be an “important” topic — the 2010 Census. Whether they were Brazilians or Africans by birth, they said they were glad to be targeted by this advertising as an ethnic group. It made people feel good that the government was reaching out to them in their native language.
- This campaign clearly taught participants some new things about the Census they didn't know before. (Keep in mind that most of these people were in the Unacquainted and Insulated mindsets to begin with, so they were not very familiar with the topic.) After reviewing the ads, participants in both groups had a rough idea about the Census as a way to improve education, healthcare and conditions for “people in need” and most of them said they felt inclined to participate and help people in their community do the same.

“All of us here start to feel more motivated to participate and tell others.” — Portuguese-Speaking African

- For the Brazilians, a pre- and post-exposure worksheet exercise indicated a positive shift in likelihood to participate in the Census, likelihood to recommend participation to others and favorability toward the Census.
- Across the board, the African participants in Boston indicated the most positive possible ratings during both the pre- and post-exposure worksheet exercise, but based on the actual discussion, their worksheet data may not reflect the true feelings of all. Because the people in this group were somewhat more reticent about immigration to begin with, at least some may have felt obligated to answer as they thought they should, rather than as they really felt.
- There were some well-received creative and contextual elements to be found across the campaign. The “Hardhat” print ad was the favorite concept presented in both groups, primarily because the child in the ad represented the future, which tied in well with the advertising's message. Also liked was the calling card, because many people in the audience frequently use these cards to keep in touch with friends and family members in their home countries.
- The other concepts weren't always clear and didn't always capture attention, so there may be some room for improvement there. (See “Reactions to Individual Ad Concepts” below.)
- After seeing the ads, many were left wanting to find out more. People generally felt there could be even more details or explanation about the Census in these executions — what it is and how it works. For both the print ads and the radio spot, this might point to putting a bit more emphasis on the Web URL and language-based assistance guides.
- Of the messages found throughout the campaign, participants thought the ideas that U.S. Immigration and the U.S. Census are separate and confidential by law were very important.
 - Even after exposure to all of the ads, there was still some confusion and concern in both groups regarding confidentiality. As a whole, the African group seemed a bit more apprehensive than the Brazilian group.
- As a general rule, many participants felt that the text of the ads was small and sometimes hard to read. They thought the font size should be increased. Some thought the Census logo should be bigger or that the Census (as opposed to lunch, coffee or grandmothers) should be featured more prominently in the headlines.

- When asked to consider other people these ads might feature, participants suggested well-known figures respected by the community, including Barack Obama, the Mayor of Boston and the Governor of Massachusetts. The African group indicated that between women and men, they'd be more interested in seeing women in the ads, because "women have a stronger voice in our community."
- A few people said they want to hear this messaging on the news and in the press, as well.

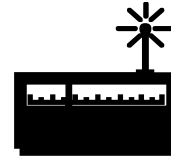
Tagline Feedback

- People didn't generally recall the tagline, perhaps because it was in small type and not very prominently featured, but they understood what it was saying.

"To move forward, we have to send it in." — Portuguese-Speaking African

Reactions to Individual Executions

RAP SOUL ROCK RADIO (A)



Initial Reactions

- This radio spot was not extremely well received by either group. People felt the rap/hip-hop music style was not appealing and not in keeping with the importance of the subject matter. While some thought this concept would appeal to younger people, many participants would have preferred a music style more reflective of their native countries, especially because the advertising was trying to reach them as Brazilians and Africans. Some said that the music distracted from the overall message of the advertisement. A few felt that the voiceover was fast and perhaps not serious enough.

"The music is too loud. I can't really understand the whole message." — Portuguese-Speaking African

"Rap is kind of American. Make it more Brazilian." — Portuguese-Speaking Brazilian

"Why rap/hip-hop? This genre has a history of promoting violence and curse words. This message is too important to have this kind of music." — Portuguese-Speaking Brazilian

"The ad is too fast and I can't really understand it." — Portuguese-Speaking African

Main Message

- When the music faded back and participants were able to listen to the voiceover, the majority understood that the Census is happening in March 2010 and that they are being asked to participate. One of the messages that came across most strongly is that the law protects you and that people should participate regardless of their immigration status. A few recalled from the spot that the Census would only take 10 minutes. Some picked out that \$400 billion (or many millions of) dollars would be available to help education, healthcare, community issues and "people in need" but they didn't know exactly how.

"Everyone has the right to voice their opinion in the community." — Portuguese-Speaking African

"It's nice it doesn't matter what your immigration status is." — Portuguese-Speaking Brazilian

"What I got from the ad is they don't care if you are legal or illegal." — Portuguese-Speaking African

"It's very clear the law protects you. You can take part with no problem." — Portuguese-Speaking Brazilian

What's Working Well, What's Not and Why

- The key points in the ad were generally well received and while the messages were somewhat motivating, there was a lot for listeners to absorb. The music did not appeal to the majority of participants in either group.

Recommendations

- Use more culturally relevant, softer-toned native genres of music to capture attention and to appeal to ethnic sensibilities.

- Slow down the pace of the voiceover. Explore different tones of voice (maybe just a bit more serious). Consider using the voice of someone who is respected by the people in the community (e.g., Mayor of Boston).
- If possible, consider presenting shorter, more digestible messages presented in multiple spots.
- While it wouldn't be practical to include an explanation of how exactly the \$400 billion dollars will be used and for which communities, as some of the participants wished, perhaps a stronger, repeated call to action directing people to the Web site for more information would be appreciated.

LANDSCAPE PRINT (A)

Initial Reactions

- The Brazilian group did not like this idea too well. The message was not clear enough for them and they tended to focus only on the text at the bottom of the ad and ignore the text at the top.
- By contrast, the Continental group liked the headline; it enticed them to continue reading the entire message. The image reminded some of the green fields of the home land.
- It wasn't clear for either group that this execution features a handcrafted tapestry, so the connection to "grandmother's hands" in the headline was not clear.



"This is so hard to read! What does this have to do with my grandma?" — Portuguese-Speaking Brazilian

"I love this image. It reminds me of the green pastures of Cape Verde." — Portuguese-Speaking African

Main Message

- While it impressed a few, the fact that the Census only takes 10 minutes didn't seem to be all that notable to participants in these groups, perhaps because most of them weren't familiar enough with the Census to know that forms from previous Census events were much longer. The connection between the message that the Census only takes 10 minutes and the image was not very clear, so the ad didn't resonate as well as it could have. Some didn't like hearing exactly 10 minutes — it was either too long or too specific for them. Many focused instead on the confidentiality and federal law protection messaging. Some though the headline should be more clearly Census-oriented.

"What most impressed me is you can make the change in only 10 minutes." — Portuguese-Speaking African

"10 minutes is a lot of time." — Portuguese-Speaking Brazilian

"It should be more or less 10 minutes, not like 10 minutes sharp." — Portuguese-Speaking Brazilian

"I like when they spoke about immigration." — Portuguese-Speaking African

"I like when it says don't worry because federal law protects you." — Portuguese-Speaking African

"Your confidentiality is protected. That's important because there are many illegal people here."
— Portuguese-Speaking Brazilian

What's Working Well, What's Not and Why

- The visual and headline were not as effective as they could have been. Participants also would be open to the ad listing the "actual law" that protects their privacy. People wanted the Web site, the Census form and the Census logo to be more visible.

Recommendations

- Consider a more straightforward, Census-specific approach in the headline and don't worry about creating a clever connection with the image. Consider increasing the size of the Census form, the Census logo and the call to action/Web URL.

HARDHAT PRINT (M)

Initial Reactions

- This ad had a very positive impact on the participants in both groups, especially with the word “futuro” (future) and the image of the child. People were also attracted to the bright colors.

“I felt good. I felt really good.” — Portuguese-Speaking African

“Oh, this is so much better compared to the one before.” — Portuguese-Speaking Brazilian

“I wouldn’t change anything on this ad.” — Portuguese-Speaking African

“I like the picture a lot.” — Portuguese-Speaking African



Main Message

- The message that people can help improve the future of children in the U.S. by participating in the Census was clear. Both groups felt motivated to read the entire ad and to participate in the Census. This was the most well-received ad concept for both groups.

“It’s very clear.” — Portuguese-Speaking African

“I love they’re using the word ‘future’ and there’s a child in the picture.” — Portuguese-Speaking Brazilian

“This picture is more motivating. The future is motivating.” — Portuguese-Speaking African

“It did catch my attention because the future is the children.” — Portuguese-Speaking Brazilian

“It’s mentioning there’s a better future for us, for our community. If we help today, in years it will be better, healthier for us.” — Portuguese-Speaking African

“It’s very important we fill out the Census for and send it. It’s not just fill it out and leave it at home.” — Portuguese-Speaking African

What’s Working Well, What’s Not and Why

- The visual worked very well and the word “futuro” was very motivating. This combination generated a desire to make a difference in the community. Again, the confidentiality message was also seen as strong. Some wanted more information and a more noticeable Web URL.

“Any information we fill in, it doesn’t matter. Immigration has nothing to do with the Census.” — Portuguese-Speaking African

“There needs to be bigger contact information at the end. Include the Web address and more information.” — Portuguese-Speaking Brazilian

Recommendations

- Move forward with this execution. As with the other print ad, consider making the Census form, the Census logo and the call to action/Web URL larger.

LUNCH TRUCK O-O-H (M)

Initial Reactions

- Both groups thought this ad was quite unclear, uninspiring and, therefore, it was not well liked. Some thought there was too much focus on “almoco” (lunch), which took away from the main idea of participating in the Census. Others thought the visual was too plain and they wanted more visual interest.

“It needs an image.” — Portuguese-Speaking Brazilian

“Plain white doesn’t get anyone’s attention. Orange, yellow, red gets our attention.” — Portuguese-Speaking African



Main Message

- The connection between 10 minutes for lunch and 10 minutes to complete the Census was lost on most, even after the moderator explained that the workers and the food truck were meant to provide some context for the ad concept and weren’t part of the execution itself.

“This ad is not clear. Is this about the Census or the food that’s being sold?” — Portuguese-Speaking African

“This is worse than the grandmother one. No one will understand everything.” — Portuguese-Speaking Brazilian

“I don’t think it really works ... the message is not clear. There is no message.” — Portuguese-Speaking Brazilian

“The headlines in the other ads are more clear.” — Portuguese-Speaking African

What’s Working Well, What’s Not and Why

- Aside from the issues with the message, a few participants thought this kind of execution could have used a visual of someone who is well known in the community to draw more attention. They also felt it needed to be more informative about the Census, again, more Census-focused. (The Census form and Census logo are very small relative to the rest of the ad and the connection between the Census and the headline is obscure.) The lunch truck idea didn’t seem to play as well in New York, perhaps because in Manhattan, where the group was held, people are more accustomed to seeing street vendors with smaller carts surrounded by business people, taxis and buses, rather than construction workers at a job site.

“Why a lunch truck? Why not a public bus?” — Portuguese-Speaking Brazilian

“Census letters should be so much more clear. More emphasized.” — Portuguese-Speaking African

“Just use the lower part. Just say Census 2010 is less than 10 minutes.” — Portuguese-Speaking Brazilian

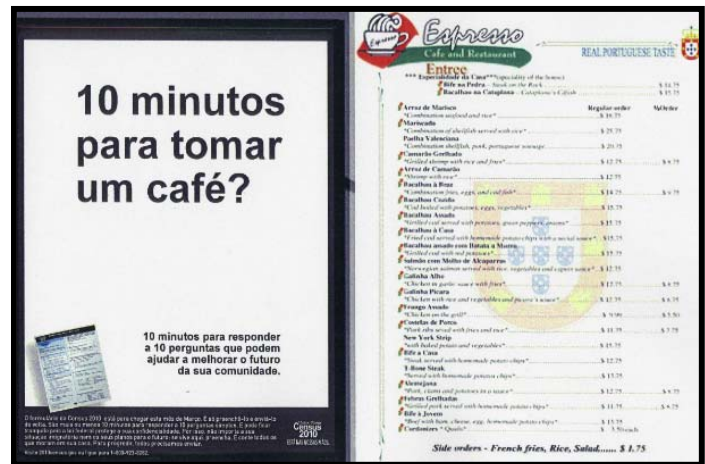
Recommendations

- This ad probably needs some work. While the ad would be read by people standing in line for lunch (a captive audience), it's probably worth exploring other headline options that are far more straightforward and informative about the Census. You might want to tailor the media a bit better for the specific market (e.g., for New York City consider using street vendor carts, public buses and taxis that circulate in the Brazilian Portuguese-speaking community, in addition to or instead of a lunch truck).

RESTAURANT MENU (A)

Initial Reactions

- The Brazilian participants felt that the message of this ad concept had a stronger impact than the lunch truck concept. They felt the message was clear and liked the idea of seeing the ad on a restaurant menu.
- The two main criticisms were that the Census logo was too small and the fine print at the bottom gave the impression that there might be “a catch.”
- The African group liked the idea very much, although, they too commented that the Census logo should be made larger.
- It should be noted that this ad concept was exposed in both groups after the lunch truck concept, so they were already familiar with the general direction.



“I like the idea of using this in a restaurant menu. I would read it.” — Portuguese-Speaking African

“This ad needs a bigger font. If I’m tired and hungry, I wouldn’t hesitate in turning the page, I wouldn’t read it...” — Portuguese-Speaking Brazilian

“This is a good idea. When you eat, you feel the need to relax a bit.” — Portuguese-Speaking African

Main Message

- The message was understood, although some thought it wasn’t enough about the Census, but more about coffee and they might not pay attention. Some people in both groups said they would read the entire ad while waiting for their food, but they thought the font needs to be bigger and the form and Census logo also need to be more visible. (This could be attributable to the small size of our color printouts, which was probably smaller than most folder menus.)

“This is the most clear ad. It’s nice. It’s cool.” — Portuguese-Speaking Brazilian

“Yes, the message is very clear. It’s clear.” — Portuguese-Speaking African

“I would think it’s about the coffee.” — Portuguese-Speaking African

“It should just say fill it out so you can help your community.” — Portuguese-Speaking African

“General information is missing.” — Portuguese-Speaking Brazilian

What’s Working Well, What’s Not and Why

- The approach was considered to be smart and effective, but participants wanted more information. They thought the Census form needed to be more visible and the small print on the bottom should have been bigger.

Recommendations

- The idea worked in general in terms of placement, although a simpler, less clever headline might worth exploring. You might consider using this type of ad at Chinese take-out restaurants and other less expensive establishments, as the price of food plays a big role when an immigrant wants to buy food. Add more information about the Census and make all Census visuals and call to action information (e.g., form, logo, URL) more visible.

CALLING CARD (M)

Initial Reactions

- Participants felt the calling card was a good idea; people in both communities rely on these cards to keep in touch with their loved ones in their home countries.
- The Brazilian participants liked the text, but felt that it should be printed on the front or back of the main card, not on the disposable portion. They also liked the voice prompt (more than the text).
- The African participants liked the text and prompt, but commented that there is mistrust in the community regarding phone cards because the minutes promised are never delivered. They suggested that it would be best if this ad is used on cards from a reliable and reputable phone card company that best serves their community.



"We use a lot of calling cards." — Portuguese-Speaking African

"It's great that the prompt will explain more about the Census. I would listen to that." — Portuguese-Speaking Brazilian

"The idea is good, but what brand of card is it going to be used on?" — Portuguese-Speaking African

"If this ad is on a reputable card, it would definitely work..." — Portuguese-Speaking African

Main Message

- While the medium has appeal, the concept is quite light on information. Some were put off by the attempted connection between waiting 10 minutes to make a calling card call and 10 minutes to complete the Census form. A few called for something more straightforward.

"Everything is missing." — Portuguese-Speaking Brazilian

"Just say it will take you only 10 minutes to fill out the Census. Don't say the thing about 10 minutes to wait for the call." — Portuguese-Speaking African

"The message is clear, but you have to throw that part out." — Portuguese-Speaking African

"The first thing I do when I buy a phone card is get rid of the disposable portion of it. I don't even bother to stop and read it. The Census message should be either on the front or back of the actual card." — Portuguese-Speaking Brazilian

What's Working Well, What's Not and Why

- People like the medium. The message could be more focused and better placed.

Recommendations

- Move forward with this approach. More prominent use of the Census logo would be a plus. It is important that a reliable calling card company be selected and the headline be printed on the front or back of the actual card and not on the disposable portion of it. If the voice prompt can't offer too much more information about the Census process and in what way would the \$400 billion be used for the community, at least strongly emphasize the Web URL and language assistance guides.

Pre/Post Questionnaire

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- II. How likely would you be to recommend participating in the Census to a family member or friend?
 1. Definitely will
 2. Probably will
 3. Might or might not
 4. Probably will not
 5. Definitely will not

- III. Overall, how would you describe your general feelings about the Census?
 1. Highly favorable
 2. Moderately favorable
 3. Neutral
 4. Not too favorable
 5. Rather unfavorable

Likelihood To Participate	PRE	POST
1. Definitely will	12	16
2. Probably will	6	2
3. Might or might not	0	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 18

Likelihood To Recommend	PRE	POST
1. Definitely will	11	15
2. Probably will	5	3
3. Might or might not	2	0
4. Probably will not	0	0
5. Definitely will not	0	0

Total Sample: n = 18

General Feelings About Census	PRE	POST
1. Highly favorable	14	17
2. Moderately favorable	2	1
3. Neutral	2	0
4. Not too favorable	0	0
5. Rather unfavorable	0	0

Total Sample: n = 18

The following is a compilation of the data based on the three pre/post measures. The total sample for the study was 314 people however in some cases, people left one or two questions blank or left the whole questionnaire blank. Therefore the totals do not add up to 314.

Total Sample Pre/Post Questionnaire

The questions were:

- I. If the Census were held today, how likely would you be to participate? By participate, we mean fill out and mail in your Census form.

There was a **19% top box increase** from pre to post on this measure.

Likelihood To Participate	PRE	POST
1. Definitely will	215	272
2. Probably will	64	31
3. Might or might not	21	3
4. Probably will not	4	0
5. Definitely will not	1	0

Total Sample: n = 305/306

- II. How likely would you be to recommend participating in the Census to a family member or friend?

There was a **17% top box increase** from pre to post on this measure.

Likelihood To Recommend	PRE	POST
1. Definitely will	201	252
2. Probably will	75	44
3. Might or might not	23	8
4. Probably will not	5	0
5. Definitely will not	0	1

Total Sample: n = 304/305

- III. Overall, how would you describe your general feelings about the Census?

There was a **26% top box increase** from pre to post on this measure.

General Feelings About Census	PRE	POST
1. Highly favorable	167	242
2. Moderately favorable	90	51
3. Neutral	45	6
4. Not too favorable	4	0
5. Rather unfavorable	0	2

Total Sample: n = 306/301