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MEMORANDUM FOR        Distribution List

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Subject:                    2010 Census Creative Expression Idea, Focus Groups

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Attached is the C2PO 2010 Census Integrated Communications Research of 2010 Census Creative Expression Idea, Focus Groups. This research focused on how the benefits of Census participation could be expressed through a common creative idea which would resonate and motivate across race and ethnic audiences, is culturally sensitive, is clear and easily understood, can be meaningfully customized, and can be executed successfully across all communications channels.

Attachment

**QUALITATIVE RESEARCH**  
**United States**  
**Census 2010**  
**Creative Expression Idea**  
**Focus Groups**

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**Date: February 2008**

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## BACKGROUND

- Two phases of focus groups were conducted across a wide range of target audiences in order to determine the most motivating strategy and creative expression idea that would serve as the underpinnings of all campaign communications activities
- The first phase, held November-December 2007, served to identify a unifying strategic idea for the campaign. These groups were built on research conducted by the Census Bureau in 2006.
  - Findings from this research showed interest in census participation increased once respondents were informed of the social, economic, and community **benefits**
  - The most motivating messages were those benefits associated with the individual, family and community. There were similar findings from research conducted by the Census and reflected in recommendations by Joint Advisory Committees.
  - Knowledge of benefits was a greater motivator than other potential messages such as civic duty, political representation, and patriotism.

## OBJECTIVES

- This research focused on how the benefits of Census participation could best be expressed through a common creative idea which:
  - resonates and is motivating across a wide range of race and ethnic audiences
  - is culturally sensitive
  - is clear and easily understood
  - can be meaningfully customized
  - can be executed successfully across a wide range of communications channels

\* See Appendix A for paragraphs read

## **OBJECTIVES** *(continued)*

- The creative expression ideas tested include:

**IT'S TIME TO MAKE YOUR MARK**

**THE POTENTIAL OF WE**

**IT'S IN OUR HANDS**

- A paragraph\* was read by a moderator describing the creative expression ideas. Creative executions that exemplified the ideas were also exposed.

\* Paragraphs read to respondents are located in the Appendices at the back of this document

# METHODOLOGY

In this phase of research, focus groups were conducted among a wide range of multicultural audiences

- African American
- African Immigrant
  - Ethiopian
  - Nigerian
- American Indian
- Arab
- Asian
  - Chinese
  - Filipino
  - Vietnamese
- Diverse America
  - Diverse America - All Around Average
  - Diverse America - Single, Unattached, Mobbles
- Hispanic
  - Cuban born (in U.S.)
  - Mexican born (in U.S.)
  - Puerto Rican born (in U.S.)
  - Puerto Rican (in Puerto Rico)

# METHODOLOGY

- The 28 focus groups were conducted among the following target audiences (listed by date conducted)

- As common practice in focus group recruiting, 10-14 people were recruited to ensure that at least 8 respondents per group would be available. If more than 8 respondents showed on the night of the groups, we took advantage of the opportunity and allowed them to participate as well.

Target	# of Groups	# of Total Respondents	City	Date	Moderator
Hispanic/ Puerto Rican/ Single	1	8	New York, NY	01/07/08	Elba Valle
Hispanic/ Puerto Rican/ Cross-section	1	8	New York, NY	01/07/08	Elba Valle
Ethiopian/ Cross-section	1	9	New York, NY	01/08/08	Chrishana Lloyd
Nigerian/ Cross-section	1	10	New York, NY	01/08/08	Chrishana Lloyd
Hispanic/ Cuban/ Single	1	8	Miami, FL	01/08/08	Elba Valle
Hispanic/ Cuban/ Cross-section	1	8	Miami, FL	01/08/08	Elba Valle
Arab / 1 <sup>st</sup> Generation	1	11	Detroit, MI	01/09/08	Walid Gammouh
Arab / 2 <sup>nd</sup> Generation	1	11	Detroit, MI	01/09/08	Walid Gammouh
African-American/ Gulf Coast	2	16	New Orleans, LA	01/09/08	Michael Johns



# METHODOLOGY (continued)

Target	# of Groups	# of Total Respondents	City	Date	Moderator
Diverse American/ Cross-section	2	16	Kansas City, MO	01/10/08	Steve Crane
African-American/ Young Males	1	8	Atlanta, GA	01/10/08	Michael Johns
African-American/ Diverse	1	8	Atlanta, GA	01/10/08	Michael Johns
Puerto Rican/ Puerto Ricans	1	9	San Juan, PR	01/11/08	Iris Morales
Puerto Rican/ Dominicans	1	10	San Juan, PR	01/11/08	Iris Morales
Chinese 1 <sup>st</sup> Generation	1	8	San Francisco, CA	01/14/08	Grace Chin
Chinese/ Cross- section	1	8	San Francisco, CA	01/14/08	Grace Chin
Vietnamese/ 1 <sup>st</sup> Generation	1	8	Garden Grove, CA	01/15/08	Van Phan
Vietnamese/ Cross- section	1	8	Garden Grove, CA	01/15/08	Van Phan

# METHODOLOGY (continued)

Target	# of Groups	# of Total Respondents	City	Date	Moderator
Hispanic / Mexican/ Single	1	8	Garden Grove, CA	01/15/08	Elba Valle
Hispanic / Mexican/ Cross-section	1	8	Garden Grove, CA	01/15/08	Elba Valle
Filipino / 1 <sup>st</sup> Generation	1	8	Los Angeles, CA	01/16/08	Thelma Sugay
Filipino/ Cross- section	1	8	Los Angeles, CA	01/16/08	Thelma Sugay
Diverse American/ Single	2	16	Los Angeles, CA	01/16/08	Steve Crane
American Indian/ Cross-section	2	16	Albuquerque, NM	01/17/08	Gayle Marshall

## **METHODOLOGY** *(continued)*

- Each group included discussion on the following topic areas \*:
  - General discussions about familiarity of the Census and how the information is used, past participation in the Census, and likelihood to participate in the upcoming 2010 Census
  - Reactions to three creative expression ideas to determine which was most motivating and appealing
  - In the groups where time permitted, questions were asked about media and information channels frequently used.

\* See Appendices for general Focus Group Discussion Outline

## SUMMARY OF FINDINGS

- Going into this research, there was no expectation that a single creative expression of the benefits of Census participation would be equally motivating across all groups.
- We did find, however, that across all groups the “It’s in our Hands” idea was most frequently seen as motivating and appealing, and not viewed as negatively polarizing by any group.
- Additionally, we learned that the motivating elements found across the other two ideas could serve as support for “It’s in Our Hands”.
  - Groups that favored “It’s Time to Make Your Mark” were reacting to the appeal of “personal responsibility” and the value assigned to one’s individual responses.
  - Groups that found “The Potential of We” particularly appealing were drawn to the collective “coming together” approach to “making a difference”.

## **SUMMARY OF FINDINGS** *(continued)*

- Across all audiences, there were commonalities as well as differences in the reactions to the creative ideas presented.
  - Clarity, simplicity and directness were important
    - This was especially true among Filipino, Vietnamese, Ethiopian, Nigerian and Arabic audiences who preferred a straightforward approach that explained the value of participation and helped them ‘learn something’ about the Census
  - The notion of unity was favored by many within Hispanic audiences.
    - This was reflected by positive responses to both the “Potential of We” and ‘our’ in “It’s in Our Hands”

## **SUMMARY OF FINDINGS (continued)**

- Responses in most race and ethnic audience groups reflected appreciation for seeing themselves, their community or culture portrayed
  - Most gravitated toward ideas interpreted as feeling ‘inclusive’ and ‘warm’.
  - General sensitivity to stereotyping was heard among American Indian, African American, and Arabic groups. Although no particular ideas were faulted, any creative expression would need to approach executions with an eye towards accepted depictions of these audiences.
- Some audiences, especially Arab, Hispanic and some Asian groups, expressed general concerns and fears about how the information would be used – and that it could be used against them.
  - Concerns were expressed about confidentiality, privacy, government intrusion, immigration status
  - Increased learning about the benefits through creative expressions that resonated with them seemed to attenuate these concerns during the course of the discussions.

## **SUMMARY OF FINDINGS** *(continued)*

- Overall, it was clear that “It’s in Our Hands” has the potential to deliver highly motivating messages that are universally embraceable by a wide range of audiences across cultures, socioeconomics, age and gender.
- Inclusive of both the ‘personal responsibility’ and ‘collective unity’ facets, “It’s in Our Hands” was successful in couching the benefits of Census participation, while embodying the key areas noted as important among the different target audiences.
- Taking these learnings into consideration as the integrated campaign evolves will enable the creation of communications that will help audiences not only learn about Census benefits, but also help them overcome fears, doubts, and even cynicism about participation.

**AFRICAN AMERICAN  
FOCUS GROUPS**

**New Orleans, LA & Atlanta, GA  
January 9<sup>th</sup> and 10<sup>th</sup>, 2008**



## African American **STUDY DESIGN**

- Four focus groups were conducted among African Americans.
- Two of the groups consisted of Gulf Coast residents. These were conducted on Wednesday, January 9, 2008 at the JW Marriott in New Orleans, LA. Participants in these groups lived in or near the Lower Ninth Ward, were a 50/50 mix of sexes and both single and married adults.
  - Group 1 at 6:00 p.m. – 18-34 years old
  - Group 2 at 8:00 p.m. – 35-64 years old
- The other two groups were held on Thursday, January 10, 2008 at Jackson Associates in Sandy Springs, GA. The first group consisted of young, African American males
  - Group 3 at 6:00 p.m. – 18-24 years old, all males, all high school graduates, ½ college students, lived in their own domicile (not in their parent's home)
  - Group 4 at 8:00 p.m. – 18-64 years old, 50/50 mix of sexes; ½ urban dwellers; ½ suburban dwellers
- Michael Johns was the moderator of all four African-American focus groups.

African American

**KEY FINDINGS**

- Although older African American respondents were more knowledgeable about the Census than younger respondents, most all thought the Census was important and had positive perceptions about it.
- Among respondents living in New Orleans, several doubted that the Census would result in their communities receiving their fair share of the resources and benefits.
- Although the level of appeal for the creative ideas varied across the different segments, for most respondents, each of the creative ideas worked to enhance motivation to fill out the Census.
- “It’s In Our Hands” worked the most for these groups and was consistently positive across all four groups.
- “It’s Time to Make Your Mark” was well received in New Orleans, but not as well in Atlanta.
- “The Potential of We” was more highly regarded in Atlanta than in New Orleans, but in both locations, there were questions about how “we” was defined.

## **ABOUT THE CENSUS**

- Across locations, almost all of the older respondents were somewhat familiar with the Census, and more than half of these respondents had personally submitted information.
- Most of the younger respondents knew very little about the Census, and a few knew virtually nothing.
- Most respondents in each of the group felt the Census was important even if it was used for no other purpose than to count the population.
  - This aspect was important especially to the respondents that experienced Hurricane Katrina.
    - *“...after Katrina, it would be important to get a sense of how many people are actually here, what the change is since the last Census was done.”*

African American

**ABOUT THE CENSUS (*continued*)**

- Some participants doubted the accuracy of the Census.
  - They thought that the Census intentionally undercounts minorities and homeless people so the funding and representation could be denied.
- Some of the participants did not trust the government, and they doubted confidentiality of the Census data.
  - Some older respondents in New Orleans noted that they had lost some faith in the government after seeing how the aftermath of Katrina was handled – especially related to allocation of resources.
- Many of the respondents in New Orleans and Atlanta doubted that their neighborhoods would receive a fair share of resources based on the Census.
- A number of the young men, especially in Atlanta groups, appeared to be disinterested and very suspicious about the Census.

## African American

### **PARTICIPATION**

- Participants in general declared that they would participate in Census 2010.
- Although the level of knowledge regarding the Census varied, most participants would respond because they felt they were supposed to. Some said they would comply with the Census simply for the population count.
- Only a few young respondents indicated that they did not think they would respond to the Census.
  - They were less likely to associate the response to the Census with the distribution of the benefits to them and their communities.
- Many of the older respondents had participated in the past.
- One or two older respondents had not responded to the Census survey in the past because they felt that they were asked to provide too much personal information.

African American

## **RANKING OF CREATIVE IDEAS**

- Below are the creative ideas ranked from most motivating to least motivating

Creative Ideas

IT'S IN OUR HANDS

IT'S TIME TO MAKE YOUR MARK

THE POTENTIAL OF WE

## WHY MOTIVATING?

- “It’s In Our Hands”
  - Responses were consistently positive across all of the segments.
  - Many thought that it was very effective in communicating that the opportunity to create positive changes was available through the Census and that this power was theirs to use or not.
    - *“I have the responsibility to fill it out. If I don’t fill it out, I don’t really matter”*
  - Some participants admitted that the creative idea touched their emotions and made them feel compelled to utilize their Census power for the good of the children.

## African American

### WHY MOTIVATING?

- “It’s Time to Make Your Mark”.
- Respondents in New Orleans and some in Atlanta felt empowered by this idea.
  - Some said they felt that it was saying that ‘they mattered’, and that they could have impact - their mark had value.
- “The Potential of We”
  - In Atlanta, the respondents were impressed by the perception that the execution – *if it was inclusive of all Americans, not just isolating African Americans.*
  - A few participants thought that it was realistic and the collective efforts through the Census could be successful.
  - It motivated some respondents, especially in Atlanta, to participate. They liked the perception of being part of a movement - a movement of Americans.
  - The executions were generally seen as effectively communicating that ‘strength’ could have impact.



## WHY NOT MOTIVATING?

- “It’s In Our Hands”
  - Although generated positive responses, some participants did not understand how the Census was going to generate change.
  - Some of the young respondents appeared to be very distrustful and cynical towards this idea. Much of this was due to their distrust of the government.
    - *“I don’t think the government is responsible, why are they putting all that responsibility on me.”*
  - A few of the young men in Atlanta said that this idea did not convince them that participating in the Census would impact their lives in any way.
    - This group saw nothing in it for them - being able to impact the future of children did not resonate with them.
      - *“Saying it’s in my hands is a bit much for me.”*

## African American

### **WHY NOT MOTIVATING?**

- “It’s Time to Make our Mark”
- The respondents who were less receptive to this campaign did not feel that it gave them enough information about the types of benefits the Census could impact and how.
- For some respondents it did not generate excitement or touch emotions.
- It was very indirect and it wasn’t clear how the Census could evoke positive changes.
- Some of the respondents, especially in the male group from Atlanta, felt that the commercial made everything sound too good and easy. They felt the idea was overstating the benefits and importance of the Census, and in essence was trying to sell them a bill of goods.
- A number of these young people found that the idea of empowerment was a ‘threat of loss’ if they did not use it.

## African American

### **WHY NOT MOTIVATING?**

- “The Potential of We”
  - Some of the respondents felt that it wasn’t appealing to them as *individuals*.
  - Several participants didn’t know who the “we” was, and did not want to be automatically included.
  - Some of the respondents in the New Orleans younger group associated “we” with “negative perceptions about Black people”.
  - A number of respondents also thought that the “we” tended to shift the responsibility from the individual.
  - Some participants felt that the “global we”, as portrayed in the executions, diluted both the impact on their neighborhoods and their desire to rally others.

**AFRICAN:  
ETHIOPIAN & NIGERIAN  
FOCUS GROUPS**

**New York  
January 8, 2008**

Ethiopian and Nigerian  
**STUDY DESIGN**

- Two focus group sessions were conducted on Tuesday, January 8, 2008 at Charney Research in New York, NY.
  - Group 1 at 6:00 p.m. – Ethiopian Immigrants, mix of males and females
  - Group 2 at 8:00 p.m. – Nigerian Immigrants, all males
- Focus groups were conducted in English.
- Chrishana Lloyd was the moderator for the two focus groups of African Immigrants.

## Ethiopian and Nigerian

### **KEY FINDINGS**

- Respondents expressed low levels of awareness, experience and interest in the U.S. Census.
- The creative expression, “It’s Time to Make Your Mark”, showed the strongest appeal in comparison to the other two campaigns.
- Respondents indicated that it communicated a message that was the most clearly linked to the Census, and presented end-benefits that were motivational to the group members.
- These groups felt that all three creative expression ideas successfully communicated the idea of how ‘unity’ affects the community, which was important to this audience.
- Of particular importance was:
  - basic, specific information about the Census and its role in our government process
  - benefits that communities, in general and ethnic minorities in particular, receive as a result of the U.S. Census

## Ethiopian and Nigerian

### **ABOUT THE CENSUS**

- Both groups showed low levels of awareness, knowledge, and experience about the Census.
- Only a few participants had sketchy ideas about the Census and its purpose.
  - *“It deals with people or for emigrants” (Ethiopian Participant)*
  - *“It is the survey of the Ethnic groups perhaps” (Ethiopian Participant)*
  - *“To know a little bit about the people in the country” (Nigerian Respondents)*
  - *“People really have a good idea of the population and they will need planning”*
- Some participants expressed suspicion about the government’s use of the Census.
  - *“Why they use it, I mean, it might be something suspicious...and you will never know” (Ethiopian Participant)*
  - *“Maybe they will use it to separate the poor” (Nigerian Participant)*

## Ethiopian and Nigerian **PARTICIPATION**

- Participants in both groups reported low participation levels
  - Seven members of the Ethiopian focus group were in the United States in 2000, only one of them participated in the Census.
  - In the Nigerian group, four participants were in the United States in 2000 and none of them participated.
- Overall, the levels of intention to participate in Census 2010 were much higher than reported participation in the last Census, but overall, they were still low
- Some participants stated that while they might participate they wouldn't go out of the way to seek it out.
  - *"If it comes to my door, I will fill it. But do not think that I will go to the Bronx, go to Manhattan and line up"* (Nigerian Respondent).



Ethiopian and Nigerian

## **RANKING OF CREATIVE IDEAS**

- Below are the creative ideas ranked from most motivating to least motivating

Creative Ideas

IT'S TIME TO MAKE YOUR MARK

THE POTENTIAL OF WE

IT'S IN OUR HANDS

## Ethiopian and Nigerian

### **WHY MOTIVATING?**

- “Make Your Mark”
  - It was perceived to have the most directed linkage to the Census. The idea was seen as a means by which individuals can affect their community.
    - “Yes, this is the best out of all. It is very clear, especially over here, this is very interesting to show that each X counts is for everybody” (Ethiopian Respondent).
    - “‘Make your mark (X)’ during the Census is more than a mere activity – it can have positive effects for you your family and the community” (Nigerian Respondent).
  - Respondents thought that it was motivating because they felt that it provided some specific reasons to participate in the Census.
  - Many thought that the use of symbol of the letter “X” was successful in communicating the link between the Census and its benefits for the community.

Ethiopian and Nigerian  
**WHY MOTIVATING?**

- “Its In Our Hands”
- Many respondents thought “Its In Our Hands” was also effective in terms of showing the link between the Census and its benefits
  - it was specific in terms of the benefits derived from Census participation
- Some participants thought that the commercial was effective and warm, and that it evoked an idea that the unity will benefit younger generations.
  - *“I though that was touching” (Ethiopian Respondent).*
  - *“... gives you an attraction, it takes your attention” (Ethiopian Respondent).*

Ethiopian and Nigerian  
**WHY MOTIVATING?**

- “The Potential of We”
  - It successfully communicated the idea of unity – that people can accomplish a great deal when they work together and try to achieve a common goal.
    - “Unity.....means united possibilities.” (Ethiopian Respondent)
    - “It shows different ideas about coming together.” Nigerian Respondent”

## Ethiopian and Nigerian

# WHY NOT MOTIVATING?

- “It’s Time to Make Your Mark”
- A few of the respondents saw no linkage between the creative and the Census and therefore no motivation to participate.
  - “What I am saying with that ad is less likely to push them to [participate in Census]” (Nigerian Respondent)
- Many respondents either were confused by or expressed the concern about the imaginary projected by the letter X, seen by some not as a letter but as the symbol of the cross. Some participants felt that the crosses were not adequately explained, others projected negative meaning to the cross.
  - “The people are like carrying crosses. Why are they carrying crosses?” (Nigerian Respondent)
  - “I wonder why there are crosses on their hands. Are they having problems. I mean, what is going on?” (Nigerian Respondent)
- Some participant felt that minority groups would not understand this commercial because of a of cultural relevance.
  - “It lacks diversity.” (Nigerian Respondents)
  - “Little cultural relevance.” (Nigerian Respondents)
- A few of the respondents were confused about elements of the creative
  - “Another question, what is with the bridge?” (Nigerian Respondent)
  - “It is just not something that does not sticky to me so far.” (Nigerian Respondents)

## Ethiopian and Nigerian **WHY NOT MOTIVATING?**

- “The Potential of We”
  - For majority of the participants, this idea did not link to the Census and its ‘unifying agent’ role to bringing changes in the community.
  - Participants had problems seeing benefits as related to themselves.
    - *“All it talks about is that everybody should come [together]. It is not telling everybody what they are going to benefit from.” (Nigerian Respondent)*
  - Some participants said that the idea should have more multicultural appeal.
    - *“I hope that ... may select that there could be one of this thing that goes to everybody. And then, for example if we say, when we gather together, there is the togetherness which involves diversity.” (Nigerian Respondent)*
- A few respondents thought that the creative could be more culturally relevant.

Ethiopian and Nigerian

**MEDIA/ INFORMATION SOURCES**

- The list of print and broadcast media that are frequently used by the respondents include:
  - *“On the train and the bus”*
  - *“Newspaper”*
  - *“TV”*
  - *“In the Internet”*
  - *“Channel 7”*
- Non-media channels included:
  - *“African stores of African markets”*
  - *“In most Nigerian communities, it is on meetings. We reach out to certain buddies with the information very quickly”*
  - *“Like I said about schools because parents participate with the children’s activities in schools and they volunteer.”*
  - *“It has got to get to the church. I need to say it.”*

**AMERICAN INDIAN  
FOCUS GROUPS**

**Albuquerque, NM  
January 17, 2008**



American Indian  
**STUDY DESIGN**

- American Indian adults residing in Albuquerque and the surrounding area participated in two focus groups on Thursday, January 17, 2007 at Sandia Market Research. Participants represented a broad cross-section of ages and income.
  - Group 1 at 6:00 p.m.
  - Group 2 at 8:00 p.m.
- The moderator for both groups was Gayle Marshall

## American Indian

### **KEY FINDINGS**

- Participants were very familiar with the Census and the questions that are asked on the Census form.
- However, participants were less clear about the actual potential benefits of participating in the Census.
- The majority of focus group participants were most motivated by statements that made them feel empowered and responsible.
- It was widely felt that American Indian culture is different from mainstream culture, so customization is necessary
  - but it is also important not to isolate and stereotype the population
- Some distrust of the U.S. government due to historical mistreatment of American Indian population was noted among several participants

American Indian

**ABOUT THE CENSUS**

- Overall, group participants were highly knowledgeable about the Census since most indicated that they had participated in a previous Census.
- Most also knew that the Census is conducted every 10 years
- Census form questions were also familiar
  - Some noted that they covered 'general status' and included questions about age, location, financial, education level, race, etc
- Participants expressed that the Census does not adequately capture their culture because they are such a small group and so different from mainstream culture

## American Indian

### **PARTICIPATION**

- Most had participated in the Census before, with all but one person saying that they would participate in the upcoming 2010 Census
- The main motivations to participate were:
  - their children's public schools,
  - improvements on reservations
  - funding for reservations
  - having your voice heard
- Some negative perceptions were noted by a several participants, including:
  - never see any benefits or any improvements
  - don't trust the government
- Across both groups, there appeared to be progressive attitudes towards civic activities like voting and participating in other events that may result seeing positive changes in their community

American Indian  
**RANKING OF CREATIVE IDEAS**

- Below are the creative ideas ranked from most motivating to least motivating
  - Close tie between "It's in Our Hands" (first group) and "It's Time to Make Your Mark" (second group).

Creative Ideas

IT'S IN OUR HANDS

IT'S TIME TO MAKE YOUR MARK

THE POTENTIAL OF WE

## American Indian

### **WHY MOTIVATING?**

- “It’s In Our Hands”
- This idea was the run-away favorite in the first group of American Indian participants.
  - It also had support in the second group, but respondents in that group tended to waiver between all three choices.
- In ‘It’s In Our Hands’, the notion of a personal responsibility was highly appealing and motivating.
- They noted, as an added benefit, that “if we came together, we might get more”.
- The message of coming together and making a choice to help was powerful to most all respondents.

## American Indian

### **WHY MOTIVATING?**

- “It’s Time to Make Your Mark”
- This idea was appealing to some respondents who noted that it:
  - sounds positive,
  - it’s voluntary
  - you’re not forced to do it
  - clearly conveys benefits (healthcare, schools) & emphasis of change
- “Potential of We”
  - Positive responses for “The Potential of We” were related to the power and value of coming together – along with the downside of not participating
    - *“If we don’t participate, we have the potential to hurt our own people”*
    - *“The more people who participate, the louder the voice”*
    - *“End product of the Census is end to third-world class living”*

## American Indian

### **WHY NOT MOTIVATING?**

- “Potential of We”
- Respondents had some negative reactions to this idea.
  - “...is diminishing us”
  - In reaction to one of the creative examples, some respondents said that the powwow creates a small vision of what Indian people are about
  - A few noted that the ad didn’t offer “end product or solutions”
- Some said that the word “potential” didn’t resonate; the group suggested moving it up and making it stronger with “Power of We”
- Others said “don’t isolate and try to portray us”, with some noting that “we” could be construed as negative and alienating when referring the American Indians.



## American Indian

### **WHY NOT MOTIVATING?**

- “It’s In Our Hands”
  - A few participants commented that they thought idea “lacked personal responsibility with our”
    - might be more positive and personal if emphasis was on “my responsibility” rather than our
- “It’s Time to Make Your Mark”
  - For this creative idea:
    - No one in the first group thought it was positive
    - “Make Your Mark” sounded derogatory, as if group was illiterate
    - Disliked “Time for Indian Country” because some live in cities and not rural areas

American Indian

**MEDIA/ INFORMATION SOURCES**

- When asked about possible information sources where they would like to get information about the Census, the following were noted:
  - IHS-Health clinics, dental clinics
  - Tribal newsletter, paper
  - Navaho stations
  - Indian colleges (made a big difference on voting)
  - Community center

**ARAB  
FOCUS GROUPS**

**Southfield, MI  
January 9, 2008**

## Arab **STUDY DESIGN**

- Two focus group sessions were conducted on Wednesday, January 8, 2008 at Shifrin-Hayworth in Southfield, MI.
  - Group 1 at 6:00 p.m. – 1<sup>st</sup> generation Arab; mix of males/females
  - Group 2 at 8:00 p.m. – 2<sup>nd</sup> generation Arab; mix of males/females
- Focus groups were conducted in English.
- Walid Gammouh was the moderator for the two focus groups of Arab participants.

## Arab **Key Findings**

- Respondents expressed specific knowledge about the Census.
  - In general, both generations were aware of the time when the Census was conducted, they understood that the Census had to do with the population, employment, length of living in the country or the area, education, and the demographics of individual households.
- Some participants perceived the Census as the means by which the government allocated funds to different groups for various projects.
- There was some level of doubt and suspicion that had mainly to do with fears related to religion, discrimination and deportation.
- The “Make Your Mark” campaign was the most effective and motivating to these groups because it communicated the idea that “unity” can benefit communities if they work together.

## Arab

### **ABOUT THE CENSUS**

- In both Arab focus groups, participants expressed significant knowledge regarding the Census. They knew how often the Census was conducted, many understood its purpose and the benefits to the community.
  - *“Different races, different ages related to income, to education and so on.” (Arab Respondent)*
  - *“Actually they are going to ask you how many people there is per household.” (Arab Respondent)*
- Arab focus groups expressed a little suspicion about the use of Census data.
  - The suspicion expressed by Arab groups had mainly to do with fears related to religion.
  - They also feared that the Census data would be used as a tool against minorities or to identify illegal immigrants.

## Arab **PARTICIPATION**

- Participants reported a low level of participation;
  - Three of four respondents in the first Arab group (older) had participated in the Census during the year 2000.
  - In the second Arab group (younger) only one participant filled out the Census form in 2000 and that was for her mother.
- In the 1<sup>st</sup> generation Arab group, the level of intention to participate in Census 2010 was low
  - only four members of this group said they would participate in it.
- Responses across both generations indicated that efforts to increase knowledge and understanding of the Census would be beneficial to future participation.

Arab  
**RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating

Creative Ideas
<u>IT'S TIME TO MAKE YOUR MARK</u>
<u>IT'S IN OUR HANDS</u>
<u>THE POTENTIAL OF WE</u>



## Arab

### WHY MOTIVATING?

- All three campaigns were effective in terms of communicating the concept of unity as a way to accomplish positive changes in the community.
  - *"In my opinion, together we achieve more"* (#1 gen. Arab Respondent)
  - *"Arab Americans are types of people who work together to get where they want in life"* (#2 gen. Arab Respondent)
  - *"This just tells you that if we are together, we can complete great things."* (#2 gen. Arab Respondent)
- "Make Your Mark"
  - Respondents in general thought that it showed the Census as a way of an individual making a difference in the community.
  - For some participants, it was motivational because it provided a reason – why people should participate in the Census.
  - Some respondents thought that the symbol of "X" had an effective and positive imagery.

## Arab WHY MOTIVATING?

- “It’s In Our Hands”
  - It indicated that the benefits of unity as related to the Census will affect future generations.
    - *“It is okay. I like it because of the child and children are powerful and make people do things more to help children.” (#1<sup>st</sup> gen. Arab Respondents)*
  - A few respondents believed that the strong point of this campaign was that it alerted the audience that a U.S. Census form was being sent to them.
- “The Potential of We”
  - This idea was generally found to be less motivating than the others presented.

Arab

## **WHY NOT MOTIVATING?**

- “The Potential of We”
  - Some thought that it should show specific benefits of the Census rather than just benefits of coming together in unity.
  - There is some cultural irrelevance; the imagery of the political demonstration struck participants negatively; the firefighters were also culturally irrelevant.
  - The campaign does not deliver needed information about the Census.
  - Some respondents did not find the campaign to be meaningful, visually interesting or attention grabbing.
- “Make Your Mark”
  - A few participants did not see the link between the Census and its benefits.
  - Some participants did not understand the meaning of the symbol “X”, very often associating it with a symbol of a cross.
  - Some participants did not see the connection between unity, the creative idea, Census participation, and community benefits.
  - A few participants thought that it should have been more culturally specific in its appeal.

Arab

## **WHY NOT MOTIVATING?**

- “It’s In Our Hands”
- A few participants
  - did not see the link between the Census and the creative idea and they did not understand the imagery of the hands and the playground swing.
  - thought that the creative idea did not present a situation that was relevant to minority communities.

Arab  
**MEDIA/ INFORMATION SOURCES**

- The list of print and broadcast media that are frequently used by the respondents include:
  - *“On the train and the bus”*
  - *“Newspaper”*
  - *“TV”*
  - *“In the Internet”*
  - *“Channel 7”*
  - *“ARC definitely is.”*
  - *“Al Jazeera would be the best if I had to because everybody watches Al Jazeera just the fact that is sounds to them like CNN”*
  - *“Yes, Arab station, 990”*
- Non-media channels included:
  - *“Church” (Mosque)*

**ASIAN AUDIENCES: CHINESE**  
**FOCUS GROUP REPORT**

San Francisco, CA  
January 14, 2008

Chinese  
**STUDY DESIGN**

- Chinese-American adults residing in the San Francisco area participated in two focus groups on Monday, November 14, 2007 at Fleishman Field Research, San Francisco
  - Group 1 at 6:00 p.m. in Cantonese
  - Group 2 at 8:00 p.m. in Mandarin
- Moderator: Grace Chin, Principal, GC Global Research

## Chinese

### **Key Findings**

- Chinese show high general awareness of the Census, as it is a much publicized government activity in China where participation is compulsory. Overall, Chinese-Americans are positive towards the U.S. Census.
- However, knowledge of the U.S. Census (e.g. purpose, format, frequency) among the Chinese is highly limited – awareness tends to be broad and vague
- Privacy issues and perceived language barrier are key obstacles of participation
  - Lack of understanding and awareness provide the sub-context to non-participation
- On the other hand, simplicity, ease of participation and a better understanding of the Census functions and its tangible benefits are key drivers to participation in the future.
- All communication platforms tested were well understood – no confusion was reported
- “It’s Time to Make Your Mark”, closely followed by “It’s In Our Hands”, were most motivating to respondents.
  - Both successfully communicate responsibility and duty on a personal level, as well as the simplicity of participation



## Chinese

### **ABOUT THE CENSUS**

- There was high awareness of the U.S. Census in general – everyone had heard of it
- Participants were familiar with the overall, general “purposes” of the Census
  - “Collect demographic and population data”
  - “Allocation of resources such as education and health”
- But they lacked detailed understanding of the specific format, nature and functions of the US Census
  - Only a handful are aware of it coming in 2010;
  - Most are not aware of the lengths of the Census surveys, types of questions asked, frequency and specific purposes.

## Chinese **PARTICIPATION**

- The majority of respondents perceive the U.S. Census an “important program” for the government. However, their overall attitude is that it is a government activity – the impact on the individual Chinese-American is perceived to be limited
- Most never participated in past US Census surveys
  - Privacy issues are a concern, as many Chinese respondents expect the Census survey to ask for personal data, such as income, immigration and household details that are generally deemed “sensitive” in the Chinese culture
  - Language barrier is another key obstacle, as many expect the Census survey to be conducted in English.
  - Lack of awareness and motivation – “never thought about it”, “don’t know why I have to do it” are common thoughts
- There is also a sense of skepticism about the Census, in particular about its benefits to the individual.

Chinese

## **RANKING OF CREATIVE IDEAS**

- Below are the creative ideas ranked from most motivating to least motivating
  - Results divide among the Chinese groups between the first and second ideas (below), but “The Potential of We” is a definite, least preferred platform among the three.

Creative Ideas
<u>It's Time to Make Your Mark</u>
<u>It's In Our Hands</u>
<u>The Potential of We</u>

## Chinese

### WHY MOTIVATING?

- “It’s Time to Make Your Mark” is the most motivating overall
- Chinese respondents associate “*making the x*” on the Census form with “marking the voting ballot”. The platform is thus perceived to suggest that participating in the Census is “as important as voting” – a powerful message
- Successfully communicates responsibility and duty on a personal level, as well as the simplicity of participation
- The large number of people depicted in the ads is attention catching and suggesting that “something important is happening”.
- Perceived to be a practical, down-to-earth, direct and easily understandable message without “lofty, high brow” slogans such as those in the “Potential of We”.

## Chinese

### **WHY MOTIVATING?**

- “It’s in Our Hands” is also very highly motivating for almost an equal number of Chinese respondents
  - Communicates concrete “benefits” of the Census and how it impacts the individual
  - Visual images of the “hands” communicate the importance of the Census down to the personal level
  - Showing multiple benefits that are perceived to be tangible, community-based, with the recipients being children, elders and the disabled – the “neediest” people of the community
  - Simple and direct messages that are easy to understand
  - Communicates responsibility and duty at a local, community level

## Chinese

### **WHY NOT MOTIVATING?**

- “It’s Time to Make Your Mark” is rated as less motivating by a few
  - The symbol of “X” suggests “mistake” in the Chinese culture. They are more used to using a check mark instead of an ‘x’ in marking forms.
- “It’s in Our Hands” is rated as less motivating by a few others
  - Perceive the messages of “importance” to be “exaggerated” (e.g. in “determine the fate of my community, my family, myself.” – *“It takes more to determine the fate of my community and myself.” said one Chinese respondent*)
- “The Power of We” is the LEAST motivating platform for the Chinese audience
  - Generally perceived as making “empty claims”, “over the top”, “exaggerated” and “propaganda” in style. Chinese-Americans from Mainland China resist it the most.
  - Key message – “Tell others to participate” - is perceived to be “impersonal”
  - Does not communicate the “importance of self”
  - Lack of specific, tangible benefits in this platform – a “turn-off” for the Chinese audience.

**ASIAN AUDIENCES: FILIPINO  
FOCUS GROUP REPORT**

**Los Angeles, CA  
January 16, 2008**

Filipinos  
**STUDY DESIGN**

- Filipino-American adults residing in the Los Angeles area, heavily populated by Filipino-Americans, participated in two focus groups on Wednesday, November 16, 2007 at Atkins Research, Los Angeles, CA
  - Group 1 at 1:00 p.m.
  - Group 2 at 3:00 p.m.
- Moderator: Thelma Sugay, GC Global Research



## Filipinos

### Key Findings

- The Filipino audience seemed to be the least aware of the U.S. Census among the Asian American groups studied in this research. Some have never heard of it, while others have minimal knowledge about the U.S. Census, its purposes, functions or format.
- When prompted, Filipino respondents perceived the Census to be a government activity of demographic data to determine tax, income, and allocation of resources.
- There was generally a lack of enthusiasm in participating the Census, not knowing the specifics and types of questions asked.
- Filipino, like two other Asian focus groups, responded positively towards “It’s in Our Hands” because of its emphasis on *tangible and specifics benefits* of the Census.
  - For Filipinos, “The Potential of We” was also more motivating than for Chinese or Vietnamese.

## Filipinos

### **ABOUT THE CENSUS**

- Overall, the Filipino audience has very limited awareness and understanding of the Census.
- Generally, the Census is perceived to be a government activity designed to obtain population data (“people counting”). Such data, according to respondents, would be used to determine tax, income, and distribution of resources.
- While their overall attitude towards the Census was positive, there was a strong lack of understanding of its specific benefits and functions
- There was generally a lack of enthusiasm in participating the Census, not knowing its specifics and types of questions asked.
- Lack of awareness and understanding of the Census was a key barrier for the Filipino audience. Once it was explained to them in the focus groups, the majority of respondents felt positive about the Census and more willing to participate - provided that participation is easy, simple and the questions are not intrusive.

## Filipinos

### **PARTICIPATION**

- None of the participants in the focus group had participated in a previous Census. A few did say they received the Census form but, unaware of its significance, they generally ignored the survey.
- Key barrier of participation for the Filipino audience lies mainly in lack of understanding and awareness. Privacy and language barrier are much less often mentioned in the Filipino groups compared to the Chinese and Vietnamese groups.
- A better understanding of the Census, its tangible benefits and the overall importance / significance will be a key driver to the Filipino audience.

Filipinos

**RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating
  - It should be noted that although "It's In Our Hands" is ranked as "most motivating" overall, "It's Time to Make Your Mark" is also very well received among the Filipino audience.
  - "The Potential of We", by comparison, is the least motivating. However, was well-liked by some respondents because of its message on *collective power* of the people.

Creative Ideas
<u>It's In Our Hands</u>
<u>It's Time to Make Your Mark</u>
<u>The Potential of We</u>

## Filipinos

### WHY MOTIVATING?

- “It’s In Our Hands” is ranked as the most motivating platform of the three
  - It communicates accountability and responsibility on a highly personal level (“*It makes me feel more important about myself.*”)
  - It communicates that the choice is in the hands of the people – a sense of control of the well being of the Filipino community and shows the importance of an individual’s opinion
  - The tangible benefits mentioned in the ads are highly relevant and compelling
  - It shows the negative effect of non-participation
- “It’s Time to Make Your Mark” is also perceived to be motivating by some
  - The inclusion of other ethnicities and all walks of life
  - The urgency of action – “It’s time”
  - The power of the individual to make a difference by doing something very simple
  - The simplicity of the participation

## Filipinos

### WHY MOTIVATING?

- Although less motivating overall, “The Potential of We” platform receives the most positive reaction among the Filipinos compared to the Chinese and Vietnamese audiences
  - Although the message is perceived to be somewhat “heavy” and “emotional”, and somewhat “lofty”, respondents are drawn to the platform’s emphasis on “unity”, a spirit that, according to many respondents, lacks and much needed in the Filipino community
    - *“We the Filipino people in this country are not united enough in order to be heard.”*

## Filipinos

### **WHY NOT MOTIVATING?**

- “The Potential of We”
  - Although the reactions towards it were more positive among the Filipinos than among Chinese and Vietnamese, in terms of a level of motivation in participating in the Census specifically, respondents felt that the idea does not deliver as strongly as “It’s In Your Hands” or “Make Your Mark”. It lacked details and information to educate the Filipino audience.
    - *“It says tell everyone to participate. Spread the word. But it does not tell me why I have to participate.”*

**ASIAN AUDIENCES: VIETNAMESE  
FOCUS GROUP REPORT**

Garden Grove, CA  
January 15, 2008



Vietnamese

**STUDY DESIGN**

- Vietnamese-American adults residing in Garden Grove, CA, areas heavily populated by Vietnamese participated in two focus groups on Tuesday, November 15, 2007 at Ask Southern California, Garden Grove, CA
  - Group 1 at 1:00 p.m.
  - Group 2 at 3:00 p.m.
- Moderator: Van Phan, GC Global Research

## Vietnamese

### **Key Findings**

- Vietnamese-Americans are less aware of the Census compared to the Chinese-Americans. A few have never heard of the US Census, while the majority are just not aware of the 2010 Census.
- Though some have heard of the US Census, knowledge and awareness of its functions, format, nature and frequency is limited
- Lack of awareness and understanding about the Census is a key barrier to participate, though many Vietnamese-American audience feel that they would be willing to participate if they see the cause for it. Privacy issues regarding immigration and income are barriers to participation.
- Simplicity of participation and a better understanding of the tangible benefits of the Census on a community and personal level would be key drivers for the Vietnamese to participate in future Census.
- Of the three platforms tested, preferences divide almost equally between “It’s In Our Hands” and “It’s Time to Make Your Mark”. Overall, “It’s In Our Hands” is rated slightly higher on motivation. “The Potential of We” is dismissed due to its highly propaganda-sounding nature.

## Vietnamese

### **ABOUT THE CENSUS**

- General lack of awareness of the specifics of the Census in terms of its functions, frequency, format and nature.
- General sense of detachment - perception of the Census is that it is a government activity mainly designed for the “American population” – a program that is important but not relevant to the Vietnamese-Americans
- Lack of interest due to the perception that the Census is a government activity which is performed mainly for the “general population” in order to to “track immigration population” and distribute resources. Many feel that one has to be a citizen to participate.
- There is a perception that the government uses the Census data to track illegal immigrants or trace tax offenders.
- However, most Vietnamese-Americans expressed interest to participate if they are informed of the U.S. Census, how the data is used and its functions and formats (of the survey).

## Vietnamese

# **PARTICIPATION**

- Almost no one participated in the previous U.S. Census
- Those who have received the survey admitted that they just “threw it away” because they are not aware of its importance
- One of the key barriers of participation is the lack of understanding of the functions and impact of the Census on a personal or community level
  - – “What’s in it for me.”
- Privacy issues are also key barriers
  - concerns in giving out personal information, especially regarding income, immigration, occupation, etc.

Vietnamese  
**RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating
  - It should be noted that although “It’s In Our Hands” is ranked as the overall “winner”, many Vietnamese audience also prefer “It’s Time to Make your Mark”, while “The Potential of We” is a definite LEAST PREFERRED option.

Creative Ideas
<u>It’s In Our Hands.</u>
<u>It’s Time to Make Your Mark</u>
<u>The Potential of We</u>

## Vietnamese

### **WHY MOTIVATING?**

- “It’s In Our Hands” is rated as the “most motivating” overall
- Well understood message – each person’s hand contributes to the benefits of the community by participating in the Census
- Communicates a sense of duty
- Easy to understand and direct messages
- Complete coverage of age groups – the old and the young
- Communicates simplicity and ease of participation
- Communicates concrete benefits that are tangible and relevant
- The visual of the hands is attention catching

Vietnamese

**WHY MOTIVATING?**

- “It’s Time to Make Your Mark” is also motivating for many in the Vietnamese audience
  - A highly personal message – the platform emphasizes the importance of the individual
  - Communicates simplicity of the process, the rights, duties and benefits of participation
  - Equates the importance of Census participation with voting – “Mark your presence”

## Vietnamese

### **WHY NOT MOTIVATING?**

- “It’s in Our Hands” is perceived to be less motivating for some
  - The benefits mentioned in the platform are perceived to be “limiting” – they wish to see the benefits of the Census covering a wider audience, such as job training for the unemployed, social security for the elders, fire and police for the general public, etc.
  - The benefits are also perceived to be “too insignificant” – fixing the playground, bus stops – services that are expected to be covered by tax money.
- “It’s Time to Make Your Mark” - some drawback is also perceived here
  - Potential issues with the “x” – it is not a unique symbol for the Census (“*It can be applied to anything.*”) and it reminds some of the Catholic cross.
- “The Potential of We” is largely dismissed by the Vietnamese audience
  - Perceived to be “too heavy”, “lofty”, “empty” and “lacking specifics”
  - Although the platform communicates the collective power of the people, it fails to motivate on an individual level.
  - The overarching theme is perceived to be too much like a “propaganda”.



**DIVERSE AMERICAN:  
“ALL AROUND AVERAGE” CLUSTER  
FOCUS GROUPS**

**Kansas City, KS  
January 10, 2008**

Diverse American  
**STUDY DESIGN**

- Two focus group sessions were conducted on Thursday, January 9, 2008 at Field House Marketing Research in Overland Park, KS. Participants in these groups were characterized by: mix of sexes, mix of races (Caucasian, African American, Hispanic and Pacific Islander), married and single.
  - Group 1 at 6:00 p.m. – 26-65 years old
  - Group 2 at 8:00 p.m. – 26-65 years old
- Focus groups were conducted in English.
- Steve Crane was the moderator for the Diverse American focus groups.

## Diverse American

### **Key Findings**

- Overall, all of the respondents are aware of the Census, believe that it is important, have significant knowledge about it –
  - And most said that they are very likely to complete the Census when it arrives.
- Regardless of the knowledge level, most of the participants are unsure about the Census' purpose.
- “It’s in Our Hands” was perceived to be the strongest and most effective creative approach
  - This idea worked best in re-enforcing an already strong likelihood to complete the Census form.
  - The message was clear and meaningful to most of the respondents.
  - The platform successfully communicated the idea that it is participants’ *responsibility* to complete the U.S. Census for the benefit of their family, children and community
- “It’s Time To Make Your mark” was perceived to be the least motivating.

Diverse American

## **ABOUT THE CENSUS**

- Almost all of these respondents are aware of the US Census and report having heard of it.
- Regardless of the awareness of the US Census, most of the participants had a limited understanding as to the purpose of it.
  - Population counts of the country used by the government and business
  - To collect statistics on people, such as age in household, gender, race, ethnicity, education, etc.
  - Used by both government and business.

Diverse American  
**PARTICIPATION**

- In general, many of the respondents believe that the Census is conducted about every 7-10 years
  - With most believing it is conducted by the federal government
- The groups in general, perceive the US Census to be very important
- All of the respondents are extremely likely to complete their Census form
  - This was reflected even before being exposed to any of the creative ideas.

Diverse American

## **RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating

Creative Ideas

IT'S IN OUR HANDS

THE POTENTIAL OF WE

IT'S TIME TO MAKE YOUR MARK

## Diverse American

### **WHY MOTIVATING?**

- “It’s In Our Hands”
  - The message was clear and meaningful to most of the respondents.
  - The platform successfully communicated the idea that it is participants’ responsibility to complete the US Census for the benefit of their family, children and community
    - “It’s in our hands – we are responsible to fill out our form”
    - “It informs us of the importance of the Census”
    - “We need to be responsible members of the community”
    - “Places responsibility on me; makes me think more of how it affects your community”
- Many respondents reported several key words and phrases (“Tools” and Helping Hands”) in this platform that are impactful and motivating:
  - “Tipping point”
  - “It’s a tool”
  - “It’s in our hands”

Diverse American

**WHY MOTIVATING?**

- Among these respondents, the “It’s In Our Hands” idea is found to be strongest and most effective approach in re-enforcing an already strong likelihood to complete the Census form.
- “The Potential Of We” was powerful to most respondents:
  - Communicates a sense of community and teamwork
  - Everyone’s contribution is important
  - The power of the group offers strength
  - Everyone’s participation makes a difference
  - Hispanic and African American find the idea the most appealing



## Diverse American

### **WHY MOTIVATING?**

- The idea is fairly effective in communicating an emotional and clear message.
  - “We need to complete the Census form so our voices are heard.”
  - “We are powerful as a group.”
  - “We together form a stronger voice to be heard.”
- The TV execution is much stronger and effective than the print;
  - The TV creative device seemed to be a compelling and engaging way of keeping viewers focused on the message
  - The TV visual and voice over appear to work well together
- “It’s Time To Make Your Mark”
  - It communicates the message that completing the Census is important;
    - Kind of like voting – your input is valuable
    - It’s more than just a mark, your responses are valuable for your community

## Diverse American

### **WHY NOT MOTIVATING?**

- “It’s In Our Hands” generated positive responses
  - Some respondents thought that the idea was somewhat “over-promising” and that there are other factors besides the Census that determine how tax money is spent.
- “The Potential Of We”
  - It lacked a sense of urgency for the individual to complete the Census form.
  - Most Caucasians found the idea intimidating and threatening.
  - Some respondents thought that the print execution examples were not effective:
    - The print executions are found to be “intimidating” because of the angry look on the faces of the individuals. The image almost created a “mob mentality” that is scary and threatening
    - Caucasians had a difficult time identifying with the print execution “We the Immigrants”
    - Some of the respondents reacted quite negatively to the “We the Immigrants” because of the illegal immigration issues currently in the news.

Diverse American

**WHY NOT MOTIVATING?**

- “It’s Time To Make Your Mark”
- While it focuses on individual contributions for the overall benefit of the community, several of the respondents report the platform is not very specific, and a little to vague.
- For most of the respondents the platform lacks a strong call-to-action message
- The idea doesn’t connect as strongly as other creative platforms in providing the reasons for these respondents to complete their form.

**DIVERSE AMERICA:  
“SINGLE, UNATTACHED, MOBILES” CLUSTER  
FOCUS GROUPS**

Los Angeles, CA  
January 16, 2008

Single Unattached Mobiles  
**STUDY DESIGN**

- Two focus group sessions were conducted on Wednesday, January 16, 2008 at Atkins Research Group Inc. in Los Angeles, CA. Participants in these groups were 28 – 35 years old, ½ male and ½ female, with mixed income and education.
  - Group 1 at 6:00 p.m.
  - Group 2 at 8:00 p.m.
- Focus groups were conducted in English.
- Steve Crane was the moderator for the Single, Unattached, Mobiles focus groups.

## Single Unattached Mobiles

### **Key Findings**

- Many of the respondents are aware of the Census but they lacked an exact knowledge about its purpose.
- Most of the respondents consider the Census important and said that they would fill out the form.
- The majority of the participants thought that the most motivating platform was “It’s In Our Hands”.
- “The Potential Of We” and “It’s Time To Make Your Mark” were found less effective.

### Single Unattached Mobiles

## **ABOUT THE CENSUS**

- Many of these respondents said that they were aware of the U.S. Census
- However, the understanding of the Census' purpose among the groups was limited:
  - To get a general idea of how many people live in each region/ area/ city
  - To count people in the U.S.
- A few were more knowledgeable – knowing that the Census is used for funding purposes.
- Most of the participants were unclear when the Census is conducted.
  - A few more knowledgeable respondents report that it is held once every 10 years.

Single Unattached Mobiles  
**PARTICIPATION**

- Only a few of the respondents reported having participated in a previous Census.
- Overall, the participants thought that the US Census is somewhat important
  - Many, however, felt that it is worth completing regardless.
- A few report they will probably not complete the Census forms.
  - The main reason cited for not participating was that they are "too busy"
  - While they might intend to complete it, it might be less important than other things they have to do.



Single Unattached Mobiles

**RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating

Creative Ideas

IT'S IN OUR HANDS

THE POTENTIAL OF WE

IT'S TIME TO MAKE YOUR MARK

## Single Unattached Mobiles

### **WHY MOTIVATING?**

- “It’s In Our Hands”
  - Very clearly communicated the idea that it is individuals’ responsibility to complete the US Census in order to make a change for the better.
  - Both, the “Tools’ and “Helping Hands” creative approaches worked effectively in support of the overall message.
    - “Filling out the Census will help our community.”
    - “It’s about me; me having a voice and me participating.”
    - “It’s focused on you – it’s all on you.”
    - “It’s a tool to create change. It gives you power.”
- Overall, the message is clear and believable.

## Single Unattached Mobiles

### **WHY MOTIVATING?**

- “The Potential Of We”
  - It is fairly effective in communicating an emotional and clear message – that as we come together as a community and complete the Census forms, we have the power to help our community:
    - “We have to come together; everyone counts.”
    - “Encourages everyone by saying all have a voice – if we complete our Census form.”
  - For most of the participants, TV execution appeared to be stronger than the print;
    - The TV visuals and the voice over appeared to work well together.
    - The TV creative is engaging and effective – very motivational and powerful to communicate a sense of We the People.

## Single Unattached Mobiles

### **WHY MOTIVATING?**

- “It’s Time To Make Your Mark”
  - For some it successfully communicates the message that completing the Census is important
    - “Your mark will have a big impact on people.”
  - Making your mark in life – it could help people
  - Dual meaning; make your mark as a citizen and literally make your mark on the Census form.

## Single Unattached Mobiles

### **WHY NOT MOTIVATING?**

- “The Potential Of We”
  - Some thought that it is vague and too much like a political rhetoric.
  - The message doesn't tell how the community will benefit from the Census and therefore doesn't give a good reason to fill out the Census form.
  - The information about the benefits is particularly important for young people who didn't have much to do with the Census before.
    - “It's very vague. I'm not sure what to do.”
    - “It's not specific what it is about. I need more information about what it is.”
  - For many, the print executions were difficult to relate to.
- “It's Time To Make Your Mark”
  - It provided a clear, simple and believable message, it doesn't give enough reasons to participate in the Census.

**PUERTO RICAN  
FOCUS GROUPS**

**San Juan, PR  
January 11, 2008**

Puerto Rican  
**STUDY DESIGN**

- Two focus group sessions were conducted on Friday, January 11, 2008 at Custom Research Center facilities in San Juan, Puerto Rico.
    - Group 1 at 5:00 p.m. – Dominican; lower income (<15K/yr), rent or live in public housing
    - Group 2 at 7:00 p.m. – Puerto Rican; middle and upper middle income (\$25-\$45K/yr), rent or own home
- Participants in both groups were: males/females, 32-55 years of age, household heads, households composed of more than 2 or 3 members where at least one is a child under 18 years of age
- Focus groups were conducted in Spanish.

## Puerto Rican

### **KEY FINDINGS**

- Participants lack basic information about the Census: how often it is conducted, by whom, and how the information is handled.
- Participants perceive that the Census is an important tool for the allocation of Federal funds but they are unable to indicate exactly how the population benefits from the Census.
- Participants didn't fully understand how they *personally* benefit from the Census.
  - Some believe that they can be *personally* hurt by their participation in the Census - by being deported, losing government aid, being a victim of identity theft or lack of confidentiality.
- Respondents agree that an educational campaign is needed to encourage participation in the Census.
  - Should focus on providing information on how the Census is conducted and what the benefits for the population are.
- “Potential of We” was the most powerful and appealing of three creative ideas, largely because of the “feel of inclusiveness”
  - The Census includes everyone regardless of culture and country of origin.



Puerto Rican

**ABOUT THE CENSUS**

- Participants revealed fragmented knowledge about the Census.
  - There was some uncertainty regarding the idea of the Census, the purpose of conducting it and its benefits.
- Overall participants perceive the Census as a “structured counting” of the population of a country.
  - Participants perceive the Census as a form to be completed and mailed that gathers basic information about households and individuals.
  - Some noted that people are counted in an area and classified according to different information obtained in the Census such as: gender, age group, composition and relationship of household members, level of education, type and amount of income, type of housing and ownership and other factors.

Puerto Rican  
**PARTICIPATION**

- The majority of respondents have participated in a previous Census, particularly the one conducted in 2000.
- Most of the respondents plan to take part in Census 2010 in spite of their concerns and fears
  - “...if the person is not well informed, he will be scared to give information...especially if there are undocumented persons in the household...” (G1).
  - *People are not informed about the purpose of the Census and are afraid to give honest answers” (G2).*
- A few participants said that they or their family members had worked in the interviewing phase of Census 2000.
- Participants agree that it is important to conduct the Census and that the population should be encouraged to participate.

Puerto Rican

## **RANKING OF CREATIVE IDEAS**

- Below are the creative platform ideas ranked from most motivating to least motivating

Creative Ideas

THE POTENTIAL OF WE

IT'S IN OUR HANDS

IT'S TIME TO MAKE YOUR MARK

## Puerto Rican

### WHY MOTIVATING?

- “Potential of We”
  - It was the most appealing and motivating of three platforms because of the empowerment of the group.
    - “*There is strength in numbers*” [“*En la union esta la fuerza*”]
  - The Census includes everyone regardless of culture and country of origin.
  - Communicates that the allocation of government funds is based on Census results and if everyone comes together, the community will benefit.
  - It was considered the least emotional with the highest level of identification and realism since the executions reflect a variety of people, cultures and heritage.
    - “*You see yourself reflected in this one because of the different people and cultures represented...*”
- Participants liked the humor of the Parachute TV execution.

Puerto Rican

**WHY MOTIVATING?**

- “It’s in Our Hands” was somewhat appealing to participants in that it was seen as particularly clear and easy to understand.
- “It’s Time to Make Your Mark”,
  - Participants liked the execution of it especially the construction of the bridge and the playground.

## Puerto Rican

### **WHY NOT MOTIVATING?**

- “It’s in Our Hands”
  - Most participants were turned off by the usage of the word “power” in it, saying that creative idea puts too much responsibility on an individual to participate in the Census. Participants feel that power is commanded by the government that makes right or wrong use of that power.
    - *“It makes me personally feel guilty if I don’t answer the Census”*
    - *“It talks too much about power and we individuals don’t have the power”*
  - It was considered to be too emotional (especially the Gestures TV execution ).
  - Many noted that the execution examples portrayed a “perfect world” and fail to represent the “other Puerto Rico” in which undocumented aliens, homeless, illiterate, and the handicapped exist and these people won’t be counted by the Census.
    - “What about those people that don’t have a home or mailbox to receive the Census form...”

## Puerto Rican

### **WHY NOT MOTIVATING?**

- “It’s Time to Make Your Mark”
  - It is the most abstract and difficult to understand. It did not attract participants’ attention and would not motivate most people to participate in the Census.
  - It does not provide much information about the benefits of the Census.
    - *“Too many words, but it does not say anything.”*
  - Participants in both groups associated the “X” mark with negative elements such as: a cross, a cemetery, and a pirate. Some participants in the second group said that the word “mark” also has a negative meaning to them.
    - *“You carry a cross.”*
    - *“A person is marked by something, usually in a negative way.”*
    - *“To leave a mark is not always a good thing.”*
- Some participants noted that this idea focuses more on the individual rather than on the community.

# **U.S. HISPANIC FOCUS GROUPS**

**New York, NY & Miami, FL & Garden Grove, CA  
January 7<sup>th</sup> , 8<sup>th</sup> and 15<sup>th</sup> , 2008**



## U.S. Hispanic **STUDY DESIGN**

- Six focus group sessions were conducted in Spanish, 2 in each of New York City, NY, Miami, FL and Garden Grove, CA. The groups consisted of 8 respondents each.
  - New York, January 7<sup>th</sup>, 2008
    - 6:00 p.m. – 18 – 29 U.S. Born, Single Dominican/Puerto Rican
    - 8:00 p.m. – 30 – 54 with children, residency 5 – 10 years, Dominican/ Puerto Rican
  - Miami, January 8<sup>th</sup>, 2008
    - 6:00 p.m. – 18 – 29 U.S. Born, Single Cuban/Central & South American
    - 8:00 p.m. – 30 – 54 with children, residency 5 – 10 years, Cuban/C&S American
  - Orange Country (Garden Grove), CA January 15<sup>th</sup>, 2008
    - 6:00 p.m. – 18 – 29 U.S. Born, Single Mexican
    - 8:00 p.m. – 30 – 54 with children, residency 5 – 10 years, Mexican
- Elba Valle was the moderator for the U.S. Hispanic focus groups.

## U.S. Hispanic **KEY FINDINGS**

- In general, the levels of awareness of the Census varied in different groups. Participants in New York and Miami had a higher knowledge of the Census.
- Some of the respondents understood the purpose of it while others were very cynical about it.
- All three campaign platforms and their corresponding creative executions tested very well and no strong “winner” emerged.
  - “The Potential of We” performed better among the younger groups in NYC and Garden Grove. The primary reason for this was that it made them feel important/acknowledged.
  - “It’s Time To Make Your Mark” performed especially well among parents in Miami and Orange County.
    - For the group in Garden Grove, this platform did well because it felt extremely easy to accomplish; all with a simple “X”.
    - The group in Miami felt that in the platform they were being addressed directly and/or personally.
  - “It’s in Our Hands” appealed especially to the young influencers in Miami and the parents in New York. The young influencers were motivated by this platform because it made them feel responsible for making a difference.

U.S. Hispanic

**ABOUT THE CENSUS**

- The level of awareness of the Census varied by market. New York and Miami had higher levels of awareness and understanding of the Census than their Orange County counterparts.
- For the most part, Hispanics believed that the Census as a population count is used as a tool to determine how the population has changed.
- Some felt that the information was used as a way to infringe upon minorities, while others understood that the information will be used as a way to provide local funding according to the community needs.
- Most agreed that the Census was conducted by the government; there was some confusion, however, if this occurred on the State or Federal level.
- Most were not sure how often the Census is conducted

U.S. Hispanic

**ABOUT THE CENSUS** *(continued)*

- Both positive and negative perceptions of the Census were noted
  - Some positive perceptions were:
    - Population Growth Trends (minorities)
    - Better distribution of resources (schools, police, jobs, hospitals, etc.)
    - Future urban planning and forecasting
    - Gives a voice to minorities
  - Some negative perceptions were:
    - Invasion of Privacy – risk of deportation for the undocumented
    - Long Questionnaire/difficult to complete & understand/language
    - Inaccurate (excludes the undocumented and homeless)
    - Poorly administered – everyone does not receive a form/visit (maybe even on purpose)

U.S. Hispanic  
**PARTICIPATION**

- Overall, the levels of recollection of having participated in a previous Census were low.
- Door to door was perceived by most to be the method of collection, but some also thought the study was administered via a mail-in questionnaire.

U.S. Hispanic  
**RANKING OF CREATIVE IDEAS**

- There was no strong preference towards any of the three creative platforms.

Creative Idea

IT'S IN OUR HANDS

THE POTENTIAL OF WE

IT'S TIME TO MAKE YOUR MARK

## U.S. Hispanic

### WHY MOTIVATING?

- “It’s In Our Hands”
  - It resonated highly among the younger/influencer groups in New York and Orange County.
  - The platform description was clear and highly motivating. They felt that the approach, which addressed the entire community instilled security/confidence (because all Latinos were in it together).
  - The platform conveyed an empowering message because it communicated that Hispanics of all nationalities as a group have more power than if they stand alone. By coming together, they will have the power to promote change in their (Hispanic) communities.
    - “*Si nos unimos nos van a tener que tomar en cuenta*” – “If we unite, they will have to listen to us.”
    - “*Somos muchos los Latinos, y juntos tenemos más poder*” – “There are lots of us (Latinos) and together we have more power”
    - “I like Nosotros – it’s everybody – not just Mexicans, but it includes all Latinos”
  - The print ad portraying a group of Hispanics with the headline “*A Quienes Dudan Del Poder de 45 Millones de Latinos Unidos: ¡Nos van a Oír!*” was especially motivating to consumers. They felt that the message was very believable and identifiable because it delivered a strong call to action, especially mentioning the 45 million Latinos.

## U.S. Hispanic **WHY MOTIVATING?**

- “It’s Time to Make Your Mark”
  - It clearly communicated that by simply completing the Census form, the respondents will contribute to the future of their children and communities.
  - This platform did a good job communicating how easy it is to participate in the Census – just mark an “X”.
    - “*Es muy simple, con solamente participar podemos ayudar a nuestros hijos y a la comunidad.*” – “It’s very simple; by just participating we can help our children and the community.”
    - “*Me gusta que habla del futuro de mi familia, eso es muy importante para mi.*” – “I like that it talks about the future of my family, that’s very important to me.”
    - “It shows how the individual could “poner su granito de sal” (put their grain of salt) in their community.”
    - “*Construir un mejor futuro* – construct a better future”
    - “*Para mi, mi familia y para mi comunidad* – for me, my family and my community”
    - “*Respuestas que tienen un gran valor* – answers that have great value”



## U.S. Hispanic

### **WHY MOTIVATING?**

- The TV concept, “*El Futuro*”, was especially liked by parents. The frame with a small child handing a small “X” to his father was described as very motivating and it did a good job communicating that as parents they have to do what’s right for their children – complete the Census form.
- The “*Parque Infantil*” – Playground TV spot’s message was clear for most
  - “*Si todos ponemos de nuestra parte, podemos contribuir algo por nuestro hijos y sus futuros.*” - “If we all play our part, we can help to build something for our children and their future”.

## U.S. Hispanic

### WHY MOTIVATING?

- “It’s in Our Hands”
  - To some it appeared as an easy to understand message that clearly showed how simple it was to make a difference.
  - It communicated that by participating in the Census the participants contribute to positive changes that will effect families and the community.
    - “*Si no participamos entonces no va a ver cambio.*” – “If we don’t participate, then there will not be any change.”
    - “*Tenemos el poder para que haya cambio, pero hay que participar.*” – “We have the power to promote change, but we have to participate.”
    - “This tells you that it’s easy, it’s in our hands (in our control) versus things that are easy, but out of our control.”
  - The “*Manos que Ayudan*” – Helping Hands TV concept was perceived to be clear and easy to understand. It communicated that the contribution to the Census can generate the change and support for the community.
    - Younger consumers especially liked the creativity of using human hands to repair what’s broken or damaged.
    - In general, respondents liked that the scenes depicted areas of their communities in need of help that they could relate too.
  - The “*Gestures*” TV spot and the print ads communicated their intended messages and were clear and easy to understand.

## U.S. Hispanic

### **WHY NOT MOTIVATING?**

- “The Potential of We”
  - Some thought that it could be further enhanced by including senior citizens and disabled Hispanics.
  - A few felt this approach was not very innovative or breakthrough because they had seen other campaigns using a similar type of message.
  - The execution of the TV spot, “Nosotros – We”, may be limited when all Hispanics can not be included. This may cause some to feel disenfranchised.
  - For some, the idea of having a group of people creating a symbol was not seen as very creative or original because they felt that they had seen a similar approach in other advertising.
    - “Lo he visto cuando personas forman un mapa de los estados unidos, y otras cosas también.” – “I have seen it when a group of people form the map of the United States, and other things too.”
  - Others felt that the ad would be more influential if it did a better job depicting how Census funds can help their children and communities.
  - The “Paracaidista” (Parachute) TV concept was perceived to be confusing and its intended message was not being communicated. Due to this major confusion, this ad was dropped from the Orange County research.

## U.S. Hispanic

### **WHY NOT MOTIVATING?**

- "It's Time to Make Your Mark"
  - For some participants it was confusing due to the "x" symbol.
  - For many, the "x" symbol was perceived as a negative symbol (typically used to depict an error or when something is prohibited).
  - Others did not understand why people were walking around carrying X's and felt this did not feel right because it looked too much like a cross (as in Jesus carrying the cross).
  - Instead, they felt a check mark might be more appropriate, especially for Hispanics, as this was something they said they would be more likely to use (versus an X).
- Overall, the TV spots garnered a lot of positive feelings/responses from consumers, even though they were not necessarily motivated by the executional platform. The executions conveyed a sense of collectiveness, as the entire community was shown coming together to build something that matters.

U.S. Hispanic

**WHY NOT MOTIVATING?**

- “It’s in Our Hands”
  - It presented a more individual approach and was less motivating because the participants felt that alone they were less likely to make a difference.
  - There were different interpretations of the hands. For some, the hands represented their own hands, for others it represented help, protection and/or a union of people.

# APPENDICES

## **Appendix – Demographic Profiles**

# DEMOGRAPHIC PROFILE

	Hispanic/ Puerto Rican			Ethiopian		Nigerian		Hispanic/ Cuban		Arab		African- American / Gulf Coast		Diverse America All Around Avg		African American	
	Single	Cross section	Cross section	Cross section	Single	Cross section	1st Gen	2nd Gen	Single	Cross section	18 - 18 - 18 -	25 - 25 - 25 -	18 - 18 - 18 -	Young males	Diverse	18 - 18 - 18 -	64
<b>Total Respondents</b>	8	8	9	10	8	8	11	11	16	16	16	16	8	8	8	8	8
<b>Gender</b>																	
Male	4	4	5	10	4	4	6	6	8	8	8	8	8	8	8	8	4
Female	4	4	4	0	4	4	5	5	8	8	8	8	8	8	8	8	4
<b>Age</b>																	
18 - 29																	
30 - 54																	
35 - 64																	
64																	
<b>Marital Status</b>																	
Married/with partner		8	6	6	8	4	10	6	8	8	8	8	1	4	4	4	4
Single			1	2	2	2	1	4	7	7	7	7	7	7	7	7	4
Divorced/ separated/ widowed			2	2			-	1	1	1	1	1	1	1	1	1	4
<b>Education</b>																	
High school graduate or less		1	4 ND		8		2	3	10	2	2	2	5	2	2	2	2
Some college	4	6	1	2	8		1	5	3	4	4	4	7	4	4	4	4
College graduate or more	4	1	4	8			8	2	3	10	2	2	7	7	7	7	4
<b>Income</b>																	
Under \$20K	2	-	2	-	2	2	3	2	7	-	-	-	2	-	-	-	-
\$20K-\$50K	3	3	4	4	4	6	4	2	6	4	4	4	2	4	4	2	2
\$50K-\$75K	2	4	2	3	2	-	3	4	2	2	2	2	2	6	6	4	4
Over \$75K	1	1	1	3	-	-	1	3	1	3	1	3	1	6	6	2	2



# DEMOGRAPHIC PROFILE (continued)

	Puerto Rico		Chinese		Vietnamese		Hispanic/ Mexican		Filipino		Diverse America/ Single/UM	American Indian
	Dominicans	Puerto Ricans	1 <sup>st</sup> Gen	Cross-section	1 <sup>st</sup> Gen	Cross-section	Single	Cross-section	1 <sup>st</sup> Gen	Cross-section		
<b>Total Respondents</b>	10	9	8	8	8	8	8	8	8	8	16	Cross section 16
<b>Gender</b>												
Male	4	4	4	4	4	4	4	4	4	4	8	9
Female	6	5	4	4	4	4	4	4	4	4	8	7
<b>Age</b>												
32-55		32-55	25 - 65	25 - 65	25 - 54	25 - 54	18 - 34	25 - 54	18 - 54	18 - 44	28 - 35	25 - 54
<b>Marital Status</b>												
Married/ with partner	5	6	7	7	5	5	7	7	6	5	16	7
Single	2	1	3	3	3	3	10	2	2	3	7	7
Divorced/ separated/ widowed	3	2					1	1				2
<b>Education</b>												
High school graduate or less	10	9	9	9	8	8	5	8	2	6	2	7
Some colleges		9 (some college and more)	1	1			1	1	3	2	5	6
<b>College graduate or more</b>												
							5	1	3	0	9	3
<b>Income</b>												
Under \$20K	10	3	3	3	0	1	3	4	3	2	-	4
\$20K < \$50K		9	5	5	8	5	5	4	5	5	4	11
\$50K < \$75K		0	0	0	0	2	2	-	0	1	7	1
Over \$75K		0	0	0	-	-	2	-	-	1	5	-

## **Appendix – Focus Group Discussion Outline**

CENSUS 2010 CREATIVE DEVELOPMENT RES  
EARCH

FOCUS GROUP DISCUSSION OUTLINE

I. INTRODUCTION/WARM-UP (10 Minutes)

- Name, occupation, marital/household status
- Where live, for how long?
- Explanation of procedure, observation, tapping

II. AWARENESS AND PERCEPTIONS OF CENSUS 2010(20 Minutes)

- General awareness –
  - What is it?
  - When is it conducted?
  - Who conducts it?
  - What types of questions are asked?
- Past participation in Census
  - Do you remember ever filling out a Census form in the past?
- Positive perceptions of the Census – what's good about it, why is it important that people should participate in it?
- Neutral/negative perceptions of the Census – what's not so good about it, why don't some people participate?
- Likelihood of participating in the next Census in 2010, reasons why/why not (be as specific as possible)

### III. RESPONSE TO CENSUS 2010 CREATIVE PLATFORMS (75 Minutes)

We'd like to get your reactions to a series of potential advertising ideas that are designed to encourage all Americans to participate in the 2010 Census.  
(ROTATE ORDER OF EXPOSURE)

#### READ MODERATOR SET-UP

##### MODERATOR SET-UP:

We'd like to get your reactions to a number of potential ideas that are designed to encourage all Americans to participate in the 2010 Census. The Census determines how over \$300 billion in federal funds **per year** gets divided among states and local areas of the country. Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as, health care, school programs, day care, and job training. And information from the Census also helps the government plan for future improvements to local community services such as roads, fire and police stations.  
What I want to share with you today are 3 different ways of expressing those benefits.

#### EXPOSE PLATFORM IDEAS ONE AT A TIME – ROTATING ORDER IN GROUPS

[Platform idea and description will be exposed first, followed by TV and Print]

Moderator will hold off discussion until each respondent has written down the main message they *personally* took away from the idea.

#### READ 1<sup>ST</sup> PLATFORM STATEMENT

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?

#### PRESENTATION OF FIRST PLATFORM IDEA BY CREATIVE PERSON

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?
- Is the message they're communicating meaningful to you? Why/why not?
- How personally relevant is that message to you?
- What did this message tell you about the Census that you may not have been previously aware of? How important is that information to you?
- How clear is the message, is there anything in it that you find hard to understand?
- How believable is the message?
- Does the message increase your likelihood to take part in Census 2010? Why/why not (PROBE THOROUGHLY)?

**READ 2ND PLATFORM STATEMENT**

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?

PRESENTATION OF SECOND PLATFORM IDEA BY CREATIVE PERSON

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?
- Is the message they're communicating meaningful to you? Why/why not?
- How personally relevant is that message to you?
- What did this message tell you about the Census that you may not have been previously aware of? How important is that information to you?
- How clear is the message, is there anything in it that you find hard to understand?
- How believable is the message?
- Does the message increase your likelihood to take part in Census 2010? Why/why not (PROBE THOROUGHLY)?

**READ 3RD PLATFORM STATEMENT**

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?

PRESENTATION OF THIRD PLATFORM IDEA BY CREATIVE PERSON

- What's your overall impression of this idea? (DO NOT PROBE)
- What's the main message being communicated? What are they trying to tell you about Census 2010?
- Is the message they're communicating meaningful to you? Why/why not?
- How personally relevant is that message to you?
- What did this message tell you about the Census that you may not have been previously aware of? How important is that information to you?
- How clear is the message, is there anything in it that you find hard to understand?
- How believable is the message?
- Does the message increase your likelihood to take part in Census 2010? Why/why not (PROBE THOROUGHLY)?

**RE-EXPOSE ALL IDEAS, AND ASK THE FOLLOWING**

- Looking at all these ideas, which one approach does the best job of encouraging you to take part in the 2010 Census? (PROBE)
- For those of you who had previously indicated that you were unlikely to take part in the next Census, what information did you see or hear in any of these ideas that may have helped convince you to reconsider your participation? (PROBE FULLY)

**WRAP UP**

**THANK YOU VERY MUCH FOR YOUR PARTICIPATION**

**Appendix -- Creative Expression Ideas**  
**Read by Moderator**

## CREATIVE EXPRESSION IDEAS

### MODERATOR SET-UP:

We'd like to get your reactions to a number of potential ideas that are designed to encourage all Americans to participate in the 2010 Census. The Census determines how over \$300 billion in federal funds **per year** gets divided among states and local areas of the country. Filling out the Census provides an opportunity to help people in your local community get certain benefits, such as, health care, school programs, day care, and job training. And information from the Census also helps the government plan for future improvements to local community services such as roads, fire and police stations. What I want to share with you today are 3 different ways of expressing those benefits.

### EXPOSE PLATFORM IDEAS ONE AT A TIME – ROTATING ORDER IN GROUPS

[Platform idea and description will be exposed first, followed by TV and Print]

Moderator will hold off discussion until each respondent has written down the main message they *personally* took away from the idea.

### THE POTENTIAL OF WE

We all need to come together and participate in the 2010 Census. The Census is for "we the people" and it's a way for us to turn our potential into power. It's up to us to help make a difference.

Because the more of us that answer the Census, the more of us who want to tell a friend, to tell a friend, to tell a friend, and the louder we are, the more funding we might get to help improve our lives and the lives of those who are important to us.

### IT'S IN OUR HANDS

I hold the power to help determine the fate of my community, my family, myself. This power is literally in my hands, in the form of the 2010 Census questionnaire. The Census is much more than a piece of paper. It's a tool that I can put to work to ignite positive change.

My participation in the 2010 Census can be the tipping point that helps make change possible. But with this power is the responsibility to use it. And to use it, all I have to do is fill out the Census questionnaire and mail it back.

### IT'S TIME TO MAKE YOUR MARK

The mark I make on my Census questionnaire is much more than a simple pen mark. My answers on the Census questionnaire are more than just X's to be counted. They are the building blocks that can help build a better future for myself, my family, my community.

So, it's time to make my mark. And I can start here - on the Census questionnaire because those X's are not merely answers – those answers have value.

### MODERATOR:

At the end of the session, all 3 ideas will be posted up on the wall. Before general discussion, each respondent will be asked to write down which one of the 3 ideas is most motivating to them, that is, would most encourage them to participate in the 2010 Census, and why?