Politics, Policy and the 2010 Decennial Census
March 18, 2009

The Brookings Institution

Census Bureau Research and
The Communications Plan

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2010 Census Status

- The Census has started
  - 11,500 state, local, and tribal governments participated in LUCA
  - Address Canvassing Lister Training starts 3/23
  - By 4/6, Address Canvassing will be in production in 100 Early Local Census Offices
  - National Partnership Kick-off on 3/30
  - 680 regional partnership specialists and support staff in place – speaking 55 different languages

2010 Census Status

- Development and Testing Continues
  - All Dress Rehearsal activities completed
  - Additional system and operational tests this year
- Management processes in place
  - Integrated program schedule managed weekly
  - Risk mitigation and contingency planning
  - Program management reviews weekly, monthly, and quarterly
- One year and 14 days until Census Day

Improving Coverage in the 2010 Census

- Accurate coverage = counting everyone once, only once, and in the right place
  - Maintaining the address list and making geographic information positionally accurate
  - Language program
    - Use of bilingual form
    - Spanish, Chinese, Korean, Vietnamese, and Russian forms
    - Language guides in over 50 languages
    - Hiring enumerators locally – who speak the language

Improving Coverage in the 2010 Census

- Accurate coverage (continued)
  - Coverage Followup Program
    - Large households
    - Coverage questions on the questionnaire
    - Count discrepancies and other
  - Communications Program
    - Advertising Campaign
    - Public Relations
    - National and Regional Partnership Program
    - Census-in Schools Program

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What are the characteristics of Hard To Count populations?

What are the obstacles to counting these populations?

How do research results translate to the 2010 Communications campaign?

What are some specific insights into HTC Hispanic populations?

- Sources:
  - Census 2000 and ACS mail return behavior
  - Focus Groups
  - Surveys

Hard to Count Score

% Vacant	% Below Poverty
% Not Single Family	% Public Assistance
% Renter	% Unemployed
% Overcrowded	% < High School
% Not Husband/Wife	% Linguistic Isolation
% No Phone	% Recent Mover

Underlying constructs of HTC areas

FACTOR 1 Economically Disadvantaged:	FACTOR 2 Unattached Single Mobiles:	FACTOR 3 High density w/linguistic isolation:
- Vacant housing	- Multi-units	- Crowded housing
- Poverty	- Renters	- Ling. isolation
- Unemployment	- Non-spousal hhlds	- < H.S. education
- < HS education	- Moved last year	

Audience segmentation

Hispanic Audience Profile by Cluster

% Hispanic Cluster Name	% of Hispanic HHs in each Cluster	% Cluster HH Composition	Index vs HH
Advantaged Homeowners	14.6%	5.7%	52
All Around Average I	20.8%	6.4%	59
All Around Average II	15.9%	11.1%	102
Single Unattached Mobiles	8.4%	12.7%	117
Ethnic Enclave I	17.9%	59.9%	550
Economically Disadvantaged I	5.1%	9.6%	88
Ethnic Enclave II	11.7%	54.8%	503
Economically Disadvantaged II	5.5%	22.9%	210

Segmentation Clusters for
2010 Integrated Communications Program
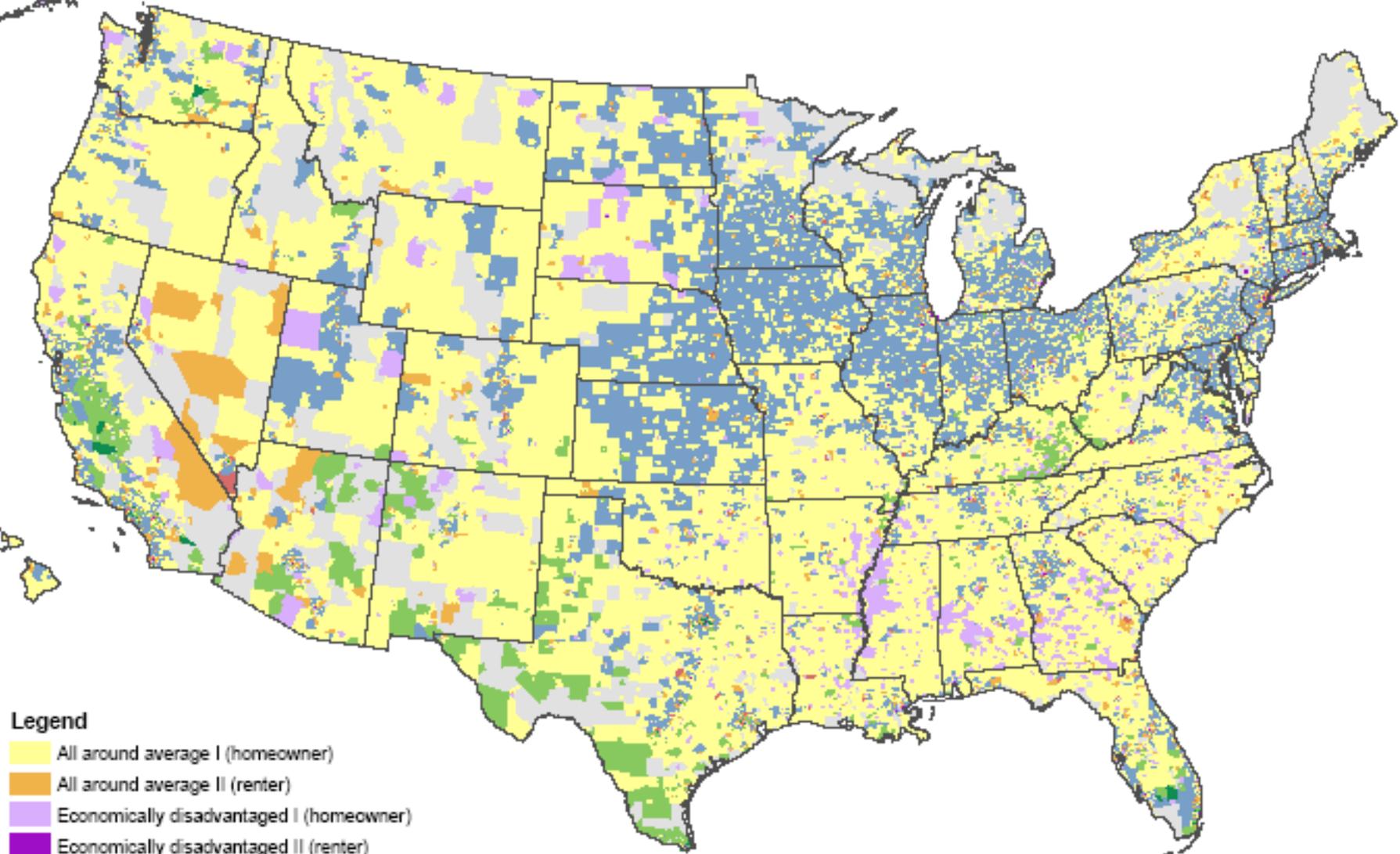
**Legend**

- All around average I (homeowner)
- All around average II (renter)
- Economically disadvantaged I (homeowner)
- Economically disadvantaged II (renter)
- Ethnic enclave I (homeowner)
- Ethnic enclave II (renter)
- Single/mobile/unattached
- Advantaged homeowners
- Unclassified (Low population or > 35% age 65+)

Source: Tract-Level Planning Database with Census 2000 Data
August 29, 2007

Census Barriers Attitudes and Motivators Survey

Mindsets for Messaging

Leading Edge	Head Nodders	Insulated	Unacquainted	Cynical Fifth
26%	41%	6%	7%	19%
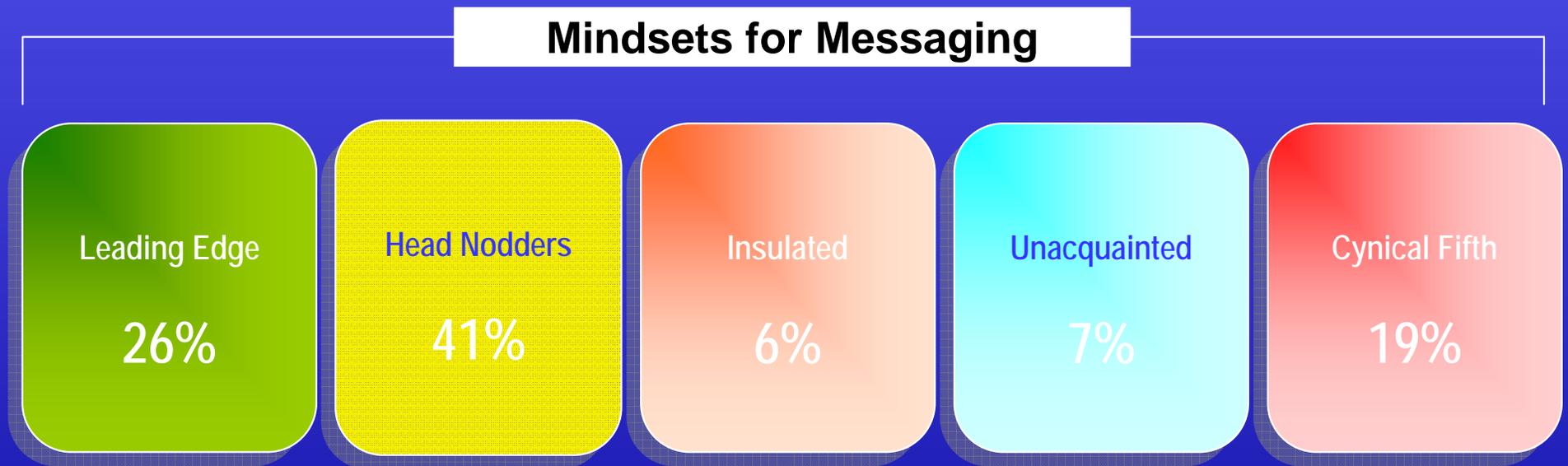
Unacquainted 7%
Peripheral

Unaware of Census
100%

Non-White
48%

Non-US born
42%

- Never heard of the Census, know nothing about it at all

- Low community stakedness and civic participation — Least likely to indicate participation in the Census,

- *Ethnic, majority minority (Hispanic, Asian, AI, Black)*

- *Almost half non-U.S. born*

- *Most speaking in language at home*

- *Largest household size (4+ people), most likely to have children in household*

- *least educated, lowest income*

Insulated 6%
Indifferent

Motivated by individual benefits of Census
88%

Female
68%

High school or less
56%

- Have heard of the Census but "Don't know" much— low familiarity

- Question impact of Census because they haven't seen results in their neighborhood

- Ethnic (Hispanic, Black, American Indian, other)

- Many don't speak English at home (mostly Spanish)

- Less likely to have children

- Downscale: low income ($25K or less, low education (more than half HS or less)

Takeaways:
Hispanic HTC populations

Tend to reside in Ethnic Enclaves I & II and Economically Disadvantaged II clusters

Hispanic-headed households in these clusters:
- - Larger households
- – Married households
- – High % < high school education
- – High % speak Spanish at home
- – Low mail return rates in Census 2000

Takeaways:
Hispanic HTC populations

Barriers

- Education
- Confidentiality assurance
- Literacy and language

Motivators (messages)

- Personal Census benefits
- Fair share
- Plan for future
- Census is safe/confidential

What's Next?

- We've recently finished copy testing
- Creative is being revised based on testing
- Creative will be produced in June
- Revised creative will be reviewed with Census Bureau and other stakeholders in August/September
- Paid advertising launches in January 2010