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

The Brookings Institution

Census Bureau Research and The Communications Plan
Frank Vitrano and Nancy Bates
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
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

<table>
<thead>
<tr>
<th>% Vacant</th>
<th>% Below Poverty</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Not Single Family</td>
<td>% Public Assistance</td>
</tr>
<tr>
<td>% Renter</td>
<td>% Unemployed</td>
</tr>
<tr>
<td>% Overcrowded</td>
<td>% &lt; High School</td>
</tr>
<tr>
<td>% Not Husband/Wife</td>
<td>% Linguistic Isolation</td>
</tr>
<tr>
<td>% No Phone</td>
<td>% Recent Mover</td>
</tr>
</tbody>
</table>
Underlying constructs of HTC areas

<table>
<thead>
<tr>
<th>FACTOR 1</th>
<th>FACTOR 2</th>
<th>FACTOR 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economically Disadvantaged:</td>
<td>Unattached Single Mobiles:</td>
<td>High density w/linguistic isolation:</td>
</tr>
<tr>
<td>- Vacant housing</td>
<td>- Multi-units</td>
<td>- Crowded housing</td>
</tr>
<tr>
<td>- Poverty</td>
<td>- Renters</td>
<td>- Ling. isolation</td>
</tr>
<tr>
<td>- Unemployment</td>
<td>- Non-spousal hhlds</td>
<td>- &lt; H.S. education</td>
</tr>
<tr>
<td>- &lt; HS education</td>
<td>- Moved last year</td>
<td></td>
</tr>
</tbody>
</table>
Audience segmentation

- Advantaged Homeowners
- All Around Average I
- All Around Average II
- Single Unattached Mobiles
- Ethnic Enclave I
- Economically Disadvantaged I
- Ethnic Enclave II
- Economically Disadvantaged II
<table>
<thead>
<tr>
<th>Hispanic Cluster Name</th>
<th>% of Hispanic HHs in each Cluster</th>
<th>% Cluster HH Composition</th>
<th>Index vs HH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advantaged Homeowners</td>
<td>14.6%</td>
<td>5.7%</td>
<td>52</td>
</tr>
<tr>
<td>All Around Average I</td>
<td>20.8%</td>
<td>6.4%</td>
<td>59</td>
</tr>
<tr>
<td>All Around Average II</td>
<td>15.9%</td>
<td>11.1%</td>
<td>102</td>
</tr>
<tr>
<td>Single Unattached Males</td>
<td>8.4%</td>
<td>12.7%</td>
<td>117</td>
</tr>
<tr>
<td>Ethnic Enclave I</td>
<td>17.9%</td>
<td>59.9%</td>
<td>550</td>
</tr>
<tr>
<td>Economically Disadvantaged I</td>
<td>5.1%</td>
<td>9.6%</td>
<td>88</td>
</tr>
<tr>
<td>Ethnic Enclave II</td>
<td>11.7%</td>
<td>54.8%</td>
<td>503</td>
</tr>
<tr>
<td>Economically Disadvantaged II</td>
<td>5.6%</td>
<td>22.9%</td>
<td>210</td>
</tr>
</tbody>
</table>
Census Barriers Attitudes and Motivators Survey

Mindsets for Messaging

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

- 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

- 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))

Motivated by individual benefits of Census
88%

Female
68%

High school or less
56%
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