

Presentation to the DMAW/EF

The 2010 Census Integrated Communications Campaign

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January 7, 2010

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Agenda

- Introduction
- Communication Campaign
- Challenges
- Research
- Languages
- Paid Media
- Other Campaign Components

2010 Census Integrated Communications Campaign (ICC)

- Build on success of Census 2000
- An integrated approach
- Three goals:
 - Increase mail response
 - Improve accuracy and reduce the differential undercount
 - Improve cooperation with enumerators

2010 Census Communications Contract

- One prime contractor: DraftFCB New York
- 15 Subcontractors
- Contract Value: ~\$340 million

Integrated Communications Campaign Elements



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Challenges

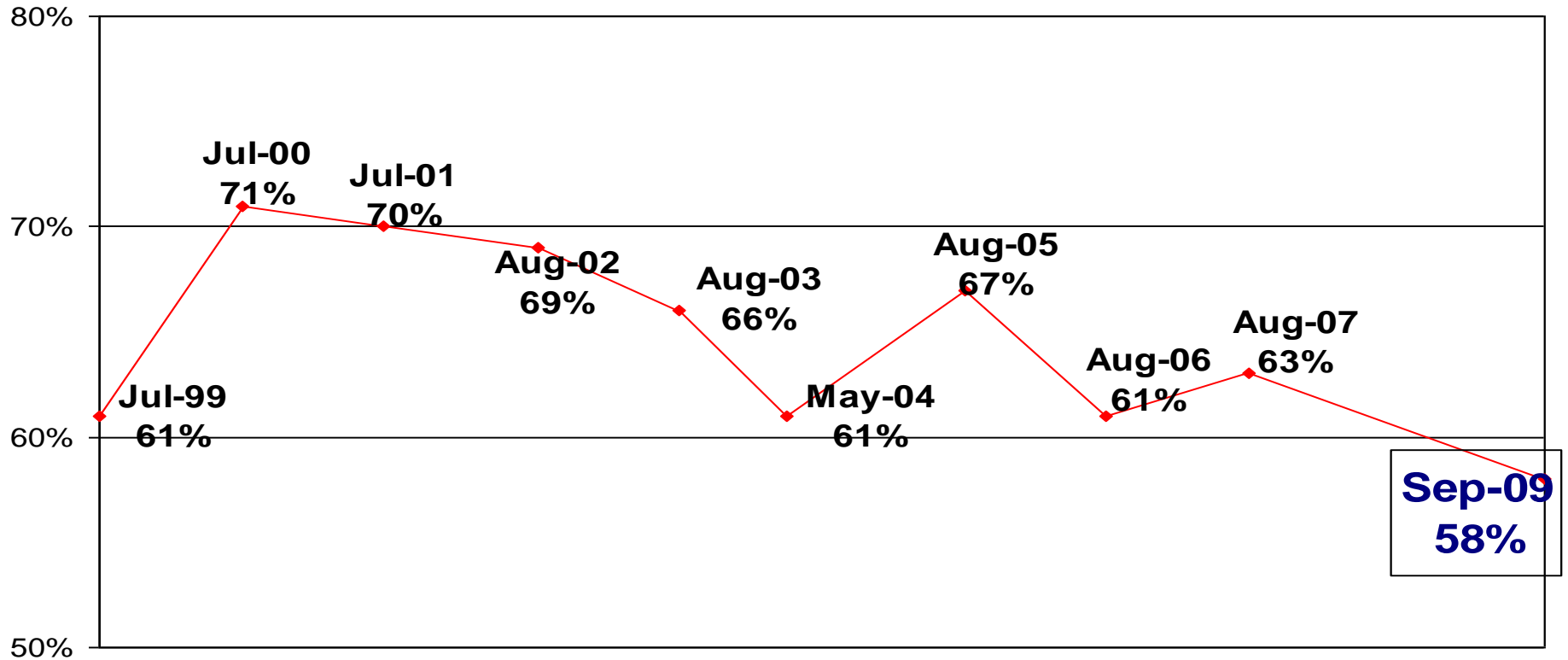
- Distrust of government (i.e. Post 9/11 Environment, Katrina)
- Hyper-charged Immigration Debate
- Confidentiality Issues such as Identity Theft
- Growing Diversity in Our Nation's Population
- Changing Media Landscape
- **Ten Years Since the Last Census**

Research

- Hard-to-Count Scores
- Audience Segmentation
- Census Barriers Attitudes and Motivators Survey (CBAMS)
- Copy Testing
- Continuous Attitude Tracking Survey (CATS)
- Gallup Poll

Census Favorability

GFK Roper Reports 1999-2009



Source: GFK Roper Reports

We enter 2010 at relatively the same place we went into 2000.

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Hard-to-Count Score

Mobility

Percent Occupied Units Where Householder Moved Into Unit in 1999-2000

Percent Vacant Units

Percent of Housing Units that are not Single detached or attached units

Percent Renter Occupied Unit

Percent Households that are Not Husband/Wife Families

-

Economics

Percent People Below Poverty

Percent Households with Public Assistance Income

Percent Occupied Units with More Than 1.5 Persons Per Room

Percent Not High School Graduate (Ages 25+)

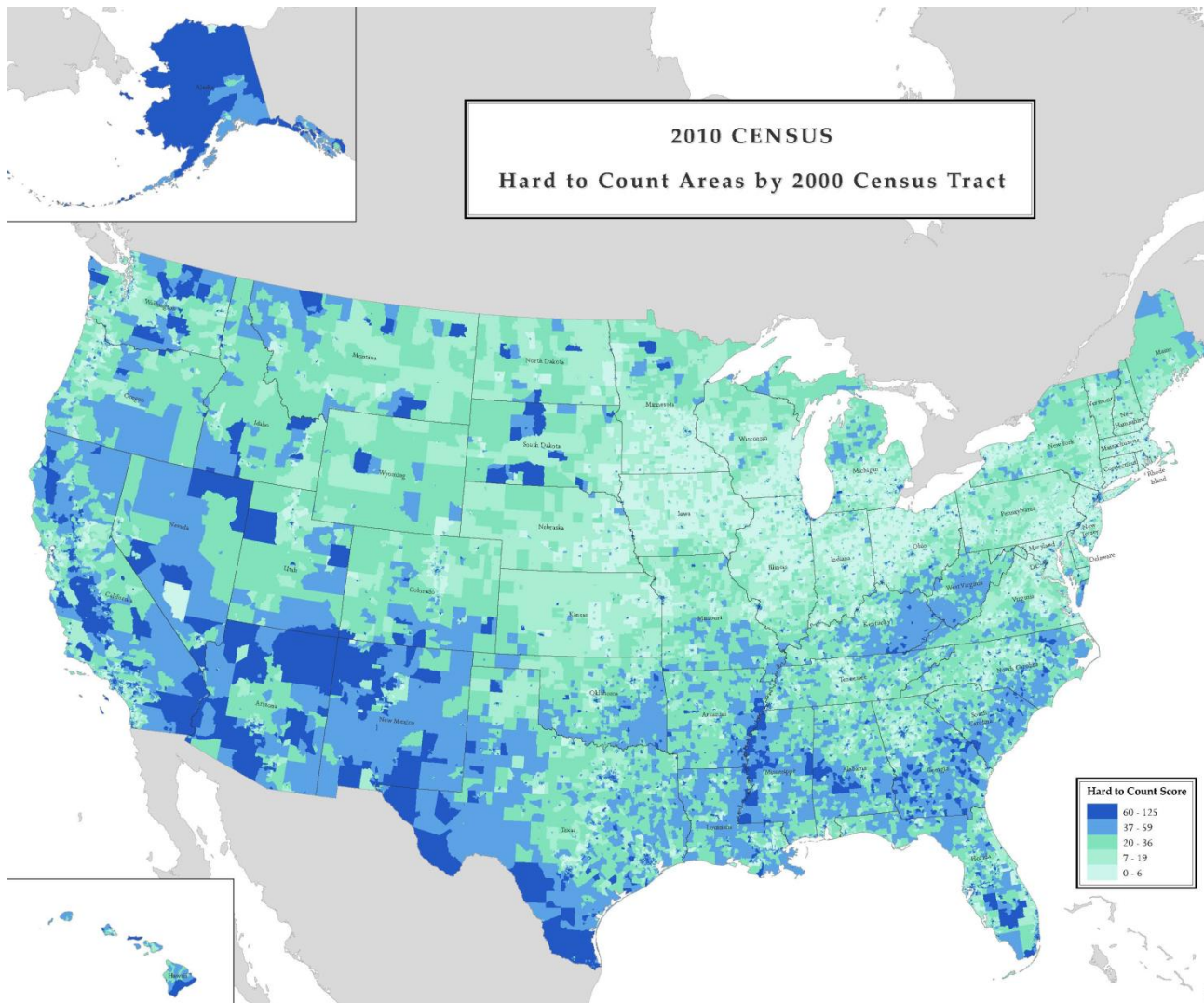
Percent of People Unemployed

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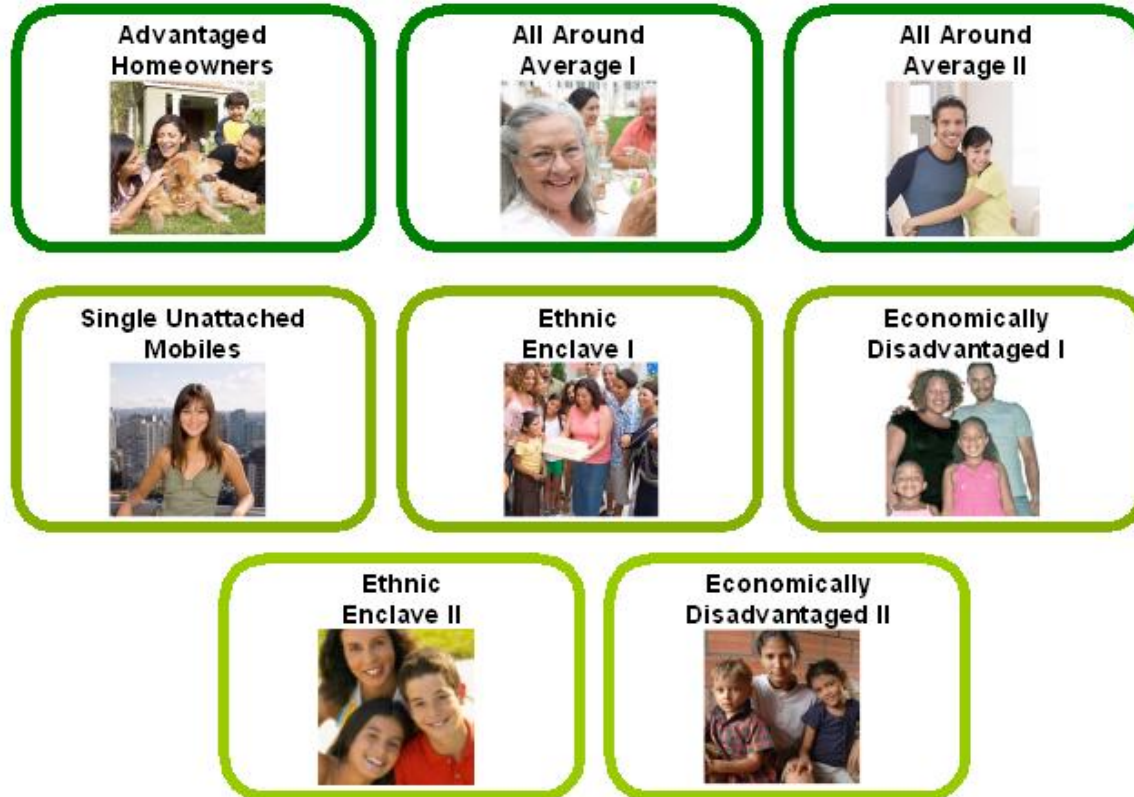
Communication barriers

Percent Occupied Units with No Telephone Service

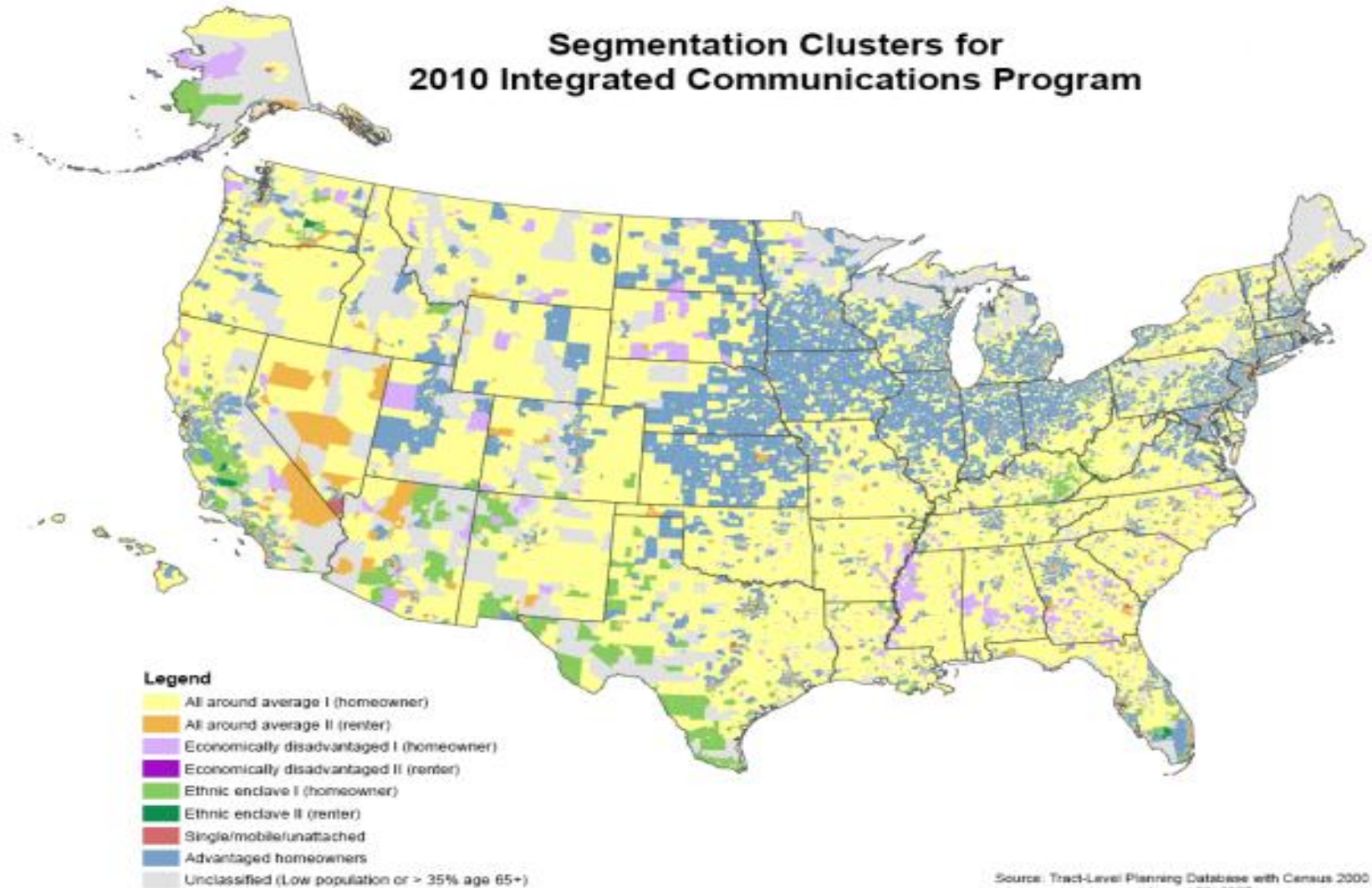
Percent Linguistically Isolated Households



Audience Segmentation



Segmentation Clusters for 2010 Integrated Communications Program



Census Barriers, Attitudes and Motivators Survey (CBAMS)

- Conducted in August 2008
- 4,064 random interviews
 - 1,063 in-person interviews
 - 2,701 landline interviews
 - 300 cell phone interviews
- Over-sampled HTC populations
- Informed creative development and strategy of messaging

CBAMS Insights



Leading Edge
26%

Mindset

Highly likely to respond but need to be re-familiarized



Communication Strategies

Turn most likely to respond individuals into advocates through targeted activism programs

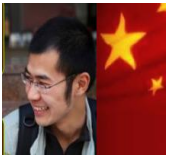


Head Nodders
41%

No major barriers but need to be prompted



Overcome apathy or distractions with
REMINDER FREQUENCY



Un-acquainted
7%

Not familiar with Census, its purpose and benefits



Overcome lack of familiarity through
EDUCATIONAL PROGRAMS



Insulated
6%

Resistant based on multiple participation barriers



Overcome resistance with
Trusted Voice Contacts (ex: Live DJ Reads)



Cynical Fifth
19%

Less likely to participate based on cynicism that Census provides tangible benefits



Overcome cynicism through
Their "hearts" vs. minds (ex. : Olympics)

Copy Testing

- Pre-test communications campaign materials:
 - TV, Radio and Print Executions
- Copy Testing Round I:
 - 27 Cities
 - 78 in person Qualitative/Quantitative Sessions
 - January and March 2009
 - Diverse American, Hispanics, Black, Asian, Emerging Markets, AIAN, NHPI, Puerto Rico
- Copy Testing Round II:
 - 37 Qualitative Sessions
 - August 2009

Continuous Attitude Tracking Study (CATS)

- **What?**

- Study to track awareness of and key attitudes about the Census and responses to messaging themes as well as reaction to current events

- **Why?**

- Real-time monitoring to detect problems and attempt campaign course correction

- **When?**

- Three phases (Benchmark, Awareness, and Motivation) from October 2009 through April 2010

- **How?**

- Internet panel with a sample of nearly 20,000 plus an Asian augmentation sample
- Comparisons over time between pre-advertising Benchmark data collection and data collected after the paid advertising launch

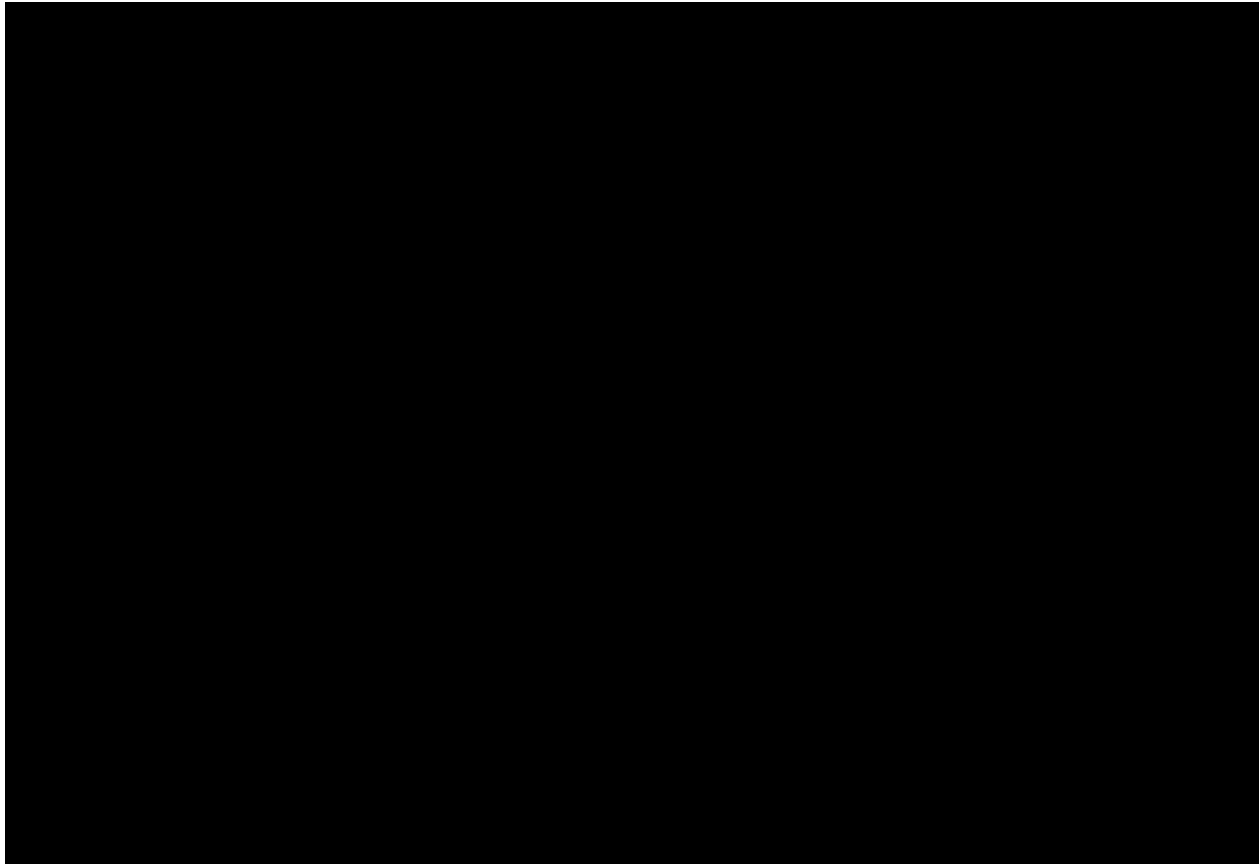
Gallup Poll

- Questions similar to CATS core concepts: intent to participate, favorability toward Census, knowledge of key messages
- Less detail than CATS
- Nationally representative sample
- 200 cases per day pulled randomly from Gallup's regular nightly sample
- Statistics calculated on rolling 7-day samples to account for day-of-week variation in response rates
- Daily survey provides greater sensitivity to short-duration events (Example – The Super Bowl)

Paid Advertising Languages

- English
- Spanish
- Mandarin
- Cantonese
- Vietnamese
- Korean
- Tagalog/Taglish
- Russian
- Polish
- Arabic
- French Creole
- Japanese
- Hindi/Hinglish
- Khmer (Cambodia)
- Portuguese
- French
- Italian
- German
- Yiddish
- Farsi
- Armenian
- Ukrainian
- Greek
- Hmong
- Laotian
- Thai
- Urdu(Pakistan)
- Bengali

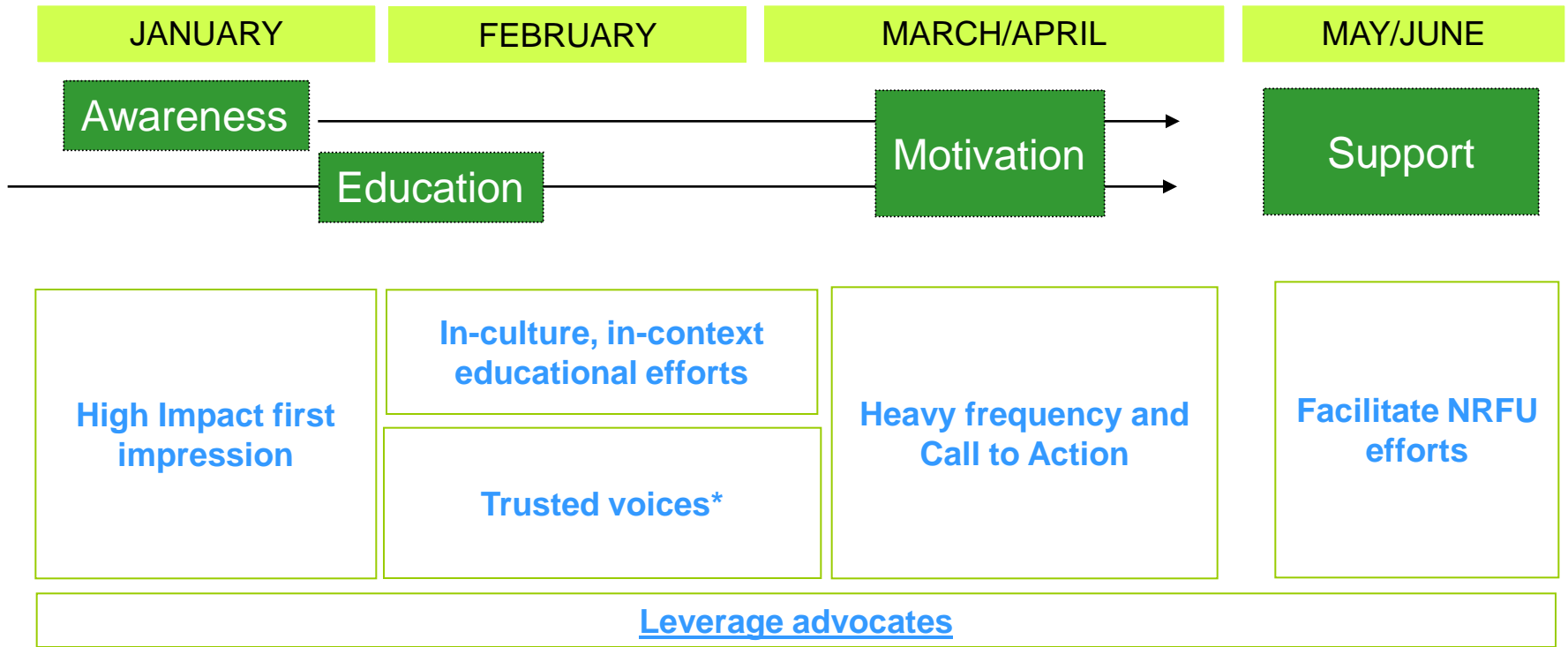
FORWARD TV AD



Out of Home Concept



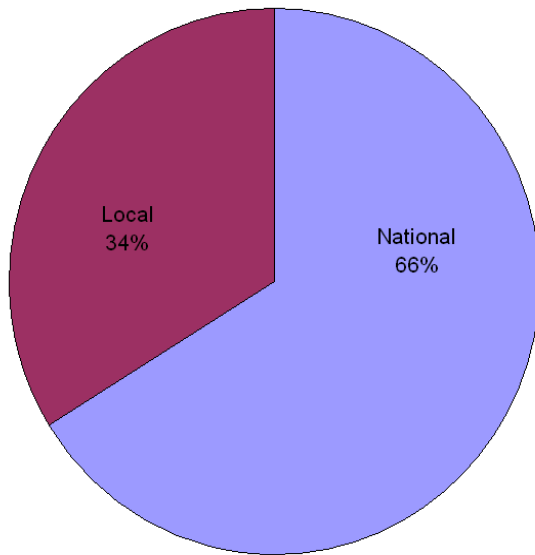
Paid Media Campaign Phases



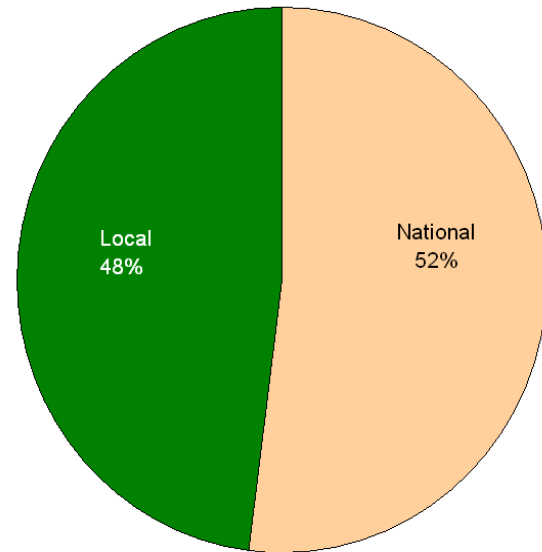
*For example, we will leverage media buys with popular DJs to acquire added value (live reads, local event appearances, etc.) to align with trusted voices

National vs. Local, Total Paid Media 2000 vs. 2010

The full 2010 paid media plan has a greater skew of dollars to local media than in 2000

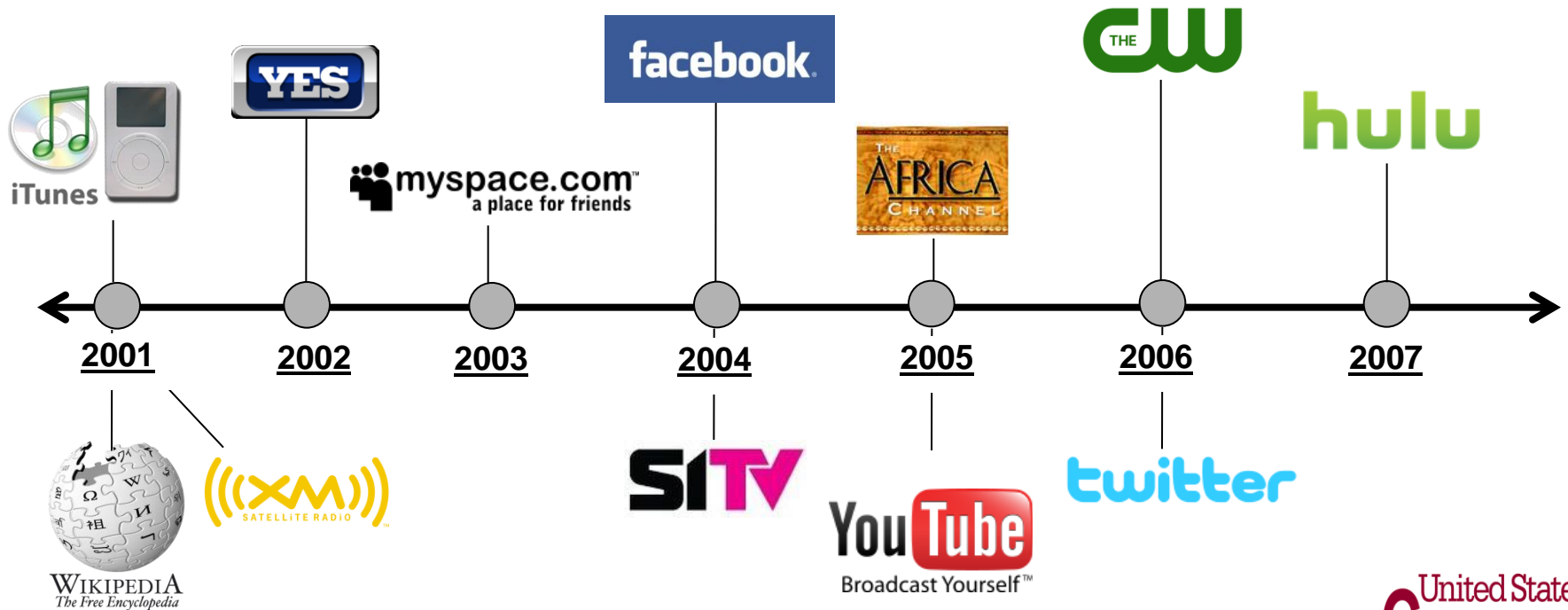


2000



2010

What's New – Notable Launches Since 2000




Source:
Wikipedia

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NASCAR

16 GREG BIFFLE



Rank: **9**
Pts. Behind: **-92**

- > stats
- > videos
- > driver page
- > crew page



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2010 Census "Portrait of America" Road Tour



Partnership and Promotional Materials



Public Relations/Earned Media Strategies

Public Relations Strategy

- Surround every household with 2010 Census messages
- Enhance and support paid media and partnership channels

Earned Media Components

- Key Messaging Development
- Story-mining
- Online News Briefings
- Editorial Boards Meetings
- Deskside Briefings
- Strategic Travel
- Campaign Toolkits: electronic press kits and media specialists kits

Census in Schools



Census in Schools

You are here: [Census.gov](#) > [Census in Schools](#)

Census in Schools Main
2010 Census
For Teachers
Census for Kids
Census for Teens
Contact Us

Population Clocks
U.S. 307,084,893
World 6,775,503,371
10:46 GMT (EST+5) Aug 04, 2009

State Facts for Students

History & Pop Culture

It's about us
 2010 CENSUS IN SCHOOLS

The 2010 Census — a count of everyone living in the United States — is fast approaching! Census questionnaires will be mailed or delivered to every household in the United States in March 2010.

We are working on lesson plans, maps, teaching guides, and other informational materials to help teachers and students learn about the importance of the Census.

Visit often to keep up with the latest information and materials available from Census in Schools and the 2010 Census.

[Go to 2010 Census page](#) ▶

For Teachers

Find easy-to-use, content rich, standards-based lesson plans, and teaching kits. Access free products including our monthly newsletter, maps, and historical data.

[Go to teachers page](#) ▶

Census for Kids

Explore coloring pages, quizzes, word finds, and more! Students in grades K-5, have fun learning about the Census Bureau.

[Go to kids page](#) ▶

Census for Teens

Take a quiz to test your census knowledge or learn facts about how going to college can affect your future salary. Students in grades 6-12, learn about the importance of census data and how it affects your world.

[Go to teens page](#) ▶

It's In Our Hands



2010 Census Web Site

2010 Census - Windows Internet Explorer

http://2010.census.gov/2010census/

File Edit View Favorites Tools Help

2010 Census

2010 CENSUS HOME PRESS & MEDIA PARTNERS > Job Seekers > Students & Teachers > Census.gov

How It Works Why It's Important Privacy & Confidentiality Take Part Search Go

Watch the real life stories that make up America. Explore the intersections that bring us together. The 2010 Census is a portrait, and it belongs to all of us.

See their stories

Wednesday, January 06, 2010

We Can't Move Forward Until You Mail It Back.

Preview The 2010 Census Form

Select a Language

The Census Road Tour

The Census Road Tour is coming to a town near you.

Read the "Portrait of America" Road Tour Blog

The Director's Blog

A LOOK FROM THE INSIDE
Director Robert M. Groves

My idea is to use this blog to let you know my thoughts about how the country is doing as we approach this "national moment" that occurs every 10 years.

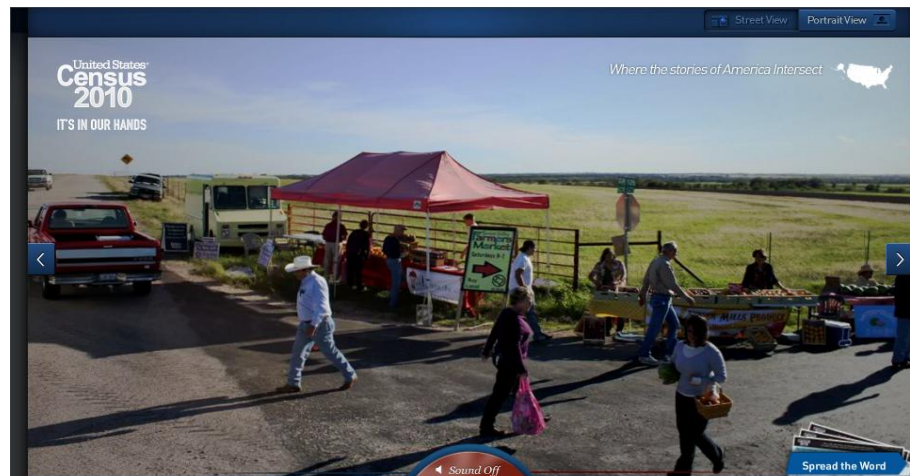
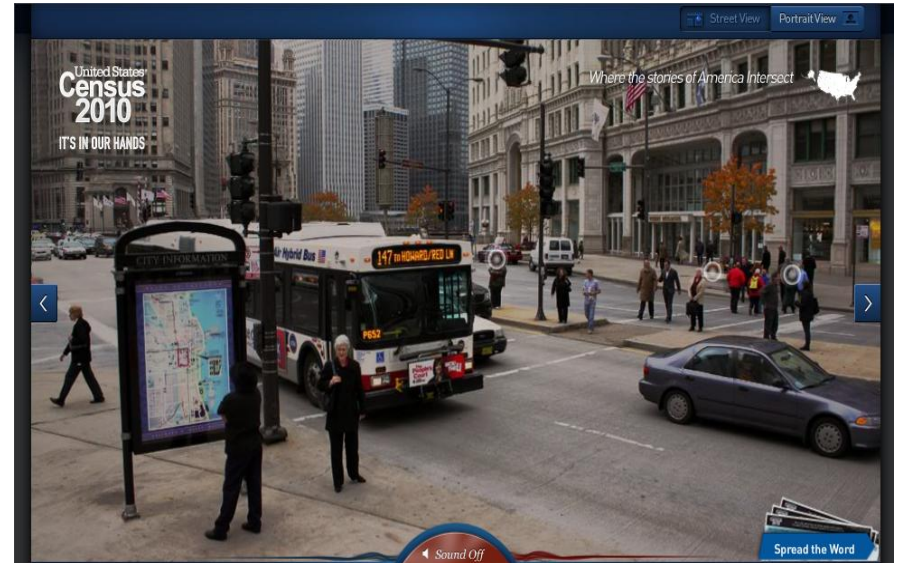
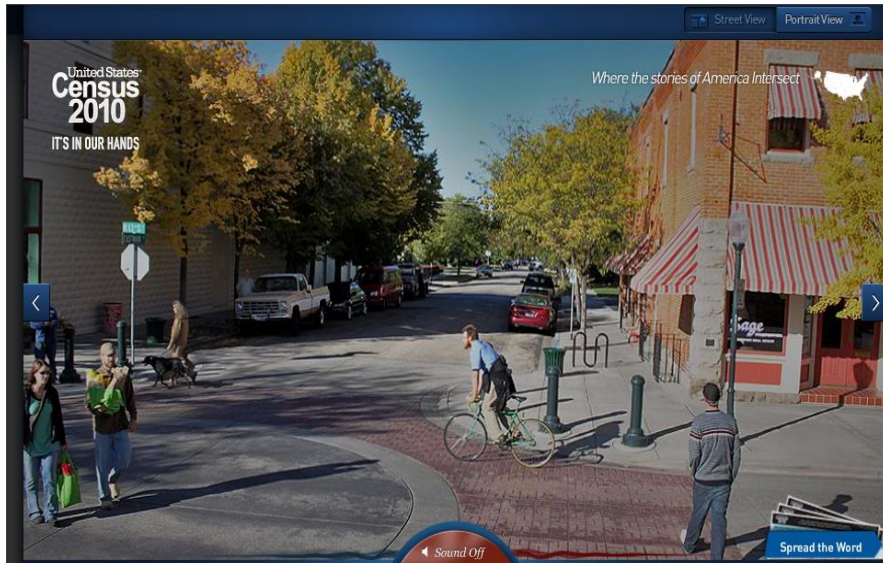
Form Preview

Find out for yourself just how easy the 2010 Census is. Explore the questions we ask, and why we ask them, with our interactive form.

Done

Start Novell-delive... Add or Remo... CBS_Post_Lo... 2010 Censu... Fw: Dashboa... 4 Microsoft ... C2PO DMAWF FI... just presenta... Trusted sites 100% 7:54 PM

2010 Census on the Web-The Marquee

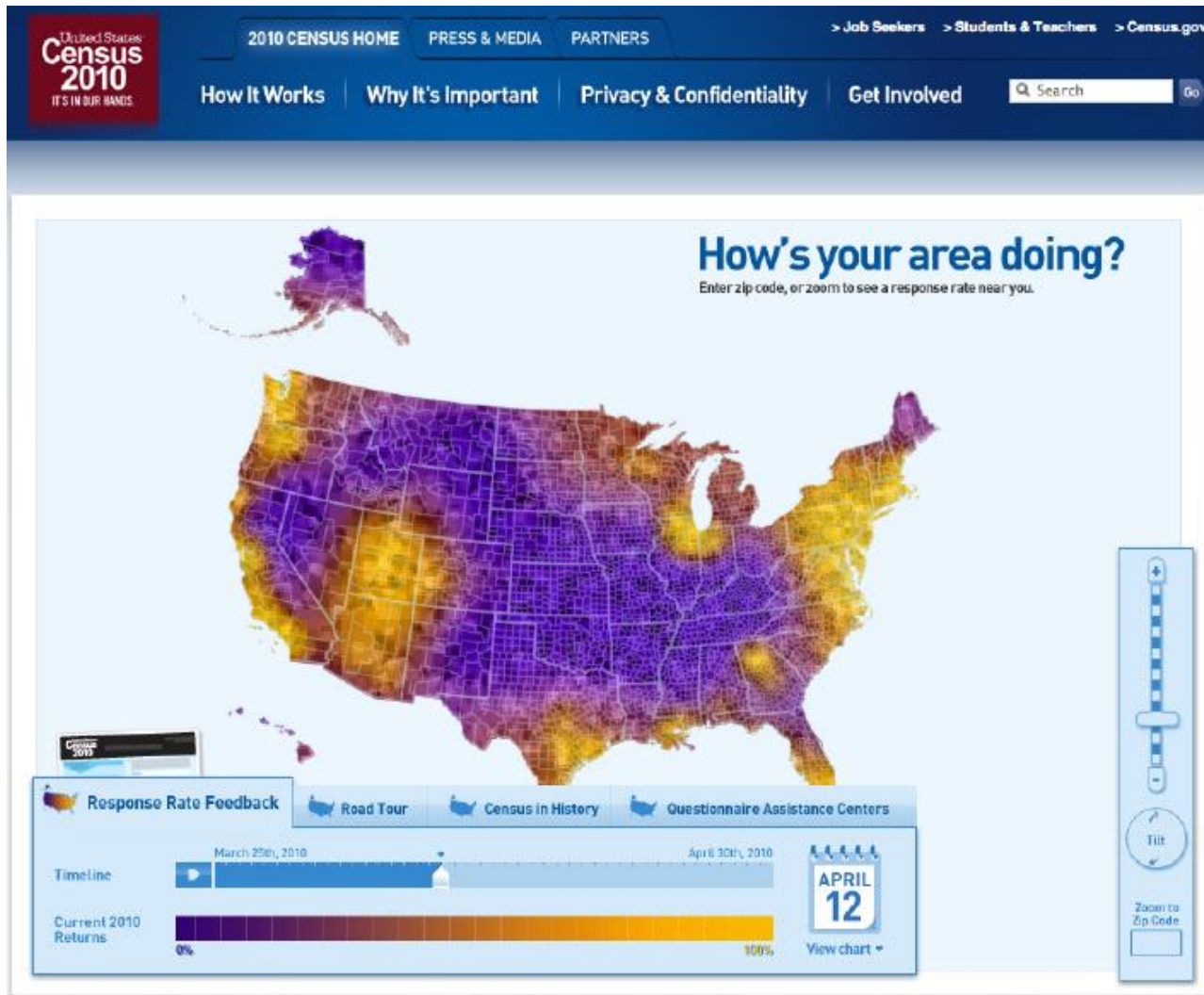


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“Take 10”: 2010 Response Rate Feedback Program

- **Goal:** Increase the 2010 Census mail response rate
- **Strategy:** Engage complete count committees and elected officials to issue complete count challenges and spread the message that everyone should take 10 minutes to fill out and mail back the census form
- **Approach:** Issue a national challenge to exceed America’s Census 2000 mail-back rates
- **Concept:** “Take 10”
 - Encourage the public to “Take 10” together to fill out and mail back their forms

Take 10: Heat Map



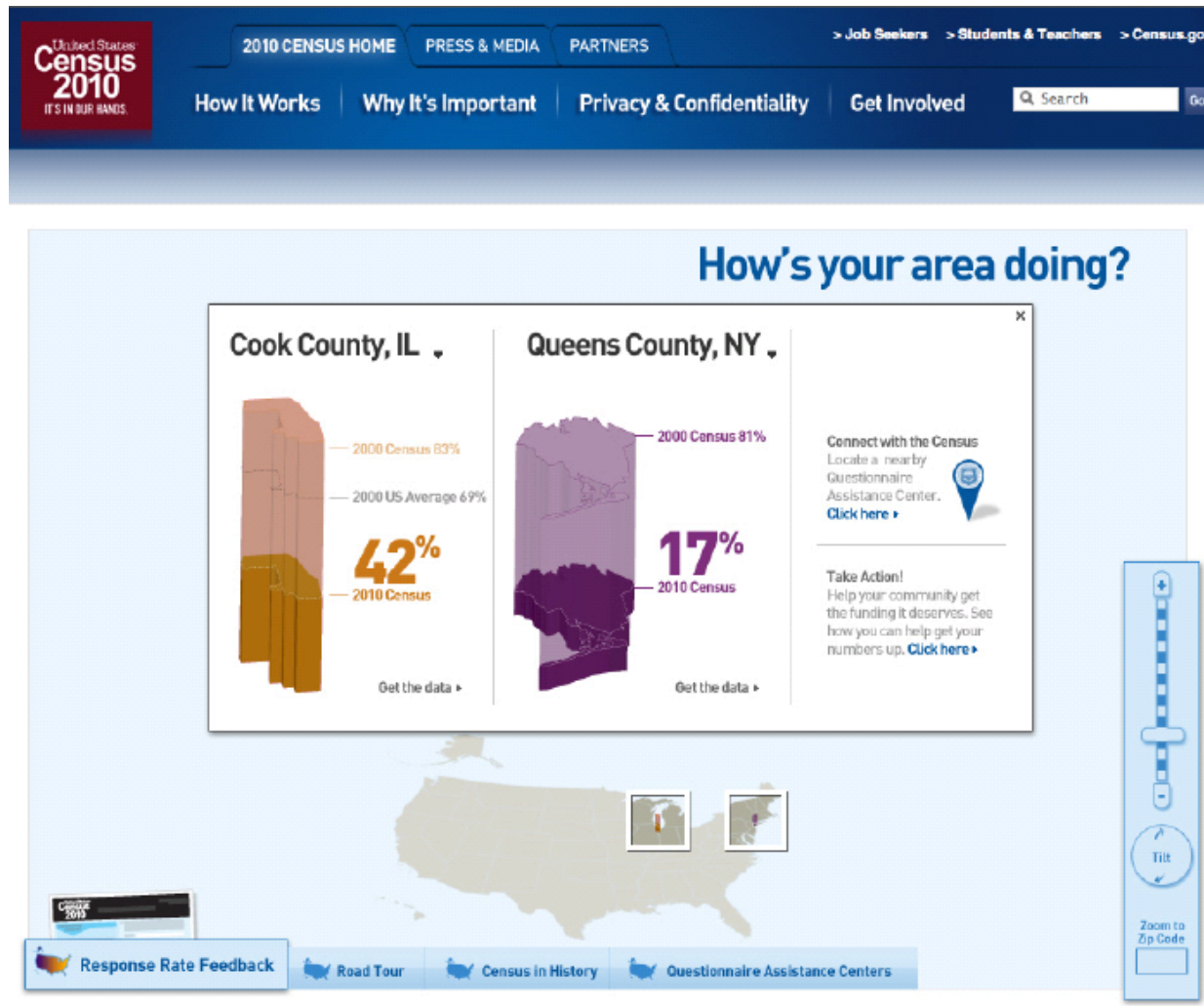
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Take 10: How is your area doing?



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Take 10: How you compare with...



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Questions?