



IT'S IN **OUR HANDS**

2010 Census Integrated Communications Campaign
APDU 2010 Annual Conference
September 20, 2010

Steven J. Jost

Associate Director for Communications

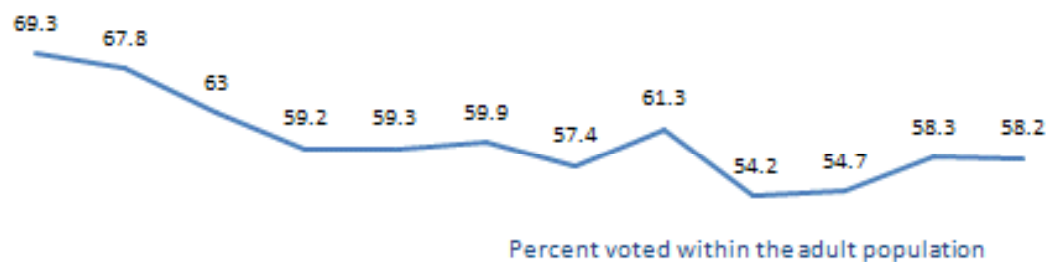
U S C E N S U S B U R E A U

United States™
Census
2010



An Era of Declining Civic Engagement

Voting Rates in Presidential Elections, 1964 to 2008



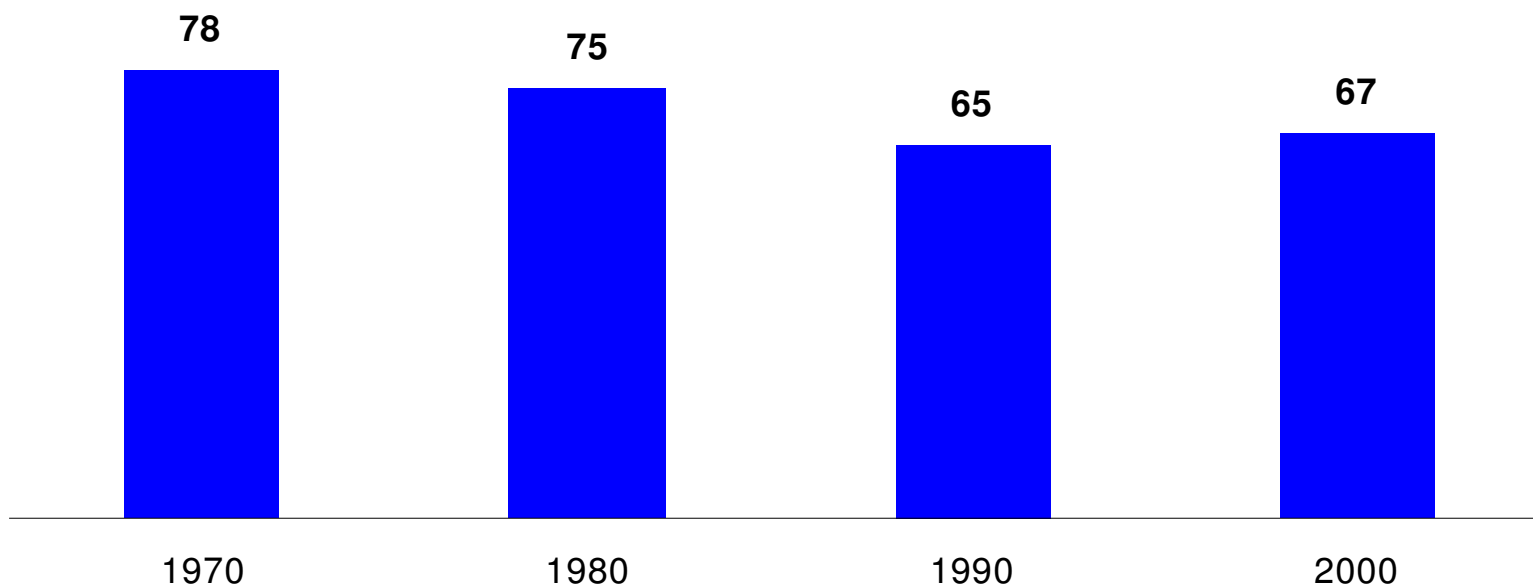
1964 1968 1972 1976 1980 1984 1988 1992 1996 2000 2004 2008

Source: U.S. Census Bureau, Current Population Survey, November 2008 and earlier reports



Historical Census Response Rates

Census Mail Back Response Rates: 1970 to 2000

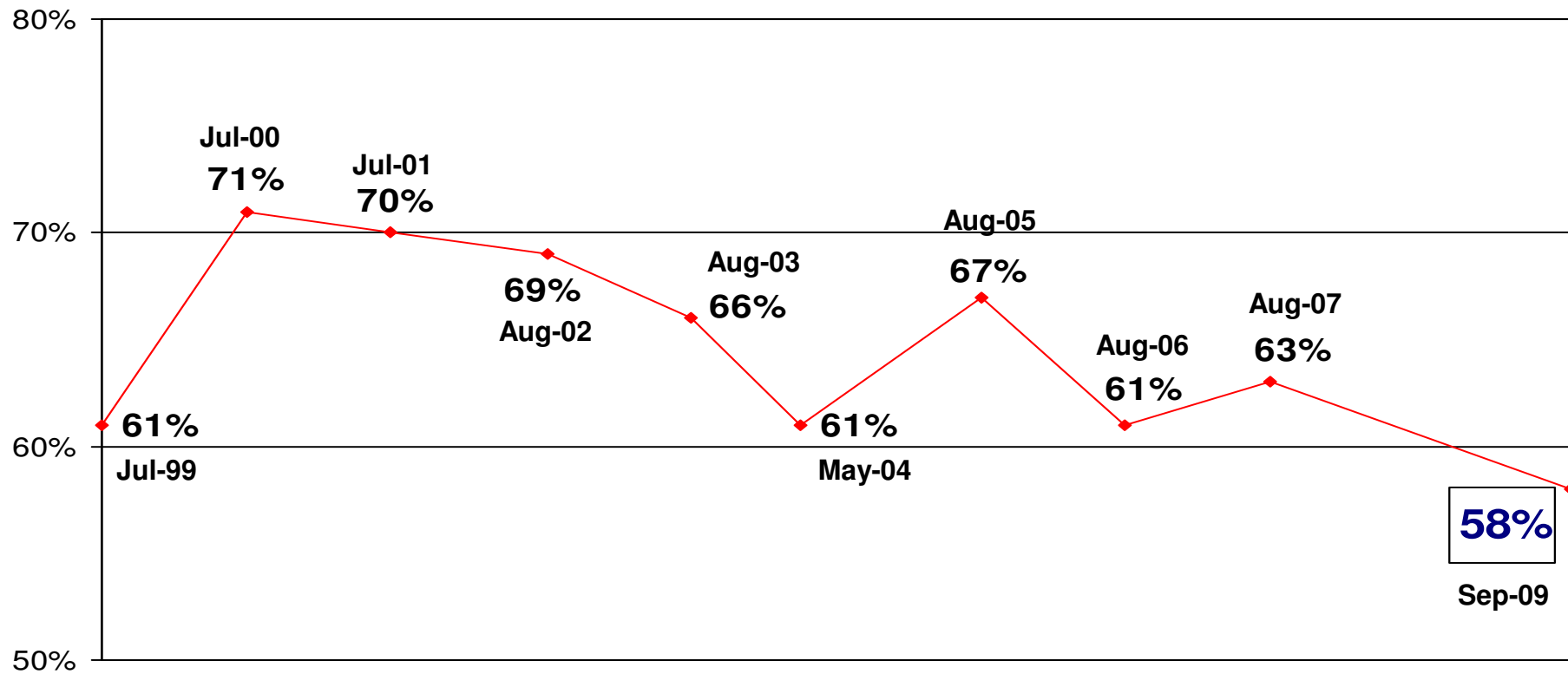


Declining Census Response Rates since 1970 in an era of declining civic engagement.



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Census Favorability GFK Roper Reports 1999-2009



Source: GFK Roper Reports

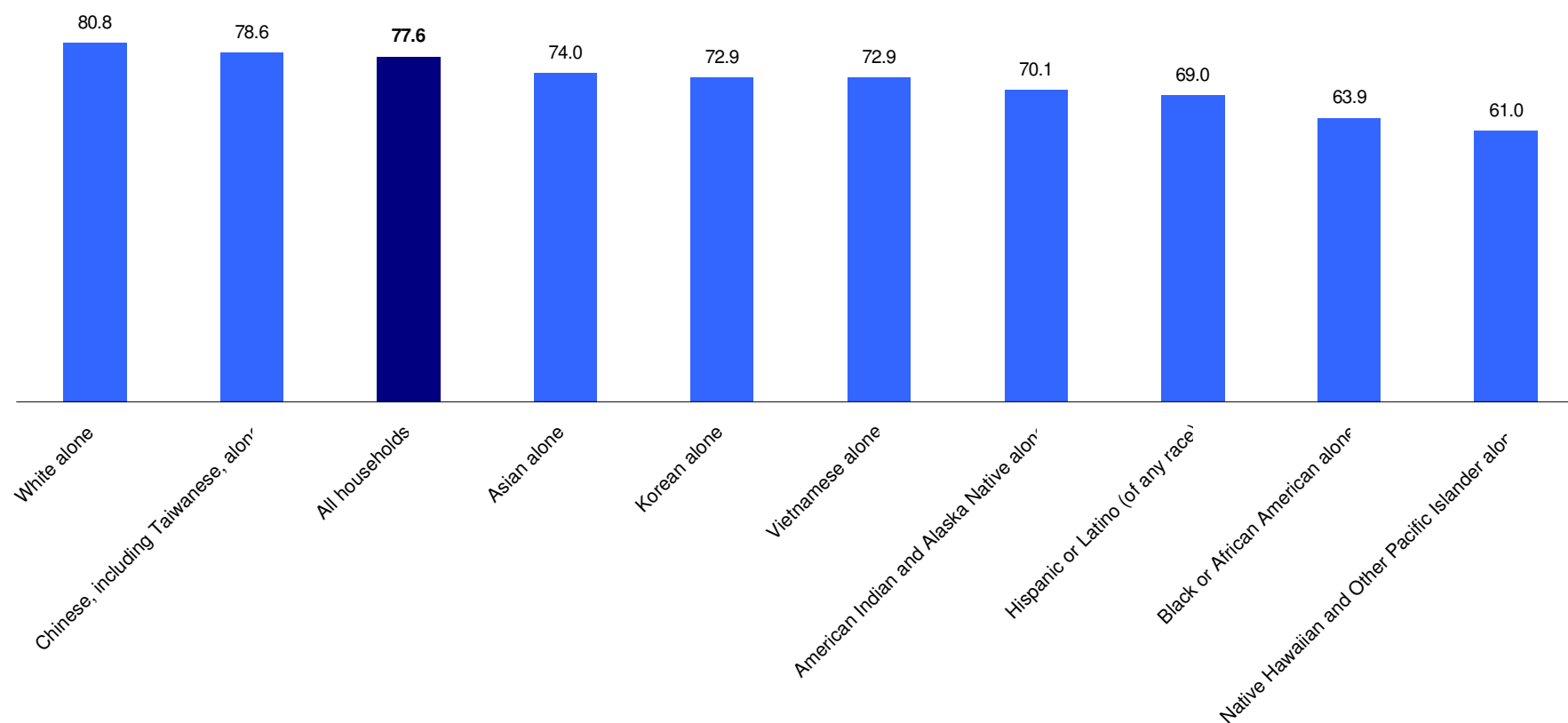
We enter 2010 at relatively the same place we went into 2000.



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Uneven Public Response to Mailing Form

Census 2000 Short Form Mail Return Rates, by Race or Ethnic Group



Source: DSF-1, Special Tabulation



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Forecasts of 2010 Census Challenge

“The principal challenge Census faces in 2010 is the near-daunting task of cost-effectively counting an ever-larger and increasingly diverse population...”

—United States General Accounting Office, January 2003

“This is a very challenging census, we all know. Issues such as the foreclosures crisis, the ICE raids, formerly incarcerated individuals, all of those issues provide an even greater challenge this time.”

—Rep. Barbara Lee, July 2008

“And, survey responses are down, in part because there is in general less of a willingness to complete a government survey than may have existed in the past. Recent data suggest that a general distrust of government has increased, as have concerns about privacy.”

—U.S. Secretary of Commerce Carlos M. Gutierrez, April 2008

“For 2010, Census confronts the prospect of having to invest far more resources simply to match the 2000 Census response rates.”

—Robert Goldenkoff, United States General Accounting Office, January 2003



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Will America “Mail It Back?”



- 120 million questionnaire packages
- 134 million housing units contacted by mail or in person
- Each one percent increase in mailback response rate **saves us about \$85 million in door-to-door follow-up work**



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Mailback Response Rate

Each one percent increase in mailback response rate saves us about \$85 million in door-to-door follow-up work:

Advertising Cost: \$1 per person in the U.S.

Cost to Mail it Back: .42 cents per household

Cost to Follow Up: \$57 for every household that does not mail it back



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Five Strategies to Motivate Response

2010 Census Integrated Communications Campaign



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Motivation in 28 Languages Languages in 2000 and 2010

*Additional languages added with ARRA funding in 2010 are highlighted in blue.

- | | |
|--------------------|-----------------|
| 1. English | 15. Portuguese |
| 2. Spanish | 16. Greek |
| 3. Mandarin | 17. French |
| 4. Cantonese | 18. Italian |
| 5. Vietnamese | 19. German |
| 6. Korean | 20. Yiddish |
| 7. Hindi | 21. Farsi |
| 8. Tagalog | 22. Armenian |
| 9. Russian | 23. Ukrainian |
| 10. Polish | 24. Hmong |
| 11. Arabic | 25. Laotian |
| 12. Japanese | 26. Thai |
| 13. Haitian Creole | 27. Pakistani |
| 14. Cambodian | 28. Bangladeshi |

Includes television, print, radio, digital and outdoor advertising.



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Getting the Message Right Fundamental Research

Census Barriers, Attitudes, and Motivators Survey

- **4,064** total interviews in late 2008

Copy Testing

- **Phase 1:**
 - Timing: January-March 2009
 - 78 Focus Groups – 1,400 participants, 144 messages exposed
 - 27 markets across contiguous U.S. cities, Hawaii, Alaska & Puerto Rico
- **Phase 2:**
 - Timing: August 2009
 - 37 Focus Groups – 314 participants, 78 messages exposed
 - 10 cities in the U.S. and Puerto Rico



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Paid Advertising Campaign

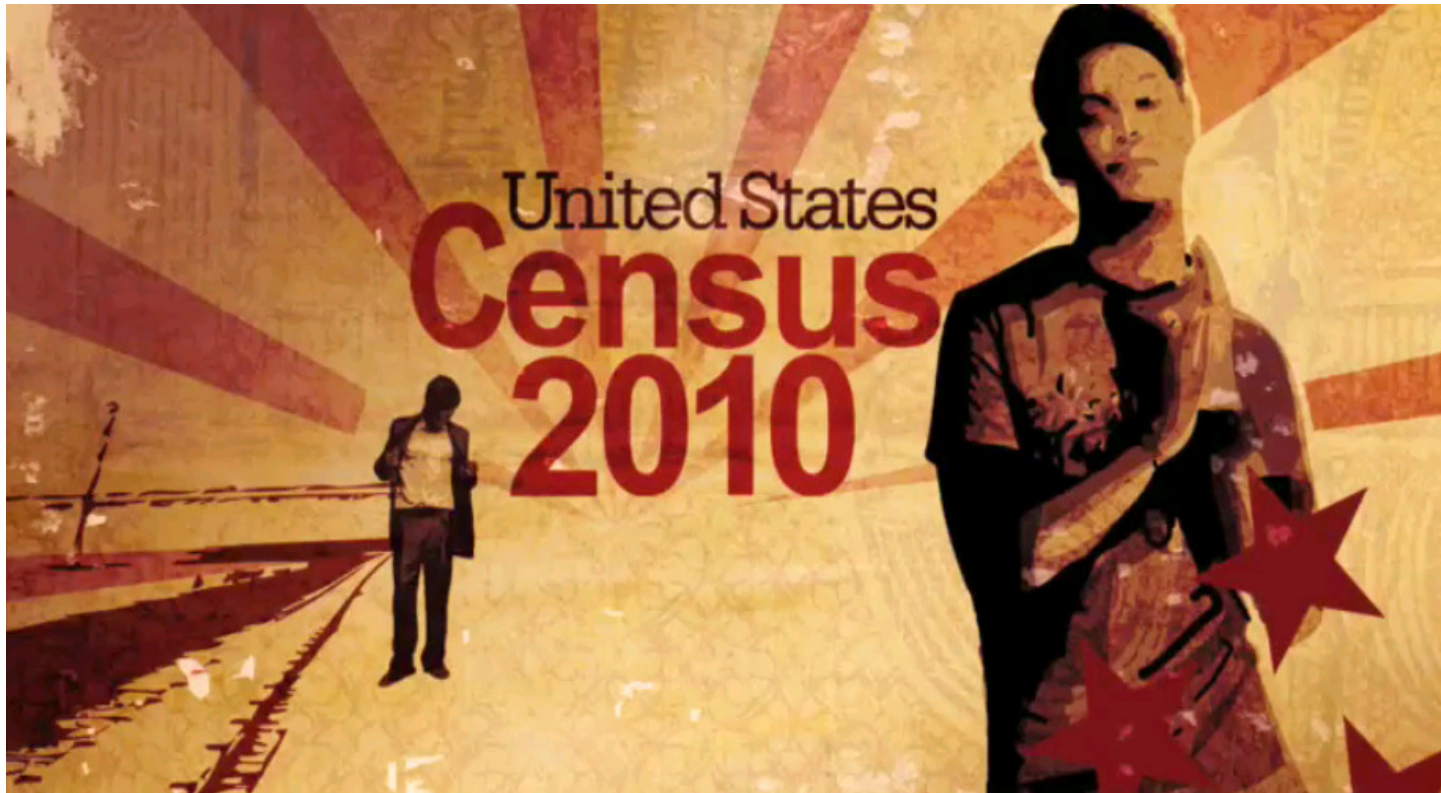
\$140 Million Ad Buy

28 Languages



Paid Advertising

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Partnerships

Partnerships



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257,000+ Partners





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The “Portrait of America” Road Tour

Earned Media/PR



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- 13 vehicles, which traveled 162,664 miles across the country
- 1,005 events with more than 1.7 million attendees
- 217 million total media impressions



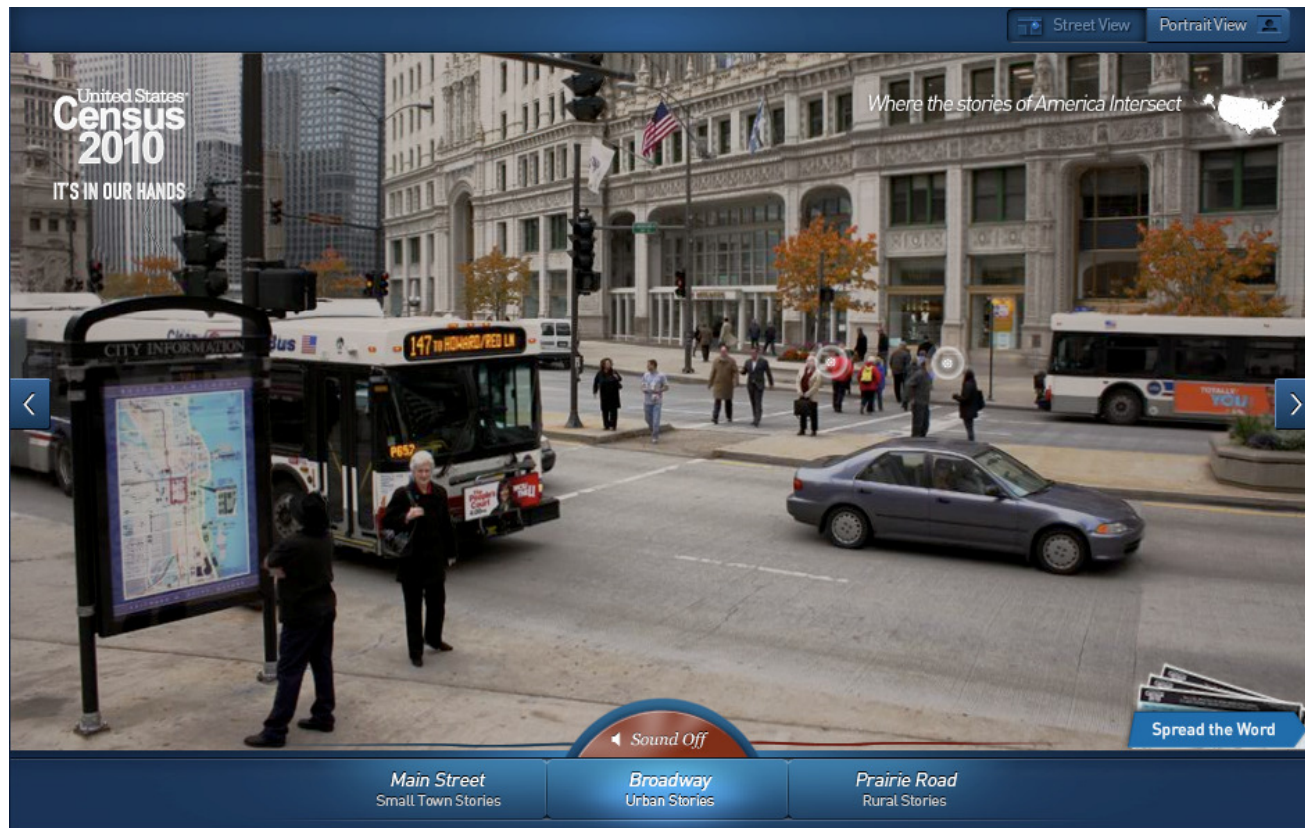
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2010 Census Web site

Digital



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Census in Schools

Census in Schools



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Censo en las escuelas 2010: ¡Todos contamos!

GUÍA DE ENSEÑANZA DE rápido-comienzo

Puerto Rico

TODOS contamos
CENSO EN LAS ESCUELAS 2010

El 2010 será un gran año en la historia de Puerto Rico! El mes de abril del 2010 marca los 100 años desde que Puerto Rico fue contado por primera vez como parte del censo decenal de los Estados Unidos.

En su salón de clases, asegúrese que sus estudiantes cuenten. Utilice este programa gratis para grados primarios e intermedios para comprometer a sus estudiantes e involucrarlos en este importante evento cívico.

Estos materiales cumplen con los estándares del Departamento de Educación del Estado Libre Asociado de Puerto Rico y cubren:

- Matemáticas
- Geografía
- Artes del lenguaje
- Historia
- Educación cívica

Revise adentro para que conozca más sobre el programa Censo en las escuelas 2010: ¡Todos contamos!

¿Sabía que el programa Censo en las escuelas 2010: ¡Todos contamos! está listo para su salón? Visite hoy: www.census.gov/schools

Censo 2010
Puerto Rico
Esté En Nuestras Manos

SCHOLASTIC

•All CIS materials translated into Spanish (stateside and Puerto Rico)

•Take-Home materials translated into 28 languages

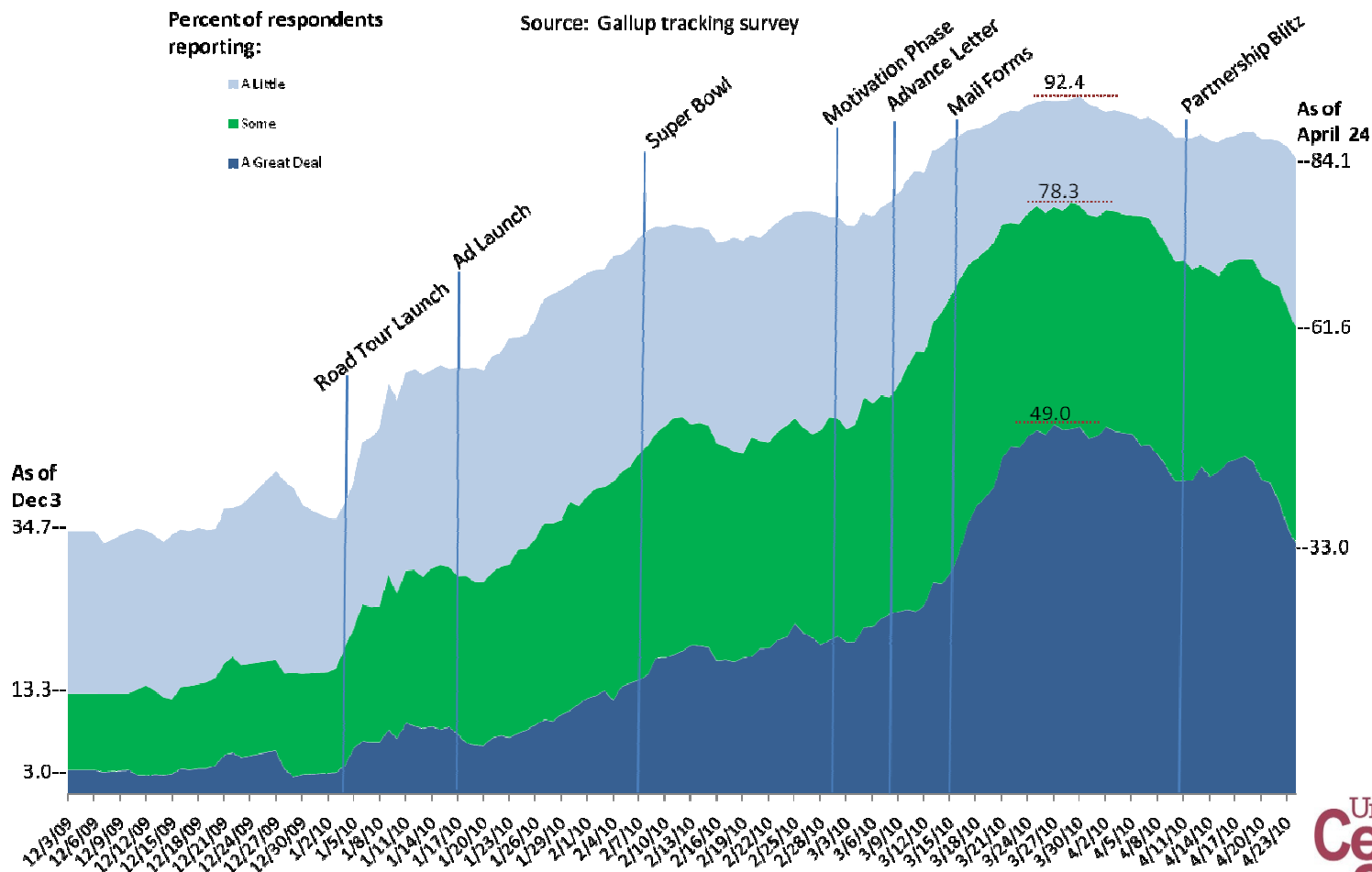
Alcance y secuencia			
GRADOS PRIMARIOS E INTERMEDIOS			
El programa Censo en las escuelas 2010: ¡Todos contamos! se enfoca en cuatro módulos principales. A continuación encontrará un repaso de las lecciones para cada grado específico dentro de estos módulos. Repase la matriz de estándares completos y baje las lecciones GRATIS en www.census.gov/schools .			
Lección	Módulo	Enlace con los planes de estudio	Destrezas
Primario			
1 ¡Todos contamos!	Sobre el Censo	Historia, Arte, Artes del lenguaje	Los estudiantes aprenderán sobre el Censo y por qué el Censo es importante para Puerto Rico.
2 Cómo nos transportamos	Cómo manejar datos	Matemáticas, Educación cívica e Historia	Los estudiantes aprenderán qué es una gráfica de barras y cómo se usa y cómo recopilar datos.
3 Puerto Rico crece cada día	Conocimiento sobre mapas	Artes del lenguaje, Historia, Matemáticas	Los estudiantes aprenderán cómo los mapas los representan.
4 Para contar mi comunidad	Participación comunitaria	Artes del lenguaje, Matemáticas	Los estudiantes aprenderán sobre los grupos y cómo tomar un censo de los hogares.



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Awareness Increases

How much have you seen or heard recently – within the last week or so
– about the 2010 Census?

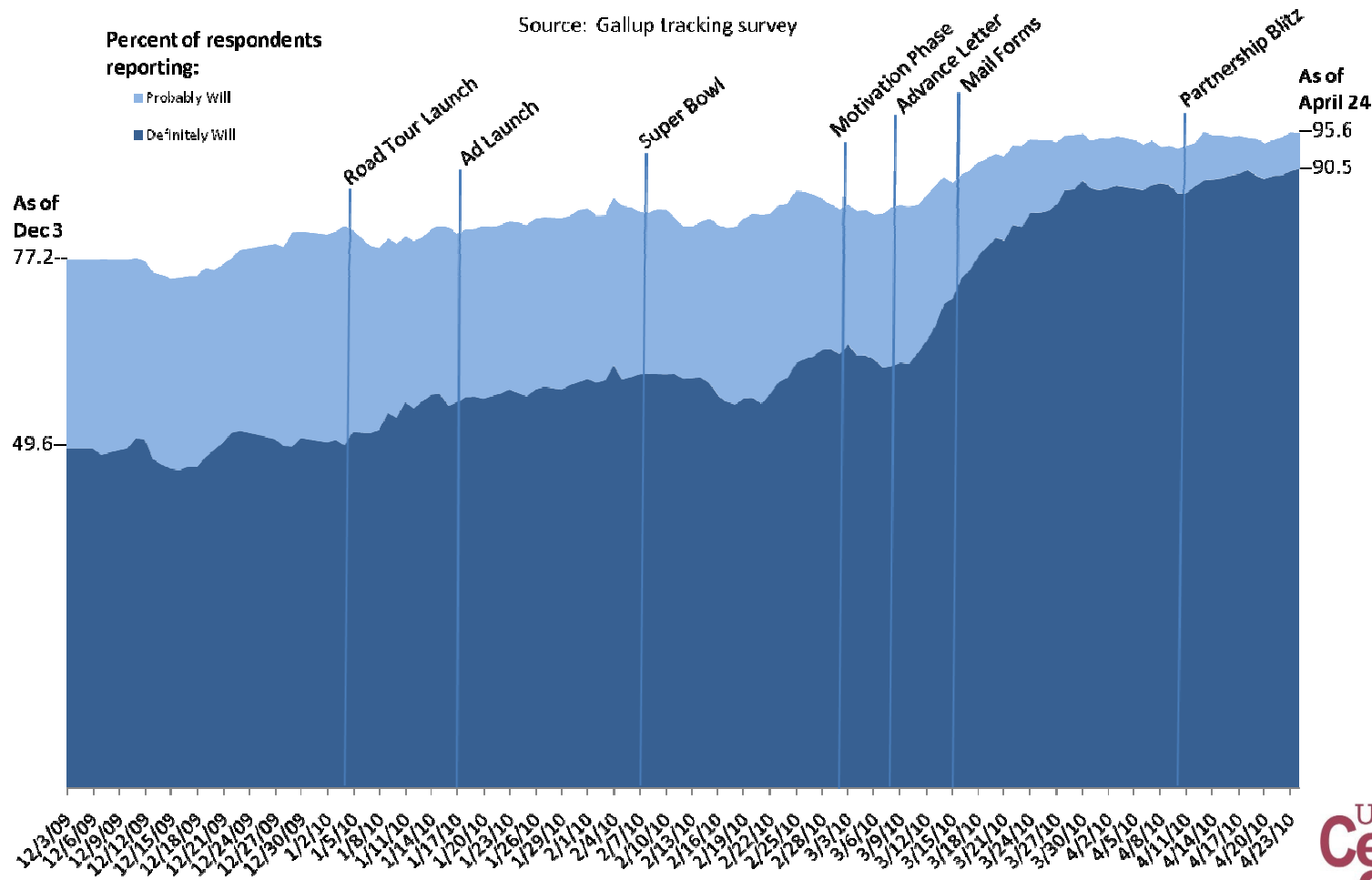




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Intent to Participate

How likely are you to participate in the 2010 Census? By participate we mean fill out and mail in a Census form.





March 22 to April 19

Daily Reporting of Mail Back Responses

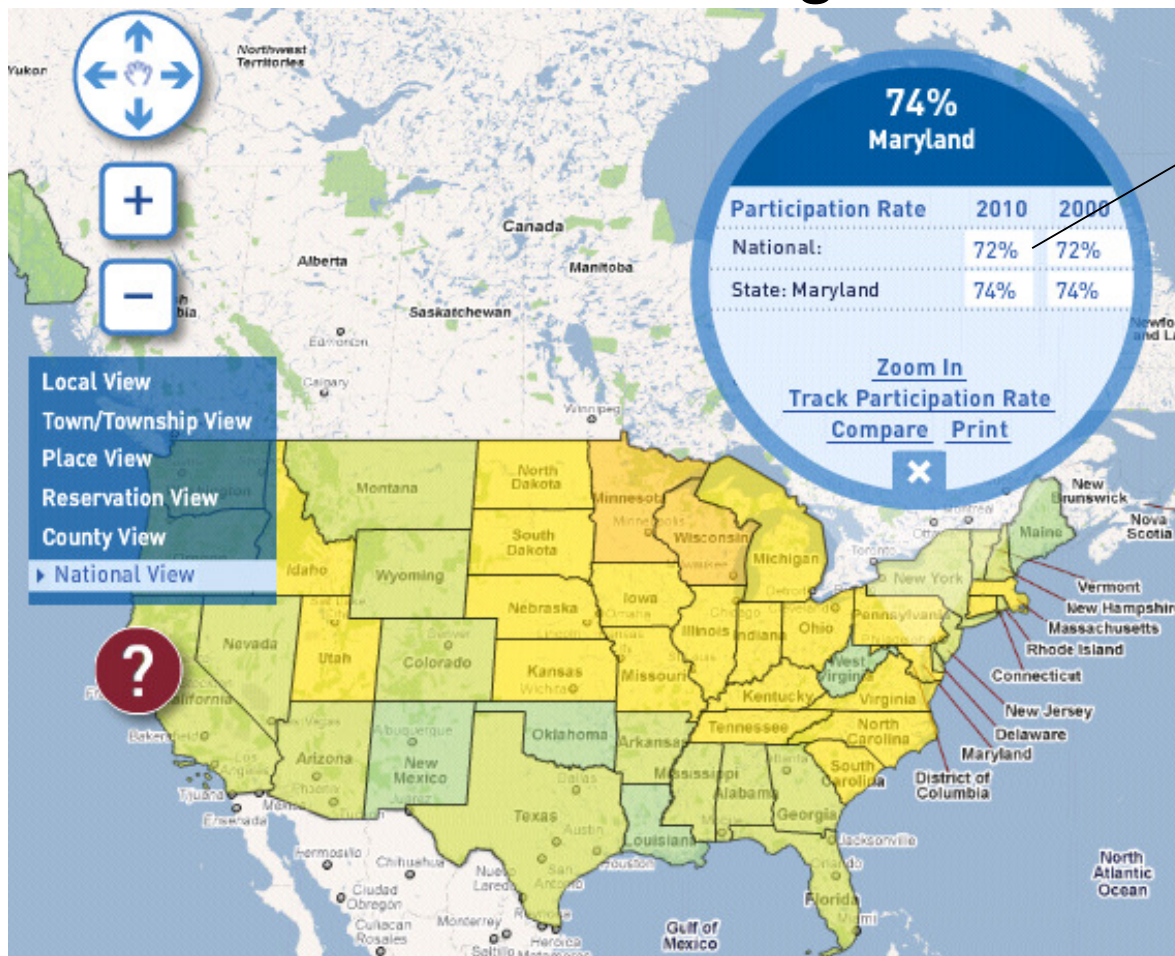
- Goal: Increase the 2010 Census mail response rate
- Daily tracking of participation rates for all 39,000 local jurisdictions in the country
- Issue a national challenge to exceed America's Census 2000 mail-back rates
- Concept: **“Take 10”**
 - Encourage the public to “Take 10” together to fill out and mail back their forms



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“Take 10”

Google-like Web Mapping of Response Rates on 2010census.gov



72%

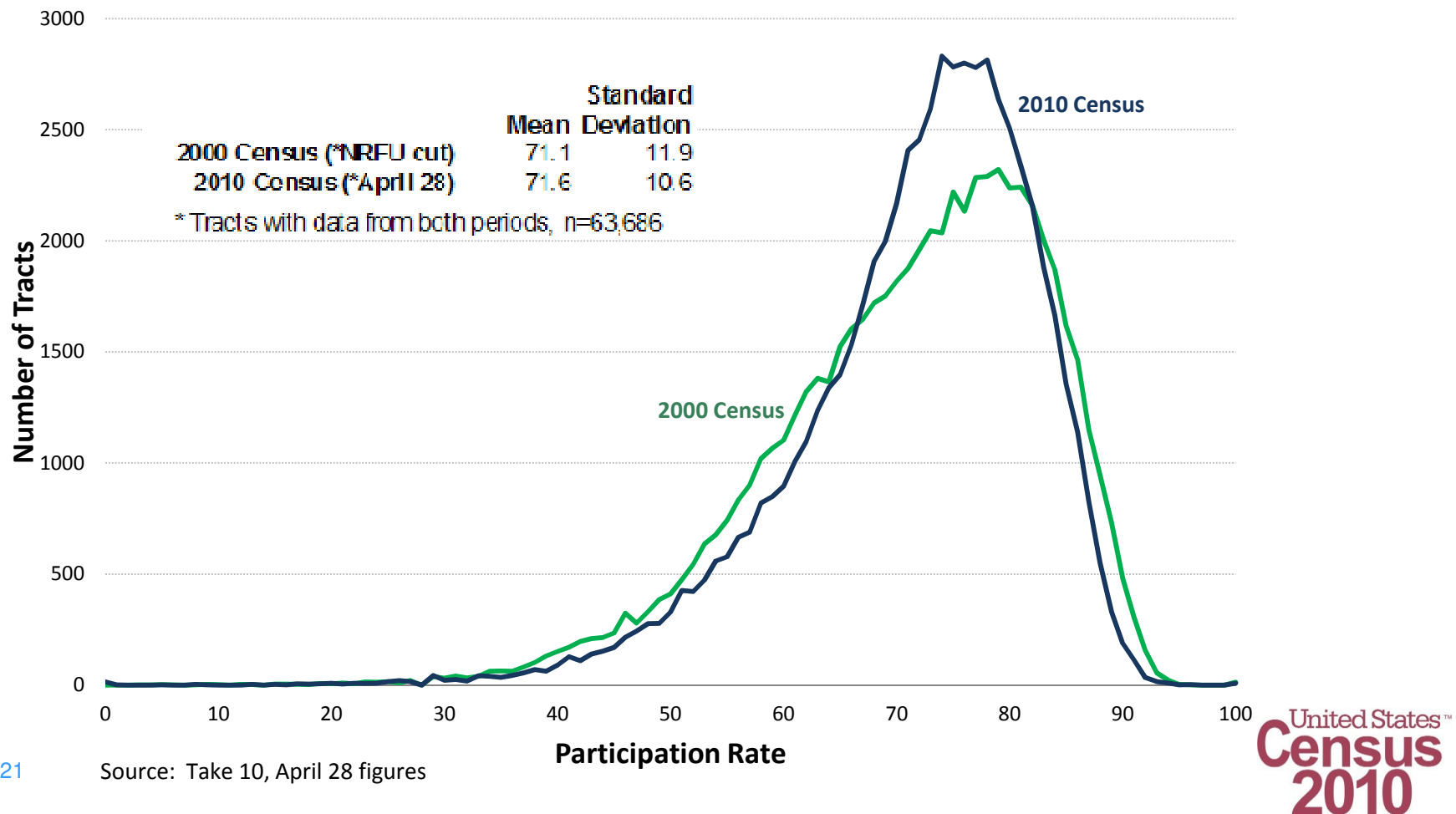
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2010



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A Fairer Census A Tighter Variation Around the Mean

Census Mail Participation Rates by Tract, 2000 and 2010





Looking Ahead to 2020

Research Questions

- 1. How do we craft a media-buying plan for 2020 focused on psychographic barriers to census participation?**
- 2. Does the atomization of media provide an opportunity to target our messages to individual housing units?**
- 3. How do we continuously update our media buying methods to stay abreast of changes in the media industry?**