An Era of Declining Civic Engagement

Voting Rates in Presidential Elections, 1964 to 2008

Percent voted within the adult population

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

Census Favorability
GFK Roper Reports 1999-2009

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

Source: GFK Roper Reports
Uneven Public Response to Mailing Form

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

Source: DSF-1, Special Tabulation
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.”

“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
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
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
**Motivation in 28 Languages**  
Languages in 2000 and 2010

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

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

Includes television, print, radio, digital and outdoor advertising.
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
Paid Advertising Campaign
$140 Million Ad Buy
28 Languages
Partnerships

257,000+ Partners
The “Portrait of America” Road Tour

- 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
2010 Census Web site
• All CIS materials translated into Spanish (stateside and Puerto Rico)

• Take-Home materials translated into 28 languages

Alcance y secuencia
GRADOS PRIMARIOS E INTERMEDIOS

Lección | Módulo | Enlace con los planes de estudio | Destrezas
---|---|---|---
1 | ¡Todos contamos! | Sobre el Censo | Historia, Artes, Artes del lenguaje, Matemáticas. 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, Historia. Los estudiantes aprenden 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 nos representan.
4 | Para contar mi comunidad | Participación comunitaria | Artes del lenguaje, Matemáticas. Los estudiantes aprenderán sobre los grupos y cómo tomar un censo de las instituciones.
Awareness Increases

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

Percent of respondents reporting:
- A Little
- A great deal

Source: Gallup tracking survey
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.

Percent of respondents reporting:
- Probably Will
- Definitely Will

Source: Gallup Tracking survey

As of Dec 3
77.2%

As of April 24
95.6%

-90.5%

United States Census 2010
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
“Take 10”

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

72%
Census Mail Participation Rates by Tract, 2000 and 2010

- **2000 Census (NRFU cut)**
  - Mean Deviation: 71.6
  - Tracts with data from both periods, n=63,686

- **2010 Census**
  - Mean Deviation: 10.6

Source: Take 10, April 28 figures
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?