

This submission provides an update to one submitted to you in November of 2007 describing research on focus groups to develop messages for the Census 2010 public information campaign. That submission described two phases of research, and in approving it OMB requested that they receive a copy of the focus group materials for the second phase. Attached to this document is a copy of the moderator's guide and materials being tested, which include creative ideas and platform strategies developed based on the results of the Phase I focus groups.

No additional burden hours are requested.

The contact person for questions regarding the design of this research is as follows:

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