

**Census Copy Testing Research, Round 2**  
**OMB Control Number: 0607-0950**  
**Date: July 10, 2009**

**Background**

The Census Bureau has asked DraftFCB to oversee copy testing research utilizing generic clearance. We, DraftFCB, plan to conduct primary research to test campaign communications materials to ensure that the most effective and relevant communications are developed as part of the Integrated Communications Campaign (ICC). Communications materials such as TV and print creative executions, partnership toolkits, digital banner ads, and public relations concepts will be tested during the early stages of development. The copy testing results will be used to refine and make adjustments to materials prior to being produced in final form.

The specific marketing campaign goals are:

- Increase mail response
- Improve overall accuracy and reduce the differential undercount
- Improve cooperation with enumerators

The specific research objectives are:

- Evaluate most campaign elements to ensure that programs and communications objectives are being met
- Learn which messages resonate with each target audience and specifically what promotes or detracts from participation
- Provide insights into improving/revising programs and messages
- Assess participants' understanding of the communications and evaluate on dimensions including persuasiveness, believability, likeability, etc.

**Methods**

Copy testing will employ a qualitative-only approach for this round. We plan to conduct 33 Qualitative-only groups with approximately 8-10 participants in each group and 4 Qualitative-only mini groups with approximately 4-6 participants. Total sample for entire study is approximately 280-354 people. Each session should last about 2 hours.

- The qualitative methodology will be used to test the materials prototypical of following types of programs:
  - Print
  - TV (story boards, video story boards)
  - Public Relation ideas
  - Digital/online content
  - Event ideas

- Radio
  
- The qualitative-only approach will allow for:
  - In-depth discussion about each piece of creative to allow for further probing on feedback
  
- Research design will ensure:
  - Communication with hard to count audiences in many geographies and non-traditional venues
    - Portability to bring the research to the respondents in hard to reach areas (e.g. community centers)
    - Appropriate recruitment methodology to engage “technically unsophisticated”, rural poor, non-English speaking, and disadvantaged groups

## **Target Audience**

### Mass Communications Base Plan (English Speaking America)

- Four (4) groups as follows:
  - Ethnically diverse mix in the following markets:
    - o Seattle (2 groups)
    - o Las Vegas (2 groups)

### Displaced Persons (English Speaking America)

- Two (2) mini-groups as follows:
  - Ethnically diverse mix in the following markets:
    - o Las Vegas (1 group among people hosting someone who is displaced due to economic reasons or natural disaster)
    - o Houston (1 group among people who are displaced themselves due to economic reasons or natural disaster)

### Black:

- Two African-American (2) groups as follows:
  - o New York (1 group)
  - o Houston (1 group)

### Hispanic:

- Six (6) groups as follows:
  - o Dominican/Other Hispanic Caribbeans (2 groups in New York City)
  - o Mexican/Central/South Amer. Immigrants (2 groups in Houston & 2 groups in Los Angeles)

### Displaced Persons (Spanish Speaking America)

- Two (2) mini-groups as follows:
  - o Las Vegas (1 group among people hosting someone who is displaced due to economic reasons or natural disaster)
  - o Houston (1 group among people who are displaced themselves due to economic reasons or natural disaster)

### Puerto Rico:

- Three (3) groups as follows:
  - o San Juan (1 group among San Juan residents)
  - o San Juan (1 group among rural residents [transported to San Juan])
  - o San Juan (1 group among Dominican Immigrants living in San Juan area)

### Asian:

- Ten (10) groups as follows:
  - o Hmong: 1 group in St.Paul; 1 group in Fresno
  - o Laotian: 1 group in St.Paul; 1 group in Fresno
  - o Pakistani: 1 group in New York City; 1 group in Houston
  - o Thai: 2 groups in Los Angeles
  - o Bangladeshi: 1 group in New York; 1 group in Los Angeles

### Additional Markets:

- Eight (8) groups as follows:

- o Portuguese (2): 1 group in NYC among Brazilians; 1 group in Boston among African Portuguese Speakers
- o Greek (2): 1 group in NYC; 1 group in Boston
- o Iranian (2): 1 group in Los Angeles; 1 group in Washington, DC
- o Armenian (2): 1 group in Los Angeles; 1 group in Boston

### **Period of Performance**

- Assuming OMB approval by July 15, 2009, Fieldwork would be scheduled from approximately August 5 -28 2009. Topline/Dashboard Reporting will be issued a week after the completion of particular audience ; Full Reporting of results will be issued by September 30,2009.

### **Recruitment Techniques (including incentives and length)**

The vendor will work with local and national recruiters to locate and qualify the appropriate participants. These professional recruiters work from public lists (organization memberships, mailing lists, subscription lists, etc.). Many maintain their own databases from which they also draw. Much of the recruitment is done by telephone but also by posting notices, referral and advertising.

Certain audiences present recruiting challenges. Hard-to-reach, hard-to-find participants require more than a phone call or e-mail invitation. In order to find and win cooperation of some audiences, some possibilities include:

- Left flyers on the windshields of hard-to-find automobile makes and models in church parking lots
- Positioned invitations in the web communities of very specific audiences
- Offered raffle prizes and lotteries to respondents for their participation
- Visited community centers

### **Screening Burden**

We expect to screen approximately 11,700 potential participants in order to get 354 qualified participants.

For the participants who qualify (354 people), their estimated burden hours would be 47 based on 8 minutes of screening time.

The total amount of screening burden hours, based upon all contacts made whether qualified and unqualified, is estimated at 1,560 based on 8 minutes of screening time.

### **Survey Burden**

For the main survey portion of this research, the estimated burden hours for participants who qualify (354 people) would be of 708 based on 2 hours of research time.

Recruitment costs for qualified respondents be approximately \$26,550, based upon payment of \$75 per qualified participant.

### **Total Burden (Screening & Survey Combined)**

The total burden hours for all participants regardless of qualification: 2,268  
The total burden cost: \$26,550

### **Contact**

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

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