

Census Research: Hispanic Study
OMB Control Number: 06070950
Date: February 17, 2009

Background

The Census Bureau has asked DraftFCB to oversee a quick two-wave study among Spanish speaking Hispanics (those who speak Spanish at home more than half the time and consumer Spanish language media) using the generic clearance. We, DraftFCB, plan to conduct primary research to monitor the performance of campaign messaging in-market among this subgroup of the Hispanic population. The results will be used to monitor potential issues with message comprehension and allow for rapid response to potential barriers to participating in the 2010 Census.

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:

- Monitor key attitudes and self-reported behaviors about the 2010 Census among Spanish speaking Hispanics through tracking key attitudes and self reported behaviors that are early indicators of real response
- Help explain low and high response to enable and direct real-time course correction of paid media, public relations, and/or Partnerships Program activities
- Assess these indicators of the 2010 Census success as well as negative trends and “red flags”
- Monitor self-reported exposure to the 2010 communications campaign

Methods

This study will have two waves: wave 1 the week of 03/01/10 and wave 2 the week of 03/22/10. All interviews will be conducted via telephone in Spanish. The sample will be probabilistic, conducted by random digit dialing, with a screener to select individuals from the Spanish speaking Hispanic population. Total sample for entire study will be approximately 600 people.

Target Audience and Qualification to Participate

1. Hispanic adults (18+)
2. Must either speak Spanish at home more than half of the time or speak Spanish and English equally at home
3. Viewing of Spanish-language television and listening to Spanish-language radio must total at least 8 hours in a typical week

4. Must reside in the US

Period of Performance and Reporting

Assuming OMB approval by February 28, 2009, fieldwork would be scheduled for the weeks of 03/01/10 and 03/22/10. Data tables and SAS files would be provided after each wave.

Recruitment Techniques (including incentives and length)

The vendor will utilize telephone sample from a sample vendor such as Survey Sampling International (SSI) as the incidence for random digit dial (RDD) would be too low for this audience. As is custom with many telephone surveys, adults recruited and surveyed by phone are not offered incentives to participate. The survey will be 10 minutes in length.

Assurance of Confidentiality Provided to Respondents

Respondents are informed prior to participation that their responses will be anonymous. They will also be advised of the nature of the activity, the length of time required, and that their participation is purely voluntary. Respondents are told that no penalties will occur if they wish to not respond, either to the information collection as a whole or to any specific question. All presentation of data in analysis and reporting is in aggregate form with no links to individuals being preserved. Reporting is used only by project staff for purposes of analysis. Although some personal information is collected (e.g., gender, race, age), no personal identifiers (e.g., full name, address or phone, social security number, etc.) will be collected or maintained. We will also mention to respondents that the survey is being conducted by DraftFCB on behalf of the Census Bureau.

Screening Burden

We expect to screen approximately 1,350 potential participants in order to get 600 qualified participants.

The total amount of screening burden hours, based upon all contacts made whether qualified and unqualified, is estimated at 68 based on 3 minutes of screening time.

Survey Burden

For the main survey portion of this research, the estimated burden hours for participants who qualify (600 people) would be of 100 based on 10 minutes of research time.

Questionnaire

A questionnaire is attached to this package for reference.

Total Burden (Screening & Survey Combined)

The total burden hours for all participants regardless of qualification: 168

The total burden cost approximate: \$0

Contact

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

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