

2010 Census Integrated Communication Program (ICP) Evaluation
OMB Control Number 0607-0955
Non-substantive Change Request

The U.S. Census Bureau requests a non-substantive change to the 2010 Census Integrated Communication Program (ICP) Evaluation in order to make revisions to the Wave 2 questionnaire. The major changes to the instrument from the version originally submitted to OMB are as follows:

- 1) Paid media confirmed awareness items were intended to be asked about specific ads running in the awareness phase of the campaign. Since the Bureau is instituting another round of revisions to the diverse mass executions, these items were removed from the ads. The 'false' ad were retained which will help to gauge over-reporting of paid media exposure by respondents. Most of the items that were to be asked about specific ads (19c-19k), were retained but will ask them instead about any ads that the respondent has seen.
- 2) 19I and 19J items were replaced with messaging items proposed by the Bureau and DraftFCB as better reflecting the messaging themes of the paid media campaign.
- 3) Three items are introduced in place of the confirmed awareness items. These include 19L and 19M, which were asked in the 2000 PMPE instrument and which ask for a slogan recalled from the paid media ads, and we have introduced 19N, which asks the respondent to describe the census ad s/he has most recently viewed. There is limited optimism about the analyzability of this item, but feel it is necessary to include because of our inability to ask confirmed awareness items.
- 4) An item was planned asking if respondents have seen individuals with Census 2010 personal items – in the Wave 1 version of this item, approximately 90 percent of respondents reported having seen such items, and so have removed the item as being unlikely to show growth over the coming several months.
- 5) At items 22A and 26C, we have added the Census Bureau as a potential source of information. This was the most common response in Wave 1 that did not appear in the original code frames.

As a result of these changes the estimated time to complete the Wave 2 questionnaire has been reduced from 30 minutes to 20 minutes. Additionally, the total burden for the ICP Evaluation currently reported in the OMB inventory is incorrect due to a miscalculation. The correct burden is 8,611 hours. The following charts show the correct burden for all components of the ICP Evaluation, including the Paid Advertising Heavy-Up Experiment (PAHUE), originally included in the request:

Table 1. Number of Respondents and Average Response Time

Instrument	Number of Respondents	Number of Responses per Respondent	Average Burden Hours per Response	Estimated Annual Burden Hours
Screening for Wave 1 eligibility	13,065	1	.0833	1,089
Wave 1 Questionnaire	3,000	1	.5	1,500
Screening for Wave 2 eligibility	6,533	1	.0833	544
Wave 2 Questionnaire	3,000	1	.3333	1,000
Screening for Wave 3 eligibility	6,533	1	.0833	544
Wave 3 Questionnaire	3,000	1	.5	1,500
All Waves – Screened Households Ineligible for Interview	26,131	1	.0833	2,177
All Waves – Respondents Completing Interviews	6,000	Average: 1.5	Average: 0.44	4,000
TOTAL				6,177

Table 2. Average Responses to Paid Advertising Heavy-Up Experiment
(PAHUE)

Instrument	Number of Respondents	Number of Responses per Respondent	Average Burden Hours per Response	Estimated Annual Burden Hours
Screening for Wave 1 eligibility	2,608	1	.0833	217
Wave 1 Questionnaire	2,000	1	.5	1,000
Screening for Wave 3 eligibility	2,608	1	.0833	217
Wave 3 Questionnaire	2,000	1	.5	1,000
All Waves – Screened Households Ineligible for Interview	5,216	1	.0833	434
All Waves – Respondents Completing Interviews	4,000	Average: 1	Average: 0.5	2,000
TOTAL				2,434