

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 Evaluation (CICPE) in order to make revisions to the Wave 3 questionnaire and to introduce a web questionnaire option for the CICPE panel respondents. We have prepared a single page web invitation that will accompany the advance letter (previously approved by OMB) to panel respondents' households. The invitation is attached.

Questionnaire revisions are necessary so that the evaluation data can closely match the implementation of the 2010 Census Integrated Communications Campaign. The major changes to the instrument from the Wave 3 version originally submitted to OMB are as follows:

Tailoring of items to Integrated Communications Campaign implementation—

- 1) Specific paid media confirmed awareness items were added to the attached Wave 3 questionnaire (Q19a1 to Q19E3). Respondents will be asked about three advertisements. Because the Census Bureau's ad campaign features different ads for different populations, one of these three ads will change for each sample group. The structure of these items is unchanged from our original submission, but wording has changed.
- 2) Questions 19I and 19J were replaced with messaging items proposed by the Census Bureau and DraftFCB as better reflecting the messaging themes of the paid media campaign. Only wording has changed in these items.
- 3) Two new questions about languages respondents speak are added to shed light on respondents' comprehension of in-language targeted advertisements (Q32C1 and Q32C2).
- 4) Two new questions about Census enumerators are added to capture respondents' awareness and likelihood to cooperate with the Census enumerators (W2_8a and W2_8b). These are adopted from the Census Barriers and Motivations Survey questionnaire, which was fielded for the Census Bureau in 2008 and was cleared by OMB.
- 5) The respondent telephone number was added back into the contact section at the end of the questionnaire.

Modifications based on earlier waves of the CICPE data collection—

- 6) We have removed several items due to low variation in earlier waves. These include: an item asking if respondents have seen individuals with 2010 Census personal items, follow-up items to civic participation items Q1a, Q1b, and Q1d, items asking about having heard recently about selected government programs, two context items qualifying feelings toward the Census Bureau.

- 7) In 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
- 8) Questions about respondents' street address and name were added to verify that the intended panel respondents have answered the questionnaire (Q42, Q42a, and Q44)

As a result of these changes, the estimated time to complete the Wave 3 questionnaire remains unchanged from the original 30 minutes estimate. In fielding the first two waves of the 2010 Census ICP Evaluation, we have found that eligibility rates for selected supplemental samples are lower than originally expected. Because of this lower than expected eligibility rate, we will need to contact more households to screen for eligibility in Wave 3 than we had originally estimated. This will increase the overall burden of this collection by 334 hours.

The burden tables below reflect additional cases required for screening in Wave 3 in order to achieve target sample sizes for the Wave 3 interview:

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	10,558	1	.0833	879
Wave 3 Questionnaire	3,000	1	.5	1,500
All Waves – Screened Households Ineligible for Interview	30,156	1	.0833	2,511

Instrument	Number of Respondents	Number of Responses per Respondent	Average Burden Hours per Response	Estimated Annual Burden Hours
All Waves – Respondents Completing Interviews	6,000*	Average: 1.5	Average: 0.44	3,960
TOTAL				6,511

*The total number of unique respondents is 6000 (3,000 panel and 3,000 non-panel), while the total number of interviews is 9000.

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