

Weight the CBAMS Data

1 What is the best method for creating mindsets?

1.1 How consistent are mindsets over time?

2 What are the Census mindsets?

2.1 Are unaware and unacquainted different?

2.2 What are Census dislikers all about?

2.3 What is the big group of Census likers about?

2.4 What is each of the final segments really like?

3 Who is in each mindset?

3.1 Census clusters (Nancy Bates' K-means)

3.2 Demographic and HTC groups

3.2 Census behavior

4 What are attitudes toward the use of administrative records

5 How can we reach the mindsets

6 Census in schools

Analysis

"Mindsets" or attitudinal segments may shape Census communications policy for the next decade. The top project priority is to define the mindsets is relatively stable and produces reliable, meaningful results that adequately distinguish between key population segments.

Use attitudes and knowledge measures to create population segments using at least: K-means, Q-type factor, and latent class analysis. Compare the proportion of the population, and segment profiles across approaches. Compare segment stability across variable sets to answer: even if variables are summarized in different ways? Select the approach that creates the simplest, most robust solution with a high proportion of the population for Census. One goal is to define meaningful segments with as few variables as possible because formative research relies on a small number of segment groups. We may also elect to explore CHAID or decision tree approaches. If we do, then self-reports of Decennial Census participation are a key measure.

Compare the performance of the selected approach in the CBAMS II and CBAMS I data. CBAMS II contains some questions that are missing in CBAMS I some of the areas that we were missing. For this comparative analysis, we will only use questions that appear in both datasets. Once a method of analysis has been selected, we will want to actually assign and explore the mindsets.

In CBAMS I, there were five mindsets. One was defined a priori as all those respondents who were not aware of the Census (six survey questions). One of the remaining four (derived from Q-type factor analysis) was "unacquainted", characterized by low knowledge. It was asked of all respondents, so the final solution may have one or more groups characterized by low knowledge.

One of the CBAMS I mindsets was negative toward the Census. Since these are arguably the most important communications messages, we will identify more than one group with low or moderate affinity. We will characterize those groups initially in terms of their response to the Census.

There were two groups characterized primarily by affinity for the Census, one of which was large and undifferentiated. CBAMS I will explore beliefs and attitudes that can hopefully help to break down and characterize Census-likers.

Each of the candidates for statistical approaches produces final estimates of scores on the input measures. The profiles of the segments, but since so many new and different measures are included, this is unlikely. Hopefully, more content- rather than a statistical approach.

In addition to knowing the attitude/knowledge profiles of each segment, Census needs to know the demographic profile. This will be done in future plans.

Census has classified Census locations into "clusters" that have specific demographic profiles. We will crosswalk the segments to these clusters to see correspondence.

Census is particularly interested in relating segments to Hard-to-Count groups.

Self-reports of decennial Census experience, while not perfectly accurate, will be an important part of evaluating the utility of

Census is considering leveraging administrative records elsewhere in the government to supplement Census data. Questions and options for communicating about these changes with the public.

Communications profiles are not the top priority of the project, but adoption of new communications technologies can be an approach to the world.

Census is working on partnering with schools to promote response. These questions will be used to contribute to program evaluation.

Measure or statistic

K-means, Q-factor, LCA; variable reduction through factor analysis or variable clustering, decision trees

K-means, Q-factor, LCA

Proportion or mean comparisons with appropriate adjustment for complex sample

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Proportion or mean comparisons with appropriate adjustment for complex sample

Proportion comparisons with appropriate adjustment for complex sample

Proportion comparisons with appropriate adjustment for complex sample. Multinomial logistic.

Proportion comparisons with appropriate adjustment for complex sample. GLM models



Question

A1. unaided awareness

A3. aided awareness

C3r. Familiarity

Knowledge: C4ar. To decide how much money communities will get from the government?

Knowledge: C4br. To decide how many representatives each state will have in Congress?

Knowledge: C4cr. To see what changes have taken place in the size, location and characteristics of the people in the United States?

Knowledge: C4dr. To determine property taxes?

Knowledge: C4er. To help the police and FBI keep track of people who break the law?

Knowledge: C4fr. To help businesses and governments plan for the future?

Knowledge: C4gr. To locate people living in the country illegally?

Knowledge: C4hr. To determine state income tax rates?

Knowledge: C4ir. To count both citizens and non-citizens?

Knowledge: C4jr. To determine the rate of unemployment?

D1r. Knowledge of req.

D2r. Knowledge of confidentiality

B1r. Likelihood

B5r. Importance

C2r. Affinity

ZIP

E1ar. Invasion of privacy.

E1br. It is important for everyone to be counted.

E1er. Shows I am proud of who I am.

E1fr. Let the government know what my community needs.

E1gr. I just don't see that it matters much.

E1hr. It is my civic responsibility.

E1ir. Promise of confidentiality can be trusted.

E1jr. Information I provide will be misused.

E1lr. The government already has my personal information.

E1mr. I'll never see results .

E1nr. I don't have time.

BELIEF1.should only ask for the number of people living in the household and nothing else.

BELIEF2. Refusing to fill out the Census is a way for people to show that they don't like what the government is doing.

BENHARM. could personally benefit you in any way, personally harm you, or neither benefit nor harm?

MOT1-MOT10

CE1. Did you receive a Census form in the mail in 2010?

CE2. Did you or someone else in your household fill out and return the form?

CE3 Did you personally fill out the form ?

CE4 Did you personally return the form ?

CE5. When you filled out the form, did you answer all the questions completely?

C6r. Are you aware that if you don't mail back the Census form that a Census Bureau interviewer tries to visit ?

CE6. Did a Census interviewer visit your home?

CE7. Did you or someone else from your household complete the Census with the interviewer?

CE8 If you had a choice, would you prefer to answer the census by

TOG1 The government in Washington can be trusted to use my information responsibly

TOG2 I trust the government in Washington to keep my best interests in mind

TOG3 When I give information to the government in Washington, I know it will be kept safe

TOG4 The government in Washington should collect information about the population so that it can make the right decisions

TOG5. I trust my state government more than the government in Washington.

TOG6. I trust my city, town, and county government more than the government in Washington.

TOG7. The Census Bureau is more trustworthy than most other parts of the government in Washington.

Q32b:I don't think public officials care much what people like me think.

Q32c:People's rights to privacy are well protected.

Q32d:People have lost all control over how personal information about them is used.

Q32f:The government knows more about me than it needs to.

PRIV7. Businesses and private industry have too much information about me.

COMP1. I usually wait to complete paperwork until it is due.

COMP2. I usually take care of paperwork as soon as I receive it.

COMP3. Completing paperwork on time makes me feel good.

COMP4. I usually start and stop paperwork, rather than completing it in one sitting

COMP5. I usually put paperwork I receive in a stack of things I need to complete at some point.

COMP6. I sometimes miss deadlines for paperwork, especially when it's not a bill.

COMP7. I try to set aside a special time in the week to take care of paperwork.

COMP8. I prioritize paperwork in terms of when it is due.

AMCost1:The 2010 Census cost over \$10 billion. The Census Bureau is looking at saving money next time by getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms.

AMCOST2:And on the same scale, how do you feel about the Census spending more by sending an interviewer to your home to ask you for the information?

AMCOST3:On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to give your Social Security Number to the Census in order to make it less costly for them to get information from other government agencies?

AMCost4:In order to save money, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]?

AMCost5: Finally, if you had to choose, would you prefer that the Census save money by getting your household's information from other government records or would you prefer that the Census spend more to send an interviewer to your home to ask you for it?

AMBrd1: Some people think that filling out and mailing back a Census form is too much trouble. The Census Bureau is looking at ways to make the Census easier next time by getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms.

AMBrd2: And on the same scale, how do you feel about the Census sending an interviewer to your home to ask you for the information?

AMBrd3: On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to give your Social Security Number to the Census in order to make it easier for them to get information from other government agencies?

AMBrd4: In order to make it easier to do the Census, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]?

AMBrd5: Finally, if you had to choose, would you prefer that the Census make things easier by getting your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

3AMCtrl1: The Census Bureau is thinking about getting sex, age, date of birth, and race information from government records for people who don't mail back their Census forms next time.

AMCtrl2: And on the same scale, how do you feel about the Census sending an interviewer to your home to ask you for the information?

AMCtrl3: On a scale of 1 to 5 where 1 is completely unwilling and 5 is completely willing, how willing would you be to give your Social Security Number to the Census in order to make it easier for them to get information from other government agencies?

AMCtrl4: In order to make it easier to do the Census, would you approve or disapprove the Census Bureau getting sex, age, date of birth and race information for your household from [FILL ITEM]?

AMCtrl5: Finally, if you had to choose, would you prefer that the Census get your household's information from other government records or would you prefer that the Census send an interviewer to your home to ask you for it?

L2. In addition to your cell phone, is there at least one telephone inside your home that is currently working and is not a cell phone? Do not include telephones only used for business or telephones only used for computers or fax machines.

L2a. How many?

L3. In addition to your residential landline telephone, do you also use one or more cell phone numbers?

L3a. How many?

L6. Of all the telephone calls that you receive, are ...

INT1. Do you ever use your cell phone to access the internet?

INT2. Do you ever use the internet on a laptop or desktop computer?

J8r. On an average day, about how many hours do you use the Internet at home, work or somewhere else?

On the internet, do you

IntSite1. Pay bills, manage bank accounts, or trade stocks

IntSite2. Visit social networking sites such as Facebook, Myspace, or LinkedIn

IntSite3. Shop or buy things on sites like amazon or expedia.com.

IntSite4. Create accounts to get personalized information (like review your cell phone bill or read special content at a magazine)

IntSite5. Read news sites or blogs

IntSite6. Post things about yourself like pictures, status, or blog entries.

IntSite7. Prepare and file state or federal income taxes

INTSRC1-INTSRC4 You said that you [pop in from intsite1-intsite4] on the web. To do that, do you use your

M1. Including yourself, how many people live in your household?

M2. Are there children living at home with you who are under 18 and go to school?

CIS1: In the past two years, have the children living at home with you brought home any materials about the Census?

CIS2: In the past two years, have the children living at home talked about the Census with you?

CIS3: When you talked with them about the Census, was it about things they had learned about the Census at school?

M3. What is your marital status?

M4. What is the highest grade or year of regular school you completed?

M5. Are you Hispanic or Latino?

M6. Which of these categories best describes your race?

M7. What language is spoken most often in this household?

M8. Were you born in the United States?

M9. Do you rent or own your house or apartment?

M10a. Is your total household income

M11r. What is your age?

M11a. In which of these age categories do you belong?

3.3

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Yes

3.3

3.3

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Weighting

Yes

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Yes
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Yes

road for creating mindsets?
mindsets over time?
mindsets?

acquainted different?

users all about?

of Census likers about?
national segments really like?
et?

by Bates' K-means)

C groups

ward the use of administrative records

e mindsets