

SUPPORTING STATEMENT
U.S. Department of Commerce
U.S. Census Bureau
Generic Clearance for 2010 Census Communication Campaign Testing Activities
OMB Control #0607-XXXX

B. Collections of Information Employing Statistical Methods

1. Universe and Respondent Selection

The data collected will be used for obtaining feedback and reactions in order to improve and evaluate the 2010 campaign communications. For the most part, the small scale testing activities undertaken as part of this clearance will involve purposive or quota samples with respondents selected either to cover a broad range of demographic subgroups or to include specific characteristics related to the hard-to-count target groups (e.g. young Hispanic males). In some instances, a probability sample may be drawn, for example, to conduct an in-market tracking survey. A description of the plans for selecting respondents for each individual test will be provided to OMB.

2. Procedures for Collecting Information

Data collection procedures for the testing conducted under this clearance will be varied, and will most likely include focus groups, in-person group interviews, usability testing online and telephone and on-line data collection. Statistical results will generally be limited to response rates, rating scores, frequency distributions of data items, and “topline” crosstabulations of data items by selected demographic characteristics. More specific information about data collection procedures will be contained in the description provided to OMB at the time the requests are submitted.

3. Methods to Maximize Response

In general, callbacks will be used to maximize response rates in telephone interviews. Small incentives (such as gift vouchers) may be awarded to web-based survey respondents. For in-person interviews, participants will be reimbursed for their time and travel expenses. Reminder phone calls and/or letters to participants will be used to encourage them to keep their appointments. Tallies will be kept of the number of nonrespondents to all testing activities. More specific information will be contained in the description provided to OMB at the time the questionnaires are submitted.

4. Testing of Procedures

Procedures and protocols will be carefully reviewed by the agency and vendors to ensure comprehension, relevancy, and quality (e.g. focus group moderator guides,

procedures to use hand-held computers). Survey instruments will undergo cognitive and/or usability testing prior to fielding. CATI instruments will be timed and fully path-tested prior to production. We expect that all the tests conducted under this clearance will result in detailed understanding of responses to campaign messages, resulting in more effective communications to target audiences.

5. Contacts for Statistical Aspects and Data Collection

Nancy Bates (301-763-5248) served as general methodological consultant for this clearance. Additional advice on statistical aspects of each individual test will be sought as the testing program proceeds. Depending on the nature of the research, staff from subject- matter divisions, operational divisions, and the Census 2010 Publicity Office and DraftFCB-NYC will have primary responsibility for data collection and analysis. The specific research project will also determine whether the data will be collected by the Census Bureau or through a contractor. Nancy Bates is the contact person for general questions about data collection and analysis. Other contact persons for questions regarding data collection and statistical aspects of the design will be provided to OMB at the time the questionnaires are submitted.

Attachment