

An Exploration of  
Attitudes and Perceptions Concerning  
the US Census  
Among Black Populations

**Conducted for**  
**The United States Census Bureau**  
**By**  
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**Philadelphia, PA**  
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## **I. PURPOSE AND BACKGROUND**

### **Purpose**

The purpose of this research is to better understand public concerns among African-American populations about responding to the Census and to begin to identify messages that would motivate these populations to answer the census. In particular, the research is intended to discern the significance of privacy concerns relative to the willingness to participate in the U.S. Census.

### **Background**

Conducting a complete and accurate census depends heavily on the cooperation of a large and diverse population. Since the census occurs only once every 10 years, it is important to understand how attitudes about the census and the government are changing. Increasing concerns about privacy, heightened awareness of immigration issues, and increasing mistrust of the government could significantly affect response rates. Costs increase dramatically and accuracy decreases when the public either fails to respond by mail or does not cooperate with census takers.

## **II. OBJECTIVES**

The goal of the research is to identify levels of awareness and knowledge about the census; previous behavior toward the census; motivations and barriers for completing and filling out the census form; overall concerns about responding; specific privacy concerns; and feelings toward the Census Bureau among segments of the African-American population.

These segments included Urban, Rural, Caribbean-born, and African-born populations.

### III. LOGISTICS

	Group 1	Group 2	Group 3	Group 4
<b>Market</b>	Jackson, MS	Jackson, MS	Chicago, IL	Ft. Lauderdale, FL
<b>Date</b>	Wednesday October 25	Wednesday October 25	Tuesday November 1	Friday November 3
<b>Time</b>	6pm	8pm	6pm	6pm
<b>Composition</b>	Rural A-A	Rural A-A	Urban A-A	Caribbean
<b>Age Range</b>	40-59	21-39	40-59	21-39
<b>Gender</b>	Male/Female	Male/Female	Male/Female	Male/Female
<b># Recruited</b>	19	20	21	19
<b># Attended</b>	9	3	12	3
<b># Participated</b>	9	3	11	3
	Group 5	Group 6	Group 7	Group 8
<b>Market</b>	New York, NY	New York, NY	New York, NY	New York, NY
<b>Date</b>	Tuesday November 14	Tuesday November 14	Wednesday November 15	Wednesday November 15
<b>Time</b>	6pm	8pm	6pm	8pm
<b>Composition</b>	Caribbean	Urban A-A	African Born	African Born
<b>Age Range</b>	40-59	21-39	21-59	21-59
<b>Gender</b>	Male/Female	Male/Female	Female	Male
<b># Recruited</b>	16	22	18	20
<b># Attended</b>	11	11	11	12
<b># Participated</b>	10	10	10	10

	Group 9
<b>Market</b>	Lancaster, PA
<b>Date</b>	Tuesday November 28
<b>Time</b>	6:00 p.m.
<b>Composition</b>	Rural A-A
<b>Age Range</b>	21-39
<b>Gender</b>	Male/Female
<b># Recruited</b>	23
<b># Attended</b>	18
<b># Chosen to Participate</b>	10

Note: All focus groups were conducted in October and November 2006.

## IV. RECRUITING AND SCREENING CRITERIA

### Recruiting

The recruiting was predominately undertaken via telephone. Databases containing listed households and household information on a zip code, census tract and census block basis were utilized. The sample itself was purchased from **Marketing Systems Group, Inc. (MSG)**, a nationally renowned, full-service sampling company which MDAC has worked with for over five years. MSG has both listed and random sample generation capabilities.

The sample generation and telephone recruitment process included the following steps:

1. Identify specific markets that recruiting will be undertaken. For this project the markets initially were Chicago, IL Ft. Lauderdale, FL, Jackson, MS and New York, NY. An additional market, Lancaster, PA was added later.
2. Determine the specific subgroups of interest in each market e.g. Urban, Rural, African born and Caribbean born
3. Determine specific characteristics required of participants.
4. Determine which participant characteristics can be targeted by MSG. For this project where live (urban, rural), age (21-39 and 40-59), gender and where born (Caribbean, African nation) could be targeted. The information regarding urban or rural residence and where born was based on Census data. Age and gender information was obtained from InfoUSA (InfoUSA compiles and updates a proprietary database of over 220 million individuals in the United States and Canada) based on self-reported information.
5. Areas (census tracts and/or census blocks) with relatively high concentrations of the target groups e.g. ideally 50% or greater were sampled, however, areas with only 25% density of the target group were also selected.
6. Available telephone numbers were generated from the selected areas.
7. Selected telephone numbers were called and qualified participants were recruited.
8. On occasions when an adequate number of persons could not be recruited via phone in-person recruiting was undertaken in areas known to be frequented by the target population. Telephone recruiting was augmented by in-person recruiting for Caribbean-born and African-born participants in New York, NY and rural participants in Lancaster, PA.



## V. CAUTIONARY STATEMENT

Readers of this report are reminded that focus group research is qualitative in nature and as such, the results reported herein should ***not*** be used to project to a larger population.

Even though there were occasions in this report that acknowledge “hand counts” and numeric responses as indicators of respondent preferences, those indications are ***not*** quantitative and, therefore, not able to be projected..

However, the discussion diagnostics and dynamics generated in a focus group context are an indicator of overall attitudes and perceptions among the engaged populations. As such the findings and insights do provide the basis and foundation for effective planning and decision-making.

## **VI. EXECUTIVE SUMMARY**

### **Awareness**

There was moderate awareness among all population segments. Awareness varied slightly among the population segments and was driven by different attributes.

Urban African Americans were slightly more aware of the Census based on their previous experience with the Census. Generally, Media penetration is greater in urban areas than rural areas. Rural African Americans were somewhat less aware of the Census, with African and Caribbean born populations aware of the US Census based on learning about it in school here in the US or familiarity with census activity in their country of origin.

### **Personal Experience**

Most did not have personal experience with the U. S. Census, while a significant number did not recall receiving a Census form or refusing to complete and fill out the form. Several remember visits from enumerators as well as receiving a questionnaire, although this did not represent a majority of those participating in the groups. It seemed there was less recall in rural areas of receiving a questionnaire or enumerator visits compared to urban locations.

### **The Process**

There was little clarity regarding how the U.S. Census works, how the information was collected and in what form it was made available. Urban African Americans and African born populations were more capable of conceiving how the overall process worked.

### **Uses and Benefits**

Almost all of those who participated agreed both public and private organizations used Census information. The primary use was believed to be for planning and community development. Allocation of public funds was the most frequently mentioned use of Census information.

Specifically, public funds used to make improvements in the community related to education (schools), health (hospitals and clinics), as well as, welfare and safety (firehouses and reductions in crime) were mentioned.

Mentions of private uses of Census information included marketing applications including negative uses, such as junk mail and placement on

telemarketing lists. Gentrification was also mentioned as a negative outcome of planning associated with Census data.

The positive uses of Census information by business enterprises could result in the development of mini-malls, increasing neighborhood conveniences and affordable housing.

Most felt they would not benefit personally from the Census and that the benefits would more than likely benefit their children sometime in the future. This is essentially because planning was viewed as a long-term process and the fact that they were unable to identify any benefits they could attribute to the Census. Nevertheless they held out hope that there could be a positive outcome from the Census process.

None of the participants were able to identify benefits derived from past Census e.g. their parents having completed and returned a Census form. This is a critical barrier to the completion of the Census form in the future.

### **Motivators and Barriers**

Immigrant population segments have a somewhat better concept of civic duty based on their political orientation and personal experience in their country of origin. This perspective is reinforced via the education they receive in the United States. This positive civic minded perspective is eroded by their exposure to the jaded attitudes and cynicisms of many African Americans born in the U.S. Some of the African born have acquired the cynicism of US born African Americans. They have begun to believe the Census, just like voting, will not bring positive results that will impact them personally.

The focus groups provided a forum for learning and discussion of the benefits derived from the U.S. Census. This forum provided knowledge and understanding of how Census data can be transformed into positive benefits. This discussion was beneficial to the enhancement of their understanding of how the U.S. Census can be helpful to them personally. After becoming aware of these benefits, participants in general, were more enthusiastic about participating in the next Census.

The Patriot Act and the associated belief that Americans were more apt to be under surveillance by the government was a barrier to participation. The population segments living relatively marginal lifestyles, where survival consumed most of their energy and effort, and were more likely to receive some form of government assistance, were more reluctant to participate. They viewed the U.S. Census as a way to "check up" on them and monitor their ability to survive without public assistance.

## **Privacy**

All African American population segments expressed sensitivity to the intrusion of the Census based on the breadth of questions more than the depth of questioning. They admit, when probed, the information requested on the Census form was not particularly critical to the security of their identity. They simply felt it was personal and the amount of information requested was an intrusion on their personal privacy.

African Americans born in the U.S. have a residual concern based on a perception they have a legacy of being exploited by public and private entities.

African immigrants believed the Census is used to keep track of them and would not participate based on their immigration status. Many believe the Census Bureau and other government agencies are linked or work closely with the Immigration and Naturalization Service (INS).

## **Trusted Advocates**

Someone close to them was frequently mentioned as the person that could have a significant influence on their future participation in the Census. This personal contact allows them to make a judgment about the person's integrity and sincerity.

The trusted advocates most frequently mentioned included: relatives; local leaders more than leaders with national status; religious leaders; and associations particularly for immigrant's affinity for organizations from their country of origin.

## **Suggestions to Increase Census Participation**

Participants in the groups offered suggestions they believed would increase the number of African Americans completing the Census questionnaire.

1. Identify categories of community benefits that are possible by the use of Census information. Establishing a direct link may be difficult, however Census data are used for planning purposes and strong and compelling inferences can be established.
2. Make obtaining a Census forms easily accessible.

Several participants in the group told us they did not receive Census forms and were not visited by enumerators. Forms made available conveniently could increase completion rates. Methods suggested were:

- Available in the post office

- Available online for downloading or completion online.
  - Local politicians office
3. Periodic reminders between Census periods to raise top of mind awareness.

Participants agreed that the U.S. Census was not top of mind (an artifact of Census recall) and therefore not given consideration concerning its importance or relevance over a period of time. They felt that periodic communication about the U.S. Census would raise awareness and stimulate discussion about its relevance.

4. Learning about the benefits derived from the U.S. Census was highly motivating and they believed their inclusion in the Census forms package would be particularly persuasive.

A summarization of relevant benefits was frequently referred to as a key motivator to complete the questionnaire. Specifically, believable and more near-term benefits would have the most positive impact on motivating these segments to participate and fill out a Census form.

5. The tactics with the greatest impact would appear to be education about benefits and promotion of the Census via local community organizations and advocates.

6. Develop a trusted Advocate Outreach Program to stimulate word of mouth and validate participation in the 2010 Census as a positive behavior.

Black population segments are reluctant to adopt a specific behavior until it is validated via word of mouth from a trusted source and the specific behavior is proven of minimal risk relative to the resulting benefits.

7. Extending the period of outreach will allow the development of positive attributes, such as word of mouth and advocate intervention, to occur organically.

This recommendation is based on using available funding over an extended period of time. Implicit in this recommendation is the belief that the overall outreach using advertising and promotion will generally remain at an effective level.

## VII. FINDINGS

### A. OVERVIEW

#### 1. General Awareness and Personal Experience

##### Awareness

Overall awareness and recall of the US Census was moderate.

Awareness ranged from low to moderate depending on geography, age and immigration.

Those living in urban areas appeared to have a better recall of previous Census activity and receiving a Census form. Stability in residence increased chances the census form was received by the participant. Older participants in the groups were most likely to recall previous activity although younger participants in urban areas remembered their parents receiving a form and having a family discussion about the Census.

Rural participants in the focus groups were less likely to be Census aware or recall Census activity. They were also the most sensitive about revealing personal information.

Immigrants were more Census aware due to regular census activity in their country of origin. They were aware of US Census activity based on recall and previous experience, their education in the United States or intuitive perceptions that such activity takes place.

These key factors were found to influence recall of the Census:

a) Those who recalled the Census were more likely to recall a visit by an enumerator.

“They come and knock on your door.”

A smaller number recalled receiving a questionnaire in the mail. Older participants were more likely to remember past census activity.

b) “Top of mind” awareness was overall low, making recall of when the last Census occurred difficult. Some suggested that the last occurrence was from 15 to 20 years ago, although a few surmised it occurred around 2000.

c) Given that the last Census was not easily recalled it was hard for group members to calculate when the next Census will occur.

d) A large number of those in the group, including all population segments, believed the Census occurred every ten years.

##### Personal Experience

Along with the low awareness, there was also little recall of their participation in Census 2000.

Several of those who received questionnaires admitted to not sending it in.

Most importantly, several did not complete the questionnaire despite visits from enumerators.

A handful of participants remembered visits from enumerators, although they said they had filled out the questionnaire and sent it in.

Several were sure they had not received a questionnaire in the mail and stated that they had lived at the same address for a long time.

Some of the younger participants remembered their parents completing and sending in the questionnaire, but it was more likely that they recalled a visit by an enumerator visiting their home when they were younger.

Less than half of the group participants reported they did not fill out and/or complete the Census form. Several reasons were given including: not receiving the questionnaire form or being visited by an enumerator, lack of interest, and privacy concerns.

Most perceived or believed it was the responsibility of the head of household to complete the form for everyone in the household.

## **2. The Census Process**

Consistent with their low awareness, those in the groups were not able to articulate with any clarity how the Census worked. Based on personal experience they surmised that the collection of information was conducted mostly in person while those who received questionnaires identified direct mail as the primary collection method.

They were not sure what was done with the data once collected.

There was a general belief that the Census could not possibly count everyone in the U.S. They believed this was a daunting task and justified their feelings about not being compelled to complete the questionnaire.

They generally believed that everyone should complete the form.

However, most did not believe filling out the Census form was mandatory, or carried a penalty for not filling it out.

*"It's optional."*

Virtually all of those participating in the groups felt the Census was not mandatory.

*"..if you don't never fill it out they ain't coming to arrest you or put you in jail so you don't have to fill it out."*

Most agreed that general demographic information was collected.

There was disagreement about how much personal information was collected. Some believed they collected social security numbers while others were adamant about personal information not being included in the information collected.

There was also mixed opinions about information sharing.

Most concur that other branches of government, especially the IRS, INS, and SSA, can access personal information, although this is not easily accomplished.

A few believed it was policy for the US Census not to share information with other government agencies, although there are exceptions since they are both government agencies.

*"I think the IRS needs Census. The Census needs IRS to know whom they are going after..."*

### **3. U.S. Census Purpose and Intentions**

Along with shallow awareness of the U.S. Census, there is little understanding of what the purpose of the US Census is, other than counting and determining the ethnic composition of the U.S. population.

Many respondents in the group used the phrase "keeping track" to describe how they perceived the purpose of the Census, which had a dual meaning. On the one hand, the purpose was understood to be benign, at best, and described as keeping track of population trends.

Others articulated "keeping track" in terms associated with surveillance perceptions. Articulating this purpose and intent as

*"...knowing where you are."*

*"To keep track of people with different backgrounds."*

### **4. Uses of Census Data**

Many believed that U.S. Census data is generally available to government and private corporations. The majority of which believe that the data is available as categorized information versus an individual's personal information.

Most do not believe the U.S. Census distributes individual household information nor makes it readily available as a matter of policy.

Nevertheless, it was the general feeling that government agencies were

capable of accessing this data. It was generally believed that the government was above the law.

There was polarity in how the groups believed the data is made available. Some perceiving the data could be accessed on an individual basis, while others believed it was categorized.

*"I do but they want to see if she is still in her parent's house."*

*"I don't think that it is that detailed oriented."*

Most concurred that the data collected was used for planning purposes by public and private entities. All levels of government use Census data to plan and determine allocation of funds.

*"..it goes into funding community development..."*

Private organizations use U.S. Census data for business planning.

*"Marketing."*

## **5. Perceived benefits**

Generally, community development based on fund allocation was the most frequently mentioned benefit by all population segments. Schools, healthcare, and community services were the benefits mentioned most frequently.

Sometimes business development, such as mini-malls and other commercial enterprises were mentioned as benefits. This was seen as a benefit since it would add value and shopping convenience to the community.

*"Yeah because I don't have to go downtown to go to the clinic."*

*"I mean you'll get more mini-malls because they know there is population there."*

These perceived benefits were community focused and not individual based. They believe that the benefits derived from the Census would be helpful to their community as a whole. As such, they would in turn benefit. This was the only occasion where any personally derived benefit was mentioned.

*"I feel like it goes more to the community. But I am part of the community."*

## **6. Motivators**

Some of the participants felt it was important to be counted and that this recognition would add to the significance of their ethnic group. They also felt participation made their community, which was seen as mostly homogeneous, more important.

Despite the general feeling that there were no penalties, a few felt a moral obligation to participate.

*"..you are going to shortchange the community that you live in..."*

*"The community benefits if people participate and fill it out."*

They believed that an explanation of the benefits in relevant messaging would help them understand what the Census was used for.

*"..you would think they would say some of the stuff (benefits) when they are trying to get you to fill it out"*

*"I remember that commercial that's all they said, if you want to be counted you want to fill this out."*

Overall, they generally believe the benefits derived from the Census are worth the personal risks.

*"It might be worth it"*

*"I think it's worth it because those positives outweigh more of the information you may be afraid somebody is getting because the Census asks a lot of basic information."*

*"I don't see a problem filling it out and sending it back."*

Knowledge of the Census being a mandatory effort increases their intention to complete and send in the Census form.

## **7. Barriers**

There were mixed feelings about benefiting from the Census. Some of the participants felt the benefits helped them individually, while some felt the benefits would not affect them personally.

*"..it's just like in voting a lot of people don't vote because they don't feel that their vote will make a difference."*

*"I have been living in this neighborhood for thirty years and just a few years ago we got a new school."*

*"...the community is supposed to benefit from it but..."*

*"I wouldn't know because there is nothing that ever came to the community and said this came from the Census.*

The key factor is that most could not point to physical evidence of benefits derived from the collection of Census information.

Occasionally, the concept of being "checked up on" was offered as a reason they were not inclined to complete the questionnaire and return it.

They could not point to any evidence of benefits they had received that could be linked to the U.S. Census.

To some extent they felt there was a greater risk they would be exploited.

*"The higher the income in the community the easier it is to see the funding gets there to fund the community"*

## **8. Privacy**

There was a general feeling the Census was an intrusion on their privacy.

Although they acknowledged the information collected was not critical to their personal identity or placed them at risk for identity theft.

The foundation for this sensitivity was the perception that African Americans have a legacy of being exploited by government and private industry.

The events of 9/11 have heightened concerns about privacy, citing exceptions to the law if it was deemed necessary they also recited the alleged abuses of the Patriot Act.

While they perceived it is difficult to do, they believed it is plausible that individual information can be accessed by exception to the law, or through illicit means, if necessary.

*"They do what they do."*

*"It was illegal what they were doing, okay. But they did it."*

*"Ever since 9/11 everything has just been going on....There is more underhanded stuff....even the Patriot Act alone."*

Generally, most of the participants felt that the collected information was protected.

*"They have privacy laws."*

Nevertheless, many felt that the government can access personal information if they have a need or desire.

*"They can....they have their way."*

Those who participated were more concerned about privacy if they were living a marginal existence, which required focus on survival and if their economic circumstances qualified them to receive assistance from the government.

## **9. Trusted Advocates**

People that they had personal contact with were cited the most as being trusted advocates. This familiarity allowed them to judge the motivations, integrity and sincerity of the recommendations made by these advocates to fill out and return a Census questionnaire.

Relatives were cited as someone who could motivate them to fill out the form.

*"..my brother Michael because I have known him for 15 years and he ain't never had no kind of agenda for nothing."*

*"My sister"*

*"My Uncle he just turned 100."*

Celebrities, such as Oprah Winfrey, and religious leaders, were mentioned as good advocates, since they are viewed as genuine and sincere.

*"What about the church?"*

*"The /Imam."*

There was a mixed opinion about politicians, with some who have strong local politicians mentioning them as an advocate.

*"Bill Clinton, he could convince me. I want to be honest."*

*"I trust Him."*

*"He is a liar"*

## **B. POPULATION SEGMENTS**

### **1. Urban African Americans**

Urban African Americans had among the highest awareness of the Census and were more likely to mention that the next census was 2010.

The majority of the older segments were more likely to remember completing the 2000 Census form.

Their lack of understanding about how the Census works was consistent with other African American population segments. Their description of the process however, more than other segments, was essentially based on personal experience.

They were no different than other groups in how vague their understanding was about how US Census data is used.

*"I don't know how it is used."*

Similar to other African American population segments, they believe the Census is primarily used to keep a count of the American population.

They identified commonly mentioned benefits such as allocation of funds and the building of schools.

*.. "they are able to know how many children they expect to have in their school so money could be available..."*

They were virtually unanimous in believing the government could not guarantee that their information would be kept confidential.

*"Me personally, I never could take that as word from them or anybody else for that matter saying that my personal information would be 100% confidential."*

*"If the government wants to find you, they will find you."*

The overall attitude is that their personal information is available to the government.

*"The US knows everything about us."*

*"They can just get it"*

A majority of Urban African Americans, more than other segments believe it is plausible their individual personal information can be accessed.

*"It is possible."*

## **2. Rural African Americans**

This group had lower awareness than was generally observed in other groups. This also varied by age and location.

The younger participants in Lancaster, PA had recall on par with the other population segments. However, most were not able to articulate many benefits derived from the Census.

Southern rural participants had lower recall versus other African American population segments. Recall for older participants was not recent, with most of them saying they recalled Census activity when they were a child.

*"When I was probably a teenager, 15 or 16."*

This long-term recall mirrors their experience with the Census. Older participants said, more than other segments, that they had not received a questionnaire.

*"I never got it."*

*"I've been back for ten years and never seen one."*

Unlike the other groups, they did not feel it was for everyone to fill out and send back.

*"I don't think they want everybody to fill it out."*

*"If they wanted to have everybody fill it out they would get forms to everybody."*

This segment was somewhat less likely to believe that the Census was important and would have a positive effect on their lives.

Lancaster participants had a negative perception of the possible effect of the Census, believing it could result in funds being reduced.

*"Cut your money."*

*"...so much dough we are spending this much money on the war, so we can cut this much money out of what we're giving them, so we can spend it in other places, and boom."*

*"I am talking about specifics. I mean welfare, housing..."*

*"They are taking money from us to give to someone else."*

One benefit unique to the younger group in Jackson, MS, was the belief the Census could result in a safer neighborhood due to a reduction in crime.

*"And you come outside and your children come outside because drive by shootings. Stuff like that."*

*"Well it ain't important and they can't get an accurate count."*

This population segment was less intuitive about how the process worked, as well as how and by whom the data was used.

*"Not a clue."*

*"I am going to say the government."*

Rural African Americans appeared to intentionally live an existence that is under the radar, with mail being a first line of defense.

*"Well we get so much junk mail that if I got a Census in the mail I wouldn't pay any attention to it unless they call me."*

This lack of interest and lowered importance placed on the Census allowed issues of privacy to rise to the surface and become more top of mind.

### **3. African-Born**

Awareness for African born was moderate. Unlike the other groups they mentioned hearing about the Census while attending school here in the U.S.

*"Back in High school."*

*"I heard it in college."*

*"It was part of history."*

*"Mine wasn't in history it was in economics class."*

*"Mine was in American Government."*

Most African born participants believed it was the head of household who was responsible for completing the questionnaire, although they admitted it was more likely to be the wife who would complete that task.

Language was mentioned as a barrier to completing the form.

*"Some people who can't read they don't know."*

*"They won't ask someone (to read it), I know my people."*

*"A lot of people think it looks like junk mail."*

*"I know some people they don't know how to read and write. Anytime they receive a letter they call me up and come over."*

There was more certainty among this population that the data was used to create statistics.

*"I think they do that by categories."*

They are also aware that the information is made available to the public.

*"They publish reports because after that you see that in the TV, they say like in the news."*

The African born population seems to have acquired some of the cynicism similar to that embraced by US born African Americans.

*"And when I came to this country, I found out that my brothers and sisters who were born here. They feel...if you have to vote, there is no good for them. But the Black leaders tell us to vote, seems like the Census. They think if I'm counted, what will it do for me? What am I going to get out of this?"*

*"If you vote for a President and he's elected, sometimes he forgets about half the things he said he was going to do."*

*"They don't really care"*

This segment group felt immigration would be a significant barrier to questionnaire completion. Obviously, if they are illegal immigrants there is little chance the form will be completed and returned. Nevertheless, legal immigrants may be reluctant to fill out the Census form if it is perceived to be a surveillance tool.

They recommended using Embassies and Consulates as advocates for the Census.

#### **4. Caribbean-Born**

Although they were not sure when the last Census was, all of the Caribbean-born participants were aware of the US Census, except for one participant in the older Caribbean-born group

This segment was not sure of the process, but they were able to articulate who was supposed to complete the form. They were not different from other groups in feeling the Census was not a priority for them.

*"You get the thing but is it a priority?"*

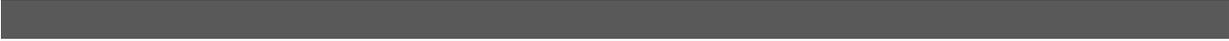
This group seemed more politically astute than other population groups. This is an artifact of personal experiences in their country of origin. In the Caribbean there is more of a personal involvement in politics since the outcome of elections has a greater and more immediate impact on daily life, more so than what occurs here in the US.

This underscored the belief that the government will do what they want, not necessarily what is correct. This perception is also associated with the US Census because it is a government organization.

*"There is a lot of stuff that happens."*

*"I think there is a lot of hanky panky to it."*

With a large immigration population component, this segment felt immigration was a barrier to participation in the 2010 Census. Part of the implication was that a large portion of their population segment is in the United States illegally.



## VIII. CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

Moderate awareness levels are an artifact of "Regency Recall Theory". Having occurred over six years ago it is not surprising that participants were unable to recall when the last Census occurred. However, the moderate recall of any Census activity or awareness of the US Census in general is a reflection of its importance relative to other issues. Survival and self-improvement aspirations take precedence over Census and its impact on daily living for the populations engaged.

The lower recall in rural areas may be an artifact of lower media penetration in rural areas and what seemed to be lower levels of Census activity in these geographic areas.

The Census is not perceived to be obligatory/mandatory as is filing taxes. Once participants became aware that completing the Census is mandatory, their intention to fill out the Census form increased. Communication about the importance of compliance and the necessity to complete the Census form appears to ensure filling out the form is top of mind. African Americans are, in general, very reluctant to share personal information and create a "cocoon" to insulate them. They are extremely skeptical regarding how this information is used and believe on most occasions the use of the information will be to their detriment. Consequently, they are reluctant to share their personal information. This is due to their belief that historically, they have been exploited or discriminated against. Whether factual or perceived, it is an attitude that drives their behavior.

Articulation of the benefits derived from the Census is intuitive or speculative since they have been unable to reference any benefits that they have received as a result of the Census. This perception is justification for their decision not to participate is correct.

As a very skeptical population, African Americans rely on recommendations via word of mouth from reliable and trusted sources before making a commitment or, performing a specific task involving any amount of perceived risk. Additionally, immigrants seek informed persons (navigators) that can help them navigate their journey through the maze of processes encountered in America. Sometimes in the case of African born it is due to language barriers.

## **Recommendations**

### **1. Census Bureau Should Consider Extending Their Educational and Promotional Initiatives Over Longer Period Time Between Census Periods**

To accomplish this objective without increasing expenditures would be a challenge. However, one suggestion from participants was to “brand” developments/benefits that resulted, in part, from Census data. The example was the signs encountered when entering a town that indicated the town’s population. Imagine a tagline on each sign that said “based on Census data.”

Extending the period of outreach allows the development of positive influences such as word of mouth and advocate intervention to occur organically.

This recommendation is based on using available funding over an extended period of time. Implicit in this recommendation is the belief that the overall outreach using advertising and promotion will generally remain at an effective level.

#### Rationale

The concept is to extend the period of time the public, particularly targeted populations, are exposed to Census outreach and messaging that allows other elements of the campaign to receive more personal reflection and more long-term grass roots intervention, advocacy and endorsement. The intent would be to minimize the period of time the Census is totally absent from media/promotion venues and channels.

### **2. The Census Bureau Should Increase Perception/Understanding That Completing The Census Is An Obligation.**

#### Rationale

Although the ideal would be to develop the perception that filling out the Census form is obligatory and on par with Income Tax Filing, but absent similar penalties, the census will not be on par with the Internal Revenue Service. Almost none of the participants were aware that you are obligated to complete the Census. Increasing the awareness of this obligation could increase response rates. The belief that the Census is optional along with the “they’re nosey” feeling limits the number of African Americans likely to return a form.

### **3. The Census Bureau Should Articulate Benefits In Relevant Messages That Resonate With African American Population Segments.**

#### Rationale

Considering their reticence to complete and return a Census form, clear personal benefit articulation that can be connected to visible outcomes will create compelling messaging.

### **4. The Census Bureau Should Establish A Dedicated Advocate/Navigator Enlistment Program.**

#### Rationale

Recognizing the importance of word of mouth among African American population segments, advocates and navigators become an important facilitator for participation in the 2010 Census.

## **IX. APPENDICES**

- A. Discussion Guide
- B. Screeners
- C. M. Davis & Co.
- D. Moderator Qualifications

# APPENDIX 1

## Discussion Guide

**Census 2010  
Discussion Guide – African American  
2006**

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**Purpose and Objectives**

**Key Objective**

- 1. To better understand public concerns among Black populations (African Americans, West Indians, and Africans) about responding to the Census.**
  - 2. Provide initial insights into the messages that would motivate these populations to answer the census.**
  - 3. Discern how big a role privacy concerns play in cooperation regarding Census 2010 participation.**
- 

**I. INTRODUCTION (10 MINUTES)**

MODERATOR INTRODUCTION

Purpose  
Guidelines / Protocol

RESPONDENT INTRODUCTION

Name  
Age  
Marital Status  
Occupation  
Awareness of 2010 Census  
Who is invited to participate in Census?

**II. WARM UP: PERSONAL EXPERIENCE  
CENSUS 2000 PARTICIPATION (10 MINUTES)**

**Objective: Determine past cooperation and awareness of invitation to participate in 2000 Census.**

- Where you sent an invitation to participate in Census 2000? (Probe age in 2000)
- Did you fill out census form in 2000? (Probe HH composition in 2000)
- Determine if participant was counted in 2000.

### III. KNOWLEDGE AND AWARENES

(25 MINUTES)

**Objective: Awareness of U.S. Census process and perceived benefits of the U.S. Census.**

- When is the next U.S. Census?
- Who is invited to participate? (Probe how Census determines who to send form to)
- What is the purpose of the U.S. Census? (Probe pros and cons)
- What are the benefits of Census?
- Who benefits from the Census?
- Is the information collected on the Census confidential?
- Who uses Census information?

### IV. Motivations and Barriers

(40 MINUTES)

**Objective: Assess the reasons invitees' reasons for participation and refusals to cooperate with the U.S. Census.**

Does saving tax dollars and improving the census results matter to you?  
What are some assurances you would like regarding the Census Bureau's use of this information?

#### MOTIVATORS

- Are there good reasons to filling out the Census form? (**List reasons**)
- What will filling out the Census form do for you?
- Does it make sense to participate in the next Census?
- Will it help your community? (**Probe how**)
- Will it help you personally? (**Probe how**)
- Is saving tax dollars to conduct the Census an important matter to you?

#### BARRIERS

- What are the reasons you feel that may not fill out and send in the form?
- Is the information you provide on the Census form available elsewhere from other government agencies?
- Has anyone had a bad experience with any government agency?
- Is there anything the government can do to convince you that your information collected on the Census is confidential?

### V. CONFIDENTIALITY

(20 MINUTES)

**Objective: Determine the confidentiality perceptions of the Census and uncover any concerns concerning privacy.**

**I AM GOING TO PLAY A FEW RADIO VINGETTES FOR YOU. PLEASE CLOSE YOUR EYES AND LISTEN TO THEM VISUALIZING WHAT IS HAPPENING.**

- What happens to individual Census data once it is collected?

- Who has access to Census data? (**Probe uses**)
- What does the Census Bureau do to protect the data it collects? (**Probe concerns**)
- Is the Census doing enough to protect individual's data?
- What more can they do to protect the data they collect?

**VIII. PERCEPTIONS OF U.S. CENSUS BUREAU (10 MINUTES)**

**Objective: Learn how Black population segments perceive the U.S Census Bureau**

- What are goals of the US Census Bureau?
- How do they work with other government agencies?
- Can the U.S. Census bureau be trusted? (**Why/Why Not?**)

**VIII. WRAP-UP**

**(5 MINUTES)**

*Final thoughts: This is the chance to share any opinions or ideas you did not have a chance to share."*

**TOTAL TIMING: 2 HOURS**

# APPENDIX 2

## Screeners

<b>Recruiter's Name:</b> _____	<b>Recruit Date:</b> _____	<b>Recruit Time:</b> _____
<b>Participant Information:</b> Gender _____	Age _____	
<b>Group (Please circle):</b> Rural _____	Urban _____	Caribbean _____
<b>Focus Group Attendance:</b>	Date: _____	Time: _____

M. Davis and Company, Inc.  
 1520 Locust Street  
 Philadelphia, Pa. 19102

Sunday 10/22/06, 1:00pm (v4)

**2010 Census: Privacy and Communications Research among African-American Populations: October –November 2006 Focus Groups**

Good (morning, afternoon, evening). My name is \_\_\_\_\_ and I'm calling on behalf of M. Davis and Company Inc., a national market research company. This is not a sales call, nor a telemarketing survey. It is an opportunity for you to receive payment for participating in a discussion group and we are only interested in your honest opinions. It will only take 5 minutes or less to determine your eligibility. The answers you provide will remain confidential.

1. Record Gender (Based on voice )  
 Quota: (50% Males, 50% females, except groups among Africans)
  - a. Male
  - b. Female
  
2. For statistical purposes only, may I ask your age please?

Age Group	Urban (NY)	Urban (Chicago)	Caribbean (NY)	Caribbean (Ft. Lauderdale)	Rural (Jackson)	African (NY)
21-39	X			X	X	X
40-59		X	X		X	X

- a. Under 21 (ask to speak with someone 21-39 or **Thank and Terminate**)
- b. 21-29
- c. 30-39
- d. 40-49 (**Thank and Terminate**)
- e. 50-59 (**Thank and Terminate**)
- f. 60+ (ask to speak with someone 21-39 or **Thank and Terminate**)

3. Do you, or does anyone in your immediate family, work for any of the following types of companies....?
- |   | YES | NO | DK/REF |
|---|-----|----|--------|
| a. Market Research Company                                      | 1   | 2  | 9      |
| b. A government agency<br>(City, county, federal, state, local) | 1   | 2  | 9      |
| c. Advertising Agency   | 1   | 2  | 9      |
| d. Television/Radio/Newspaper                                   | 1   | 2  | 9      |
| e. U.S. Military  | 1   | 2  | 9      |
| f. Don't Know/Remember  | 1   | 2  | 9      |

**{If Respondent Answers "Yes" Or "DK/REF" to any question, Thank and Terminate}**

{If Respondent Answers "No" To All Questions, Continue}

4. Which of the following racial categories describes you?
- a. Asian **(Thank and Terminate)**
  - b. Black or African American (AA) (Continue)
  - c. White **(Thank and Terminate)**
  - d. Hispanic **(Thank and Terminate)**
  - e. Latino **(Thank and Terminate)**
  - f. Other (Continue If Answer Includes Black/AA)
  - g. Refused **(Thank and Terminate)**
5. What type of area do you live in?
- a. Urban (City)
  - b. Suburban (city's outer rim or just outside its official limits)
  - c. Rural (small towns, villages, farms, and other isolated areas)
  - d. Don't Know/Refused
6. So that we can obtain and include the opinions of people of varied backgrounds, where were you born?
- a. Born in the United States .....1 **(Thank and Terminate)**
  - b. Born in a country in the Caribbean.....2 Continue (Skip to 6a)
  - c. Born in a country in Africa .....3 **(Thank and Terminate)**
  - d. Other:\_\_\_\_\_4 **(Thank and Terminate)**
  - e. Refused .....5 **(Thank and Terminate)**

6a. In what Caribbean country were you born? (Recruiter: If possible, no more than 2-3 participants from any one country)

- a. Anguilla
- b. Antigua and Barbuda
- c. The Bahamas
- d. British Virgin Islands
- e. Dominican Republic
- f. Grenada
- g. Guadeloupe
- h. Haiti
- i. Jamaica
- j. Martinique
- k. **Netherlands Antilles** (Curacao, Bonaire, St. Maarten, Saba, & St. Eustatius)
- l. Saint Barts
- m. Saint Kitts & Nevis
- n. Saint Lucia
- o. Trinidad/Tobago
- p. Other (Specify): \_\_\_\_\_

6b. In what African country were you born? (Recruiter: If possible, no more than 2-3 participants from any one country)

**Central Africa**

- a. Democratic Republic of Congo
- b. Republic of Congo
- c. Central African Republic

**East Africa**

- a. Kenya
- b. Tanzania
- c. Uganda
- d. Djibouti
- e. Eritrea
- f. Ethiopia
- g. Somalia (including Somaliland)
- h. Sudan
- i. Rwanda
- j. Burundi

**Southern Africa**

- a. Angola
- b. Botswana
- c. Lesotho
- d. Malawi
- e. Mozambique
- f. Namibia
- g. South Africa
- h. Swaziland
- i. Zambia
- j. Zimbabwe

**West Africa**

- u. Benin
- v. Burkina Faso
- w. Cameroon
- x. Chad
- y. Côte d'Ivoire
- z. Equatorial Guinea
- aa. Gabon
- bb. The Gambia
- cc. Ghana
- dd. Guinea
- ee. Guinea-Bissau
- ff. Liberia
- gg. Mali
- hh. Mauritania
- ii. Niger
- jj. Nigeria
- kk. Senegal
- ll. Sierra Leone
- mm. Togo

Other: Specify \_\_\_\_\_

7. Have you participated in a focus group in the past YEAR?
- Yes **(Thank and Terminate)**
  - No (Continue)
  - Don't Know/Refused **(Thank and Terminate)**
8. Are you a registered voter?
- Yes (Continue)**
  - No (Continue)
  - (VOL) Don't Know/Refused (Continue)
9. Have you ever heard of the 10-year Census? The Census is done every 10 years to count everyone who lives in America. Have you ever heard of that?
- Yes (Continue)
  - No (Continue)**
  - (VOL) Don't Know/Refused (Continue)
- 9a. Now, we are also looking for an equal number of people “**who will not**” participate in the 2010 Census and “**who will**” participate in the 2010 Census. And remember, there is no right or wrong answer here. So then, how likely are you to participate in the 2010 Census?
- Very Unlikely (Continue)**
  - Somewhat Unlikely (Continue)**
  - Neither Unlikely or Likely **(Thank and Terminate)**
  - Somewhat Likely **(Thank and Terminate)**
  - Very Likely **(Thank and Terminate)**
  - (VOL) Don't Know /Refused **(Continue)**
10. Which of the following ranges includes your household's total annual income?  
**(READ LIST. CIRCLE ONE ANSWER BELOW)**
- |                                 |  |
|---------------------------------|--|
| a. Less than \$10,000           | <b>1(Representative of population)</b> |
| b. \$10,000 to \$24,999         | <b>2(Representative of population)</b> |
| c. \$25,000 to \$49,999         | 3(Representative of population)        |
| d. \$50,000 to \$74,999         | 4(Representative of population)        |
| e. \$75,000 or more             | <b>5 (Thank and Terminate)</b>         |
| f. <b>(DO NOT READ)</b> Refused | <b>9 (Thank and Terminate)</b>         |
11. What is the highest grade or year of school you completed?
- 8<sup>th</sup> grade or less**
  - 9<sup>th</sup> grade**
  - 10<sup>th</sup> grade**
  - 11<sup>th</sup> grade**
  - 12<sup>th</sup> grade/ GED**
  - Some College
  - College graduate or higher
  - (VOL) Don't Know/Refused

**FOCUS GROUP SCREENER**

12. Do you....?

- a. **Live alone**
- b. **Live only with non-relatives**
- c. Live with at least one additional relative
- d. (VOL) Don't Know/Refused

13. What is your marital status?

**(READ LIST. CIRCLE ONE ANSWER BELOW)**

- a. Married 1 (Representative of population)
- b. Single, living as married 2 (Representative of population)
- c. Single 3 (Representative of population)
- d. Divorced/Separated 4 (Representative of population)
- e. Widowed 5 (Representative of population)
- f. **(DO NOT READ) Refused** 9

14. Do you have any children?

- a. Yes 1 (Representative of population)
- b. No 2 (Representative of population)

15. If you could have any job or career you wanted, what would it be and why?

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16. (FOR RECRUITER) How well does the respondent speak and understand English (DO NOT ASK- Based on conversation)?

- a. Very Well
- b. Well
- c. Not Well (**Thank and Terminate**)
- d. Not at all (**Thank and Terminate**)

**FOR RECRUITER:** All focus group participants should have at least one “extra” characteristic that puts them at higher risk of being a non-cooperator in 2010. These “extra” characteristics (answer categories) are bolded for certain questions. **More specifically, each selected participant should have provided one of the following responses: 1) answer category “a” to Q8; or 2) “b” to Q9; or 3) “a” or “b” to Q9a; or 4) “a” or ‘b” to Q10; or 5) either “a” thru “e” to Q11; or 6) “a” or “b” to Q12.**

**FOCUS GROUP SCREENER**

{If Respondent qualifies and is needed, read}

Based on your responses, you qualify to participate in a focus group discussion about several topics of interest to consumers. There will be no selling or sales presentation before, during or after the discussion. We are only interested in your honest opinions. The discussion will take place on Friday November 3, 2006 at 6:00PM - it will take about two hours.

Date	Focus Group	Jackson, MS				Chicago, IL				Ft. Lauderdale, FL				New York, NY			
		21-39		40-59		21-39		40-59		21-39		40-59		21-39		40-59	
		M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)
10/25/2006	Rural (6:00 PM)			50	50												
10/25/2006	Rural (8:00 PM)	50	50														
11/01/2006	Urban (6:00 PM)							50	50								
11/03/2006	Caribbean (6:00PM)									50	50						
11/14/2006	Caribbean (6:00 PM)															50	50
11/14/2006	Urban (8:00PM)													50	50		
11/15/2006	African (6:00 PM)														50		50
11/15/2006	African (8:00 PM)													50		50	

**Facility: WAC of South Florida, located at 1415 W. Cypress Creek Rd Ft. Lauderdale, FL 33309**

For your participation, you will receive a \$60 incentive and \$15 for travel (a total of \$75 cash that night).

Would you like to participate?

YES (continue)

NO [Record Name, Address, Phone Number, and Hold for Possible Future Contact]

**FOCUS GROUP SCREENER**

M.Davis and Company, Inc. 1520 Locust Street, 3<sup>rd</sup> Floor, Philadelphia, Pa 19102

**Ft. Lauderdale, FL Group (Friday 11/3/06)**

**(Ages 21-39 Only)** Are you available for this 6:00 P.M. group discussion?

***CLOSE***

I would like to thank you for agreeing to be a part of our discussion.

We will call you in a couple of days before the focus group discussion appointment. What day of the week and time is best to call to confirm your attendance at the Discussion Group?

BEST DAY(s) \_\_\_\_\_

BEST TIME (s) \_\_\_\_\_

BEST PHONE#: \_\_\_\_\_

A light meal and refreshments will be served at the discussion group so please arrive 30 minutes early.

We are finished. I just need to confirm your name, mailing address, and telephone number (s). You will receive a confirmation letter in several days with the address, directions, date, and time of the discussion group. However, if you have any questions in the meantime, please feel free to call our toll-free study line at (800) 600-5438.

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE:

Day \_\_\_\_\_

Evening \_\_\_\_\_

E-mail address (Home or Work) \_\_\_\_\_

**FOCUS GROUP SCREENER**

Recruiter's Name: _____	Recruit Date: _____	Recruit Time: _____
Participant Information: Gender _____	Age _____	
Group (Please circle): Rural      Urban      Caribbean      African		
Focus Group Attendance:      Date: _____	Time: _____	

M. Davis and Company, Inc.  
 1520 Locust Street  
 Philadelphia, Pa. 19102

Sunday 10/23/06, 2:00pm (v5)

**2010 Census: Privacy and Communications Research among African-American Populations: October –November 2006 Focus Groups**

Good (morning, afternoon, evening). My name is \_\_\_\_\_ and I'm calling on behalf of M. Davis and Company Inc., a national market research company. This is not a sales call, nor a telemarketing survey. It is an opportunity for you to receive payment for participating in a discussion group and we are only interested in your honest opinions. It will only take 5 minutes or less to determine your eligibility. The answers you provide will remain confidential.

1. Record Gender (Based on voice )  
 Quota: (50% Males, 50% females, except groups among Africans)
  - a. Male
  - b. Female

2. For statistical purposes only, may I ask your age please?

Age Group	Urban (NY)	Urban (Chicago)	Caribbean (NY)	Caribbean (Ft. Lauderdale)	Rural (Jackson)	African (NY)
<b>21-39</b>	X			X	X	X
<b>40-59</b>		X	X		X	X

- a. Under 21 (ask to speak with someone 40-59 or **Thank and Terminate**)
- b. 21-29 (**Thank and Terminate**)
- c. 30-39 (**Thank and Terminate**)
- d. 40-49
- e. 50-59
- f. 60+ (ask to speak with someone 40-59 or **Thank and Terminate**)

3. Do you, or does anyone in your immediate family, work for any of the following types of companies....?
- |   | YES | NO | DK/REF |
|---|-----|----|--------|
| a. Market Research Company                                      | 1   | 2  | 9      |
| b. A government agency<br>(City, county, federal, state, local) | 1   | 2  | 9      |
| c. Advertising Agency   | 1   | 2  | 9      |
| d. Television/Radio/Newspaper                                   | 1   | 2  | 9      |
| e. U.S. Military  | 1   | 2  | 9      |
| f. Don't Know/Remember  | 1   | 2  | 9      |

**{If Respondent Answers “Yes” Or “DK/REF” to any question, Thank and Terminate}**

**{If Respondent Answers “No” To All Questions, Continue}**

4. Which of the following racial categories describes you?
- a. Asian **(Thank and Terminate)**
  - b. Black or African American (AA) **(Continue)**
  - c. White **(Thank and Terminate)**
  - d. Hispanic **(Thank and Terminate)**
  - e. Latino **(Thank and Terminate)**
  - f. Other **(Continue If Answer Includes Black/AA)**
  - g. Refused **(Thank and Terminate)**
5. What type of area do you live in?
- a. Urban (City) **(Continue)**
  - b. Suburban (city's outer rim or just outside its official limits)**(Thank and Terminate)**
  - c. Rural (small towns, villages, farms, and other isolated areas) **(Thank and Terminate)**
  - d. Don't Know/Refused
6. So that we can obtain and include the opinions of people of varied backgrounds, where were you born?
- a. Born in the United States .....1 **Continue (Skip to Q7)**
  - b. Born in a country in the Caribbean.....2 **(Thank and Terminate)**
  - c. Born in a country in Africa .....3 **(Thank and Terminate)**
  - d. Other: \_\_\_\_\_.....4 **(Thank and Terminate)**
  - e. Refused .....5 **(Thank and Terminate)**

**FOCUS GROUP SCREENER**

6a. In what Caribbean country were you born? (If possible, no more than 2-3 participants from any one country)

- a. Anguilla
- b. Antigua and Barbuda
- c. The Bahamas
- d. British Virgin Islands
- e. Dominican Republic
- f. Grenada
- g. Guadeloupe
- i. Haiti
- i. Jamaica
- j. Martinique
- k. **Netherlands Antilles** (Curacao, Bonaire, St. Maarten, Saba, & St. Eustatius)
- l. Saint Barts
- m. Saint Kitts & Nevis
- n. Saint Lucia
- o. Trinidad/Tobago
- p. **Other (Specify):**  
\_\_\_\_\_

6b. In what African country were you born? (If possible, no more than 2-3 participants from any one country)

**Central Africa**

- a. Democratic Republic of Congo
- b. Republic of Congo
- c. Central African Republic

**East Africa**

- a. Kenya
- b. Tanzania
- c. Uganda
- d. Djibouti
- e. Eritrea
- f. Ethiopia
- g. Somalia (including Somaliland)
- h. Sudan
- i. Rwanda
- j. Burundi

**Southern Africa**

- k. Angola
- l. Botswana
- m. Lesotho
- n. Malawi
- o. Mozambique
- p. Namibia
- q. South Africa
- r. Swaziland
- s. Zambia
- t. Zimbabwe

**West Africa**

- u. Benin
- v. Burkina Faso
- w. Cameroon
- x. Chad
- y. Côte d'Ivoire
- z. Equatorial Guinea
- aa. Gabon
- bb. The Gambia
- cc. Ghana
- dd. Guinea
- ee. Guinea-Bissau
- ff. Liberia
- gg. Mali
- hh. Mauritania
- ii. Niger
- jj. Nigeria
- kk. Senegal
- ll. Sierra Leone
- mm. Togo

Other: Specify \_\_\_\_\_

**FOCUS GROUP SCREENER**

8. Have you participated in a focus group in the past YEAR?
- Yes **(Thank and Terminate)**
  - No (Continue)
  - Don't Know/Refused **(Thank and Terminate)**
9. Are you a registered voter?
- Yes (Continue)**
  - No (Continue)
  - (VOL) Don't Know/Refused (Continue)
10. Have you ever heard of the 10-year Census? The Census is conducted every 10 years among everyone who lives in America. Have you ever heard of that?
- Yes (Continue)
  - No (Continue)**
  - (VOL) Don't Know/Refused (Continue)
11. Now, we are also looking for an equal number of people **“who will not”** participate in the 2010 Census and **“who will”** participate in the 2010 Census. And remember, there is no right or wrong answer here. So then, how likely are you to participate in the 2010 Census?
- Very Unlikely (Continue)**
  - Somewhat Unlikely (Continue)**
  - Neither Unlikely or Likely **(Thank and Terminate)**
  - Somewhat Likely **(Thank and Terminate)**
  - Very Likely **(Thank and Terminate)**
  - (VOL) Don't Know /Refused **(Continue)**
12. Which of the following ranges includes your household's total annual income?  
**(READ LIST. CIRCLE ONE ANSWER BELOW)**
- |                                 |  |
|---------------------------------|--|
| a. <b>Less than \$10,000</b>    | <b>1(Representative of population)</b> |
| b. <b>\$10,000 to \$24,999</b>  | <b>2(Representative of population)</b> |
| c. \$25,000 to \$49,999         | 3(Representative of population)        |
| d. \$50,000 to \$74,999         | 4(Representative of population)        |
| e. \$75,000 or more             | 5 <b>(Thank and Terminate)</b>         |
| f. <b>(DO NOT READ) Refused</b> | 9 <b>(Thank and Terminate)</b>         |
13. What is the highest grade or year of school you completed?
- 8<sup>th</sup> grade or less**
  - 9<sup>th</sup> grade**
  - 10<sup>th</sup> grade**
  - 11<sup>th</sup> grade**
  - 12<sup>th</sup> grade/ GED**
  - Some College
  - College graduate or higher
  - (VOL) Don't Know/Refused

14. Do you....?

- a. **Live alone**
- b. **Live only with non-relatives**
- c. Live with at least one additional relative
- d. (VOL) Don't Know/Refused

15. What is your marital status?

**(READ LIST. CIRCLE ONE ANSWER BELOW)**

- a. Married 1 (Representative of population)
- b. Single, living as married 2 (Representative of population)
- c. Single 3 (Representative of population)
- d. Divorced/Separated 4 (Representative of population)
- e. Widowed 5 (Representative of population)
- f. **(DO NOT READ)** Refused 9

16. Do you have any children?

- a. Yes 1 (Representative of population)
- b. No 2 (Representative of population)

17. If you could have any job or career you wanted, what would it be and why?

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18. (FOR RECRUITER) How well does the respondent speak and understand English (DO NOT ASK- Based on conversation)?

- a. Very Well
- b. Well
- c. Not Well (**Thank and Terminate**)
- d. Not at all (**Thank and Terminate**)

**FOR RECRUITER:** All focus group participants should have at least one “extra” characteristic that puts them at higher risk of being a non-cooperator in 2010. These “extra” characteristics (answer categories) are bolded for certain questions. **More specifically, each selected participant should have provided one of the following responses: 1) answer category “a” to Q8; or 2) “b” to Q9; or 3) “a” or “b” to Q9a; or 4) “a” or ‘b” to Q10; or 5) either “a” thru “e” to Q11; or 6) “a” or “b” to Q12.**

{If Respondent qualifies and is needed, read}

Based on your responses, you qualify to participate in a focus group discussion about several topics of interest to consumers. There will be no selling or sales presentation before, during or after the discussion. We are only interested in your honest opinions. The discussion will take place on Wednesday November 1, 2006 at 6:00PM - it will take about two hours.

Date	Focus Group Type	Jackson, MS				Chicago, IL				Ft. Lauderdale, FL				New York, NY			
		21-39		40-59		21-39		40-59		21-39		40-59		21-39		40-59	
		M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)
10/25/2006	Rural (6:00 PM)			50	50												
10/25/2006	Rural (8:00 PM)	50	50														
11/01/2006	Urban (6:00 PM)							50	50								
11/03/2006	Caribbean (6:00PM)									50	50						
11/14/2006	Caribbean (6:00 PM)															50	50
11/14/2006	Urban (8:00PM)													50	50		
11/15/2006	African (6:00 PM)														50		50
11/15/2006	African (8:00 PM)													50		50	

**Facility: Savitz Field and Focus – Chicago located at 444 N. Michigan Ave., #500 Chicago, IL 60611**

For your participation, you will receive a \$60 incentive and \$15 for travel (a total of \$75 cash that night).

Would you like to participate?

YES (continue)

NO [Record Name, Address, Phone Number, and Hold for Possible Future Contact]

**CLOSE**

I would like to thank you for agreeing to be a part of our discussion.

We will call you in a couple of days before the focus group discussion appointment. What day of the week and time is best to call to confirm your attendance at the Discussion Group?

BEST DAY(s) \_\_\_\_\_

BEST TIME (s) \_\_\_\_\_

BEST PHONE#: \_\_\_\_\_

A light meal and refreshments will be served at the discussion group so please arrive 30 minutes early.

We are finished. I just need to confirm your name, mailing address, and telephone number (s). You will receive a confirmation letter in several days with the address, directions, date, and time of the discussion group. However, if you have any questions in the meantime, please feel free to call our toll-free study line at (800) 600-5438.

NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE:

Day \_\_\_\_\_

Evening \_\_\_\_\_

E-mail address (Home or Work) \_\_\_\_\_

**Recruiter's Name:** \_\_\_\_\_ **Recruit Date:** \_\_\_\_\_ **Recruit Time:** \_\_\_\_\_

**Participant Information:** Gender \_\_\_\_\_ Age \_\_\_\_\_

**Group (Please circle):** Rural Urban Caribbean African

**Focus Group Attendance:** Date: \_\_\_\_\_ Time: \_\_\_\_\_

M. Davis and Company, Inc.  
 1520 Locust Street  
 Philadelphia, Pa. 19102

10/20/06, 5:00pm (v4)

**2010 Census: Privacy and Communications Research among African-American Populations: October –November 2006 Focus Groups**

Good (morning, afternoon, evening). My name is \_\_\_\_\_ and I'm calling on behalf of M. Davis and Company Inc., a national market research company. This is not a sales call, nor a telemarketing survey. It is an opportunity for you to receive payment for participating in a discussion group and we are only interested in your honest opinions. It will only take 5 minutes or less to determine your eligibility. The answers you provide will remain confidential.

1. Record Gender (Based on voice )  
 Quota: (50% Males, 50% females, except groups among Africans)
  - a. Male
  - b. Female

2. For statistical purposes only, may I ask your age please?

Age Group	Urban (NY)	Urban (Chicago)	Caribbean (NY)	Caribbean (Miami/Ft. Lauderdale)	Rural (Jackson)
21-39	X			X	X
40-59		X	X		X

- a. Under 21 (ask to speak with someone 21-59 or Thank and Terminate)
- b. 21-29
- c. 30-39
- d. 40-49
- e. 50-59
- f. 60+ (ask to speak with someone 21-59 or Thank and Terminate)

3. Do you, or does anyone in your immediate family, work for any of the following types of companies....?
- |   | YES | NO | DK/REF |
|---|-----|----|--------|
| a. Market Research Company                                      | 1   | 2  | 9      |
| b. A government agency<br>(City, county, federal, state, local) | 1   | 2  | 9      |
| c. Advertising Agency   | 1   | 2  | 9      |
| d. Television/Radio/Newspaper                                   | 1   | 2  | 9      |
| e. U.S. Military  | 1   | 2  | 9      |
| f. Don't Know/Remember  | 1   | 2  | 9      |

{If Respondent Answers "Yes" Or "DK/REF", Thank and Terminate}  
 {If Respondent Answers "No" To All Questions, Continue}

4. Which of the following racial categories describes you?
- a. Asian (Thank and Terminate)
  - b. Black or African American (AA) (Continue)
  - c. White (Thank and Terminate)
  - d. Hispanic (Thank and Terminate)
  - e. Latino (Thank and Terminate)
  - f. Other (Continue If Answer Includes Black/AA)
  - g. Refused (Thank and Terminate)

5. What type of area do you live in?
- a. Urban (City) **IF RECRUITING FOR RURAL GROUP: Thank and Terminate**
  - b. Suburban (city's outer rim or just outside its official limits)
  - c. Rural (small towns, villages, farms, and other isolated areas)
  - d. Don't Know/Refused

6. So that we can obtain and include the opinions of people of varied backgrounds, where were you born?
- a. Born in the United States .....1 Continue (Skip to 7)
  - b. Born in a country in the Caribbean.....2 Continue (Skip to 6a)
  - c. Born in a country in Africa .....3 Continue (Skip to 6b)
  - d. Other:.....4 (Thank and Terminate)
  - e. Refused .....5 (Thank and Terminate)

6a. In what Caribbean country were you born? (If possible, no more than 2-3 participants from any one country)

- a. Anguilla
- b. Antigua and Barbuda
- c. The Bahamas
- d. British Virgin Islands
- e. Dominican Republic
- f. Grenada
- g. Guadeloupe
- j. Haiti
- i. Jamaica
- j. Martinique
- k. **Netherlands Antilles** (Curacao, Bonaire, St. Maarten, Saba, & St. Eustatius)
- l. Saint Barts
- m. Saint Kitts & Nevis
- n. Saint Lucia
- o. Trinidad/Tobago
- p. Other (Specify):  
\_\_\_\_\_

6b. In what African country were you born? (If possible, no more than 2-3 participants from any one country)

**Central Africa**

- a. Democratic Republic of Congo
- b. Republic of Congo
- c. Central African Republic

**East Africa**

- a. Kenya
- b. Tanzania
- c. Uganda
- d. Djibouti
- e. Eritrea
- f. Ethiopia
- g. Somalia (including Somaliland)
- h. Sudan
- i. Rwanda
- j. Burundi

**Southern Africa**

- k. Angola
- l. Botswana
- m. Lesotho
- n. Malawi
- o. Mozambique
- p. Namibia
- q. South Africa
- r. Swaziland
- s. Zambia
- t. Zimbabwe

**West Africa**

- u. Benin
- v. Burkina Faso
- w. Cameroon
- x. Chad
- y. Côte d'Ivoire
- z. Equatorial Guinea
- aa. Gabon
- bb. The Gambia
- cc. Ghana
- dd. Guinea
- ee. Guinea-Bissau
- ff. Liberia
- gg. Mali
- hh. Mauritania
- ii. Niger
- jj. Nigeria
- kk. Senegal
- ll. Sierra Leone
- mm. Togo

Other: Specify \_\_\_\_\_

7. Have you participated in a focus group in the past YEAR?
- Yes(Thank and Terminate)
  - No (Continue)
  - Don't Know/Refused (Thank and Terminate)
8. Are you a registered voter?
- Yes (Continue)**
  - No (Continue)
  - (VOL) Don't Know/Refused (Continue)
9. Now, we are also looking for an equal number of people “**who will not**” participate in the 2010 Census and “**who will**” participate in the 2010 Census. And remember, there is no right or wrong answer here. So then, how likely are you to participate in the 2010 Census?
- Very Unlikely (Continue)**
  - Somewhat Unlikely (Continue)**
  - Neither Unlikely or Likely (Continue)
  - Somewhat Likely (Continue)
  - Very Likely (Thank and Terminate)
  - (VOL) Don't Know /Refused (Continue)
10. Which of the following ranges includes your household's total annual income?  
**(READ LIST. CIRCLE ONE ANSWER BELOW)**
- |                                 |  |
|---------------------------------|--|
| a. <b>Less than \$10,000</b>    | <b>1(Representative of population)</b> |
| b. <b>\$10,000 to \$24,999</b>  | <b>2(Representative of population)</b> |
| c. \$25,000 to \$49,999         | 3(Representative of population)        |
| d. \$50,000 to \$74,999         | 4(Representative of population)        |
| e. \$75,000 or more             | 5 (Thank and Terminate)                |
| f. <b>(DO NOT READ) Refused</b> | 9 (Thank and Terminate)                |
11. What is the highest grade or year of school you completed?
- 8<sup>th</sup> grade or less**
  - 9<sup>th</sup> grade**
  - 10<sup>th</sup> grade**
  - 11<sup>th</sup> grade**
  - 12<sup>th</sup> grade/ GED**
  - Some College
  - College graduate or higher
  - (VOL) Don't Know/Refused

12. Do you....?
- a. **Live alone**
  - b. **Live only with non-relatives**
  - c. Live with at least one additional relative
  - d. (VOL) Don't Know/Refused

13. What is your marital status?  
**(READ LIST. CIRCLE ONE ANSWER BELOW)**
- a. Married 1 (Representative of population)
  - b. Single, living as married 2 (Representative of population)
  - c. Single 3 (Representative of population)
  - d. Divorced/Separated 4 (Representative of population)
  - e. Widowed 5 (Representative of population)
  - f. **(DO NOT READ)** Refused 9

14. Do you have any children?
- a. Yes 1 (Representative of population)
  - b. No 2 (Representative of population)

15. If you could have any job or career you wanted, what would it be and why?

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16. (FOR RECRUITER) How well does the respondent speak and understand English (DO NOT ASK- Based on conversation)?

- a. Very Well
- b. Well
- c. Not Well (Thank and Terminate)
- d. Not at all (Thank and Terminate)

**FOR RECRUITER:** All focus group participants should have at least one “extra” characteristic that puts them at higher risk of being a non-cooperator in 2010. These “extra” characteristics (answer categories) are bolded for certain questions. **More specifically, each selected participant should have provided one of the following responses: 1) answer category “a” to Q8; or 2) “a” or “b” to Q9; or 3) “a” or “b” to Q10; or 4) either “a” thru “e” to Q11; or 5) “a” or “b” to Q12.**

{If Respondent qualifies and is needed, read}

Based on your responses, you qualify to participate in a focus group discussion about several topics of interest to consumers. There will be no selling or sales presentation before, during or after the discussion. We are only interested in your honest opinions. The discussion will take place on Wednesday October 25, 2006 - it will take about two hours.

Date	Focus Group	Jackson, MS				Chicago, IL				Miami, FL				New York, NY			
		21-39		40-59		21-39		40-59		21-39		40-59		21-39		40-59	
		M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)	M (%)	F (%)
10/25/2006	Rural (6:00 PM)			50	50												
10/25/2006	Rural (8:00 PM)	50	50														
11/01/2006	Urban (6:00 PM)							50	50								
11/03/2006	Caribbean (6:00PM)											50	50				
11/14/2006	Caribbean (6:00 PM)															50	50
11/14/2006	Urban (8:00PM)															50	50
11/15/2006	African (6:00 PM)														50		50
11/15/2006	African (8:00 PM)													50		50	

**Facilities:** Southern Research Group (SRG) located at 460 Briarwood Drive, Suite #300, Jackson, MS 39206

For your participation, you will receive \$50 as an incentive and \$15 for travel (\$65 total).

Would you like to participate?

YES (continue)

NO [Record Name, Address, Phone Number, and Hold for Possible Future Contact]

**(If age 21-39)** Are you available for the 8:00 P.M. group discussion?

**(If age 40-59)** Are you available for the 6:00 P.M. group discussion?

**CLOSE**

I would like to thank you for agreeing to be a part of our discussion.

We will call you in a couple of days before the focus group discussion appointment. What day of the week and time is best to call to confirm your attendance at the Discussion Group?

BEST DAY(s) \_\_\_\_\_

BEST TIME (s) \_\_\_\_\_

BEST PHONE#: \_\_\_\_\_

A light meal (6:00 pm only) and refreshments will be served at the discussion group so please arrive 30 minutes early.

We are finished. I just need to confirm your name, address, and telephone number (s). You will receive a confirmation letter in several days with the address, directions, date, and time of the discussion group. However, if you have any questions in the meantime, please feel free to call our toll-free study line at (800) 600-5438.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE:

Day \_\_\_\_\_

Evening \_\_\_\_\_

E-mail address (Home or Work) \_\_\_\_\_