Did the 2010 Census Social Marketing Campaign Shift Public Mindsets?
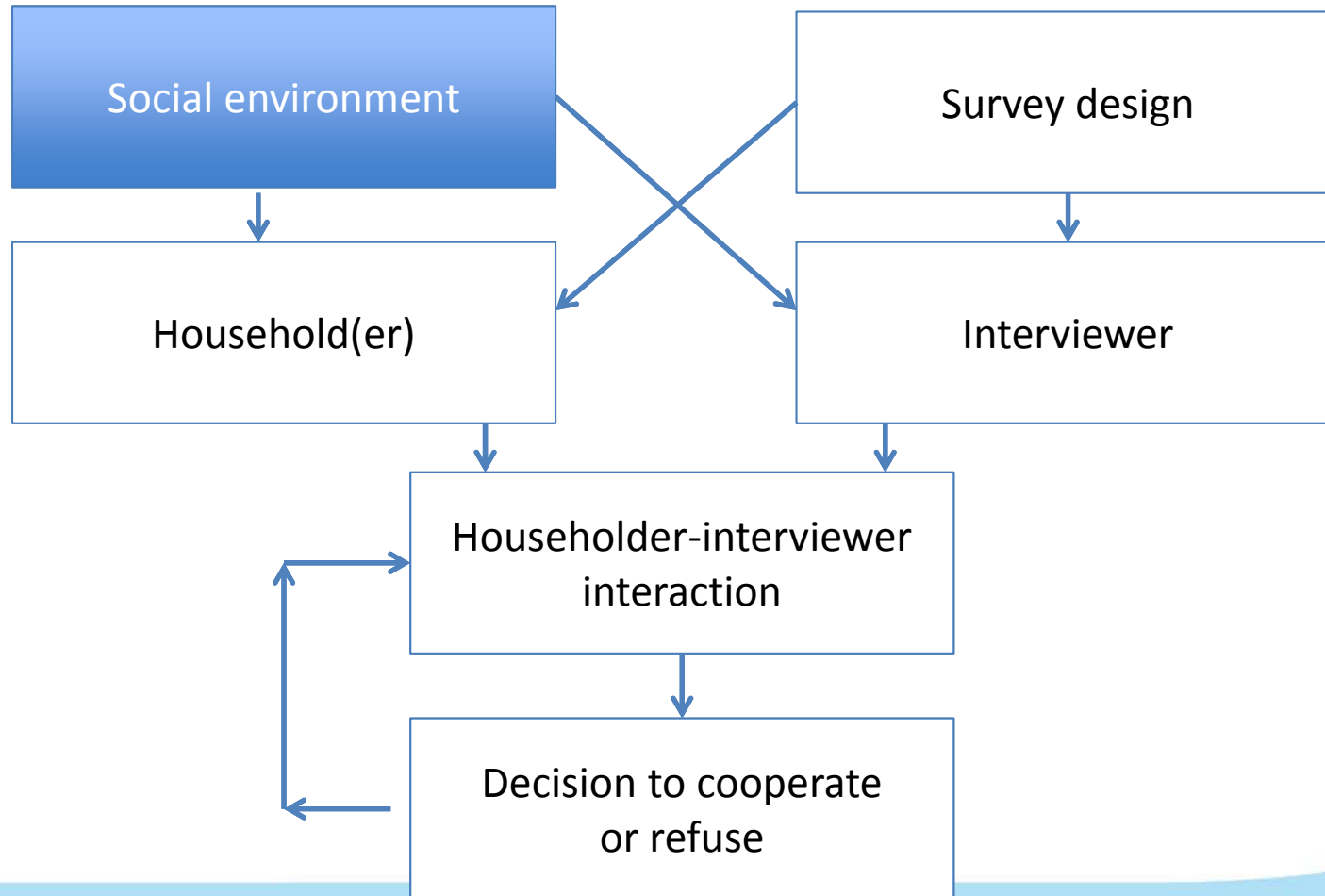
Nancy Bates and Mary Mulry

U.S. Census Bureau

DC AAPOR / WSS Conference, Washington DC

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Conceptual framework of survey cooperation (Groves and Couper, 1998)

Out of researcher control

Under researcher control

Previous Studies

- Goyder (1986) Survey on surveys
- Loosvelt and Storms (2008)
- OECD: measuring trust in official statistics
- Baily, Rofique and Humphrey (2010)
- Lorenc et al. (2011)

The 2010 Census Social Marketing Campaign

- Paid ads, earned media, Partnership Program
- 452 ads
  - television, radio, print, out-of-home,digital
- 28 total languages
- $362 million on paid advertising
- 267,000 partners with 1,000 partnership specialists and 3,000 assistants

Research Questions

- *What were the public's mindsets prior to the 2010 Census?*

- *Are these mindsets predictive of Census participation?*

- *Was the 2010 Census social marketing campaign successful in changing the external climate?*

- *Did the public mindsets change as a result?*

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Pre-Census Mindsets

- Census Barriers, Attitudes, and Motivators Survey (CBAMS) conducted in 2008

- Assessed Census awareness, knowledge, beliefs, attitudes, privacy concerns, and media consumption

- Multi-mode survey 39% response rate (RR3)

Measuring the survey climate

Mindset   Core descriptor

Leading Edge   committed
Head Nodders   impressionable
Insulated   indifferent
Cynical 5TH resistant
Unacquainted   peripheral

These mindsets used to develop and target messages for 2010 Census communications campaign (see Bates et al., 2009).

# Monitoring the climate over the 2010 Census campaign

- Census Integrated Communication Program Evaluation survey (CICPE)
- 3-wave survey: before, during, after 2010 Census
- Included a panel component (n=1,568)
- Replicated the 5 mindsets using reduced set of questions

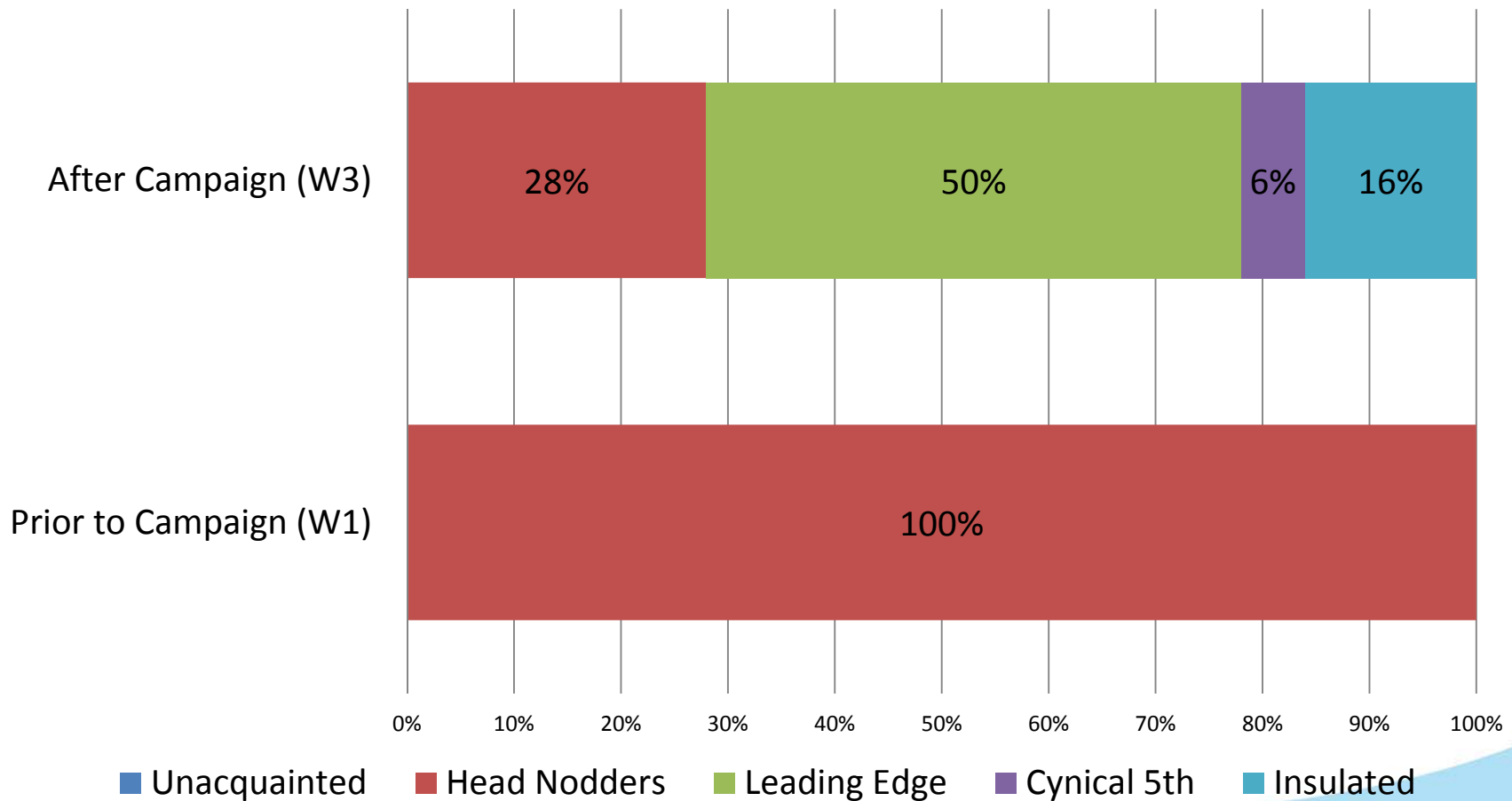|	2008 Survey	Pre-Census 2010 Survey (W1)
Leading Edge	26.5%	20.0%
Head Nodders	40.6%	35.0%
Insulated	6.4%	13.9%
Cynical Fifth	19.2%	24.3%
Unacquainted	7.3%	6.9%

Shift in the mindsets over the campaign: panel cases
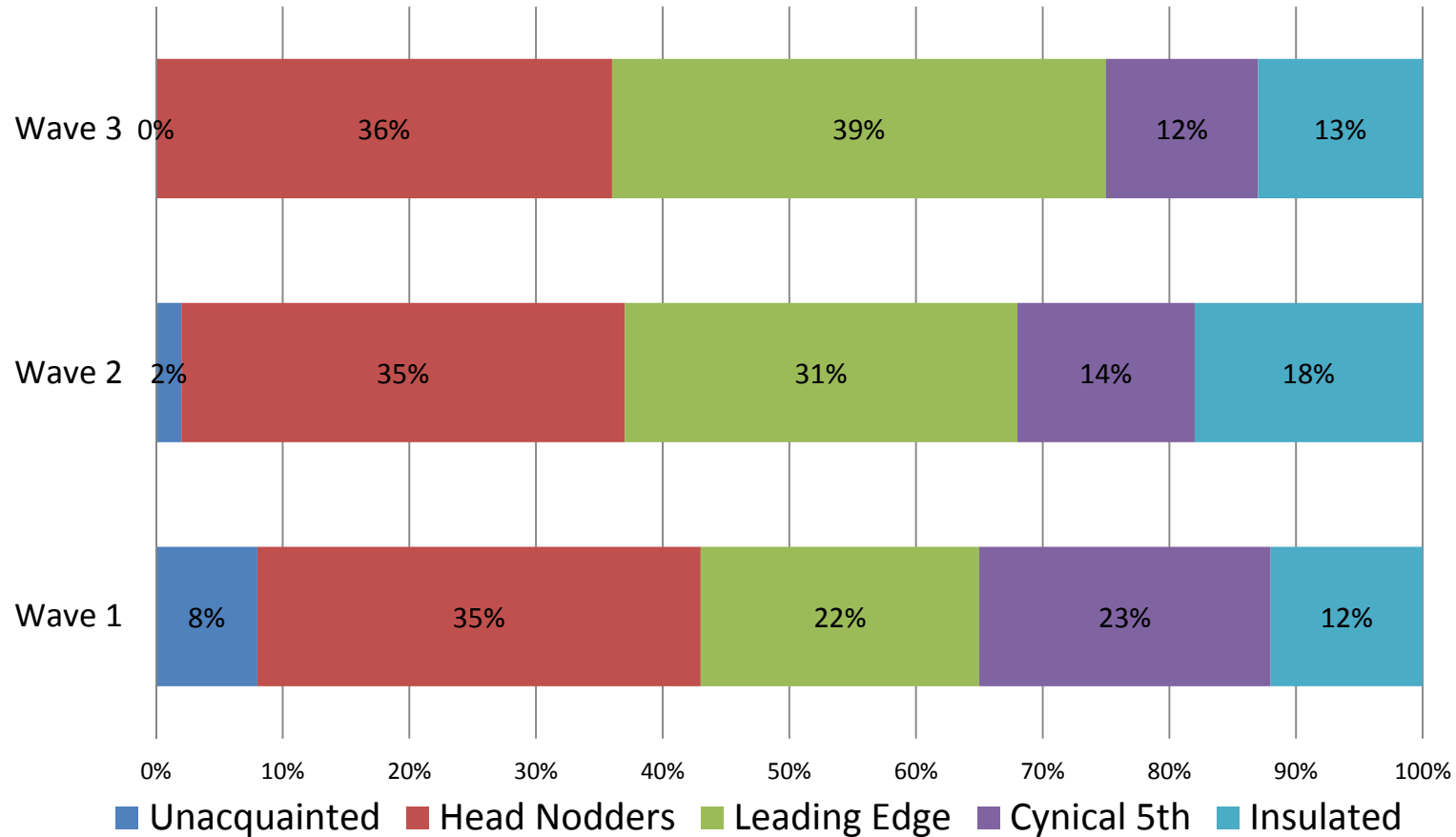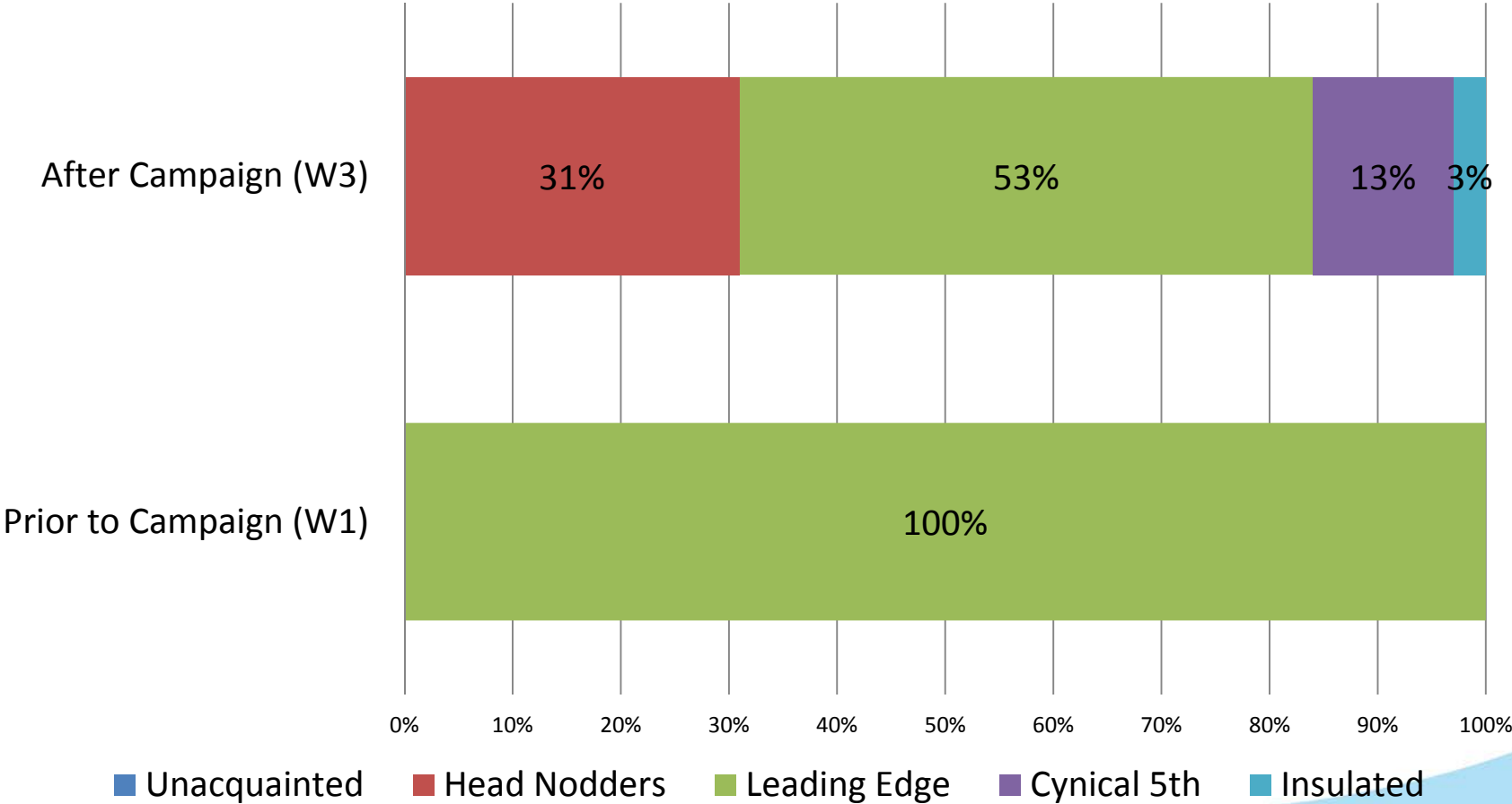
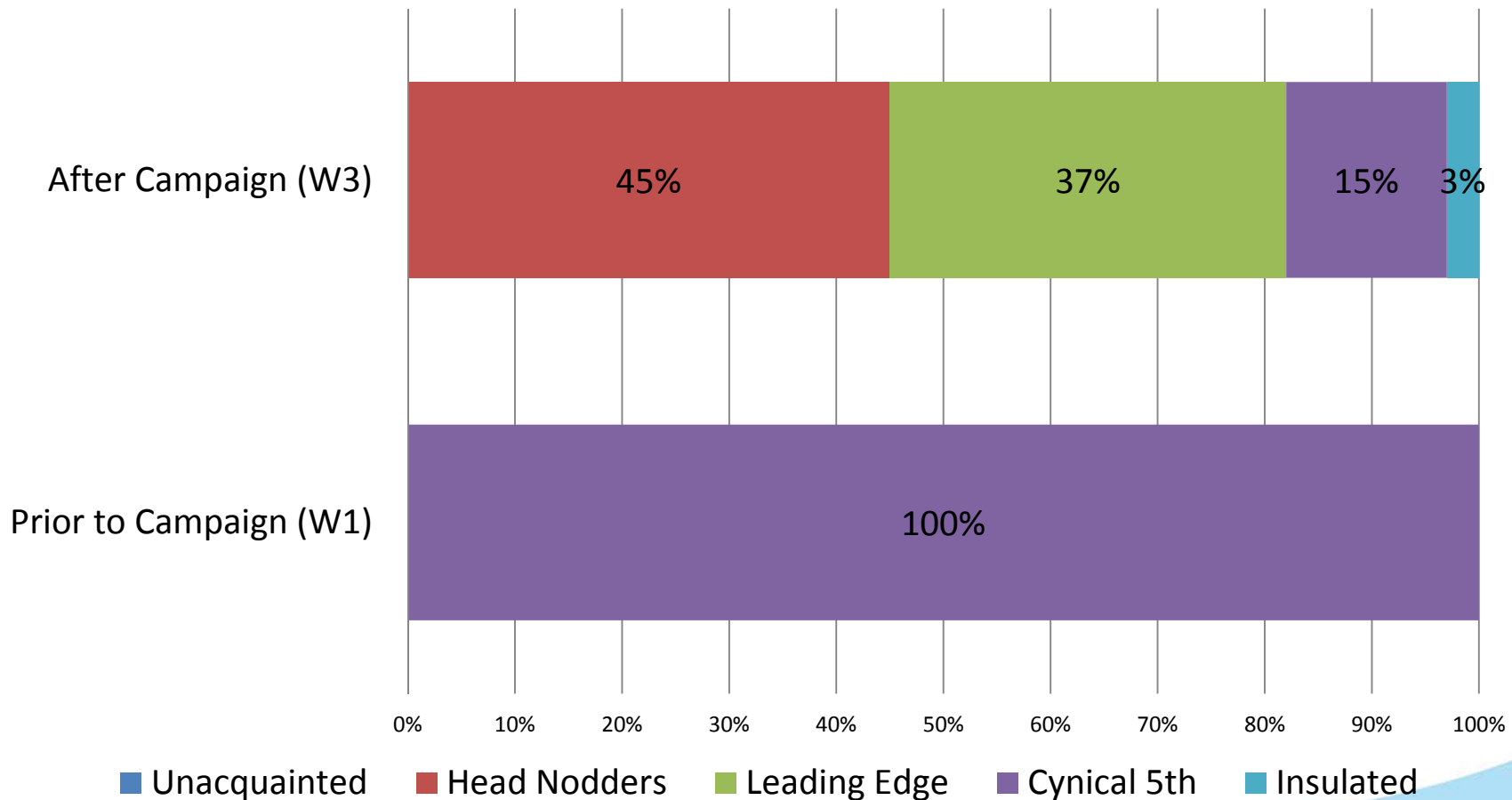Movement of "Unacquainted" Mindset
(7% of the population): W1-W3
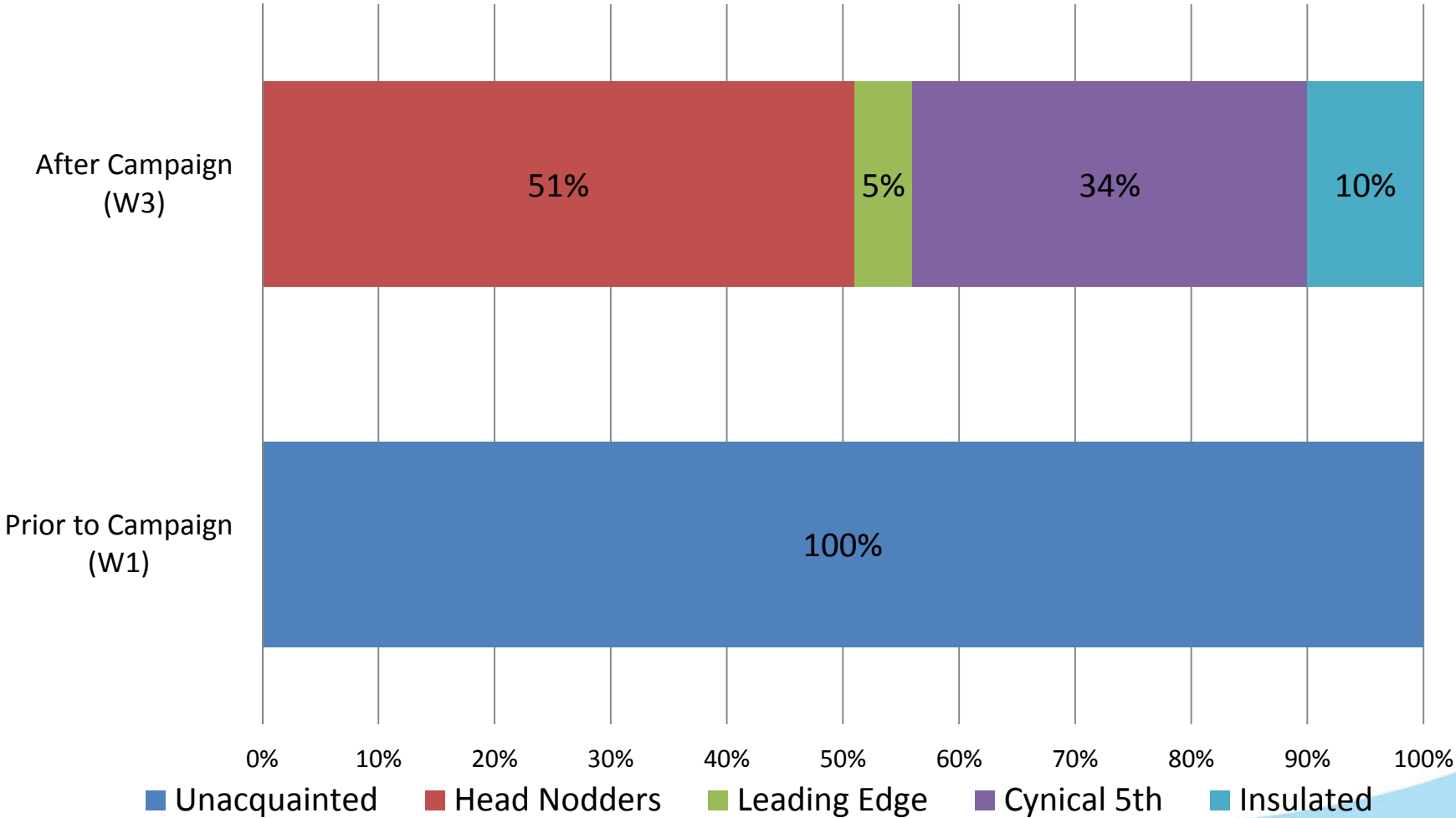
Movement of "Head Nodders" Mindset
(41% of the population): W1-W3

Movement of "Cynical 5th" Mindset
(20% of population): W1-W3

Movement of "Insulated" Mindset
(6% of population): W1-W3

After Campaign (W3): Head Nodders 40% | Leading Edge 5% | Cynical 5th 8% | Insulated 47%

Prior to Campaign (W1): Insulated 100%

Legend: ■ Unacquainted ■ Head Nodders ■ Leading Edge ■ Cynical 5th ■ Insulated

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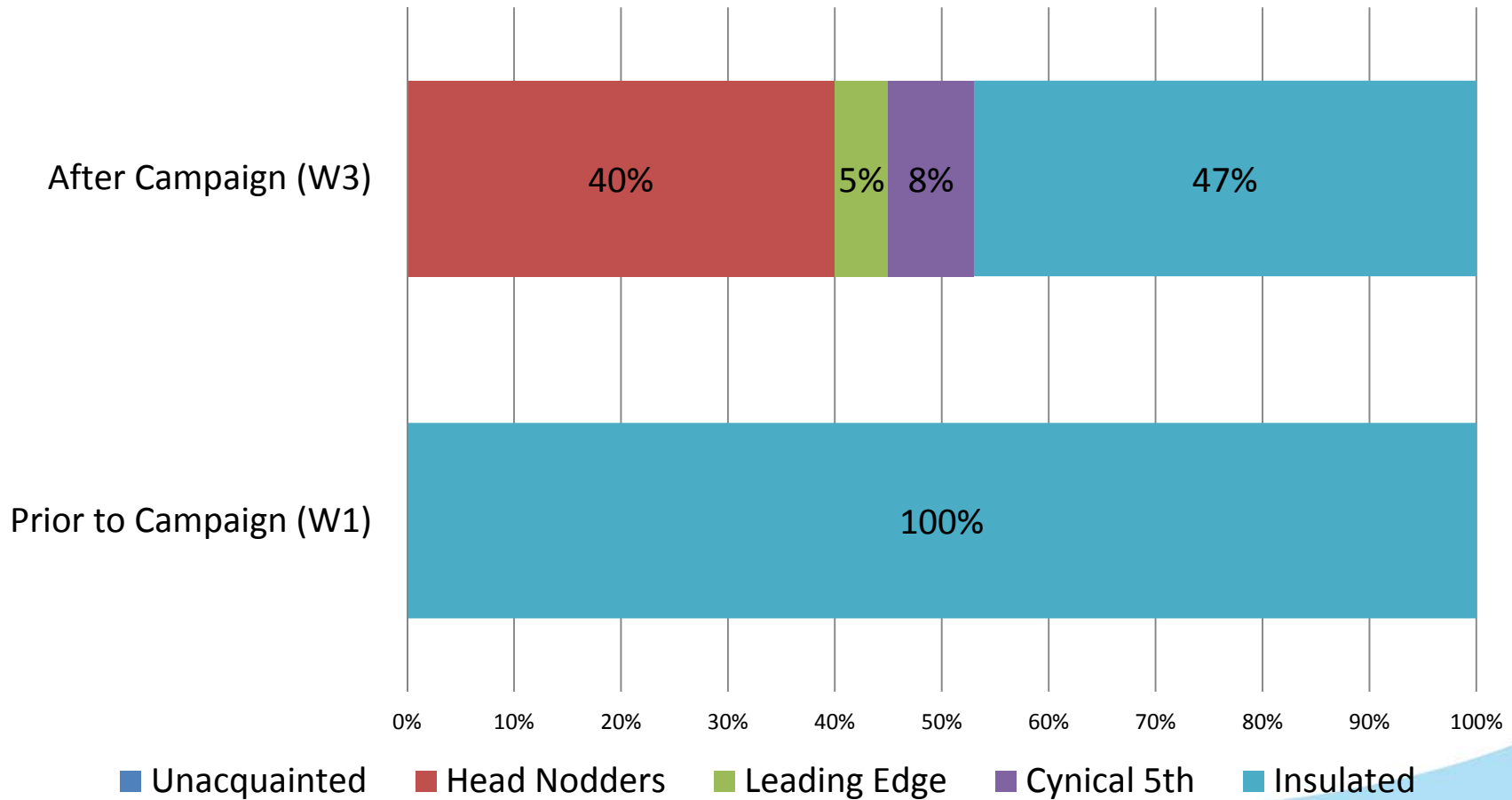
Mindsets and Census Response Behavior

W1 mindset	W1 intent to mail (% 'def. will')	% actually mailed Census form
Leading edge	76%	73%
Head Nodders	60%	62%
Insulated	34%	55%
Cynical 5th	23%	56%
Unacquainted	34%	36%

Predicting Census participation

	Model 1 odds ratio	Model 2 odds ratio
W1 Mindset:		
Head Nodders	0.607	0.684
Cynical Fifth	0.474***	0.449***
Insulated	0.460**	0.492*
Unacquainted	0.209***	0.223**
Leading Edge (omitted category)		----
Audience Segmentation Clusters:		
All Around Avg. (homeowner skew)		0.374*
All Around Avg. (renter skew)		0.503
Econ. Disadvantaged (owner skew)		0.303***
Econ. Disadvantaged (renter skew)		0.127***
Ethnic Enclave (owner skew)		0.323***
Ethnic Enclave (renter skew)		0.409*
Single Unattached Mobiles		0.345***
Advantaged Homeowners (omitted category)		----

N=2,671   Model 1 R-sq=.05   Model 2 R-sq=.111

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Summary

- External environment matters
- Survey "climate" should be assessed
- Determining mindsets is one way to assess
- Found evidence that 2010 Census social marketing campaign moved some mindsets
- Mindsets were predictive of Census cooperation

Looking forward

- Are there others ways we can change the survey climate (besides a campaign)?

- Should we continuously monitor the climate? What is best way? *(Loosveldt and Storms, 2008; deLeeuw, 2010; Childs and Earp papers 2012)*

- Can mindsets help us understand other aspects of surveys e.g. informed consent to use admin. records? Predict mode of response?

- Can correlates of mindsets be found in auxiliary data/paradata?

nancy.a.bates@census.gov

(301) 763-5248