

PREPARATION FOR THE 2010 CENSUS HISPANIC COMMUNITY FOCUS GROUPS QUALITATIVE RESEARCH REPORT

Prepared for:
U.S. CENSUS BUREAU
JANUARY, 2007

Prepared by:



TABLE OF CONTENTS

Introduction	2
Conclusions	5
Recommendations	8
Detailed Findings.....	11
Discussion Guide	28
Screeener.....	34

INTRODUCTION

Background

The Census Bureau is beginning the process of developing a communications effort to encourage participation in the upcoming 2010 Census. In order to develop a program that is comprehensive and reaches all corners of the American tapestry, a series of focus group projects were launched simultaneously with some of the most difficult-to-reach minority populations. This report represents the findings of the Hispanic market focus groups which were conducted across the country with a wide array of countries of origin.

MAYA Advertising and Communications was commissioned to conduct this preliminary research effort with the help of Garcia Research Associates.

The goal of this project was to approach the Latino audience that will be the most difficult to convince to participate in the Census and to explore a variety of issues ranging from their knowledge about the Census Bureau to the uses of the data, motivations for and barriers against cooperation, past experiences, exposure to facts about the Bureau, and ideas for communicating with the Latino community. For more information on the areas of investigation, please refer to the appended Discussion Guide.

This guide, it is worth noting, underwent some modification as the study progressed, partly due to questions posed by respondents and partly due to the obvious need for more information by participants.

A Note on Qualitative Research

Please note that qualitative research represents an excellent forum for the free-flowing exchange of ideas and perspectives with specific audiences. This data can be seen as representative of the views held in the communities from which the respondents were drawn, but this data is not statistically “projectable” in the way that quantitative data can be.

This is due to the small sample size, narrowly drawn recruiting criteria, non-random recruiting techniques and the unpredictable effects of small-group interaction.

Methodology

A total of eight focus groups were conducted: two each in Los Angeles, Houston, Chicago, and New York. Each group consisted of eight to 10 participants, males and females, and ran from one and a half to two hours in length. They were held in traditional focus facilities with Focus Vision capacity so the groups could be broadcast via secure Internet access to those selected to observe them, notably the Census Bureau's Advisory Committee.

The groups conducted in Spanish had simultaneous interpretation in the viewing room and it was this interpretation that was broadcast, although the original Spanish conversations were also recorded.

The breakdown of the groups is as follows:

Group 1 – Los Angeles, U.S.-born children of Mexican parents, conducted in English (LA, U.S.-born)

Group 2 – Los Angeles, Mexican-born, in Spanish (LA, Mex. Imm.)

Group 3 – Houston, Central and South American-born, in Spanish (HO, C/SA Imm.)

Group 4 – Houston, Mexican-born, in Spanish (HO, Mex. Imm.)

Group 5 – Chicago, Central and South American-born, in Spanish (CH, C/SA Imm.)

Group 6 – Chicago, Puerto Rican-born, in Spanish (CH, P.R.-born)

Group 7 – New York, U.S.-born of immigrant parents, in English (NY, U.S.-born)

Group 8 – New York, Puerto Rican-born, in Spanish (NY, P.R.-born)

The qualifications for participation were as follows:

- Hispanic origin or descent
- 21-59 years of age
- About even mix of males and females
- Respondents had either a low level of education (no more than three per group with some college), a non-traditional-family living situation, or low income status (no more than three per group over \$50K)
- Mostly not registered to vote
- If born outside of the United States, immigrated at age of 16 or higher
- On a 10-point familiarity scale where 10 is the highest, no more than a 4 rating for their familiarity with the Census Bureau
- No competitive employment – advertising, PR, research, or government
- No past six months focus group participation
- Screened to be articulate.

For more information on the screening criteria, please refer to the appended screeners.

These groups were conducted in late October, early November, 2006, and were moderated by Carlos Garcia, president of Garcia Research.

CONCLUSIONS

- Even within the universe of Latinos screened to know little about the Census Bureau, the low level of awareness of what the Bureau is and does was startling.
- When asked what, if anything, they knew about the Census, some mentioned it was done every four years, some thought it was used to help telemarketers, some thought it was done to help the IRS find tax cheats. A few thought it was used to allocate public funds, but even these folks thought the data files were completely shared within the government.
- It is clear that two outside factors are impacting on Latino attitudes towards the Census. One is the immigration debate, and the other is the war on terror. The former has only heightened the paranoia of the undocumented and their friends and family, while the latter has given people the impression that the government can and will get access to any information it wants and it will justify this with the threat of terrorism.
- Many knew of the concept of a census from their home countries where everything grinds to a halt, everyone is ordered to stay home, and students and enumerators go door to door to gather information.
- Most had no experience at all with the 2000 Census. The few that did generally tossed the forms because they didn't know what it was about. One young lady took the form out of the trash and helped her mother fill it out. One remembered filling out a very long form which she found to be a burden. No unpleasant encounters with enumerators arose.
- On an unaided basis, the motivations to fill out the Census forms were headed by the allocation of resources and community pride. Some knew, others guessed, that city planners would distribute funds for schools, parks and clinics according to the number of people who lived in an area. The other big factor was pride in the newfound power of the Latino community – they want it to be noticed, to be counted, and to be taken seriously.
- Abstract motivations such as patriotism and civic duty didn't gain as much traction as direct benefit to themselves and their community through the allocation of resources. Trust of the Census Bureau doesn't yet exist and they don't know enough about the guarantees of confidentiality.

- On the other hand, people do want to be part of America, to be noticed and acknowledged as individuals. Ironically, the latter is also an obstacle for many.
- These Latino participants did not seem put off by the use of this data for private business because they hoped this would lead to better access to goods and jobs.
- Being part of the system that allocates House and state legislature seats was mostly seen as a part of the allocation issue, but one that was less directly beneficial to them individually.
- Lack of familiarity and fear were the two issues that arose as barriers to participation on a spontaneous basis. These consumers said they do not know enough about the Census Bureau, its mission, and its purpose. They demonstrated that they do not believe that there are any barriers between the Bureau and other branches of government.
- There is no hostility directed towards the Bureau, simply a lack of information.
- Expecting the survey to be long and tedious is also a barrier. Stories were shared of detailed questionnaires that took a long time to fill out with a lot of personal questions about possessions such as how many televisions you have and demographics such as educational attainment.
- People imagined that anyone with anything to hide, ranging from an overstayed visa to unpaid child support or traffic tickets or an illegal sub-rental, will avoid filling out the Census forms.
- When these Latino respondents were exposed to specific information about the Census Bureau, they reacted positively. They were particularly impressed with the Bureau's longevity, its being part of the constitution, and the oath that workers take with severe penalties for breach of the confidentiality of the data.
- The allocation of funds and House seats were reaffirmed to be of interest, particularly the funds (and the services they would buy), but perhaps the biggest motivator in the facts shared with participants was that the new form sent out to everyone will be short, simple, and no personal information, such as a social security number, would be asked.

- There was some surprise that residents of the United States are under a legal obligation to fill out their Census forms, but no shock or concern was evidenced. That building managers were obliged to allow access to Census enumerators was seen as reasonable, particularly when it was noted that the Census Bureau did not have a policy of seeking penalties against individuals. This obligation was more than counterbalanced by the confidentiality guarantee (which some would like to see in writing).
- Interest in academic or genealogical research was minimal at best. No one voiced any interest in or concern over the 72 year confidentiality limit.
- Latinos seem to want the Census Bureau to undertake a blanket campaign that would include every conceivable medium ranging from the internet to PTA meetings, billboards to direct mail, news broadcasts to TV and radio commercials.
- An array of spokespersons from different walks of life could be used ranging from ordinary citizens to locally visible leaders to celebrities, but the issue is serious and thoughtful so it shouldn't be anyone seen as frivolous. Names such as Edward James Olmos and Jorge Ramos emerged.
- These Latino respondents seemed to suggest that having the Census Bureau undertake an information campaign every 10 years is insufficient. People get busy, grow up, move, and otherwise forget what the Bureau is all about. They seemed to be asking for a more sustained informational and visibility effort through community organizations, street festivals, schools, churches, and clinics.
- These overall findings pertained to all of the groups, from Los Angeles to New York, from U.S.-born to recently arrived immigrants, from Mexicans to South Americans.
- A few key quotes:

Awareness:

"Hemos oído poco y nada." (We've heard little to nothing.) (CH, C/SA Imm.)

Motivation to Participate:

"If they knew all the things that COULD be done for them [based on this data], then they WOULD fill it out." (NY, U.S.-born)

Barriers to Participation:

“Fear, deportation and identity theft, language and they just don’t know enough.” (NY, U.S.-born)

Uses of the Data:

“Para ver quien ha pagado sus taxes.” (To see who has paid their taxes.) (LA, Mex. Imm.)

Communications:

“Es un asunto de ignorancia, y del ignorancia viene temor.” (It’s an issue of ignorance, and from ignorance comes fear.) (LA, Mex. Imm.)

Reactions to Facts About Census Bureau:

“Es histórico.” (It’s historic.) (CH, C/SA Imm.)

RECOMMENDATIONS

- An intense and sustained communications effort will be needed to inform the Latino communities across the United States of the history, mission, and purpose of the U.S. Bureau of the Census.
- Armed with this information and based on the Bureau’s longevity, its unique role in our Constitution, and the pivotal role it plays in our government and our economy, there is the reasonable expectation of improved cooperation by Latinos in the 2010 Census.
- The U.S.-born will be a key target because they can be opinion leaders with their immigrant families and can help educate their family, friends, and neighbors. Latinos also actively want their community to be noticed.
- The issue of personal acknowledgement is a double-edged sword. People want to be accepted, but many have good reason to stay in the shadows. This potential motivator is thus best left aside.
- Abstract notions of patriotism, civic duty, and political districting are not to be ignored, but they pale in comparison to the direct and immediate impact of schools, parks, hospitals, roads, and especially jobs.

- The new, shorter Census form was greeted with relief and should be a crucial part of the communications campaign. It seems the short form removes many of the concerns of the potential participants because it doesn't ask for personal ID data that could be part of an identity theft scam and it isn't long and tedious. Even then, people wanted to know why the Bureau was asking about Hispanic origin, why they were asking about home ownership, and why they wanted people's date of birth. Explanations would be welcome and beneficial.
- A decision must be made on how directly to go after the most delicate issue, the firewall between the Census Bureau and the other branches of government. Do you simply explain this firewall or do you specifically state that the INS and IRS and others will not, can not see this data?
- The oath of confidentiality and the penalties for breach of it were very impressive to these Latino participants. Some wanted to see that oath in writing, which might not be a bad idea.
- To Latino immigrants, comparing the U.S. Census with that done in other countries might make the effort feel more familiar and alleviate some fears, but ugly experiences in countries such as Venezuela and memories of virtual house arrest situations may mitigate any benefits to the Bureau.

Moderator's Comments

These were very interesting and very informative groups. They were also remarkably consistent in their findings across the country, across the origins and across the immigrant/U.S.-born divide. People don't know much about the Census Bureau. They need to know more about its role in our government, its history, how the data is used, and how sacred the confidentiality of that data truly is. If the whole proposition is explained clearly and completely, the cooperation of the Latino community could and should be gained.

It is perhaps important to note a couple of issues that emerged clearly but that might not be easily understood. The first is language. The Latino community in the United States remains quite reliant on Spanish communications, materials, advertising, and personal interaction. Even those who are quite comfortable in English or who were born and raised here are quite clear that Spanish is very important to their friends and family. Their sense of justice and community are strong, and they don't look down upon those who might not share their English skills. Essentially

all of the respondents we spoke to want to see bilingual communications, questionnaires, and brochures from the Census Bureau.

The second is the illegal immigration issue. Living in the Latino community in the United States today means you are never very far away from the immigration issue. It affects you, your cousins, your coworkers, your neighbors, your corner grocer, your girlfriend, your parents. Even though these respondents were cleared to be citizens or legal residents, and some of them were U.S.-born and some of them are registered to vote, they remain close to this issue and it colors how they see our government.

And just as was described in the language issue, Latinos tend to be sympathetic with their family and friends and others who fear deportation even though their own personal situation may be resolved. Most of these respondents tended to feel that this issue must be confronted head on otherwise people will always be afraid and crucial services will not be provided because people didn't get counted.

On top of the usual barriers, this go-around the Census Bureau faces new hurdles including the vociferous immigration debate, the war on terror and the extraordinary measures that have been taken on its behalf, and an unusually high distrust of government that has emerged but may abate somewhat by 2010.

A well-orchestrated and thorough educational and communications program seems called for beginning with schools, ESL and citizenship classes, etc., through churches, community organizations, and grass roots events, etc., through advertising in direct mail, billboards, TV, and radio spots, Internet ads, etc., up to and including a major PR effort to get into the content in newspapers and online, TV newscasts, on radio talk shows, etc.

It seems this effort has one root cause and two outcomes – if Latinos knew enough about the Census Bureau they would have nothing to fear and much to gain.

DETAILED FINDINGS

Respondent Profiles

All of the participants in these groups were of Hispanic origin or descent. Two groups were conducted with U.S.-born Latinos whose parents were immigrants, one group in Los Angeles with Mexican origin people and one group in New York with Puerto Ricans who had been born in the United States. These two groups were conducted in English.

Four groups were conducted among immigrants in Spanish, including one in Los Angeles, one in New York, and both groups in Houston and Chicago.

Overall, these consumers were screened to know relatively little about the Census Bureau and to be either low income, not registered to vote, in a tenuous living situation (not in a family) or to have a low level of education. Each group could include only a couple of people who recalled having filled out the forms in 2000. So this target was precisely the toughest for the Census Bureau, and was not necessarily representative of the population as a whole.

Most of these participants were blue collar workers with relatively modest incomes. Some were single Moms although many were married with kids, and most had a high school education or less. An effort was made to include a mix of ages, although the groups in English tended to include more young people due to the nature of the specifications for those groups.

Awareness of the Census Bureau

Awareness of the Census Bureau was uniformly low which was not surprising given that this was a goal of the screening effort. Still, even with that, awareness was amazingly low. Many young people had not experienced the Census in 2000 because they were too young to have been paying attention. Others who were more mature nevertheless recalled no experiences with the Census and did not know anything about it at all.

Estimates on how frequently the Census was conducted ranged from every two years to every four, five, six, eight, or 10 years. In each group, about two people seemed to think that it was every 10 years, but most had no idea at all.

When asked what the data might be used for, most had no idea. Some imagined taxes were set based on it, some thought it was used to sell to telemarketers, and only about two in 10 thought it

would be used for allocation of services. Once this thought was mentioned, it seemed reasonable to most, but most imagined that allocation of services would only be one of many other, mostly inaccurate, uses.

Interestingly, U.S.-born Latinos were similar to their immigrant counterparts in their level of knowledge of the Census and its mission and its purpose. Some mentioned having heard some communications from the Census prior to 2000, but then “they went away.” Many assumed that even if they didn’t fill out a form, that there would be other ways that they would be counted, including through their social security number, their tax returns, school enrollments, and property taxes or other forms of contact with the government from the federal to the local level.

“El Censo es una empresa privada que trabaja para el gobierno.” (The Census is a private business that works for the government.) (LA, Mex. Imm.)

“Ni los puertorriqueños lo quisieron llenar. ¿Para qué quieren tanta información? ¿Porqué nos van a visitar?” (Not even the Puerto Ricans want to fill it out. What do they want so much information for? Why do they want to visit us?) (CH, P.R.-born)

“They count people every five years.” (NY, U.S.-born)

“It’s like taking inventory, except with people.” (LA, U.S.-born)

“They measure the illegal aliens.” (NY, U.S.-born)

“A veces sacan información en la télé que hay cierta cantidad de Latinos.” (Sometimes they put out information on TV that there is a certain number of Latinos.) (LA, Mex. Imm.)

“I heard that the 300 millionth baby was born, that it was Latino boy somewhere in LA.” (LA, U.S.-born)

Census Efforts in Other Countries

In some of the immigrant groups, respondents had vivid and specific recall of the census efforts made in their home countries. In some countries like Ecuador or Guatemala (and presumably others), there was a “Census Day” where schools and businesses were closed, and there was a virtual curfew and people were asked to stay home. High school students and official census workers went door to door gathering data and they would then put a sticker next to the door bell to assure other workers the home and its residents had been counted.

Some of the younger people recalled being bored to tears because they weren’t allowed to go play with their friends. They were obliged to stay home, even after being counted. At least one of the participants had done the counting work when he was in high school.

So clearly the concept of a census should be fairly familiar to the immigrant communities and if anything it is less intrusive and less onerous in the United States.

“Lo conozco de mi país [Ecuador].” (I know it from my country.) (CH, S/CA Imm.)

“En Guatemala pasan a todas las casas y ponen un sticker para mostrar que ya pasaron por hay.” (In Guatemala they come by to all the houses and put a sticker on to show that they had gone by there.) (CH, S/CA Imm.)

“En México el censo es muy serio y muy extenso. Piden muchas cosas, desde cuantos televisores tienen hasta si uno come carne o no.” (In Mexico it’s very serious and very extensive. They ask a lot of things, from how many TV’s you have to whether you eat meat or not.) (HO, Mex. Imm.)

“¿En Puerto Rico? No, nunca lo vivimos.” (In Puerto Rico? No, we never experienced it.) (CH, P.R.-born)

“En mi país era muy aburrido porque se cerraba todo. No se veía ni un niño en bicicleta, y el cuestionario fue muy largo.” (In my country, it was really boring because everything shut down. You didn’t even see a kid on a bike on the street, and the questionnaire was really long.) (HO, C/SA Imm.)

Potential Uses of the Data

Most respondents did not trust the sanctity of the Census data that might be gathered from them. They imagined uses ranging from taxes to police to telemarketing. A few in each group thought that the data might be used for community planning to figure out how to distribute schools, teachers, clinics, and parks. Many simply professed that they had no idea how this data might be used and what it was for.

It was here that respondents complained most vociferously that no one had explained to them what the census was, what it was for, how the data might be used, and all that. They complained that “no one tells us anything” much like family members who are surprised at big decisions they did not know were coming.

In New York, a few imagined that this data might be important for disaster planning such as planning evacuation routes, knowing how many people lived in a building that might be on fire, etc. This topic did not arise elsewhere, even in Los Angeles where the same might be true of earthquake preparedness planning but in a lower-density context.

“Para ver cuales comunidades han crecido más.” (To see which communities had grown the most.) (LA, Mex. Imm.)

“Cuantos Hispanos hay, cuantos chinos, cuantos anglos.” (How many Hispanics there are, how many Asians, how many Anglos.) (CH, P.R.-born)

“Business people would use it because they would know where to put their shops.” (NY, U.S.-born)

“It’s used in politics, keeping track of the races, how Congress is broken down.” (LA, U.S.-born)

“Eso es lo que no es claro.” (That’s what’s not clear.) (CH, P.R.-born)

“I wonder if the Bureau sells the data to marketing companies.” (LA, U.S.-born)

Perceived Links between the Bureau and Other Branches of Government

Most of these focus group participants assumed that any and all branches of government would have access to all of the data collected by the Census Bureau. This included enforcement agencies such as the FBI, the CIA, the IRS, and the INS. They even imagined building inspectors and landlords might get hold of the data and bust people for breaking zoning regulations.

Many seemed to see the Census as simply the data gathering arm of the government and that they would then turn around and share that data with every other branch.

In most groups, the current debate over the Bush Administration’s use of wiretaps and other surveillance systems spilled over into this topic. These Latinos were clearly suspicious of the government and believe that there is no limit to their ability and willingness to engage in any type of data exploration in the name of the anti-terrorism effort. Interestingly, these suspicions didn’t entirely dissipate even after the explanation of the oaths Census workers take and penalties they risk if they run afoul of the rules.

“Tienen miedo los ilegales. Tienen miedo que les interrogan, y que les van a deportar.” (The illegals are afraid. They’re afraid they will be questioned and that they’ll be deported.) (LA, Mex. Imm.)

“Todo va para el gobierno de todos modos.” (In any case it all goes to the government.) (LA, Mex. Imm.)

“Es independiente, pero brinda datos a los otros departamentos.” (It’s independent, but they give data to the other departments.) (CH, C/SA Imm.)

"I think it's part of something. I think it's part of the legislature because that's how they distribute seats in Congress." (LA, U.S.-born)

"I wonder if it's independent of Immigration." (NY, U.S.-born)

"I think they're all linked. To me it's like a big chain. The data goes everywhere, even down to the individual. They know everything." (LA, U.S.-born)

Personal Experiences with the U.S. Census

Most of these respondents did not recall any contact at all with the U.S. Census. A few reported having received a questionnaire in the mail, but of those that did, most threw it away. To many, the idea of a contact with the Census Bureau would be in the form of a person knocking at the door, and in at least one case, the person pretended to not be home.

In one case in New York, a young person took the form out of the trash where her mother had thrown it and she helped her fill it out, mainly thinking that this was obligatory and should be a part of living in the United States. But people who had received a mailer without a personal visit considered themselves to have not been contacted.

When asked why they had thrown away a mailed questionnaire, most said they did not know what it was for, what it was about, that it was for American citizens only or that it looked too hard to figure out.

One or two did fill out the forms, and some told stories of it being a lot of work, with long lists of questions, detailed listings of property and demographics, etc. Their tales were not encouraging to the others who seemed even more determined that the Census was not for them.

"Nunca recibí nada." (I never received anything.) (LA, Mex. Imm.)

"Sí llegó a la casa, pero vivíamos con otra familia. Ellos lo llenaron pero no nos contaron." "Yes, it arrived at the house, but we were living with another family. They filled it out but didn't include us." (LA, Mex. Imm.)

"I just don't recall nobody knocking on my door." (NY, U.S.-born)

"Sí pasó una señora, pero no respondí a la tocada." (Yes, a woman came by, but I didn't respond when she knocked on the door.) (CH, P.R.-born)

"No, no me recuerdo nada." (No, I don't remember a thing.) (HO, Mex. Imm.)

"I have never filled one out, to be honest with you." (LA, U.S.-born)

Motivations to Participate

Unaided and aided probing was done on what reasons might exist for people to proactively fill out the Census forms that might come to them in the mail. Most insisted that they didn't know enough about the census to assess what the motivations might be, but some voiced the following suggestions on an unaided basis:

- Allocation of funds for schools, parks, clinics, etc.
- Wanting the Latino community to be noticed
- Wanting to be noticed as an individual
- Accepting that we now live here and will stay here
- Hoping that the data could be used to help bring jobs to the community.

On an aided basis, the following issues were discussed with the subsequent responses:

- Trust of the Census Bureau – most did not have any such trust, some wished they had this trust, but in most cases people did not know enough about the Census Bureau to have an opinion on whether to trust them or not.
- Belief in the social good this data could produce – this was a strong motivation, linked to the allocation of funds. People realized that they couldn't complain about not having enough schools or teachers or parks or clinics if the government didn't know they were there.
- Wanting the Latino community to be noticed – this was a strong motivator, as the growth and dynamism of the Latino community is something in which they take great pride as evidenced in the pro-immigration marches and in the growing Latino involvement in voter registration.
- Patriotism – this frankly wasn't an issue. Participants couldn't see a link between this issue and patriotic duty – that was for the military or for voting.
- A sense of civic duty – if linked to patriotism, again this failed as a motivator, but if linked to social good and helping your community get the resources it needs and deserves, then yes, civic duty did work as a motivator.
- Wanting to be counted and valued – this was a strong motivator, particularly as a point of pride. Latinos want to be noticed and accepted as a group, they also want to be acknowledged and appreciated as individuals.
- Being part of the system that allocated House and state legislature seats – some called this the political impact of the Census with something of a partisan spin that came indirectly from news coverage of the gerrymandering that legislators use to ensure safe

districts for their parties. But most knew nothing of this process or how it worked or its political impact.

- Wanting to be part of America – this tied in directly to wanting to be counted and valued as an individual and as a community. This is a strong motivator to some, but might be a bittersweet issue for people without proper documentation.
- Allocations for schools, parks, roads, clinics, fire stations, etc. – this was clearly the most powerful motivator which sometimes arose on an unaided basis, but in either case this was the argument that made the most sense and would have the biggest impact on their communities and their lives.
- Uses of this data for private business purposes was accepted and even encouraged, and many hoped that it would mean not just the placement of the next McDonald's but also the location for factories and jobs.
- The only major "other motivator" that arose was for emergency preparedness which arose in New York and relative to Hurricane Katrina.

When asked which motivators would have the biggest impact on convincing people to participate in the Census, hands down it was the allocation of funds for their community. One person remarked with a twinge of bitterness that in the good neighborhoods they get all the good stuff because they fill out the Census forms and get counted while the poor and uneducated people don't which becomes a vicious cycle.

"If I am the head of my household and I have to go shopping for shoes, socks, beds, sheets, food, how would I know how much to buy and what sizes if I don't know anything about my family? How many kids and adults are at home?" (NY, U.S.-born)

"Para tocar más beneficios, para 'day care,' para escuelas." (To get more benefits, for day care, for schools.) (LA, Mex. Imm.)

"Un futuro beneficio." (Eventual benefits.) (HO, C/SA Imm.)

"People will want to help and contribute to their race, to be Latin, you know." (LA, U.S.-born)

"Saber que existimos, y exponer las necesidades que tenemos." (To know we exist, and expose the needs we have.) (CH, C/SA Imm.)

"No vamos a brandar tanta información 'just because.' Tienen que explicarnos a que sirve, donde va." (We aren't going to give out so much information 'just because.' They need to explain to us what it's for, where it goes.) (CH, P.R.- born)

"No importa su estado migratorio, es su responsabilidad cívica participar." (Your immigration status doesn't matter, it's your civic responsibility to participate.) (CH, P.R.- born)

“Civic duty? Nah, that’s like patriotism. Nobody wants to do jury duty.” (NY, U.S.-born)

“If people could see the results of what happened from past census efforts, that will encourage them more.” (NY, U.S.-born)

“SOMOS parte de América. Y contribuimos también.” (*We ARE part of America. And we contribute too.*) (HO, C/SA Imm.)

“Legal people will see it as their civic duty, but illegals would just throw it out.” (LA, U.S.-born)

Barriers to Participation

There were numerous barriers to participation in the Census. The top unaided issues included:

- Lack of knowledge/familiarity with the Census – this was felt across the country to be THE barrier that impacts on most Latinos.
- Lack of understanding of how the data will/could be used – this is part of the above noted point, but is the crucial part.
- Fear of deportation, of being busted for something like a code violation, etc. – this extends to men behind on child support payments, people with outstanding parking violations, housing situations that are irregular, etc.
- Fear of identity theft is a rising issue. Several participants had experienced this and many others feared it.
- Feeling that you don’t count, that no one cares – there is plenty of evidence to support this contention.
- Too busy with work, school, kids, housework to find the time to do just one more thing that seems unimportant.

On an aided basis, a series of potential barriers were discussed:

- Fear, distrust of the Census Bureau – yes, this is a barrier, but one based on lack of information and natural distrust of governmental agencies that are, in some cases, a real threat to Latino lives in the United States.
- Don’t trust confidentiality of the data – this is a very real threat and lies at the heart of the fear of filling out the forms – most think the government is the government and can’t imagine that there are fire walls between departments.
- Too intrusive/an invasion of privacy – this comes from stories of long, very detailed surveys that asked tons of personal questions about lifestyle and possessions, but it is also true that Hispanics, as boisterous as they can be with friends and family, can also be very private people and are justifiably wary of strangers with strange questions.

- The Census is for others, not me – because many Latinos feel like they are “guests” in this country and don’t take “ownership” of it, this is one of the most subtle and yet powerful barriers to participation. The Census counts Americans, not me.
- A negative experience in the past – because most have no experience with the Census at all, this is not much of an issue. A few people have seen or heard about long surveys or people knocking on doors and scaring people, but most have no memories of any contact with the Census Bureau at all.
- Belief that the data will get to other departments of the government – to most, this is a no-brainer – of course the data will be shared.
- Not wanting to bring too much attention to Latinos – it seems the days of Latinos wanting to fly beneath the radar are long gone, because these participants want Latinos to be counted and noted as a force to be reckoned with.
- I like to stay out of sight – this is true of many who are working with a false social security number, who are overstaying a visa, who have an illegal apartment in their basement or garage, or who owe money on a credit card or for child support, who have unpaid parking tickets, or many other reasons why people would like to stay in the shadows.
- Fear raised by the immigration debate – this is a very real concern as it heightens the fears noted above. The debate across the country and between the various branches of the government is dramatic, constantly in the headlines, and makes people even more fearful of being noticed by anyone.
- The Census will get my data from other branches – this is generally believed to be true, but was not cited as a major obstacle to participation.
- This doesn’t impact on my taxes or services – once they began discussing this issue, most felt it wasn’t true, even though many believe inequities would exist between rich and poor neighborhoods even if everyone in the poor neighborhood filled out their Census forms (which they believe won’t be the case).
- What guarantees do I have about the confidentiality – this goes to the heart of the fear, the lack of information and concern about their privacy. People want and do not currently have awareness of any guarantees.
- Other barriers included homelessness, people who are living with relatives or between apartments, people who rent out a back room; these are groups who are thought to be least likely to be counted.

As to the biggest fears, it is probably the legal documentation issue that is seen as the biggest obstacle to participation by Latinos. This was cited by the U.S.-born as well as immigrants. The U.S.-born were more likely to cite being busy or not caring about the Census while immigrants

were more likely to cite fear as a factor. Both groups, though, felt that a lack of information was the crucial barrier that would help overcome all of the other obstacles, particularly the fear issue.

“It affects us in a negative way, because in Washington Heights so many people are afraid, a hundred different reasons why, and so they won’t build the schools and they won’t build the hospitals in our neighborhood.” (NY, U.S.-born)

“No se si viene en español, pero si viene nomás en ingles, no lo llenamos.” (*I don’t know if it comes in Spanish, but if it only comes in English, we won’t fill it out.*) (LA, Mex. Imm.)

“Tienen miedo que le roban a uno su identidad, y por eso la gente ya no quieren dar su información.” (*People are afraid that they’ll rob your identity, and that is why people don’t want to give out their information any more.*) (LA, Mex. Imm.)

“Falta de conocimiento.” (*Lack of knowledge.*) (HO, C/SA Imm.)

“El debate ha dado mucho temor – hasta hay dueños que no alquilan a los que no son legales.” (*The [immigration] debate has caused a lot of fear – there are even landlords who won’t rent to people who aren’t legal.*) (LA, Mex. Imm.)

“Se identifican con su país de origen y no quieren ser contados aquí.” (*They identify with their home country and don’t want to be counted here.*) (CH, P.R.- born)

“La gente van a mentir por miedo.” (*People will lie out of fear.*) (HO, C/SA Imm.)

“Uno lleva su hijo enfermo a una clínica pública y le ayudan de muy mala ganas. ¿Y por eso lleno los papeles del Censo?” (*You take your sick child to a public clinic and they treat him begrudgingly. Is that why I fill out the Census papers?*) (CH, P.R.- born)

“Si alguien tiene un fake ID, si le buscan la policía, o si debe child support, no lo van a llenar.” (*If someone has a fake ID, or if the police are looking for them or if they owe child support, they won’t fill it out.*) (CH, P.R.-born)

“Si no es obligatorio, la gente que lo quieren hacer lo van hacer, y si no, no.” (*If it isn’t obligatory, people who want to do it will do it, people who don’t, won’t.*) (CH, C/SA Imm.)

“En Venezuela, firmé la lista para quitar a Chavez, y nos dijeron que era secreto, pero Chavez tiene la lista. Si uno busco trabajo, y con su nombre en la lista, obvidate.” (*In Venezuela I signed the petition to get Chavez out, and they told us it was secret, but Chavez got the list. If one is looking for work, with your name on the list, forget it.*) (HO, C/SA Imm.)

“La información puede ser desviada para telemarketing.” (*The information could be diverted to telemarketing.*) (CH, C/SA Imm.)

“I don’t think people know what the data is all about. I didn’t.” (LA, U.S.-born)

“Fear of THE MAN.” (NY, U.S.-born)

“There are people who don’t know how to read or write, even in Spanish.” (NY, U.S.-born)

“That’s the main selling point, that this data won’t go anywhere, that they won’t be deported.” (NY, U.S.-born)

“My Mom has been here 20 years, she teaches government in high school, and she wouldn’t fill out the form – distrust of government, especially now.” (NY, U.S.-born)

“El imagen de la persona que va tocar a mi puerta. Eso cuenta por mucho.” (The image of the person who will knock on my door. That counts for a lot.) (HO, C/SA Imm.)

Fears for Safety of Census Data

Fear of hackers, lost data or disgruntled employees were all seen as possible risks for the security of the Census data, at least partly due to the many cases that had hit the news about Veterans data and other security breaches. Still, this wasn’t seen as the big issue.

The war on terror and wiretapping cases and the Patriot Act have all collectively convinced these Latino participants across the country that the government can and will do anything and ignore any law or any precedent in their endeavors and will be able to get away with it. This belief is deeply set at this point and will be difficult to overcome no matter how explicit the guarantees that can be made.

The key concern for many is that somehow this data would be lost or stolen and used for identity theft. The assumption was that the Census form would ask for personal information that could be used by thieves.

“Pueden robar de uno su identidad.” (Here they can steal your identity.) (HO, Mex. Imm.)

“Hay casos que los mismos empleados del gobierno roban la información para venderlo.” (There are cases where the government’s own employees steal the information to sell it.) (LA, Mex. Imm.)

“Deben tener un sitio en la ciudad donde uno puede ir para dar sus datos directo al Censo.” (There should be a place in the city where one could go to give your data directly to the Census Bureau.) (CH, P.R.-born)

“Uno nunca sabe.” (You never know.) (CH, C/SA Imm.)

“Aquí no hay nada de privado.” (Here nothing is private.) (CH, C/SA Imm.)

Reactions to Census Facts

This was probably the most interesting aspect of this research project. Instead of leaving people in the dark about the Bureau, we exposed them to facts and figures about the department to gauge their reactions to see which issues elicited the most dramatic responses. We started with a short list of facts, but in response to questions, we expanded this to include topics such as the Bureau's history.

- The Census is part of the Constitution, and dates to the founding of the country, so it was not established by an act of Congress that can easily be changed, it was written into the Constitution and would require an amendment to change it. This seemed to add a great deal of power and depth to the Census Bureau and effectively helped people gain a better understanding of its role and its importance.
- The first Census was done in 1790, just one year after the signing of the Constitution. This was a very impressive fact to these Latino participants who respond favorably to tradition and history in other contexts as well. That the upcoming Census was the 23rd didn't sound as impressive as its 230 year history.
- The Census Bureau is part of the Dept. of Commerce – only a couple of groups were exposed to this fact and this seemed to help separate the Census from the enforcement agencies and make it seem more of a tool than a weapon.
- The short form questionnaire – the new list of questions that will be asked of everyone was seen as a huge relief – people were very afraid of long, tedious surveys that would be complicated and intrusive. Still, people asked about why they wanted to know about one's Hispanic origin and why they asked about home ownership. Awareness of the simplicity and brevity of the survey would be an incentive to look for it according to these respondents.
- The form is mailed and only non-responsive households would be visited. This was a good motivation to fill out the form because you could avoid the visit. People wanted to know how people would know where they lived, and they were told the form would go to "occupant" and this seemed to alleviate some fears.
- Residents of the United States have a legal obligation to fill out the forms. This was greeted with more equanimity than might have been expected. Knowing it was an obligation seemed to add stature rather than inspire fear. Still, respondents were told that individuals were never prosecuted, but that building managers, for example, were obliged to give Census workers access to any building. In context of the rest of the information and guarantees, this was easily accepted.

- The Census data is used to apportion the House of Representatives and state legislatures. This information was seen as interesting, and this was seen as a way to add influence to your area, but only in a very oblique, remote way.
- Upwards of \$200 billion in federal funds are allocated based on Census data for government planning. This was the big winner, the main motivation people saw in motivating their personal involvement, even in inspiring them to help others in their communities fill out their forms.
- Business locations and factories could be sited based on Census data. These participants saw this issue not in terms of the convenience of nearby stores, but as jobs and opportunities. This was a strong motivator.
- Researchers using the data for academic studies. This was seen as nice and as interesting, but mostly as harmless and not very relevant.
- Looking up old data for genealogical studies. This was not a very relevant issue to these recent arrivals. That the data would be made public in 72 years was of concern to none and of interest to none as well. Even the youngest people in the room expect to be dead in 72 years or at the very least not care at all.
- Sworn confidentiality – the process that each Census Bureau employee must undertake to begin working there, including a swearing in ceremony and undertaking the severe consequences that could run up to a \$250,000 penalty and up to five years in prison for a breach of the security of Census data, was very impressive. This was the guarantee people sought. One asked for a copy of this guarantee to be included along with the questionnaire that was sent in the mail.
- No one else in the government, including the FBI, the IRS, the INS, or even the President has access to this data. Some wanted to see this in writing.
- How the data will be used – statistics only will be released without any personal identifying information. This is a crucial concept, and one that is not all that easily explained. The Census tract concept was presented as being the smallest statistical frame so individuals could not be tracked down to a particular block or building or residence. These Latinos seemed to understand what statistics meant and how they could be used, but how they are kept free of personal data was not as easy to understand.

“That’s beautiful. [Reaction to short form] (CH, P.R.-born)

“Deben comunicar todos los hechos al público.” (They should communicate all of these facts to the public.) (CH, P.R.-born)

“¿1790? ¡Wow! Eso es impresionante.” (1790? Wow! That is impressive.) (CH, P.R.-born)

*“¿El formulario del Censo, dice que hay esta garantía de confidencialidad? Debe decirlo.”
(Does the Census form say that there is this guarantee of confidentiality? It should say it.)
(CH, C/SA Imm.)*

“The shorter survey, that’s a step up.” (NY, U.S.-born)

“You fill out a lot more on other things, like credit card apps.” (NY, -U.S. born)

Latino Community Relations

These Latino participants feel that the Census Bureau has done a poor job of communicating with the Latino community. Whether this is a rationalization or a legitimate complaint, there appears to be a major vacuum in awareness and understanding of the Census Bureau. The Bureau’s impact appears to be invisible to them, even though some had heard in the news of the 300 million population milestone.

No specific complaints emerged about the Bureau. No one cited any specific issues or problems or concerns, no memories of rude enumerators or any such matters. The only issue, really, is ignorance of the Bureau’s mission, purpose, and its importance.

*“Tienen que hacer unas campañas en la comunidad Latina para que la gente confían en ellos.” (They need to do campaigns in the Latino community so people will trust them.)
(HO, C/SA Imm.)*

Communicating with the Latino Community

Across the United States in every market we visited, Latinos want the Census Bureau to have a greater presence in their lives so they and their neighbors can be better informed and benefit from the important work the Bureau does.

Among the tactics suggested, in no particular order, were:

- Direct mail with information on the Census
- Television and radio advertising
- Conversations within TV talk shows and news broadcasts
- Repartee with radio DJ’s during their morning talk shows
- Teaching about the Census Bureau to kids who could then take the info home
- Appearances and speeches at PTA meetings
- Booths at community events
- Billboard and transit advertising offerings links for more information

- Advertising on key Hispanic websites such as Univision.com and yahoo or msn in Spanish.

Ideas related to a possible spokesperson ranged from movie stars like Edward James Olmos to newscasters such as Jorge Ramos. It seemed clear that this topic merited someone with a certain level of dignity and gravitas, as the topic is important and, frankly, somewhat dry, so someone like Jennifer Lopez or Oscar de la Hoya would be inappropriate. Some suggested that ordinary people who are trusted such as clergy, teachers, or doctors might work, particularly if the campaign is done on a community by community basis across the country. One respondent suggested a roundtable approach with various recognizable people from different walks of life discussing how important it would be to convince the Latino community to participate in the Census.

“Tele, radio, correo, periódicos, y afuera en los autobuses.” (TV, radio, mail, newspapers and on buses.) (LA, Mex. Imm.)

“Talleres en las clases de ciudadanía, adentro de los libros, folletos para explicar todo acerca del Censo.” (Workshops in citizenship classes, inside their books, pamphlets explaining everything about the Census.) (CH, C/SA Imm.)

“There should be a marketing strategy behind it to explain the benefits.” (NY, U.S.-born)
“Deben hacerlo un buen parte del noticiero para explicar que es, a que sirve el Censo.” (They should make it a good part of the [TV] news to explain what it is, what the Census is good for.) (LA, Mex. Imm.)

“Deben poner un número de 1-800 para llamar para información y aguda llenándolas.” (They should put an 800 number to call for information and help filling them out.) (CH, P.R.- born)

“Los que nacieron aquí deben enseñar a los recién llegados.” (Those who were born here should teach the recently arrived.) (LA, Mex. Imm.)

“Deben usar todo el ejercito – Salma Hayak, Antonio Villaraigosa, Eddie Olmos, Oscar de la Hoya – con alguien pegas.” (Pull out the troops – Salma Hayak, Antonio Villaraigosa, Eddie Olmos, Oscar de la Hoya – you’ll get ‘em with one of them.” (LA, Mex. Imm.)

“En programas como ‘Despierta América’ o ‘Cristina’ y los shows de Piolín o El Cucuy.” (In programs like “Despierta America’ or ‘Cristina” and morning radio shows like El Piolín or El Cucuy.” (HO, C/SA Imm.)

“Pueden usar Jorge Ramos. Es muy serio y sabe de lo que habla. Lo creemos.” (You could use Jorge Ramos. He’s very serious and knows what he’s talking about. We believe him.) (HO, Mex. Imm.)

“Mejor usar personas locales. Yo puedo servir como portavoz porque yo trabajo en ‘outreach’ en la comunidad.” (Better to use local people. I do be the spokesperson because I do outreach in the community.) (CH, P.R.-born)

“Cuando mandan el formulario, deben incluir unos datos interesantes de su vecindario para ser útil y a la vez mostrar como utilizan los datos.” (When they mail the forms, they should include some interesting data about your neighborhood that could at once be useful and also show how they use the data.) (HO, C/SA Imm.)

Differences by Language, Market

It was interesting to note that the findings did not vary dramatically between the U.S.- born and the foreign-born. If anything, the foreign-born are more likely to have experienced a census in their home country, so at least the concept is familiar to them.

The U.S.-born who are children of immigrants could be a key target because they are often the opinion leaders in their communities and they help their parents and their neighbors fill out forms and they explain things to them. They seem more open to understanding the differences between the various activities of the U.S. government. On the other hand, the U.S.-born Latinos seem to be more skeptical of the government’s motives and lack of restraint. Also, reaching this group might not be as obvious as the Spanish dominant immigrants who rely on Spanish media. Bilingual materials and cross-over media would be required to get to this important target.

Both groups are sensitive to the fears of the immigrant communities and feel these fears are justified and will be difficult to overcome. Fear of deportation affects not just those who are here without proper documentation, but their families, friends and neighbors as well. People who have a cousin living with them who is illegal might fill out the forms, but it is unlikely at this point that they would count their cousin.

Across the markets the findings were very consistent. In New York the importance of disaster planning and preparedness arose, and there seemed to be somewhat more concern about strangers knocking on your door there than elsewhere, but all of the markets seemed to be equally in need of information and equally open to it.

Differences by Country of Birth/Origin

There were relatively few differences by country of origin overall. Several of the respondents from South America were somewhat better educated and had more experience with the census in their

home countries than those of Mexican origin. The Puerto Ricans were similar to the Mexicans in their take on the issue and their reactions to the issues, but all were needful and desirous of more information.

It seemed some of the respondents were somewhat more likely to spontaneously mention the importance of the allocation of funds for public services. It didn't seem to be an acculturation issue or an education issue, although citizenship classes or ESL classes may have contributed to this consciousness.

In terms of receptiveness to information about the Census Bureau, respondents suggested that it is vulnerability to deportation and other sources of fear that will determine people's willingness to participate in the Census. Some proposed addressing these issues directly while others thought even mentioning the INS would scare people away.

DISCUSSION GUIDE
CENSUS PARTICIPATION FOCUS GROUPS
HISPANIC MARKET – FALL, 2006

WELCOME

Thanks for joining us here today
We are only seeking your opinions and perspectives
There are no right or wrong answers
Please be respectful of others who may have different views
Please speak one at a time
Please avoid long, complex personal stories

DISCLAIMERS

We have nothing to sell, and nothing to hide
We are tape recording the conversation
There are colleagues behind this mirror
Everything will be kept confidential

INTRODUCTION

Moderator name, background, family situation
Respondent name, job, family, place of birth, length of residence in US

GENERAL KNOWLEDGE

Have you ever heard of the census?
What is it? What else do you know about it?

Do you ever hear about Census data being reported in the news?
(PROBE: 300 Million Americans, married people in the minority)

How often is it conducted?
What is it used for?
Who benefits from it?

How do you feel about it?

Does it mean anything to you personally?

Does it mean anything to your community?

Is it government intrusion?

Are they looking into your life?

Is it something good the government does?

Is it for federal government uses only?

Is it used by states?

Is it used by local communities?

Is it used by businesses?

What kind of role do you imagine the Census Bureau has in the Federal government?

Is it independent or part of another department? Which one?

Is it linked with other government agencies like the IRS (taxes) or the INS (immigration)?

Is the information they gather really confidential?

How does or could this information help or hurt the Latino community?

PERSONAL EXPERIENCE

Why would anyone fill out a questionnaire they received in the mail from the Census Bureau?

Why would someone NOT fill out their questionnaire?

How do people in your neighborhood or family respond?

Do you worry about not being counted in the Census?

Do you think there are other ways you would be counted?

Have you ever personally received a form to fill out from them?

Did you fill out the forms you received?

Have you ever been called or visited by a Census interviewer?

If not: do you know for sure you didn't, or is it that you just don't know that you did?

Do you think someone else could have filled out the form and included you?

MOTIVATIONS

We will now discuss possible motivations for people to take an interest in filling out the Census forms. Later we will discuss barriers to participation.

What could be motivations for Latinos to fill out a Census form they receive in the mail?
Any other possible reasons?

What role, if any, would the following issues play in favor of filling out the form:

- Trust of the Census Bureau
- Belief in the social good the data could produce
- Wanting the Latino community to be noticed
- Patriotism
- A sense of civic duty
- Wanting to be counted and valued – I exist
- Being part of the system that allocates House seats and state legislature seats
- Wanting to be part of America

The following uses of the data:

- Schools/parks
- Roads/highways
- Fire/police stations
- Health clinics, hospitals
- Sites for businesses and factories
- Other motivations?

BARRIERS

Now I would like to talk more about the reasons people would NOT want to fill out the Census forms that came in the mail.

What are some possible barriers that have to be overcome to convince Latinos to fill out the Census forms? Any other barriers?

What role, if any, would the following issues play:

- Fear/distrust of the Census Bureau
- Don't trust the confidentiality of the data
- Too intrusive/invasion of privacy

The Census is for others, not me
I don't understand what the Census is or does
A negative experience in the past
Belief that the Census data will get to other departments of the government
I like to stay out of sight
Not wanting to bring too much attention to Latinos
Fear raised by the immigration debate
The Census will get my data from other departments of the government even if I don't fill out the form
This doesn't impact on my taxes or services
What guarantees do I have about the confidentiality?
Nothing good will come of it anyway.
Other barriers?

INDIVIDUAL CENSUS DATA

What do you think will happen to your individual data?

Do you think it is safe?

How concerned are you about the confidentiality?

What drives that fear? Is it:

Hackers

Vandalism

Unhappy government employees

Legal action by police or agencies will force open the data

New laws that might be passed by Congress

Accidents/lost records or computers

Data will eventually be released (72 years)

CENSUS FACTS

Now I would like to share with you some facts about the Census to see what you think of this information.

The Census counts everyone living in the US on a certain date ("census day") including all babies, guests, tenants, etc.

Only very few questions are asked of everyone including name sex, age/d.o.b., how people are related, race, Hispanic origin, home ownership vs. rent

The Census is run entirely by the government (the Census Bureau) and no private firms participate

It is run every ten years - last was in 2000; next will be in 2010

The census forms are mailed out. Only if a household is non-responsive do they send out people to knock on doors.

There are two distinct types of legal requirements:

One is for all residents: you have to answer the questions

The Census Bureau has to keep your answers confidential

Now what do you think about the Census?

Is it honest?

Is it mandatory?

Do you trust the confidentiality?

The Census data is used to apportion House of Representatives (determines how many Reps each state gets out of 435)

This same data is also used by states, for state legislature apportionment

Upwards of \$200 billion per year in federal funds divided up among states and local areas based on data from census helps government planning (schools, roads, parks, etc.)

Business locations, including stores and factories, are decided based on this data.

Researchers use it to study long-term social and population trends such as migration, household size, changes in families, etc.

People can look up old data for genealogical studies.

Individual data are confidential.

No individual data is shared, just tables/reports, or data files stripped of all i.d. info

There are severe fines, even jail time if confidentiality is violated

No one other than sworn Census employees can see your data – not a court, not the President, not the FBI, the IRS, or the INS, no one

Individual data are released after 72 years (genealogical research)

LATINO –SPECIFIC ISSUES

How do you think the Census Bureau relates to or connects with the Latino Community?

How good a job do you think they do among Latinos?

Are the forms/questionnaires you have seen available in Spanish?

Was the Spanish they used understandable? Clear? Plain enough?

Who do you think the Census is missing?

(PROBE)

Why do you think they are missing these people?

What could they do to reach the people they are missing?

What could they do to become better known to Latinos in your community?

AS TIME ALLOWS:

What kinds of spokesperson would you trust to give you information about the Census Bureau?

Newscasters as spokespersons? Who else?

Should they use local newspapers?

What about radio stations?

What about TV ads?

What about segments inside the TV news?

Direct mail?

What about involvement in local community events like:

School open houses

Church fairs

PTA meetings

Community fiestas

Sporting events

Community sports leagues

Other ideas of reaching out to people in your community?

CHECK WITH VIEWING ROOM FOR FINAL QUESTION

QUALITATIVE PROJECT STUDY # 160-05
LOS ANGELES FOCUS GROUPS

Hola, Mi nombre es _____, y trabajo para _____, una compañía que se especializa en estudios del mercado Hispano. Estamos haciendo un estudio y quisiera hacerle unas preguntas. (SI NO ESTA DISPONIBLE, O SI REHUSA, AGRADEZCA ANOTE Y TERMINE).

Hello, my name is _____, and I work for _____, a national market research company specializing in the Hispanic market. We are conducting a study and would like to include your opinions. (IF REFUSED, THANK, TALLY, & TERMINATE.)

REHUSO INICIAL/ INITIAL REFUSAL: 1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17 18 19 20

ANOTE GENERO

RECORD GENDER

RECLUTE UNA	Femenino..... 1..... Female	RECRUIT A
MEZCLA DE GENEROS	Masculino..... 2..... Male	MIX OF GENDERS

1 ¿Trabaja usted o algún otro miembro de su familia para (LEA LA LISTA)? (ANOTE SI "SI" O "NO" POR CADA PREGUNTA). (SI "SI" A CUALQUIER OPCIÓN, AGRADEZCA, ANOTE Y TERMINE).

Do you or any other members of your family work for (READ LIST)? (RECORD "YES" OR "NO" ANSWER) (IF "YES" TO ANY OPTION, THANK, TALLY AND TERMINATE).

SI/
YES NO

- Una compañía de investigación de mercado..... 12 A marketing research company
- Una agencia de publicidad..... 12 An advertising agency
- Una estación de televisión, radio o periódico..... 12 A newspaper, television, or radio station
- Una agencia del gobierno (de la ciudad, condado, 12 A government, (city, county, federal, state federal, estatal, o local)..... 12 or local) agency
- Ejercito..... 12 Military

TERMINE | No Sabe/No Recuerda..... 12 Don't Know/Remember | TERMINATE

Q. 1 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

2. ¿Nació usted en los Estados Unidos o fuera de los Estados Unidos? (ANOTE RESPUESTA)

Were you born in the US or outside of the US? (RECORD ANSWER)

GRP. 1; CONTINUE |En los Estados Unidos..... 1..... In the US

| GRP.1; CONTINUE

GRP. 2; PASE A LA P.4 |Fuera de los Estados Unidos. 2..... Outside the US | GRP. 2; GO TO Q.4

TERMINE |No Sabe/No Recuerda..... 3..... Don't Know/Remember | TERMINATE

Q. 2 TERMINACION/TERMINATION: 1 2 3 4 5 6 7 8 9

3. ¿Nació... (LEA LISTA)? Were... (READ LIST)?

TERMINE |Su madre y padre en US 1..... both of your parents born in the US |

TERMINATE

TERMINE |Uno de sus padres en US..... 2..... One of your two parents | TERMINATE

GRP. 1; PASE A LA P.5 |Ni su padre ni su madre..... 3..... Neither one | GRP. 1; GO
nació en US | TO Q.5

TERMINE |No Sabe/No Recuerda..... 4..... Don't Know/Remember | TERMINATE

Q. 3 TERMINACION/TERMINATION: 1 2 3 4 5 6 7 8 9

4. ¿Cuántos años tenía usted cuando vino a los Estados Unidos? How old were you when you came to the United States?

TERMINE | 15 años o menor..... 1..... 15 years or younger | TERMINATE

16 - 17..... 2..... 16 - 17

| 19 - 24..... 3..... 18 - 24 |

GRP. 2; CONTINUE | 25 - 34..... 4..... 25 - 34 | GRP. 2; CONTINUE

| 35 años o más..... 5..... Over 35 |

TERMINE |No Sabe/No Recuerda..... 6..... Don't Know/Remember | TERMINATE

Q.4 TERMINACION/TERMINATION: 1 2 3 4 5 6 7 8 9

5. ¿Cuál de los siguientes describe mejor su origen o descendencia? (LEA LA LISTA. ACEPTE SOLO UNA RESPUESTA) Which of the following best describes your origin or descent? (READ LIST. ACCEPT ONLY ONE ANSWER)

GRP. 2 | Mexicano(a)/ Mexican/ | GRP. 2

CONTINUE | Mexico-Americano(a)..... 1..... Mexican-American | CONTINUE

todo el tiempo..... 1..... all of the time

GRUPO 2
CONTINUE

Habla español
principalmente, pero también
habla algo de inglés..... 2.....
but some English

GROUP 2
CONTINUE

GRUPO 1
CONTINUE

Speak Spanish
Habla inglés y español igual..... 3..... & English equally
Habla inglés principalmente
pero también algo de español..... 4.....
but some Spanish

GROUP 1
CONTINUE

Habla inglés todo el tiempo..... 5..... Speaks English all of the
time

- PARA EL GRUPO 1 LAS RESPUESTAS “3, 4, Y 5” CONTINUAN.
- Y PARA EL GRUPO 2 LAS RESPUESTAS “1 Y 2” CONTINUAN.

- FOR GROUP 1 “3, 4, & 5” CONTINUE.
- AND FOR GROUP 2 ANSWERS “1 & 2” CONTINUE.

Q. 7 TERMINACION/TERMINATION: 1 2 3 4 5 6 7 8 9

8. ¿Ha participado Ud. en un estudio de mercado o grupo de discusión en los últimos seis meses? Have you participated in a market research study or focus group discussion in the last 6 months?

TERMINE | Sí..... 1..... Yes | TERMINATE

CONTINUE | No..... 2..... No | CONTINUE

Q. 8 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

9. ¿Usando una escala del 1 al 10, donde el 10 significa que esta extremadamente familiarizado(a) y el 1 significa nada familiarizado, como describiría su familiaridad con las siguientes instituciones? Using a scale from 1-10, where 10 means you are extremely familiar and 1 means not at all familiar, how would you rate your familiarity with the following institutions?

Not at all familiar/ Extremely familiar

Nada familiar Extremadamente familiar

	1	2	3	4	5	6	7	8	9	10
The food and Drug Administration										
Red Cross										

AARP											
The Census Bureau											
The Postal Service											
United Way											

SI DA UNA NUMERACION DEL 4, 5, 6, 7, 8, 9, & 10 AL CENSUS BUREAU, TERMINE.	IF 4, 5, 6, 7, 8, 9, & 10 FOR CENSUS BUREAU, TERMINATE
--	--

Q. 9 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

10. ¿Cuál fue el último nivel escolar que tuvo la oportunidad de completar? What was the last level of school you had the opportunity to complete?

- | | | | | |
|-----------|--|-------------------------------------|---------------------------------|-----------|
| | | Menos de Octavo grado..... 1..... | Less than 8 th grade | |
| | | Algo de Secundaria..... 2..... | Some High School | |
| CONTINUE | | Graduado de Secundaria..... 3..... | High School Graduate | CONTINUE |
| | | Algo de Universidad..... 4..... | Some College | |
| | | Graduado de Universidad..... 5..... | College Graduate | |
| TERMINATE | | Postgrado / 6..... | Graduated with Master's / | TERMINATE |
| | | Doctorado | Professional Degree | |
| TERMINE | | No Sabe/No Recuerda..... 7..... | Don't Know/Remember | TERMINATE |

NO MAS DE 3 PERSONAS POR GRUPO CON ALGO DE EDUCACION UNIVERSITARIA	NO MORE THAN 3 RESPONDENTS PER GROUP WITH SOME COLLEGE EDUCATION.
--	---

Q. 10. TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

11. Incluyendo a todas las personas en su hogar que trabajan, ¿Cuál es el ingreso anual en su casa antes de pagar impuestos? (ANOTE RESPUESTA) Including all the persons of your household who work, What is the annual household income before taxes? (RECORD ANSWER)

- | | | | | |
|-------------|--|---------------------------------|---------------------|-----------|
| | | Menos de \$20,000..... 1..... | Less than \$20,000 | |
| | | \$20,001 - \$30,000..... 2..... | \$20,001 - \$30,000 | |
| RECLUTE UNA | | \$30,001 - \$40,000..... 3..... | \$30,001 - \$40,000 | RECRUIT A |
| MEZCLA | | \$40,001 - \$50,000..... 4..... | \$40,001 - \$50,000 | MIX |
| | | \$50,001 o más 5..... | \$50,001 or more | |
| TERMINE | | No Sabe/No Recuerda..... 6..... | Don't Know/Remember | TERMINATE |

NO MAS DE 3 PERSONAS POR GRUPO CON UN	NO MORE THAN 3 RECRUITS PER GROUP SHOULD
---------------------------------------	--

INGRESO DE \$50,000 O MÁS.

EARN ABOVE \$50,000.

Q. 11 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

12. Lleno usted la forma del censo en el año 2000? Did you fill out a census form in 2000? (RECORD ANSWER)
(ANOTE RESPUESTA)

TERMINE | Si..... 1..... Yes | TERMINATE

CONTINUE | No..... 2..... No | CONTINUE

CONTINUE | No Sabe/No Recuerda..... 3..... Don't Know/Remember | CONTINUE

Q. 12 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

THESE LAST QUESTIONS ARE FOR CLASIFICATION PURPOSES ONLY:

13. Esta usted registrado(a) para votar? (ANOTE Are you registered to vote? (RECORD ANSWER)
RESPUESTA)

LEA LAS | Si..... 1..... Yes | READ

INSTRUCCIONES | No..... 2..... No | INSTRUCTIONS

DE ABAJO | No Sabe/No Recuerda..... 3..... Don't Know/Remember | BELOW

RECLUTE POR GRUPO POR LO MENOS A UNA
PERSONA QUE NO ESTE REGISTRADA PARA VOTAR.

AT LEAST ONE PERSON PER GROUP NOT
REGISTERED TO VOTE.

Q. 13 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

14. ¿Cuál de las siguientes describe mejor su Which of the following best describes your living
situación/arreglo de vivienda? (ANOTE arrangement? (RECORD ANSWER)
RESPUESTA)

Vive solo (a)..... 1..... Live alone

Vive por lo menos con un pariente 2..... Live with at least one relative

Solamente vive con personas que no son sus parientes 3..... Live with only non-relatives

Vive con parientes y con personas que no son parientes 4..... Live with relatives and non-relatives

TERMINE | No Sabe/No Recuerda..... 5..... Don't Know/Remember | TERMINATE

Q. 14 TERMINACIÓN/TERMINATION: 1 2 3 4 5 6 7 8 9

RECLUTADOR:

CADA PERSONA EN CADA GRUPO DEBE DE TENER POR LO MENOS ALGUNA DE LAS SIGUIENTES CARACTERISTICAS:

- (1) EDUCACION BAJA: Q.10, OPCIONES 1, 2, O 3.
- (2) BAJO INGRESOS: Q.11, OPCIONES 1 O 2.
- (3) NO ESTA REGISTRADO PARA VOTAR: Q.13, OPCIONES 2 O 3.
- ARREGLOS DE VIVIENDA: Q.14, OPCIONES 1 O 3. .

RECRUITER:

EACH PERSON IN EACH GROUP WHO PARTICIPATES SHOULD HAVE AT LEAST ONE OF THE FOLLOWING CHARACTERISTICS:

- (1) LOW EDUCATION: Q.10 OPTIONS 1, 2, OR 3.
- (2) LOW INCOME: Q.11 OPTIONS 1 OR 2.
- (3) NOT REGISTERED TO VOTE: Q. 13 OPTIONS 2 OR 3
- (4) A TENUOUS LIVING ARRANGEMENT: Q.14 OPTIONS 1 OR 3.

15. ¿Cuales son sus películas favoritas? ¿Y porqué le gustan esas películas?
 (BUSCAMOS GENTE CAPAZ DE ESPRESARSE. SI NO PUEDEN DAR VOZ A SUS PENSAMIENTOS, AGRADEZCA Y TERMINE.)

What are some of your favorite movies? Why do you like these movies?
 (WE ARE LOOKING FOR PERSONS CAPABLE OF EXPRESSING THEMSELVES. IF THEY ARE NOT ABLE TO ARTICULATE THEIR THOUGHTS, THANK AND TERMINATE.)

Q. 15 TERMINACION/TERMINATION: 1 2 3 4 5 6 7 8 9

Le queremos invitar a una discusión entre consumidores. La discusión será acerca de asuntos de interés a consumidores como usted y tendrá una duración de dos horas. No queremos venderle nada, solo nos interesamos en sus opiniones sinceras y francas. La discusión tendrá lugar en las oficinas de ATKINS RESEARCH el 26 de octubre de 2006 a las 6PM y 8PM. Para agradecerle por su cooperación, le daremos un regalo de \$_____ en efectivo ¿Podemos contar con su participación?

We would like to invite you to a group discussion. The discussion will be about topics of interest to consumers like yourself and will last approximately two hours. We don't have anything to sell you and are only interested in your honest opinions. The discussion will take place at ATKINS RESEARCH on October 26, 2006 at 6Pm and 8PM. To thank you for your cooperation, we are offering you a gift of \$_____ in cash. Can we count on your participation?

Nombre Del Invitado/Respondent Name _____

Dirección/Address _____

Número De Teléfono/Telephone Number _____

Fecha/Date _____

<p>EL DESGLOSE DE LOS GRUPOS SERA DE LA SIGUIENTE MANERA:</p>	<p>THE BREAKDOWN OF THE GROUPS WILL BE AS FOLLOWS:</p>
<p><u>LOS ANGELES:</u></p> <p>GRUPO 1: PARTICIPANTES QUE NACIERON EN ESTADOS UNIDOS DE PADRES INMIGRANTES.</p> <p>GRUPO 2: PARTICIPANTES NACIDOS EN MEXICO.</p>	<p><u>LOS ANGELES:</u></p> <p>GROUP 1: US BORN OF INMIGRANT PARENTS</p> <p>GROUP 2: MEXICAN BORN</p>
<p><u>HOUSTON:</u></p> <p>GRUPO 1: PARTICIPANTES NACIDOS EN MEXICO</p> <p>GRUPO 2: PARTICIPANTES QUE NACIERON EN CENTRO Y SUR AMERICA.</p>	<p><u>HOUSTON:</u></p> <p>GROUP 1: MEXICAN BORN</p> <p>GROUP 2: CENTRAL & SOUTH AMERICAN BORN</p>
<p><u>CHICAGO:</u></p> <p>GRUPO 1: PARTICIPANTES QUE NACIERON EN CENTRO Y SUR AMERICA.</p> <p>GRUPO 2: PARTICIPANTES NACIDOS EN PUERTO</p>	<p><u>CHICAGO:</u></p> <p>GROUP 1: CENTRAL & SOUTH AMERICAN BORN</p> <p>GROUP 2: PUERTO RICAN BORN</p>

RICO.	
<p><u>NEW YORK:</u></p> <p>GRUPO 1: PARTICIPANTES NACIDOS EN PUERTO RICO.</p> <p>GRUPO 2: PARTICIPANTES QUE NACIERON EN ESTADOS UNIDOS DE PADRES INMIGRANTES.</p>	<p><u>NEW YORK:</u></p> <p>GROUP 1: PUERTO RICAN BORN</p> <p>GROUP 2: US BORN OF INMIGRANT PARENTS</p>

<p>TAMBIEN, CADA PERSONA EN CADA GRUPO DEBE DE TENER POR LO MENOS ALGUNA DE LAS SIGUIENTES CARACTERISTICAS:</p> <ul style="list-style-type: none"> • EDUCACION BAJA: Q.10, OPCIONES 1, 2, O 3. • BAJO INGRESOS: Q.11, OPCIONES 1 O 2. • NO ESTA REGISTRADO PARA VOTAR: Q.13, OPCIONES 2 O 3. • ARREGLOS DE VIVIENDA: Q.14, OPCIONES 1 O 3. . 	<p>ALSO, EACH PERSON IN EACH GROUP SHOULD HAVE AT LEAST ONE OF THE FOLLOWING CHARACTERISTICS:</p> <ul style="list-style-type: none"> • LOW EDUCATION: Q.10 OPTIONS 1, 2, OR 3. • LOW INCOME: Q.11 OPTIONS 1 OR 2. • NOT REGISTERED TO VOTE: Q. 13 OPTIONS 2 OR 3 • A TENUOUS LIVING ARRANGEMENT: Q.14 OPTIONS 1 OR 3.
--	---