Please return this form within two weeks of receipt.

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RETURN TO

Marketing Services Office
Room 3015-3
U.S. Census Bureau
Washington, DC 20233-0800

FORM **CQM-41**
(8-14-2000)

U.S. DEPARTMENT OF COMMERCE
ECONOMICS AND STATISTICS ADMINISTRATION
U.S. CENSUS BUREAU

1020

Survey of Participants in How America Knows What America Needs Program

Part A – TIMING OF THE CAMPAIGN

1. When did you FIRST learn about *How America Knows What America Needs?*

- ☐ Prior to December 1999
- ☐ December 1999
- ☐ January 2000
- ☐ February 2000
- ☐ March 2000
- ☐ April 2000
- ☐ May 2000
- ☐ Don't Remember

2. How did you FIRST learn about *How America Knows What America Needs?*

- ☐ From a mailing in December 1999
- ☐ From a mailing in January 2000
- ☐ From the news media
- ☐ From the Census Bureau website
- ☐ From your community's Complete Count Committee
- ☐ From the Census Bureau's partnership staff
- ☐ From the Census Bureau's governor's liaison in your state
- ☐ Other – *Please explain*

3. When did your community sign up for *How America Knows What America Needs?*

- ☐ December 1999
- ☐ January 2000
- ☐ February 2000
- ☐ March 2000
- ☐ April 2000
- ☐ May 2000
- ☐ Don't Remember
- ☐ We did not sign up

Part B – EVALUATION OF THE *'90 PLUS FIVE* COMPONENT OF THE CAMPAIGN

1. To what extent do you agree with the following? *Please mark (X) ONE box per statement.*

a. The program's purpose was difficult for me to understand.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

b. The program's purpose was easy for me to explain to other community leaders.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

c. The program's purpose was difficult for me to explain to members of the general public.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

d. The program was helpful in promoting Census 2000 in my community.

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree
- ☐ Don't know

Part B – EVALUATION OF THE *'90 PLUS FIVE* COMPONENT OF THE CAMPAIGN – *Continued*

1. *Continued*

e. The promotional materials offered by the program did not meet my needs in promoting the census in my community.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

f. The program materials, in general, were useful in generating interest in Census 2000 in my community.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

2. How useful did you find the *How America Knows What America Needs* materials? *Mark (X) ONE box for each material listed below.*

	Very Useful	Useful	Of Little Use	Not Used
a. *'90 Plus Five* Flyer	☐	☐	☐	☐
b. *'90 Plus Five* Letter-to-editor	☐	☐	☐	☐
c. *'90 Plus Five* Matte Article	☐	☐	☐	☐
d. *'90 Plus Five* Media Alert	☐	☐	☐	☐
e. *'90 Plus Five* Media Announcement	☐	☐	☐	☐
f. *'90 Plus Five* Opinion Article	☐	☐	☐	☐
g. *'90 Plus Five* Plus Flyer	☐	☐	☐	☐
h. *'90 Plus Five* Speech	☐	☐	☐	☐
i. *'90 Plus Five* Talking Points	☐	☐	☐	☐
j. Broadcast Public Service Announcement	☐	☐	☐	☐
k. Census 2000 Fact Sheet	☐	☐	☐	☐
l. Confidentiality Fact Sheet	☐	☐	☐	☐
m. Event Ideas and Suggestions	☐	☐	☐	☐
n. Foreign Language Assistance Fact Sheet	☐	☐	☐	☐

3. Were there additional materials not provided by the program that would have been useful to have in promoting the census in your community? *Please tell us. (Use the NOTES section on page 6 if more space is needed.)*

4. Do you have any suggestions for improving any of the materials that you used? *If so, please share your suggestions with us. (Use the NOTES section on page 6 if more space is needed.)*

Part C – EVALUATION OF THE *BECAUSE YOU COUNT* COMPONENT OF THE CAMPAIGN

1. To what extent do you agree with the following? *Please mark (X) ONE box per statement.*

a. The program's purpose was easy for me to understand.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

b. The program's purpose was easy for me to explain to other community leaders.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

c. The program's purpose was difficult for me to explain to members of the general public.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

d. The program was helpful in promoting Census 2000 in my community.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

e. The promotional materials offered by the program did not meet my needs in promoting the census in my community.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

f. The program materials, in general, were useful in generating interest in Census 2000 in my community.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

2. How useful did you find the *Because You Count* materials? *Mark (X) ONE box for each material listed below.*

	Very Useful	Useful	Of Little Use	Not Used
a. *Strategies for Enumeration Fact Sheet*	☐	☐	☐	☐
b. *Because You Count* Census 2000 Update	☐	☐	☐	☐
c. *Because You Count* Commencement Speech	☐	☐	☐	☐
d. Identifying/Responding to Census Takers Fact Sheet	☐	☐	☐	☐
e. *Because You Count* Matte Article	☐	☐	☐	☐
f. *Because You Count* Media Announcement	☐	☐	☐	☐
g. *Because You Count* Opinion Article	☐	☐	☐	☐
h. *Because You Count* PSAs	☐	☐	☐	☐
i. *Because You Count* Speech	☐	☐	☐	☐
j. *Because You Count* Talking Points	☐	☐	☐	☐

Part C – EVALUATION OF THE *BECAUSE YOU COUNT* COMPONENT OF THE CAMPAIGN – *Continued*

3. Were there additional materials not provided by the program that would have been useful to have in promoting the census in your community? *Please tell us. (Use the NOTES section on page 6 if more space is needed.)*

4. Do you have any suggestions for improving any of the materials that you used? *If so, please share your suggestions with us. (Use the NOTES section on page 6 if more space is needed.)*

Part D – EVALUATION OF THE *HOW AMERICA KNOWS WHAT AMERICA NEEDS* CAMPAIGN OVERALL

1. To what extent do you agree with the following? *Please mark (X) ONE box per statement.*

a. My community learned about the *How America Knows What America Needs* campaign in time to really use the materials in our Census 2000 promotional efforts.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

b. I did not receive the turnkey kit elements in time to implement the campaign.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

c. The campaign complemented other Census 2000 promotional activities, such as paid advertising, local partnerships, and the Road Tour.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

d. A similar campaign should be considered for the 2010 census.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

e. The on-line availability of community and county response rates was not helpful in increasing my community's awareness of Census 2000.

☐ Strongly agree ☐ Disagree ☐ Don't know
☐ Agree ☐ Strongly disagree

Part D – EVALUATION OF THE *HOW AMERICA KNOWS WHAT AMERICA NEEDS* CAMPAIGN OVERALL – *Continued*

2. In which of the following ways did you obtain the turnkey kit materials? *Please mark (X) all that apply.*

- ☐ CD-ROM
- ☐ Downloaded from website
- ☐ Hard copy
- ☐ Other

3. What kinds of activities did your community do in conjunction with the *How America Knows What America Needs* campaign? *Please mark (X) all that apply.*

- ☐ News conference
- ☐ Town hall meeting
- ☐ School or children's event
- ☐ Special events
- ☐ Community fair
- ☐ Other – *Please explain*

4. Which campaign activities were most successful in your community?

5. Did your community's participation in the *How America Knows What America Needs* campaign result in any local media coverage? *If so, please give a brief summary of the local media coverage your community received in conjunction with your participation in this campaign, for example, name of media, length of story, persons quoted, etc.*

6. Please reflect on your experience with the *How America Knows What America Needs* campaign. What were some positive and negative aspects of your community's participation in this program? In retrospect, are there things that you wish your community had done differently in promoting the census?

7. What suggestions do you have if a program similar to the *How America Knows What America Needs* campaign is instituted for the 2010 census?

NOTES

Thank you for completing this survey.