

ADVERTISING BUDGET

Census 2000 and 2010 Census

All figures in millions

Program Component	Census 2000 Contract Cost (Actual)	% Share by Audience	2010 Census Jan. 2010 Budget Allocation	% Share by Audience	Index vs. 2000
Total Advertising Buy:					
Diverse Mass	\$57.9	52.6%	\$60.8	45.7%	105
Black (incl. African, Caribbean and Haitian)	\$17.0	15.5%	\$23.0	17.3%	135
Hispanic	\$18.9	17.2%	\$25.5	19.2%	135
Asian	\$10.0	9.1%	\$13.5	10.2%	135
American Indian/Alaska Native	\$2.8	2.5%	\$3.8	2.8%	135
Emerging Audiences	\$1.5	1.4%	\$2.0	1.5%	135
Native Hawaiian & Other Pacific Islanders	\$.15	0.1%	\$1.1	0.8%	748
Puerto Rico	\$1.3	1.2%	\$2.4	1.8%	185
Island Areas	\$.4	0.4%	\$0.0	0.0%	N/A
New Legacy Languages	N/A	N/A	\$.9	0.7%	N/A
Audiences Subtotal	\$110.0	100.0%	\$133.0	100.0%	121
Rapid Response/Media Buy Mgt. Reserve	N/A	N/A	\$7.4	N/A	N/A
TOTAL	\$110.0		\$140.4		128

Note: Figures may not add up exactly due to rounding.

The media allocations described here are the implementation of a plan that was developed some months ago, based on extensive research, focus groups and our experience in Census 2000. The Census Bureau contracted with experienced media firms to help make judgments about the most efficient buys employing market research and consumer data.

We are now measuring the awareness and participation likelihoods of the US population in real time. We will evaluate the existing media buys and supplement them for areas and groups where the information suggests more buys would be cost efficient and help improve response or cooperation with census workers.