

Notices

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This section of the FEDERAL REGISTER contains documents other than rules or proposed rules that are applicable to the public. Notices of hearings and investigations, committee meetings, agency decisions and rulings, delegations of authority, filing of petitions and applications and agency statements of organization and functions are examples of documents appearing in this section.

DEPARTMENT OF AGRICULTURE

Grain Inspection, Packers and Stockyards Administration

Grain Inspection Advisory Committee Reestablishment

AGENCY: Grain Inspection, Packers and Stockyards Administration, USDA.

ACTION: Notice to reestablish committee.

SUMMARY: Notice is hereby given that the Secretary of Agriculture has reestablished the Grain Inspection, Packers and Stockyards Administration (GIPSA) Grain Inspection Advisory Committee (Advisory Committee). The Secretary of Agriculture has determined that the Advisory Committee is necessary and in the public interest.

FOR FURTHER INFORMATION CONTACT: Terri L. Henry, Designated Federal Official, GIPSA, USDA, Rm. 1633-S, 1400 Independence Ave., SW., Washington, DC 20250-3604; Telephone (202) 205-8281; Fax (202) 690-2755; E-mail Terri.L.Henry@usda.gov.

SUPPLEMENTARY INFORMATION: The purpose of the Advisory Committee is to provide advice to the Administrator of GIPSA with respect to the implementation of the U.S. Grain Standards Act (7 U.S.C. 71 *et seq.*). Information about the Advisory Committee is available on the GIPSA Web site at <http://www.gipsa.usda.gov>. Under the section, "I Want To * * *," select "Learn about the Grain Inspection Advisory Committee."

Alan R. Christian,

Acting Administrator, Grain Inspection, Packers and Stockyards Administration.

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DEPARTMENT OF COMMERCE

Census Bureau

Proposed Information Collection; Comment Request; Census Barriers, Attitudes, and Motivators Survey (CBAMS) II

AGENCY: U.S. Census Bureau.

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act of 1995, Public Law 104-13 (44 U.S.C. 3506(c)(2)(A)).

DATES: To ensure consideration, written comments must be submitted on or before February 28, 2011.

ADDRESSES: Direct all written comments to Diana Hynek, Departmental Paperwork Clearance Officer, Department of Commerce, Room 6616, 14th and Constitution Avenue, NW., Washington, DC 20230 (or via the Internet at dHynek@doc.gov).

FOR FURTHER INFORMATION CONTACT: Requests for additional information or copies of the information collection instrument(s) and instructions should be directed to Monica Wroblewski at 301.763.8813 or by e-mail to monica.j.wroblewski@census.gov.

SUPPLEMENTARY INFORMATION:

I. Abstract

The U.S. Census Bureau, in collaboration with a primary contractor and 14 subcontractors, created hundreds of advertisements in 28 different languages as part of the 2010 Census Integrated Communications Campaign. This effort was part of the Census Bureau's integrated approach to communications activities for the 2010 Census, combining advertising, partnerships, public relations, Census in Schools, Road Tour, and digital media with the Census Bureau's internal operations.

The Census 2010 Publicity Office (C2PO) conducted a series of qualitative, quantitative, attitudinal, and behavioral research initiatives to serve as a foundation for the 2010 Census

Integrated Communications Program. Research results informed and validated marketing decisions throughout the entire campaign. C2PO researched all elements of the campaign across audiences to ensure that the messaging resonated with the targeted communities.

The Census Barriers, Attitudes, and Motivators Survey (CBAMS), formerly known as the Census Participation Survey, was a cornerstone research effort for developing messages that would resonate and motivate participation. CBAMS included over 4,000 in-depth interviews: about 3,000 by phone and another 1,000 in person to ensure coverage in areas that were linguistically, culturally or geographically hard-to-reach as well as areas without phone service (one of the "hard-to-count" factors). The CBAMS sample was probabilistic so that it would be representative of the nation, with oversamples in hard-to-count populations; data collection for CBAMS occurred in July and August 2008. This survey measured previous Census participation, attitudes towards the Census, knowledge of the purpose of the Census, potential motivators and barriers to Census participation, reactions to potential messages, media consumption, and demographic information.

Analysis of CBAMS data enhanced the cluster segmentation by providing much needed, up-to-date insight into how the target audiences feel about the Census, and why they may or may not participate, to help us develop appropriate messages to address these mindsets. CBAMS revealed five distinct mindsets among the population that varied in their knowledge of and attitudes toward the Census: Leading Edge, Head Noddors, Insulated, Unacquainted, and Cynical Fifth. While there are different cultural contexts that emerged, these mindsets exist throughout the population, regardless of race or ethnicity.

CBAMS II will first replicate, to the extent practicable, the first CBAMS to determine the extent to which mindsets about the Census have changed over time. However, CBAMS II will also be expanded to investigate why non-responders did not mail back their Census forms and to collect additional information to gain further insights into particular mindsets, such as the Cynical