



MAKES A
DIFFERENCE

June 11, 2018

The Honorable Wilbur L. Ross, Jr.
Secretary of Commerce
1401 Constitution Avenue, NW
Washington, DC 20230

Dear Mr. Secretary:

I am writing on behalf of the members of the Association of National Advertisers (ANA) to respectfully request that you reconsider the addition of the citizenship question to the 2020 U.S. Census. ANA members believe that the question would lead to a serious risk of misallocation of marketing resources.

Founded in 1910, the ANA's membership includes more than 1,000 companies with 15,000 brands that collectively spend or support more than \$400 billion in marketing and advertising annually. The membership is comprised of more than 750 client-side marketers and 300 marketing service providers, which includes leading agencies, law firms, suppliers, consultants, and vendors. More at www.ana.net.

Based on conversations and survey work among our constituents, ANA members believe that the citizenship question would depress response to the census from noncitizens and even legal immigrants. This result runs the risk of non-respondent bias by significantly undercounting certain segments of the population. This raises troubling issues in the world of marketing, as undercounting would distort the representation of U.S. population estimates and the research benchmarked to it. It could have a particularly negative impact on media that cater to those communities, the companies that research them, and the agencies that help advertise to them. Inaccurate census data would lead to misallocated marketing resources. The value marketers see in those consumer segments will be understated and investments will be reduced.

ANA is represented in Washington by Dan Jaffe, group EVP of government affairs (djaffe@ana.net). Dan and I would appreciate the opportunity to discuss this issue with your team.

Thank you very much for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Bob Liodice'.

Bob Liodice
CEO

c: Dan Jaffe