CIG – Communications Update

July Regional Push Report

August 20, 2020

TeamY&R | United States Census 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

July Activities Contributing to Self Response

1. 6th Mailing, Mailing to P.O. Boxes, and Completion of U/L
2. NRFU Soft Launch
3. July Push
    - Modeled on the success of Census Day/Week to re-engage with hard-to-count audience during extended campaign.
    - Goal was to reach non-responders within low performing regions across race/ethnicity groups through integrated effort across all orders and with each region.
    - Program consisted of rolling "Push Weeks" by Census Region - two regional "surges" per week, for five weeks.
    - New geographically specific content developed in partnership with cultural experts and regions.

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Executive Summary

Clear evidence of a resurgence of self-response around the country, especially among audiences and areas of concern.

From beginning to end of the push (7/13 to 8/2) – the national response rate grew 0.9 percentage points.

Response in tracts with large American Indian/Alaska Native, Native Hawaiian/Pacific Islander, Hispanic, or Asian Populations grew at least 1.0 percentage points during the push.

Response rates improved in all regions, with the New York Region response growing the most (1.2 percentage points).

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July Push Overview

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Each Region Received Two Week "Push"

	Extended Campaign					
	6/29 - 7/05	7/06 - 7/12	7/13 - 7/19	7/20 - 7/26	7/27 - 8/02	8/03 - 8/09
						Reminder National Media
Wave #1 (Region 1)			Chicago Push Push Week	Post-Push Week		
Wave #2 (Regions 2-4)			Atlanta/Denver/Philadelphia Push Pre-Push Week	Push Week		
Wave #3 (Regions 5-6)				New York/Los Angeles Push Pre-Push Week	Push Week	
NRFU Soft Launch			Soft Launch Wave 1	Soft Launch Wave 2	Soft Launch Wave 3	Soft Launch Wave 4
Mailers		PO Box Mailer	U/L (TEA6) Reminder Postcard	Mailing 6		
Email/SMS Messaging					Email Wave 1	
Social Media Integration		YouTube Integration		Facebook Integration		

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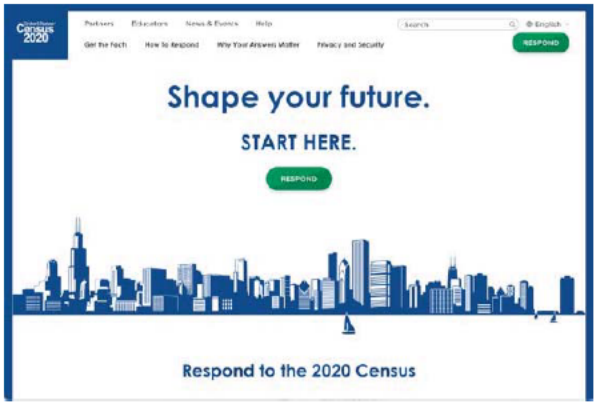
Focused series of geographic outreach efforts across orders, executed in coordination with regional offices

ICC activities included:

- Customized creative for each region and national audience groups
- Radio, tv, print, and digital earned media outreach highlighting local response rates
- Multicultural media briefings featuring trusted voices
- Targeted emails in low-responding geographies
- Partnership activations
- Customized version of 2020Census.gov home page for largest DMA in each region in English and Spanish



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Activity Summary

Paid

- Engaged every DMA in the country, local and digital paid media, to reach as many people in every DMA as possible in the media they consumed
- Launched email campaign to encourage self-response
- Deployed messaging in 45 languages
- 7 Cross-regional and 9 regional trusted voices videos

Earned, Shared, Owned

- 145 localized response rate summaries for media
- 270 English and Spanish radio/television interviews
- 23 multicultural virtual media briefings
- Hyperlocal earned media outreach in 58 markets
- 6 regionally customized social media toolkits
- 25+ Digital influencer videos on Twitter, Youtube, Instagram (English/Spanish)

Partnership

- 20 national faith-based activations connected to Faith Weekend of action
- 10 Hispanic activations
- 4 Wonderama House Parties (2 more in August)
- YouTube and FaceBook Activations
- 30 New Partners
- 40 New Commitments

Web/Email

- Customized homepages for largest DMA in each region
- Multiple emails to Census Bureau mailing lists
- Emails targeting low-responding geographies

SIS

- Parent/Caregiver podcast tour
- Outreach to targeted school districts

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Activity Summary

Community Partnership and Engagement Program (CPEP)

- **Extensive activity in every region to promote the July Push:**

- **Atlanta**: The Georgia Municipal Association (GMA) launched the *GA 2020 Census Challenge for Cities*. With a membership of 521 municipal governments, the GMA is providing each city with 2020 Census resources to promote self-response.
- **Chicago**: Partnered with the Chicago Mayor's Office for People with Disabilities (MOPD) to co-host a Virtual 2-day Census Create-a-Thon, the capstone project of a summer-long internship for high school students.
- **Denver/Dallas**: The Partnership Team launched the "Stop the Knock" public awareness campaign to increase self-response rates in their region's 12 states.
- **Los Angeles**: Worked with [redacted] Homeowners Associations managed by Complete Association Management Company to reach a total of [redacted] residential houses and condominiums in Clark County, Nevada, to encourage residents to self-respond.
- **New York**: Census staff presented and distributed 2020 Census information during a food distribution event hosted by Capstone Community Action, a community service organization in Barre, Vermont.
- **Philadelphia**: The first-ever 2020 Census Caravan in Philadelphia was held as part of partner Philly Counts' Summer of Census outreach campaign and hosted in conjunction with Congressman Dwight Evans. The Mayor's office of Philadelphia released a statement in advance of the caravan promoting the event.

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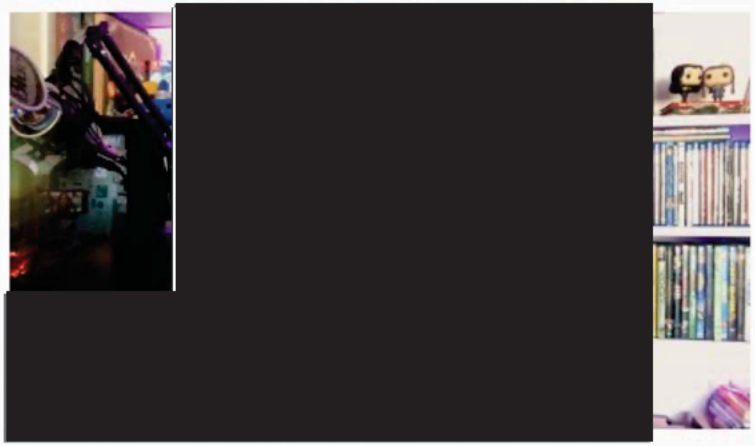
Trusted voices videos received more than 900,000 views, to date

Working with the regions, we created more than a dozen videos featuring people from each region and around the country explaining why the 2020 Census matters. Combined these videos have now had more than 900,000 views with the Diverse Mass (241,331) and Faith-based (220,469) receiving the most views overall.

Cross-regional

Rural, B/AA, Faith-based, Diverse Mass, Young & Mobile, Hispanic



Regional

Atlanta (B/AA), Chicago (region-wide), Denver (Houston), Philadelphia (region-wide), LA (AIAN/NHPI, Spanish Migrant Workers), New York (region-wide, NYC)

[redacted]

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July Push Performance

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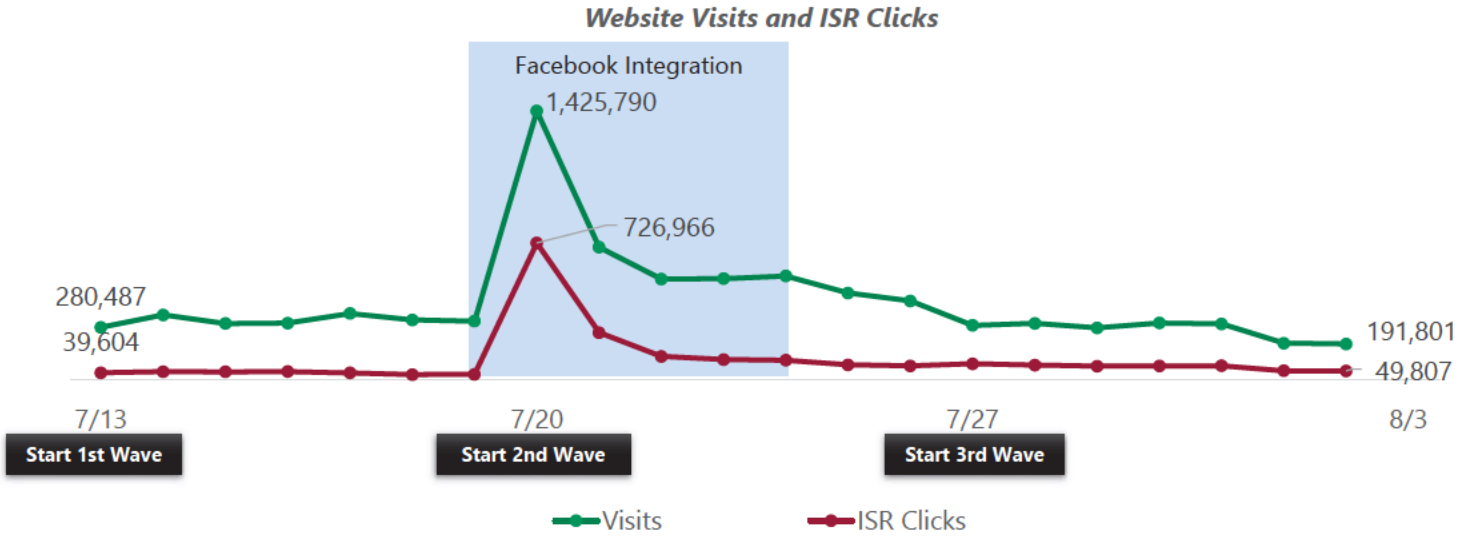
Website activity increased and spiked during Facebook Integration



Week	Visits	ISR Clicks	Conversion Rate	Facebook Referrals	% Visits from FB Referrals
7/13 – 7/19	2,215,444	275,577	12.4%	176,249	8.0%
7/20 – 7/26	4,638,234	1,478,278	31.9%	1,601,826	34.5%
7/27 – 8/02	1,858,692	495,156	26.6%	136,251	7.3%

Source: Adobe Acrobat

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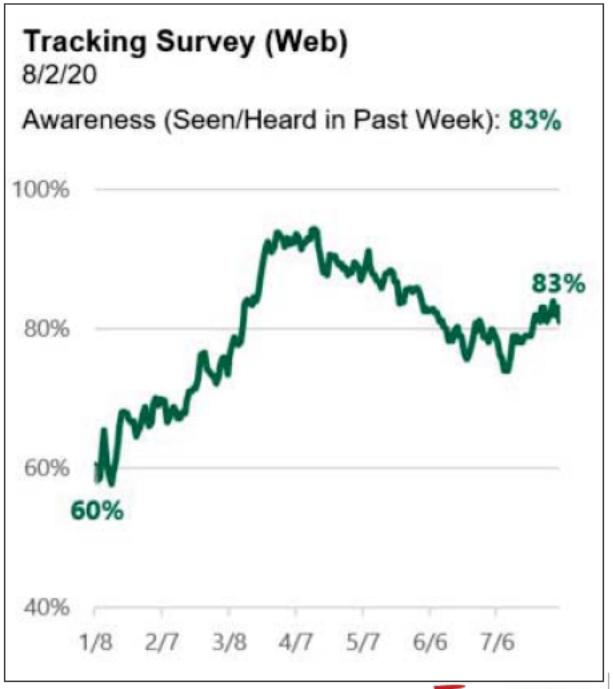
Awareness of the 2020 Census rose +6.4 percentage points during the push

- The number of people who had "seen or heard something about the 2020 Census in the last week or so" started to increase in mid-July.
- This increase in awareness was seen in many hard-to-count audiences. Rural and non-college educated survey respondents showed some of the largest gains in awareness.

Audience	Aware of 2020 Census (A great deal/Some/A little)	
	Weekly Average 7/27-8/02	Change Since 7/07-7/13
All	**82.4%**	**+6.4**
Rural Respondents	83.8%	+11.1
Non-College Educated	80.7%	+7.1
Hispanic of any race or no race	82.4%	+6.4
BAA	83.8%	+5.7
Non-Homeowners	82.5%	+5.6
Spanish Speakers	89.7%	+4.9
Hispanic	86.6%	+3.8



Source: Tracking Survey
Note: Displaying online survey results only

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Regions that were furthest behind saw biggest response rate increase

Going into the push, New York, Denver, & Atlanta had cumulative response rates below the national average. Response in New York and Denver grew at least +1.0 percentage points during the push, and Atlanta grew +0.8.

Region	Response Rate on 8/2	RR Increase Since 7/13
New York	58.7%	**+1.2**
Los Angeles	64.6%	**+1.0**
Denver	60.1%	**+1.0**
Atlanta	58.9%	**+0.8**
Philadelphia	65.4%	**+0.8**
Chicago	66.4%	**+0.8**

- - - - **Beginning of Push (July 13th)**

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Self-response rate increased across all audiences and TEAs (nationally)

Race/Ethnicity Concentrated Tracts (Threshold %)	Response Rate on 8/2	RR Increase Since 7/13	Percent to Expected on 8/2	Percent to Final 2010 on 8/2
AIAN (30%+)	33.6%	**+2.5**	84.8%	48.6%
Hispanic, any race (50%+)	54.8%	**+1.1**	118.4%	84.8%
NHPI (30%+)	54.8%	**+1.0**	107.6%	86.9%
Asian (30%+)	65.9%	**+1.0**	106.9%	94.1%
B/AA (50%+)	52.5%	**+0.8**	114.9%	87.9%
White, NH (90%+)	65.0%	**+0.7**	93.7%	93.3%

TEA	Response Rate on 8/2	RR Increase Since 7/13	Percent to Expected on 8/2	Percent to Final 2010 on 8/2
TEA6 (100%)	27.3%	**+0.9**	68.0%	41.6%
TEA1 (100%)	65.5%	**+0.4**	102.5%	93.8%
TEA1 (50%+)	63.5%	**+0.4**	101.0%	92.9%
TEA6 (50%+)	31.6%	**+0.4**	66.6%	61.9%

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July Push and NRFU soft-launch communication combination aligned with largest self-response growth rates

DMA	Response Rate on 8/2	RR Increase Since 7/13	Soft Launch NRFU Start Date
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
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Self-response increased in all segments, with the largest gains in No ACS Mailout and Multicultural Mosaic Segments

Segment	Response Rate on 8/2	RR Increase Since 7/13	Percent to Expected on 8/2	Percent to Final 2010 on 8/2
No ACS Mail Out	33.5%	**+1.4**	67.9%	37.4%
Multicultural Mosaic	56.3%	**+1.1**	117.2%	87.1%
Downtown Dynamic	59.1%	**+0.9**	97.4%	92.0%
Responsive Suburbia	75.3%	**+0.9**	102.6%	98.6%
Rural Delta & Urban Enclaves	52.1%	**+0.8**	114.9%	87.3%
Main Street Middle	68.8%	**+0.8**	98.6%	95.6%
Country Roads	61.0%	**+0.8**	97.3%	90.5%
Sparse Spaces	46.3%	**+0.8**	86.6%	87.2%
Student & Military Communities	50.4%	**+0.7**	87.5%	80.6%

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Puerto Rico also did their own July Push and response grew +3.1 percentage points

	Response Rate on 8/02	RR Increase Since 7/13	Percent to Final 2010
Puerto Rico	27.6%	3.1	51.3%
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]
[redacted]	[redacted]	[redacted]	[redacted]

On average, Puerto Rico response rate grew 0.1 percentage point each day since 7/13. The fastest growing

[redacted]

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Conclusions

- July Push provides additional evidence that integrated communication efforts have an impact on response rate
- Regions responded positively to opportunity for outreach efforts focused on their key issues and audience challenges
- Geographic-specific messaging and outreach appears correlated to increases in regional response
- Census communications and outreach can continue to break through and motivate response, even late in the campaign if they adapt messaging to cultural context, increased urgency, and audience specificity

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