

2015 Census Test: Advertising and Partnerships Savannah DMA

National Advisory Committee

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Agenda

- 2015 Census Test Overview
- Preliminary Findings
- Takeaways and Questions

Overview

- **Mission:** Implement a comprehensive and integrated communications program in the Savannah media market for the 2015 Census Test.
- **Objective:** Answer communications research questions about the use and impact of microtargeted digital advertising on response rates.

*This test marked the first time residents were asked to respond to a questionnaire **without receiving a single mailing.***

Overview

- This is the first time Census has executed a full-scale test into targeting different demographic groups through digital advertisements.
- Findings will be used to determine the optimum modes of reaching various target audiences (particularly hard-to-count audiences) in future communications efforts.
- Results of the analysis will yield rich insights into self-response behavior of racial/ethnic groups by:
 - Response mode (Internet, mailing, telephone)
 - Digital communications outlet (e.g., advertisement, organic social media promotion, visit to designated test Web page)
 - Device used (desktop/laptop, tablet, or mobile device)
 - Digital advertising platform (keyword search, display ad, social media, etc.)

Data Caveats and Upcoming Webinar

- We are in the very early stages of analysis. Complete data sets became available last week, and are currently being verified.
- After verification, results will be tabulated and assessed.
- All data in this presentation are preliminary.
- Interested parties may attend a webinar in early 2016 covering our full analysis and findings.

Landscape

- Test focused on Savannah DMA:
 - 439,418 MAFIDs/housing units
 - 331,976 occupied households
 - 20 counties (17 in Georgia and three in South Carolina)
 - 106 non-P.O. box ZIP codes
- Replicated key census communications elements:
 - Earned media
 - Partnership outreach
 - Television and radio advertising
 - Print and out-of-home advertising
 - Digital advertising and social media

Notes on the Test Site

The Savannah DMA, and available resources for the test, offered both benefits and constraints to our efforts.

Benefits:

- Mix of rural, suburban, and urban areas
- High numbers of traditionally hard-to-count residents
- High population density
- Mixed rates of Internet access

Constraints:

- Limited funding meant no non-English language television ads
- Small populations of races other than African American/Blacks and Whites
- DMA spans 20 counties in two states, but limited lead time made it difficult for partnership specialists to perform more extensive outreach.

Savannah DMA Race/Ethnicity Makeup

Race and Ethnicity	Savannah DMA	United States
White, non-Hispanic	59.0%	63.0%
African American/Black, non-Hispanic	29.0%	12.2%
Hispanic, any race	7.0%	16.66%
Asian, non-Hispanic	1.42%	4.83%
AIAN, non-Hispanic	0.24%	.66%
NHOPI, non-Hispanic	0.06%	.16%
Some other race alone, non-Hispanic	.21%	.19%
Two or more races, non-Hispanic	3.04%	4.09%

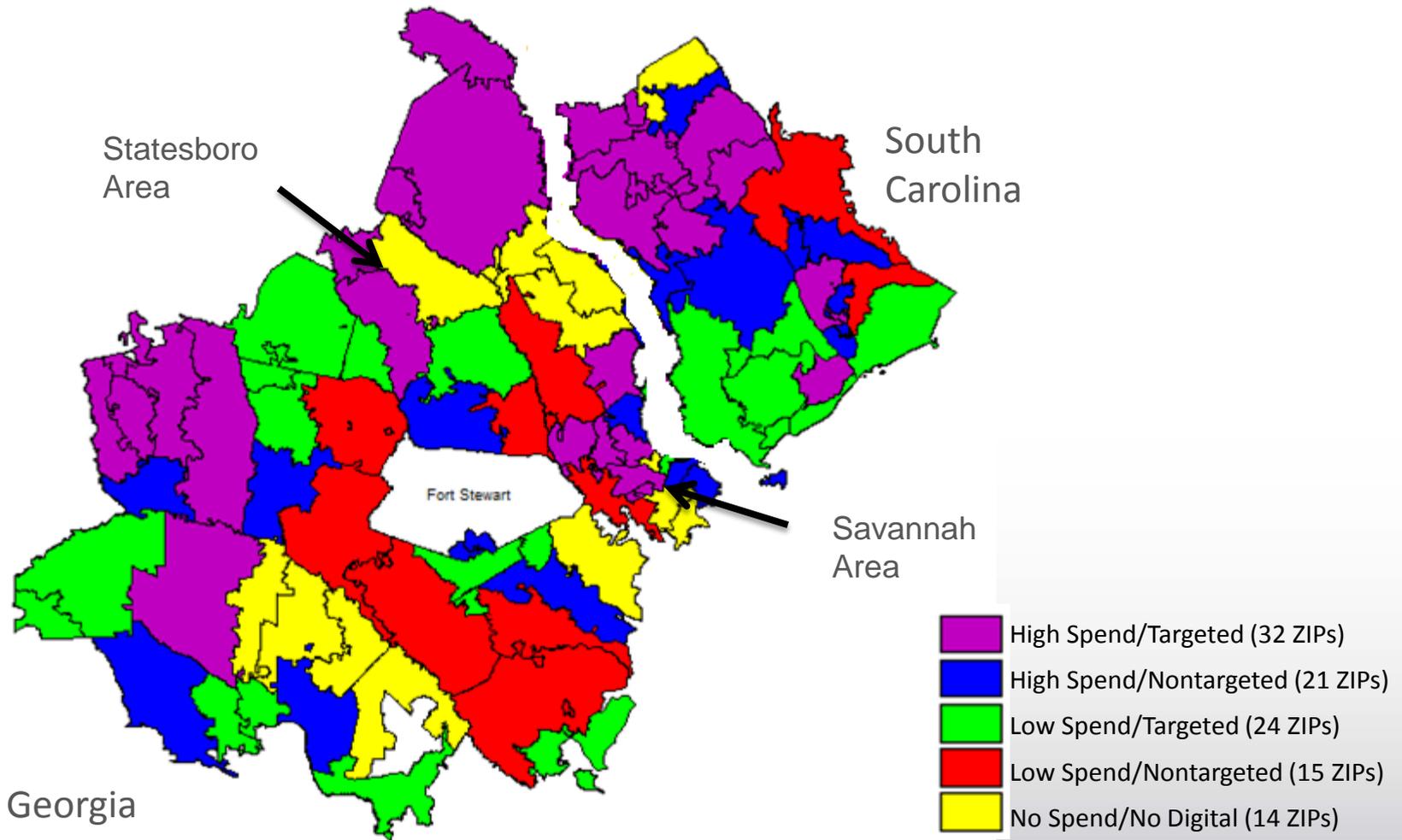
Test Digital Panel Design

Each non-P.O. box ZIP code was assigned to one of five digital panels:

	Targeted	Nontargeted
High spend level* (per household)	Panel A Targeted advertising + General digital advertising	Panel B General digital advertising
Low spend level* (per household)	Panel C Targeted advertising + General digital advertising	Panel D General digital advertising
No spend	Panel E No digital advertising (control condition for the other communications activities)	

* High spend level was ~\$2.38 per household. Low spend level was ~\$1.21 per household.

Test Digital Panel Design



Targeted Advertising Activity

- Delivery to each panel was refined and adjusted for optimal performance.
- We created and targeted advertisements specifically for hard-to-count audiences, using online, individualized microtargeting tools to reach members of those audiences.
- We identified nine priority hard-to-count audiences, with selections based on historical response rates and available data and inventory:
 - Young (ages 18-25)
 - Seniors (age 65+)
 - Adults with less than a high school diploma
 - Families with children
 - Lower HH income (<25,000)
 - African American/Black
 - Renters
 - Hispanics and Spanish speakers
 - Female heads of household

Advertising Allocation

Relative to 2010, the Savannah test had a higher spending on digital advertising, and less on traditional outlets such as television.

Medium	Approx. Test Spend	% of Test Budget	% of 2010 Budget
Television	\$ 355,000	27.2%	48.8%
Print	\$ 120,000	9.2%	18.3%
Radio	\$ 243,000	18.6%	14.9%
Digital	\$ 535,000	41.0%	8.3%
Out-of-home	\$ 61,000	4.7%	6.6%
Events	\$ 15,000	1.2%	1.7%
Other			1.4%
Total	\$1,304,000		\$167,000,000

Digital Advertising Bleed

While targeting technologies are in their nascent stages and mobile users travel across panels, we were largely successful in mitigating bleed.

- 66% of online submissions were from residents in the intended targeted ZIP code, a high figure for such finely targeted delivery.
- This strong ultimate result exceeded that of the initial bleed assessment we performed, and will allow us to be confident in our ultimate analysis.
- Demographic targeting was also strong. Responses to ads show high correlation between targeting intent and self-reported race:
 - 75.8% match for African American/Black
 - 72.9% match for Hispanic

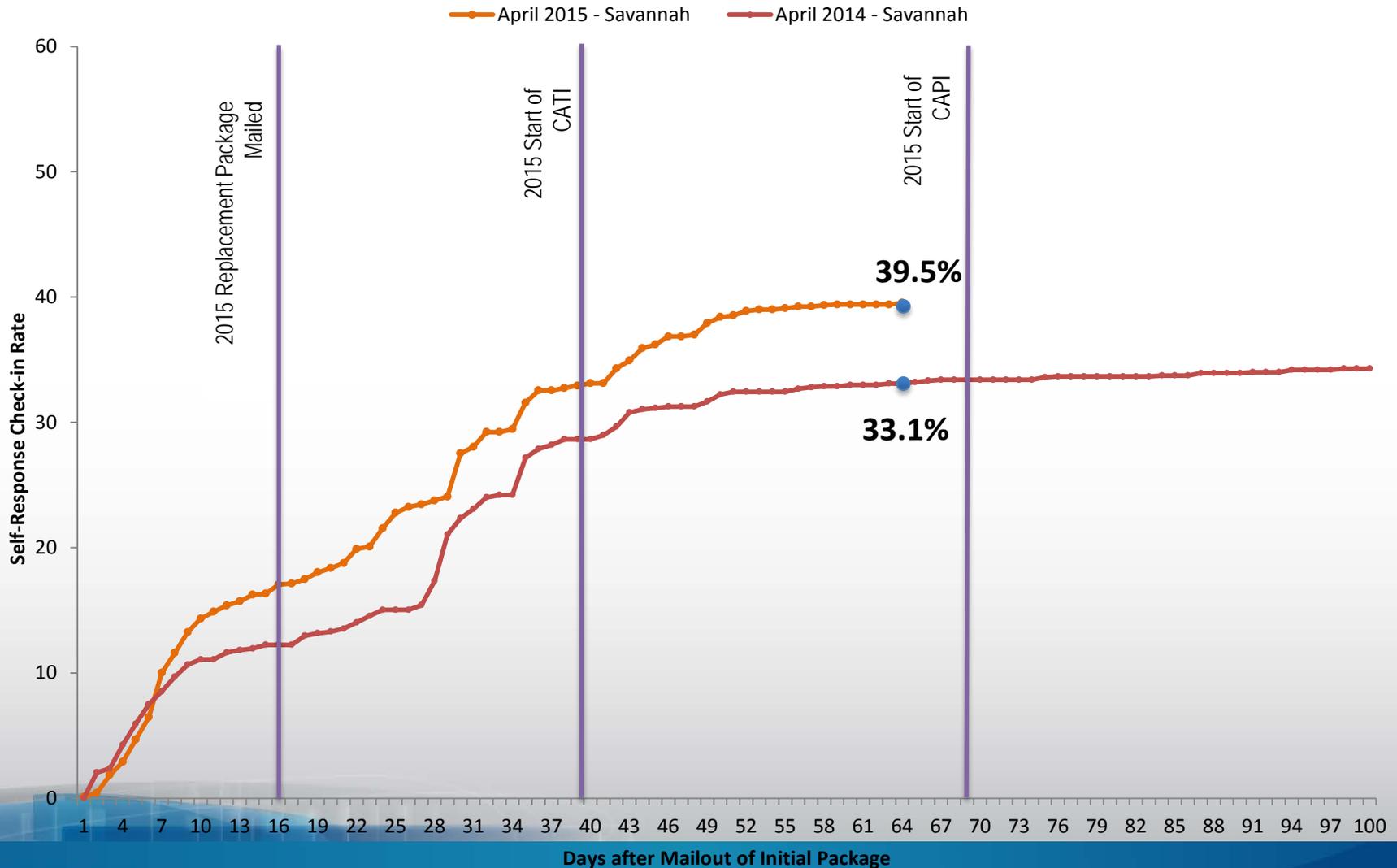
Partnership Activity (Nov 14 to May 31)

- **Two local partnership staff** on the ground:
 - Offered several interviews with Spanish-language media outlets
 - Profiled in the Asian Times
 - Tabled at Gullah Festival
 - Participation at numerous community events
 - Collected responses at concerts at prominent African-American churches
- **200+ partners**, including:
 - Savannah Hispanic Chamber of Commerce
 - West Broad Street YMCA; Chatham County, GA
 - Second Harvest of Coastal GA; Chatham County, GA (food bank)
 - Savannah Chamber of Commerce; Chatham County, GA
 - Toombs-Montgomery Chamber of Commerce; Toombs County, GA
 - Boys and Girls Club of Altamaha; Wayne County, GA
 - Sun City; Beaufort, SC (retirement community)
 - Allendale-Hampton-Jasper Regional Library; Hampton & Jasper Counties, SC
 - Region 1 Migrant Education Program Office; Bulloch County, GA

Preliminary Findings

Census Test Promotion Likely Boosted ACS Response

Self-Response Check-in Rates - April 2015



Overall Response

- Only one out of five households received questionnaire invitations.
- Overall, more than 70k households responded during the site test.
- Almost 24k households eligible for analysis responded **without receiving anything in the mail**.

	Mail Treatment Recipients		Postcard-Only Recipients		Non-Recipients	
	Count	%	Count	%	Count	%
Addresses	90,000	-	30,000	-	319,918	-
Responses	44,099	49.0%	2,302	*	23,946	7.5%

**Note: A response rate should not be compared with mailing treatments, as this group was sampled from those who had not previously responded.*

Response by Ethnicity and Race, All Modes

	# Responses	% of Total Responses	% DMA Residents
White, non-Hispanic	50,304	71.5%	59.0%
African American/Black, non-Hispanic	13,917	19.8%	29.0%
Hispanic, any race	1,814	2.6%	7.0%
AIAN, non-Hispanic	129	0.2%	0.24%
Asian, non-Hispanic	660	0.9%	1.42%
NHOPI, non-Hispanic	49	0.1%	0.06%
Other, non-Hispanic	355	0.5%	0.21%
Mutli-racial, non-Hispanic	1,025	1.5%	1.52%
No race indicated/blank, non-Hispanic	2,094	3.0%	-
Grand Total	70,347	100.0%	

Response by Mode

Mail Treatment	Full Mailout		Single Postcard		No Mailout	
	Count	% of total.	Count	% of total	Count	% of total
Total submissions	44,099	-	2,302	-	23,946	-
Internet	30,490	69.1%	2,112	91.7%	23,753	99.2%
Paper, mail-back	8,407	19.1%	0	0.0%	0	0.0%
TQA (in-bound)	5,202	11.8%	190	8.3%	193	0.8%

Note: Among Internet responders who received mailed surveys, nearly 7 in 10 chose to respond online.

Digital Responses by Source

	Mailout		Single Postcard		No Mail	
	Count	%	Count	%	Count	%
Total responses	44,099	-	2,302	-	23,946	-
Total Internet responses	30,490	69.10%	2,112	91.70%	23,753	99.20%
Internet Subgroup: Mailout URL and miscellaneous (includes single postcard)	25,532	84.73%	800	37.88%	1,813	7.63%
Internet Subgroup: All other digital	4,924	16.15%	1,312	62.12%	21,940	92.37%

Of the 28,940 non-mailout URL Internet responses, 7,704 came directly from digital ads. Communications efforts such as promotion of the test's URL, partnership endorsement, and social media brought in many Internet responders.

Online Survey Entrances Among Non-Mailout HHs

	Mailout URL (and misc.)	Test Homepage Direct Visit	Digital Ad	Other Digital
White, non-Hispanic	7.30%	65.00%	26.00%	1.80%
African American/Black, non- Hispanic	7.00%	73.20%	17.40%	2.40%
Hispanic, any race	8.00%	62.50%	26.70%	2.70%
AIAN, non-Hispanic*	4.40%	51.10%	44.40%	0.00%
Asian, non-Hispanic*	15.60%	59.40%	23.40%	1.60%
NHOPI, non- Hispanic*	5.30%	63.20%	31.60%	0.00%
Other, non-Hispanic*	4.10%	70.10%	24.70%	1.00%
Mutli-racial, non- Hispanic*	6.40%	61.90%	29.70%	2.10%
No race indicated/blank, non- Hispanic*	53.80%	31.40%	13.80%	1.00%

* Note: Due to small sample sizes, these figures should not be used to draw conclusions.

Response by Demographic and Device Targeted

Ethnicity/Race	Desktop		Mobile	
	Count	%	Count	%
White, non-Hispanic	2,134	59%	1,501	41%
African American/Black, non-Hispanic	401	52%	372	48%
Hispanic, any race	78	49%	82	51%
AIAN, non-Hispanic	11	65%	6	35%
Asian, non-Hispanic	13	59%	9	41%
NHOPI, non-Hispanic	5	83%	1	17%
Other, non-Hispanic	8	44%	10	56%
Multi-racial, non-Hispanic	58	61%	37	39%
No race indicated/blank, non-Hispanic	17	68%	8	32%
Grand Total	2,725	57%	2,026	43%

Takeaways

- Mail remains an important driver, and it can be used to encourage online response.
- Digital promotion of data collection efforts – including but not limited to digital advertising – can also be used as an important driver of response.
- This is the first test of its kind for the Census Bureau, conducted with the goal of improving communications and outreach to all audiences, particularly those that are hard-to-count.

Next Steps

- The Census research team will finalize validation of data and perform the full analysis of communications activities and results.
- The Census Bureau will make findings available via the analysis report and a webinar.
- Findings from this test will be used to shape upcoming communications activities to target audiences, particularly hard-to-count audiences.

Questions?