

2020 Census Program Management Review

2015 Optimizing Self Response Test

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Overview

- Introduction
- Optimizing Self Response
- “Notify Me”
- Non-ID Internet Response
- Real-Time Non-ID Processing
- Communications Activities

Introduction

- Test components of strategy to optimize and increase overall and internet self response for the 2020 Census (no Nonresponse Followup)
- Communications treatments will be implemented based on geographic and demographic characteristics
- Support the OSR test by educating respondents about the “Notify Me” campaign and motivating online self response

Savannah Media Market

- Approximately 300,000 households with a population of about one million
- Lower than average 2010 Census and ACS internet response rates
- Ability to segment by Hard-to-Count
- Internet penetration at least as high as the national average
- Medium sized media market
 - With 20 counties, the Savannah media market is ranked 92 of 210 total markets



Optimizing Self Response

- Self Response testing to focus on “Notify Me” and Non-ID internet response
- Single internet push contact strategy

Letter -> Postcard -> Postcard
-> Paper Questionnaire

“Notify Me”

- Respondents select their preferred mode for future invitations and reminders -- email or text message
- 2014 Census Test results (functionality test):
 - Very low participation (about 3 percent)
 - 93 percent response for those who pre-registered
 - Depressed response rates for the overall sample
- 2015 will focus on promotion:
 - Use of communications activities and advertising to increase awareness and participation in the test
 - 30,000 households to receive postcard invitation
- Measures of interest:
 - Participation rates (in-sample and non-sampled)
 - Response rates for participants and non-participants

Non-ID Internet Response

- Respondents can complete their census response without a Census ID
- 2014 Census Test results:
 - Significantly lower response rates than ID'd internet push
 - Match/Geocode rates impact self response rates
- 2015 will focus on promotion:
 - Use of communications activities and advertising to increase internet response
 - 30,000 households to receive mail materials that do not contain a Census ID
- Measures of interest:
 - Non-ID Response rate: by in-sample vs. out-of-sample respondents
 - Refine system load measures

Panel Design: Self Response

			<u>Households that do not pre-register:</u>			
Panel	Sample Size	#0	#1	#2 (7 days later)	#3* (7 days later)	#4* (7 days later)
1) Internet Push	30,000		Letter	Postcard	Postcard	Mail Q'nnaire
2) Non-ID Internet Push	30,000		Letter (no ID)	Postcard (no ID)	Postcard (no ID)	Mail Q'nnaire (no ID)
3) "Notify Me"	30,000	Postcard	<u>If household does not pre-register:</u>			
			Letter	Postcard	Postcard	Mail Q'nnaire
			<u>If household does pre-register*:</u>			
			Email /Text (no ID)	Email/Text (no ID)	Email/Test (no ID)	Mail Q'nnaire (no ID)

* Contacts 3 and 4 are targeted to nonrespondents.

** Households from any panel that complete the pre-registration process will receive email or text messages (based on their preference) in lieu of their assigned panel mailings.

Proposed Panel Design: Communications

Activities Throughout the Entire Site	<ul style="list-style-type: none"> ▪ Earned media ▪ Radio advertisements ▪ Print and OOH advertisements ▪ Mailing pieces ▪ Outreach/partnership activities ▪ Television advertisements 	
	Targeted Digital	No Targeted Digital
High Spend/Saturation	Panel A <ul style="list-style-type: none"> ▪ Heavier non-targeted digital advertising ▪ Heavier targeted digital advertising ▪ Reminder phone calls 	Panel B <ul style="list-style-type: none"> ▪ Heavier non-targeted digital advertising ▪ Reminder phone calls
Low Spend/Saturation	Panel C <ul style="list-style-type: none"> ▪ Lighter non-targeted digital advertising ▪ Lighter targeted digital advertising ▪ No reminder phone calls 	Panel D <ul style="list-style-type: none"> ▪ No additional advertising ▪ No reminder phone calls

Real-Time Non-ID Processing

Evan Moffett

2015 Major Design Decisions

- Design Component 2
 - Allow respondents to answer the 2020 Census without an identification code (Non-ID)
 - Option: Provide on-line tools that allow real-time matching and geocoding at the time of self response
 - Option: Conduct batch matching and geocoding at specific periods during the day
- Key Questions
 - Is it necessary to provide households with an identification code to respond via the Internet?
 - Validation and authentication
 - Matching and geocoding

Non-ID Research

2015 Testing Objectives

- Provide ability to engage traditionally harder to reach respondents
- Opportunity to elicit further input from respondent
 - Confirm/correct respondent-provided address prior to matching
 - Confirm/correct census block location for nonmatching addresses
- Reduce further workload and associated costs
 - Nonresponse Followup
 - Increased match rate = fewer addresses to independently verify

Non-ID Research

2015 Objectives (cont.)

- Other opportunities in 2015
 - Continued learning about batch processing
 - Manual address matching and geocoding
 - Use of online geographic reference sources to validate geocodes

Progress

- Delivery of requirements to key systems providers
- Technical solution determined
- Components: Centurion, Bowie Data Center, Network Resources, and Geography Services:
(A) Geocoding, (B) Matching, and (C) Map Interface
- Software development and Integration testing ongoing
- Validated sufficient network resources
- Equipment procurement initiated

Next Steps

- Development Environment
 - Continued Development, Integration, Testing (through November 2014)
 - Performance Testing (November – December 2014)
 - Acceptance Testing (December 2014)
 - Usability Testing (early January 2015)
- Production Environment
 - Readiness Testing (late January – early February 2015)
 - Go Live (March 2015)

Next Steps (cont.)

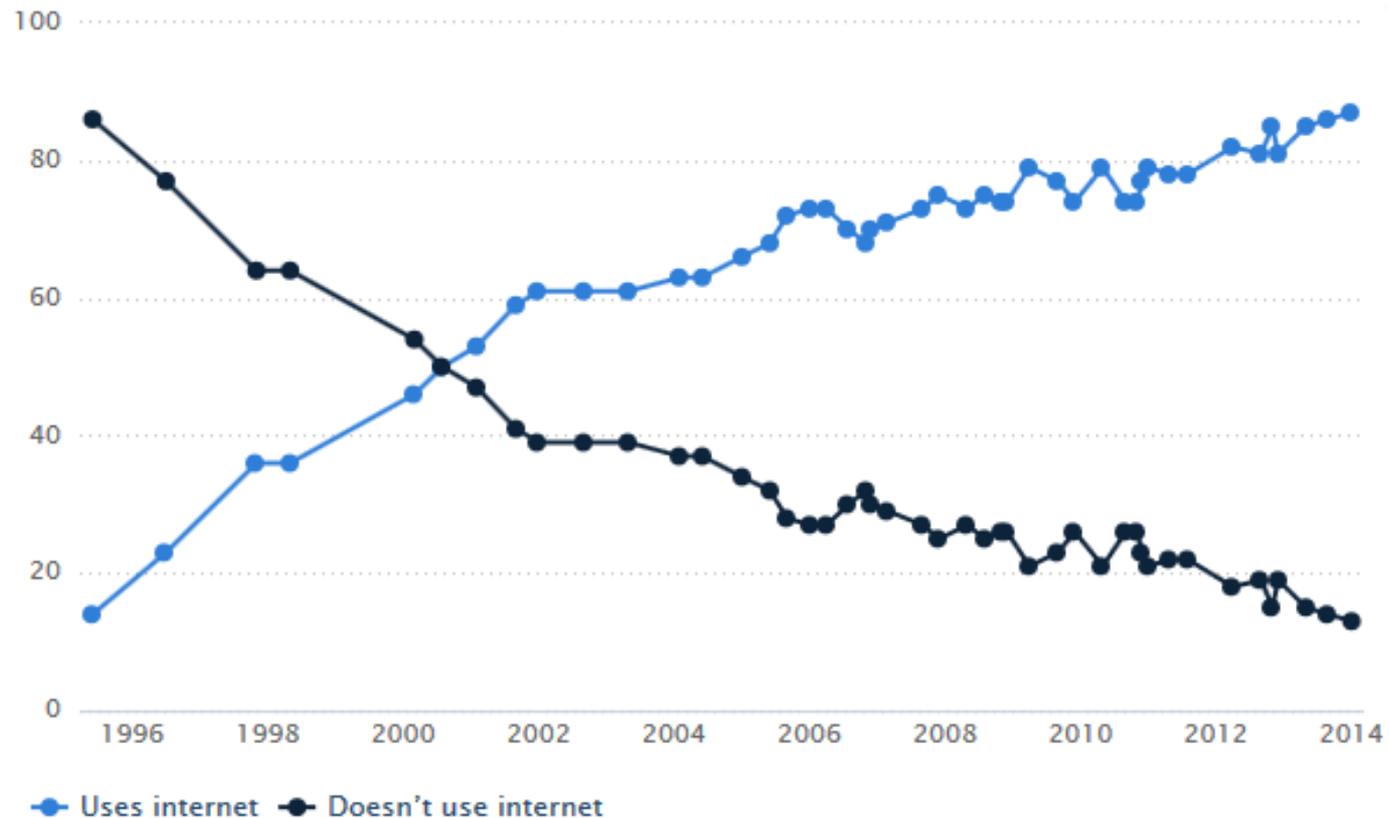
- Respondent Identity Validation
 - Utilize existing administrative records
 - Explore Other Options
 - Federal Cloud Credential Exchange
 - Knowledge Based Authentication
 - Other commercial and federal administrative records
 - Private sector solutions
- Long Term Options
 - Requests for Information
 - Challenge.Gov
 - Real-Time Non-ID Roadmap/Out Year Planning

Communications Activities

Stephen Buckner

@stephen_buckner

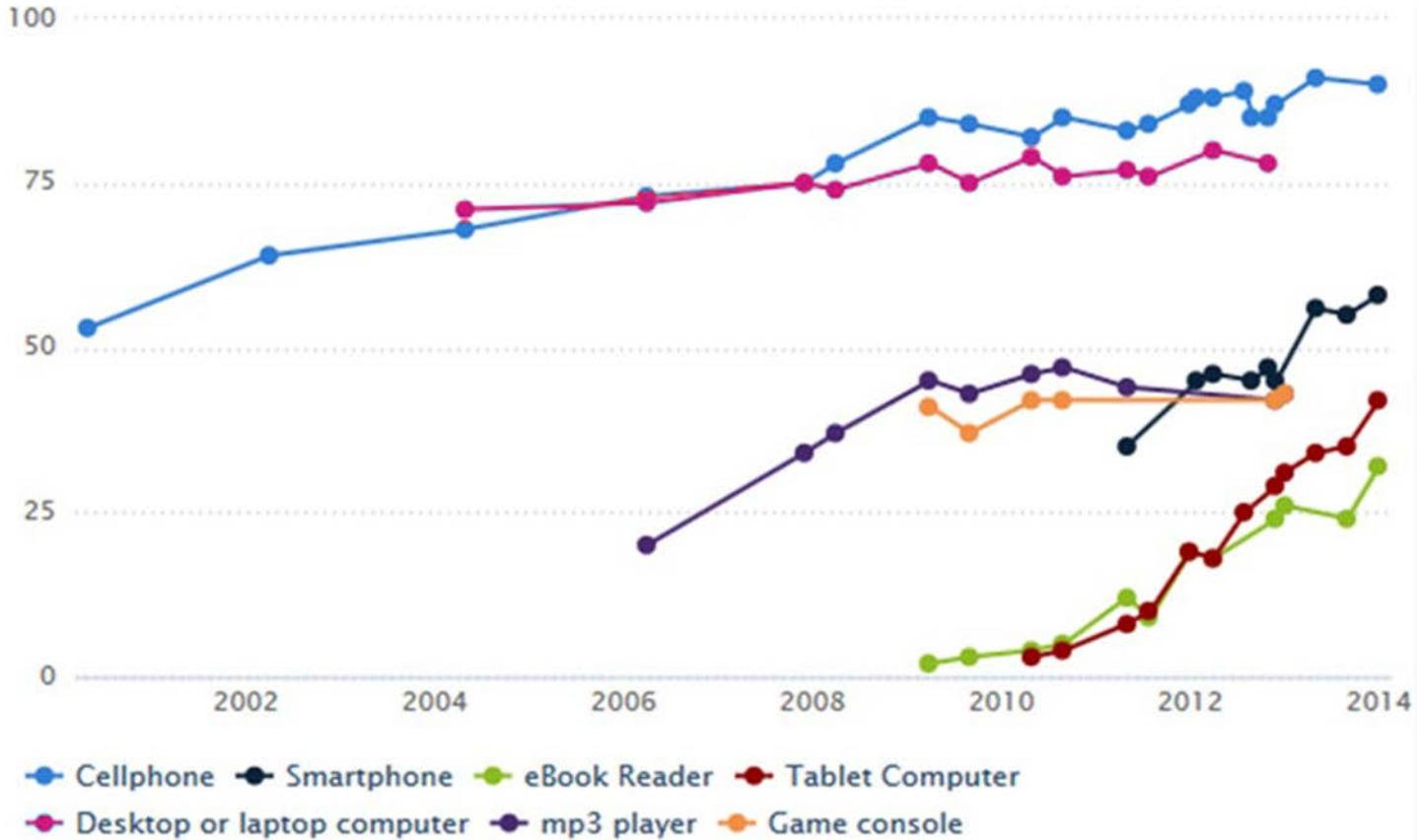
Internet Use Over Time



SOURCE: Pew Research Center, Pew Internet & American Life Project Tracking Surveys, 2014

<http://www.pewinternet.org/data-trend/internet-use/internet-use-over-time/>

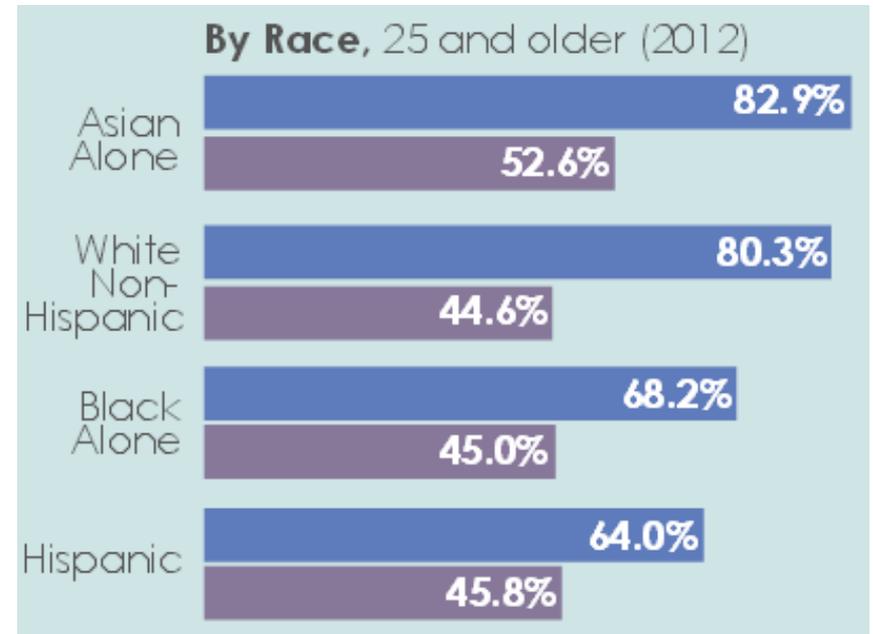
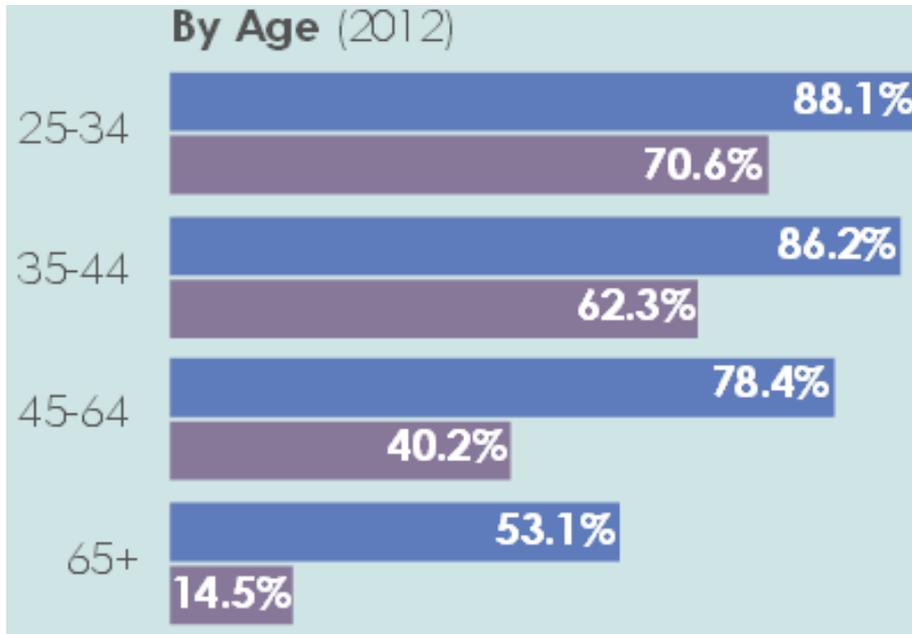
Device Ownership Over Time



SOURCE: Pew Research Center, Pew Internet & American Life Project Tracking Surveys, 2014

<http://www.pewinternet.org/data-trend/mobile/device-ownership/>

Internet and Smartphone Use



■ Internet Use
■ Smartphone Use

Source: U.S. Census Bureau,
Current Population Survey, Selected Years
Release Date: 02/03/14

Share of Average Time Spent per Day with Select Media by US Adults vs. US Ad Spending Share, 2014

% of total

	Time spent share	Ad spending share
Digital	47.2%	30.5%
—Desktop/laptop*	23.9%	19.1%
—Mobile (nonvoice)	23.3%	11.4%
TV	37.3%	41.2%
Radio**	12.0%	9.3%
Print***	3.5%	19.0%
—Newspapers	1.9%	10.0%
—Magazines	1.6%	9.1%

*Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to 100% due to rounding; *desktop/laptop time spent includes all internet activities on desktop and laptop computers; **excludes off-air radio & digital; ***print only*

Source: eMarketer, Sep 2014

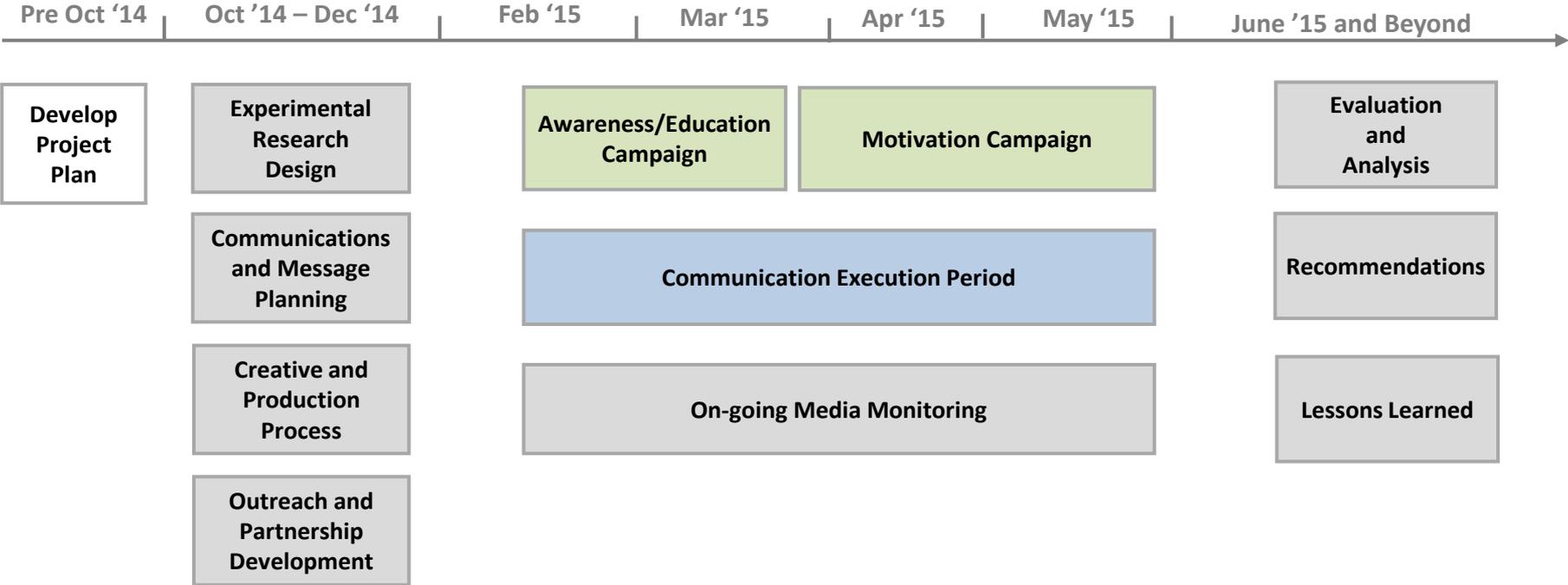
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www.eMarketer.com

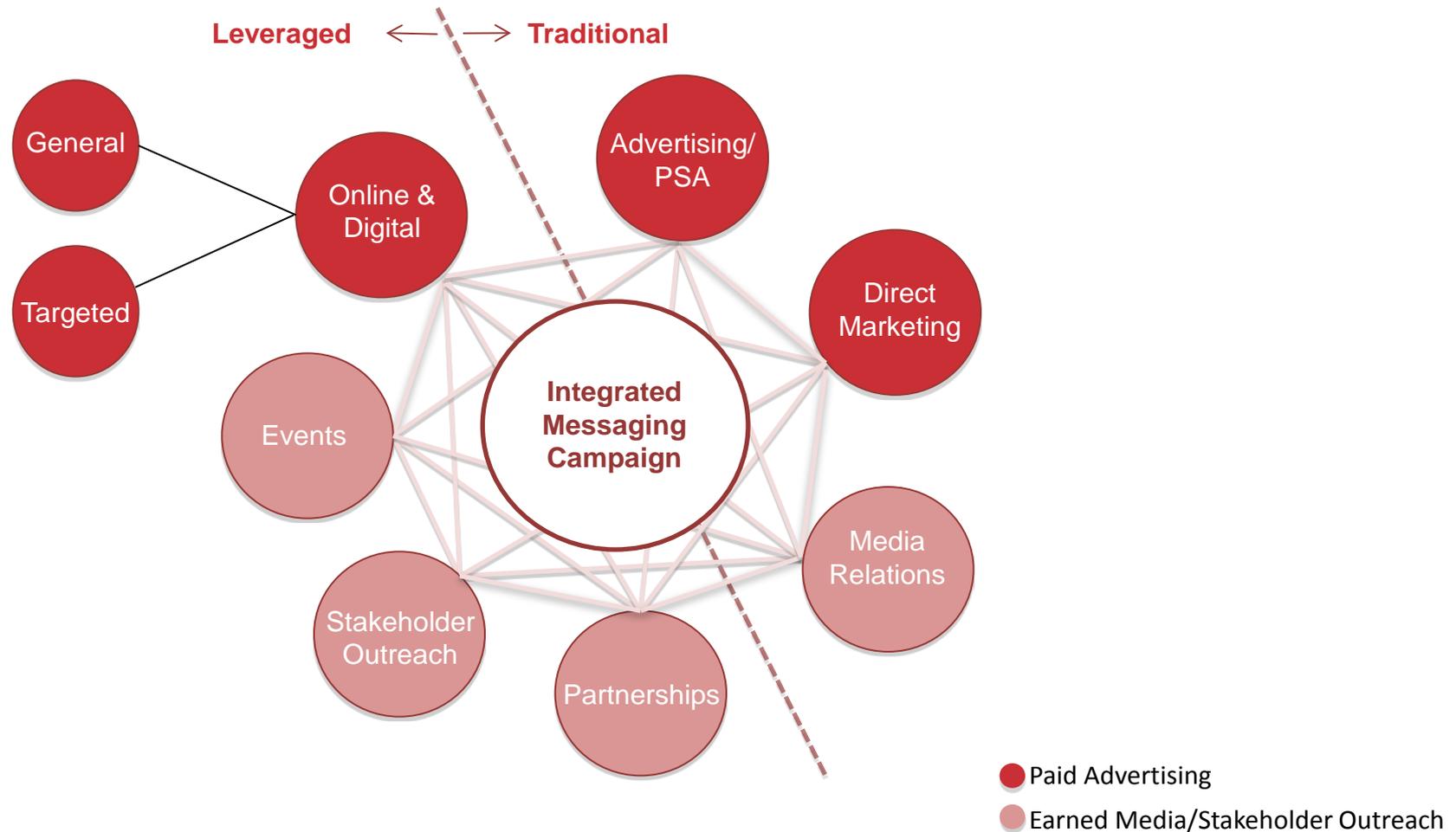
Objectives

- To implement a comprehensive and integrated communications program to:
 1. Support the OSR test by educating respondents about the “Notify Me” campaign and to motivate online self response, and
 2. To answer communications research questions regarding the use and impact of micro-targeted digital advertising to inform 2020 Census planning.

Timeline



Integrated Communications Model



Proposed Panel Design: Communications

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Digital Advertising: Additional Benefits

- Less expensive entry costs
- Scalable budgets
- Greater targeting precision
- Real-time feedback
- Data collection yields rich insights
- Ability to efficiently pilot and test
- Ability to quickly adjust strategies



Types of Digital Micro-Targeted Advertising

- **Demographic:** age, sex, race, device type used
- **Geographic:** location (zip code, block group)
- **Contextual:** content with which users are currently engaging
- **Behavioral:** past online behavior and/or lifestyle data

Keyword Search Ads

The image shows a YouTube search results page for the keyword "american community survey". The search bar at the top contains the text "american community survey" and shows "About 21,600 results". On the right side of the page, there is a large advertisement for Bonobos, featuring a man in a blue patterned shirt and the text "BONOBOS 20% off your first purchase. DISCOVER >". The main content area displays a list of video results:

- American Community Survey - ACS - you have the right to remain silent**
by horak43 • 2 years ago • 3,812 views
June 20, 2012. A person is interrupted playing with children in the front yard, and remains silent when questioned by a census ...
- Big Brother Wants to Know All About You: The American Community Survey**
by RutherfordInstitute • 4 years ago • 7,022 views
At 28 pages, the American Community Survey contains some of the most detailed and intrusive questions ever put forth in a ...
- ANOTHER AMERICAN COMMUNITY SURVEY UPDATE! (Part 4 of 4)**
by OpenCarryVancouver • 1 year ago • 3,507 views
<http://www.opencarryvancouver.com/> What's been happening since the US Census first told me they would fine me if I didn't ...
- US Census "American Community Survey" - in 2013?!**
by ann4now • 8 months ago • 760 views
ATTENTION AMERICAN PATRIOTS: We would like to hear from anyone who has received this survey currently. We have seen ...
- The American Community Survey And The Census Bureau**
by Italianiad69 • 1 year ago • 2,096 views
The US Census Bureau has no legal authority to obtain ANY of the information sent in any of their various "surveys", either ...
- Census Worker.wmv**
by Nate Rowe • 2 years ago • 3,383 views
Census worker was asked to leave. She did not leave. I used my 5th amendment right and remained silent. Next time I will call the ...

Banner Ads: Contextual vs. Behavioral

Contextual:

Targeting based on current activity

Behavioral:

Targeting based on past activities

The screenshot shows a Washington Post article titled "Wimbledon: Sloane Stephens steals spotlight from Serena Williams — again". A red circle highlights a banner advertisement for "citi OPEN" tennis tickets, which is contextually relevant to the article's subject matter. The ad includes the text "TICKETS ON SALE NOW" and "SLOANE STEPHENS" along with a photo of the player.

The screenshot shows a New York Times article titled "Solar Boat Harnessed for Research". A red circle highlights a banner advertisement for "citi OPEN" tennis tickets, which is behaviorally targeted based on the user's past activity, despite the article's content being unrelated to tennis. The ad includes the text "TICKETS ON SALE NOW" and "SLOANE STEPHENS" along with a photo of the player.

Banner Ads: Reaching Your Audience

03 / 5 / 2013 43° Editar Horóscopo Radio Foros Chat Correo Mi Página Servicios **mejor contigo aquí.**
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UNIVISION.COM
Haz Univision.com tu página de inicio

Palabra o uniclave aquí Internet **Buscar** **Regístrate** **Login**

Shows **Novelas** UVideos Noticias Deportes Entretenimiento Música Estilo de Vida Tu Ciudad

Social



Freno a deportaciones y reforma migratoria
Familiares de deportados piden al gobierno de Obama que detenga la expulsión de indocumentados y al Congreso que acelere debate de la reforma amplia.

VIDEOS: Nueva campaña nacional pro indocumentados
Vea su anuncio aquí



1 de 10

Freno a las deportaciones Loaliza cree en el matrimonio Peores looks de Lawrence Chávez enfrenta complicaciones Murió 'Escapando' de Alcatraz

Últimas Noticias »
Elba Esther se queda en la cárcel
Un juez decidió que la exlideresa magisterial, Elba Esther Gordillo,

Destacado

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Social Media Ads

Ads Inside News Feed



Marketplace Ads



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Share · September 30 at 5:53pm · 🌐

Housing Benefits for Vets
va.gov



Learn how to apply for VA home loan benefits. You served. Let VA serve you.

Social Media Ads (cont.)



The screenshot shows the Twitter interface for user Jessica Ondusko (@jessondusko). The page is divided into three main sections: a profile sidebar on the left, a central 'Tweets' feed, and a 'Who to follow' sidebar on the right. Three red circles highlight specific elements:

- Left Sidebar (Trends):** A circle highlights the 'Trends' section, which lists popular hashtags like #hyperlane, #design, and #NationalDogDay.
- Who to follow (Right Sidebar):** A circle highlights the 'Who to follow' section, which lists users like Optimal Workshop and mat honan.
- Tweets Feed (Center):** Two tweets are circled in red:
 - The first tweet is from 'Travel Channel' (@travelchannel) about oysters and strawberry rhubarb pie.
 - The second tweet is from 'NPR's Fresh Air' (@nprfreshair) about Bryan Cranston's stand-up comedy.

Questions?

- Send questions to the email address below.

census.2020.program.management.review@census.gov