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

### Households that do not pre-register:

<table>
<thead>
<tr>
<th>Panel</th>
<th>Sample Size</th>
<th>#0</th>
<th>#1 (7 days later)</th>
<th>#2 (7 days later)</th>
<th>#3* (7 days later)</th>
<th>#4* (7 days later)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Internet Push</td>
<td>30,000</td>
<td>Letter</td>
<td>Postcard</td>
<td>Postcard</td>
<td>Mail Q’nnaire</td>
<td></td>
</tr>
<tr>
<td>2) Non-ID Internet Push</td>
<td>30,000</td>
<td>Letter (no ID)</td>
<td>Postcard (no ID)</td>
<td>Postcard (no ID)</td>
<td>Mail Q’nnaire (no ID)</td>
<td></td>
</tr>
<tr>
<td>3) “Notify Me”</td>
<td>30,000</td>
<td>Postcard</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### If household does not pre-register:

<table>
<thead>
<tr>
<th></th>
<th>Letter</th>
<th>Postcard</th>
<th>Postcard</th>
<th>Mail Q’nnaire</th>
</tr>
</thead>
</table>

### If household does pre-register*:

|                      | 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

<table>
<thead>
<tr>
<th>Activities Throughout the Entire Site</th>
<th>Targeted Digital</th>
<th>No Targeted Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Earned media</td>
<td>Panel A</td>
<td>Panel B</td>
</tr>
<tr>
<td>• Radio advertisements</td>
<td>• Heavier non-targeted digital advertising</td>
<td>• Heavier non-targeted digital advertising</td>
</tr>
<tr>
<td>• Print and OOH advertisements</td>
<td>• Heavier targeted digital advertising</td>
<td>• Reminder phone calls</td>
</tr>
<tr>
<td>• Mailing pieces</td>
<td>• Reminder phone calls</td>
<td></td>
</tr>
<tr>
<td>• Outreach/partnership activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Television advertisements</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Panel A
- Heavier non-targeted digital advertising
- Heavier targeted digital advertising
- Reminder phone calls

### Panel B
- Heavier non-targeted digital advertising
- Reminder phone calls

### Panel C
- Lighter non-targeted digital advertising
- Lighter targeted digital advertising
- No reminder phone calls

### Panel D
- 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


Device Ownership Over Time


http://www.pewinternet.org/data-trend/mobile/device-ownership/
Internet and Smartphone Use

By Age (2012)

- 25-34: 88.1%
- 35-44: 86.2%
- 45-64: 78.4%
- 65+: 53.1%

By Race, 25 and older (2012)

- Asian Alone: 82.9%
- White Non-Hispanic: 80.3%
- Black Alone: 68.2%
- Hispanic: 64.0%

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

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

*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
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

- Pre Oct ‘14
- Oct ‘14 – Dec ‘14
- Feb ‘15
- Mar ‘15
- Apr ‘15
- May ‘15
- June ‘15 and Beyond

- Develop Project Plan
- Experimental Research Design
- Communications and Message Planning
- Creative and Production Process
- Outreach and Partnership Development
- Awareness/Education Campaign
- Motivation Campaign
- Communication Execution Period
- On-going Media Monitoring
- Evaluation and Analysis
- Recommendations
- Lessons Learned
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<td>▪ Reminder phone calls</td>
<td></td>
<td></td>
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<tr>
<td><strong>Low Spend/Saturation</strong></td>
<td>Panel C</td>
<td>Panel D</td>
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<tr>
<td>▪ Lighter non-targeted digital advertising</td>
<td>▪ Lighter targeted digital advertising</td>
<td>▪ No additional advertising</td>
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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
Banner Ads: Contextual vs. Behavioral

Contextual:
Targeting based on current activity

Behavioral:
Targeting based on past activities
Social Media Ads

Ads Inside News Feed

Marketplace Ads

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Social Media Ads (cont.)
Questions?

- Send questions to the email address below.

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