

2020 Census Program Management Review

Optimizing Self Response Test Communications Research

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V1.1 Final

Goals

- Test learnings will support these goals for the 2020 Census:
 1. Increase opportunities to engage hard to enumerate populations, and
 2. Increase self-response to reduce nonresponse followup and its related costs.

Objectives

- To implement a comprehensive and integrated communications program in the Savannah Media Market to:
 1. Support the OSR test by increasing respondent preregistration within “Notify Me”,
 2. Motivate self response, especially online, and
 3. Answer communications research questions regarding the use and impact of micro-targeted digital advertising.

Overarching Research Question

What are the effects of integrating and combining digital advertising and micro-targeted ads with other traditional communications, such as mail postcards and letters, earned media coverage, computer-automated phone calls, broadcast and radio ads, and outreach through partnerships?

Research Question 1

- *What are the effects of micro-targeted digital advertising on:*
 - Internet and overall self-response rates?
 - Internet and self-response rates of specific socio-demographic groups as measured through geographic areas (zip codes and tract)?
 - Internet and self-response rates of housing units receiving specific mail-out strategies (internet push, pre-registration, and non-id)?
 - Pre-registration rates?

Research Question 2

- *What are the effects of high and low spending levels on:*
 - Internet and overall self-response rates?
 - Internet and self-response rates of specific socio-demographic groups as measured through geographic areas (zip codes and tract)?
 - Internet and self-response rates of housing units receiving specific mail-out strategies (internet push, pre-registration, and non-id)?
 - Pre-registration rates?

Digital Advertising 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

Micro-Targeted Advertising Examples

Demographic

We will target those 65+ in Beaufort County, SC.

Behavioral

We will target those in select zip codes in Chatham County, Georgia, who have visited Spanish-language websites in the past.

Final Research Panel Design

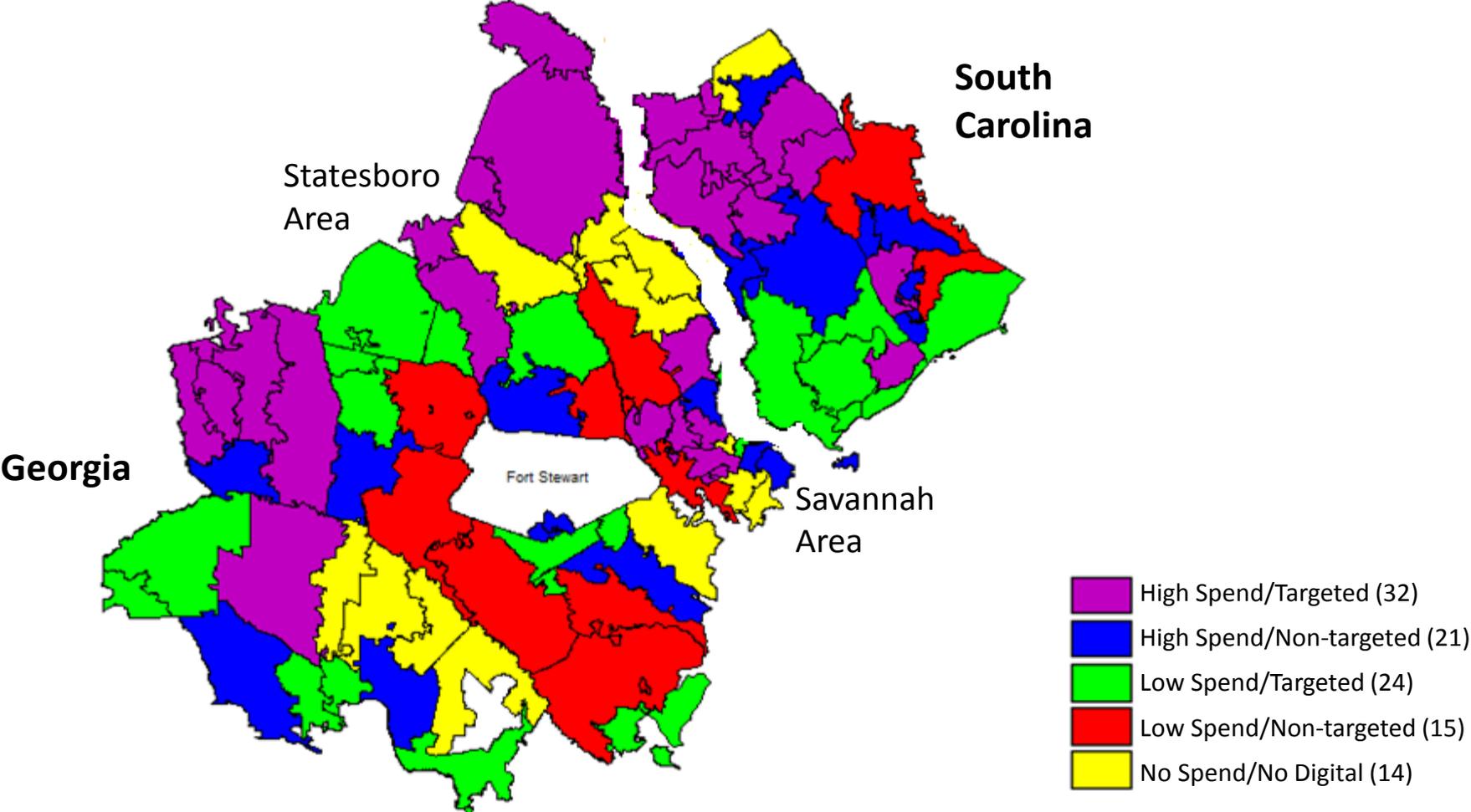
Elements spread evenly across all panels: Broadcast and cable/satellite TV, radio ads, print ads, earned media, influencer phone calls, social media presence, and partnership efforts.

	Targeted	Non-targeted
High spend level (per household)	Panel A General digital advertising + Target-specific advertising	Panel B General digital advertising
Low spend level (per household)	Panel C General digital advertising + Target-specific advertising	Panel D General digital advertising
No spend	Panel E No digital (control condition for the other communications elements)	

Audience Allocation

1. % Age 18-24
2. % Age 65+
3. % Renters
4. % African American
5. % HH with children under 6 years related to people in HH
6. % Less than HS education
7. % HH with female head of HH without male present
8. % HH with Internet access

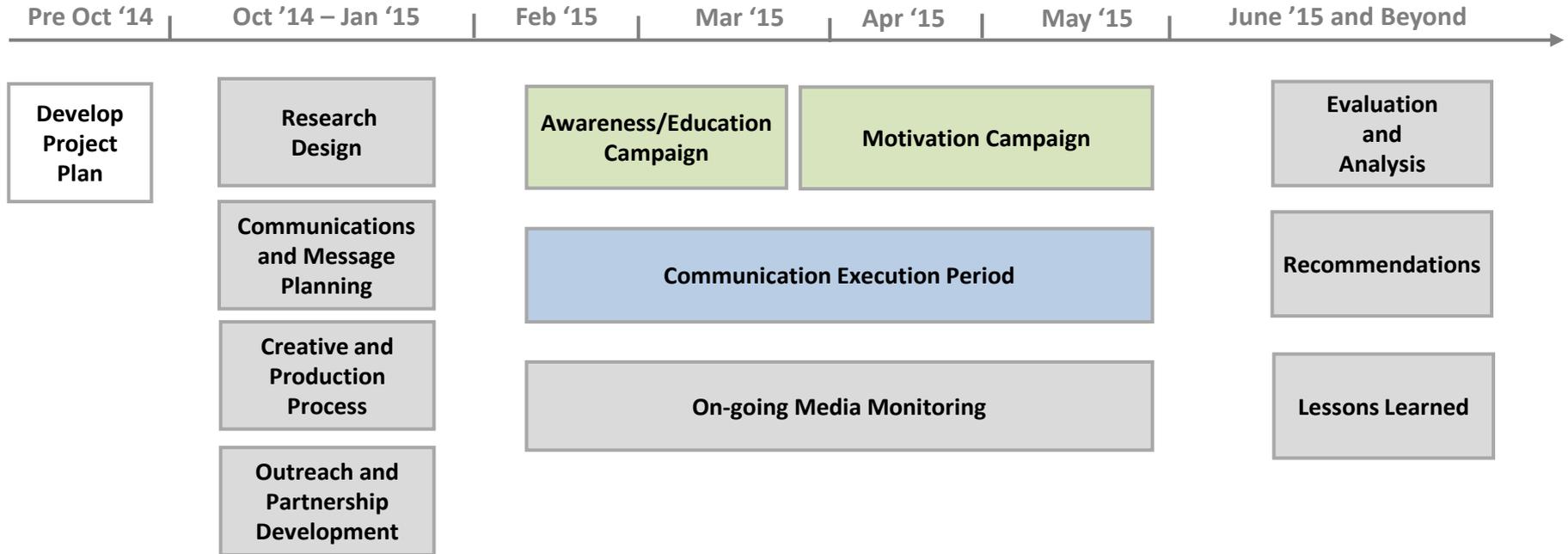
Segmentation Design by Zip Code



Final Influencer Call Design

Voice	Community Leader "A": Potential elected official	Community Leader "B": Potential civic leader	"National" Voice	Control No call
Recordings	Two recordings: <ul style="list-style-type: none"> Message if voice connection Message if voicemail 	Two recordings: <ul style="list-style-type: none"> Message if voice connection Message if voicemail 	Two recordings: <ul style="list-style-type: none"> Message if voice connection Message if voicemail 	No calls
Households	20,000	20,000	20,000	~ 145,000
	60,000 total			

Communications Timeline

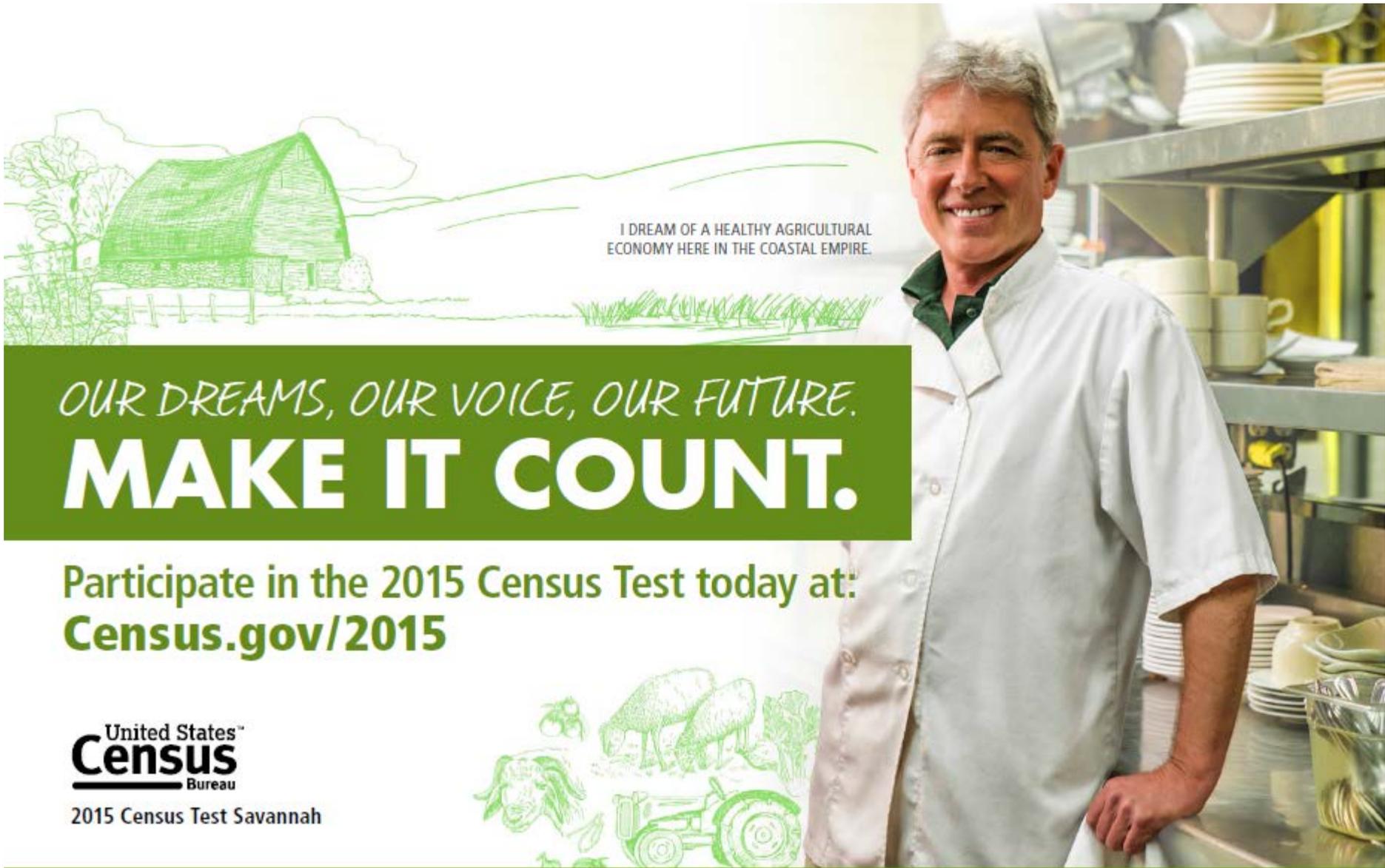


Test Milestones

Milestone	Date
"Notify Me"	February 23, 2015
"Notify Me" Advertising Begins	February 23, 2015
"Notify Me" Advertising Ends	March 22, 2015
Initial Contact (Letters, Emails, Text Messages)	March 23, 2015
OSR Advertising Begins	March 23, 2015
Public response period – Internet and CATI	March 23, 2015 through May 31, 2015
Questionnaires mailed to non-respondents	April 15, 2015
Complete self response data collection for 2015 Census Test (Savannah site)	May 31, 2015
OSR Advertising Ends	May 31, 2015

Creative and Production Process

- Partnership Site Visit (November 17 - 21): Met with new potential local partners and on messaging and advertising concepts
- Scouted video shoot locations in the media market (November 20 - 23)
- Reviewed messaging and advertising concepts in Savannah area focus groups (December 18)
- Planned Production Dates (January 15 – 23)



I DREAM OF A HEALTHY AGRICULTURAL ECONOMY HERE IN THE COASTAL EMPIRE.

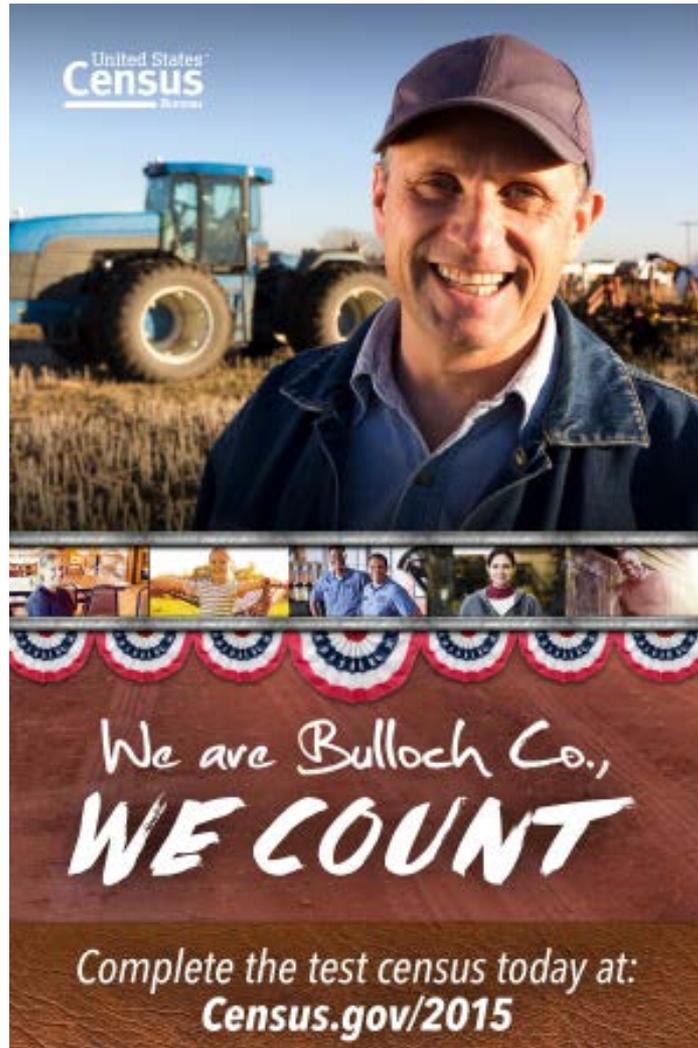
OUR DREAMS, OUR VOICE, OUR FUTURE.
MAKE IT COUNT.

Participate in the 2015 Census Test today at:
Census.gov/2015

United States™
Census
Bureau

2015 Census Test Savannah





Savannah COASTAL EMPIRE

TYBEE ISLAND BEAUFORT

low country Hilton Head

We All Count

Be sure you register for the test census at:
census.gov/2015

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 Bureau

Communications Outreach and Partnerships

- Launched 2015 Test Websites on census.gov
- Developed Talking Points and Fact Sheets
- Hired a regional partnership specialist (Start date 1/11/15)
- Developing partnership training and an integrated plan with additional materials



Topics
Population, Economy

Geography
Maps, Geographic Data

Library
Infographics, Publications

Data
Tools, Developers

About the Bureau
Research, Surveys

Newsroom
News, Events, Blogs

2015 Census Tests

About these Tests

Maricopa Test Site

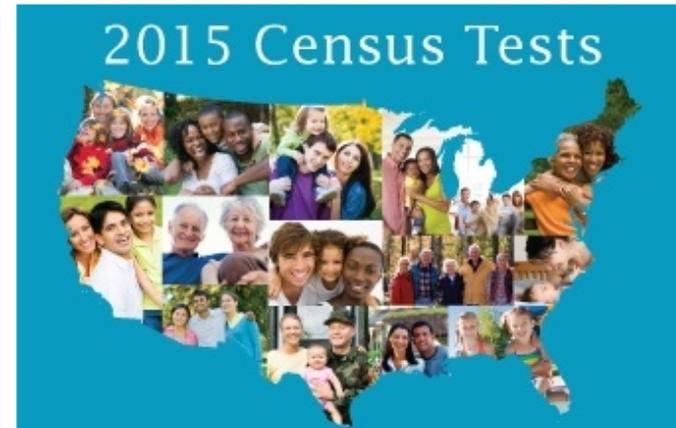
Savannah Area Test Site

Address Validation Test

National Content Test

The Census Bureau is conducting tests in 2015 that could significantly improve the upcoming 2020 Census.

The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the Internet, telephone or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy and safe for all to participate. There are a number of tests planned for 2015 each with different goals and objectives.



Latest

News

Maricopa Site

Savannah Site

United States Press Kit: Census Bureau Host 2020 Census Operations Update

2015 Census Tests

[About these Tests](#)
[Maricopa Test Site](#)
[Savannah Area Test Site](#)
[Address Validation Test](#)
[National Content Test](#)

Savannah Area Test Site



The Purpose of the 2015 Census Test in the Savannah Area Test Site

The 2015 Census Test in the Savannah, Georgia media market is being designed to further test methods of encouraging householders to respond online. The test will include an advertising and promotional campaign, an early engagement campaign through 'Notify Me' where respondents can indicate their digital contact preference (email or text), and allowing householders to respond without a Census identification number.



Goals

- Test reaching and engaging respondents to have them opt into our 'Notify Me' campaign for the Census Test. This provides an opportunity for respondents to have early engagement in the census process and to indicate their digital contact preference (email or text) for future invitations and reminders.
- Test the effect the ability to respond without a Census identification number has on response rates.
- Test advertising, including the use of targeted social media, to reach designated areas.
- Test promotion approaches, including partnership and an early engagement campaign to motivate respondents.



Download 2015 Census Test; Preparing for the 2020 Census [PDF - <1.0 MB]

Campaign Tracking

- Developing plans to track the advertising campaign results in real time during the Savannah site Test
- Goal
 - To allow for optimization of the advertising mix and to minimize costs (e.g., Ad X is receiving fewer clicks than Ad Y → Pull Ad X)

Campaign Tracking

- Method

Customize a set of dashboards specific to the 2015 Test within the Customer Experience Management (CEM) application using:

- Website Metrics from Site Catalyst
- Advertising Metrics from the ad buy platform
- Response Rates

CEM Dashboard



Questions

- Send questions to the email address below

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