

2020 Census:

The Role of Advertising and Communications in Data Quality

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Census
2020

2020 Census

Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico and the island areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



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Reach and Frequency: 2010 vs 2020 Base Plan

	2020 Plan	2010 Reported
Awareness	1/14/20 – 3/12/20 HTC Audiences: 9 weeks Diverse Mass: 4 weeks 99.8% 26.8x	95% up to 18x (at least 10x with base funding + at least 5x with ARRA funding)
Motivation	3/13/20 – 8/2/20 HTC Audiences: 20 weeks Diverse Mass: 20 weeks 99.9% 323.2x	95% up to 48x (at least 20x with base funding + at least 11x with ARRA funding)
Reminder	8/3/20 – 9/27/20 HTC Audiences: 9 weeks Diverse Mass: 9 weeks 99.7% 15.7x	Lowest Responding up to 5x (at least 3x with base funding + at least 2x with ARRA funding)

The 2020 Census Media Campaign has run Local Paid Media in every media market in the United States of America, in addition to National Media.

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CBAMS Results

Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

Knowledge Gaps

- Lack of knowledge about Census' scope, purpose, and constitutional foundation
- Important subgroup differences
- General apathy toward the Census

Concerns

- Similar to 2010:
 - Privacy concerns
 - Distrust of government
- Stronger than in 2010:
 - Fear of repercussions

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IPC Planned Phases

Strategic Early Education Phase (January 2019 – December 2019)

Goal: Build public trust of the Census Bureau among key audiences that may need more education about the Census Bureau, the decennial census, and why it is important that all residents participate.

Strategy: Utilize Community Partnership Engagement Program, Statistics in Schools as well as public relations outreach

Key Audience: Identified through campaign research

Awareness Phase (January 2020 – February 2020)

Goal: Notify broader audience about the upcoming 2020 Census and educate about the purpose of the decennial census, its importance, and ways to complete it

Strategy: Provide information on available means for completing the 2020 Census, where residents can access additional info and resources, and what they can expect from the Census Bureau and its partners.

Key Audience: People living in the United States

Motivation Phase (February 2020 – April 2020)

Goal: Drive census completion by informing residents that the 2020 Census is underway and that they should participate in one of the available models

Strategy: Deliver general and audience-specific messages that compel residents not only to complete their own census forms, but also to encourage others to do the same. Primarily emphasize online completion.

Key Audience: general population but focus on “fence-sitters” who are comfortable with responding via the internet but may not immediately complete their forms.

Reminder/NRFU Phase (May 2020 – August 2020)

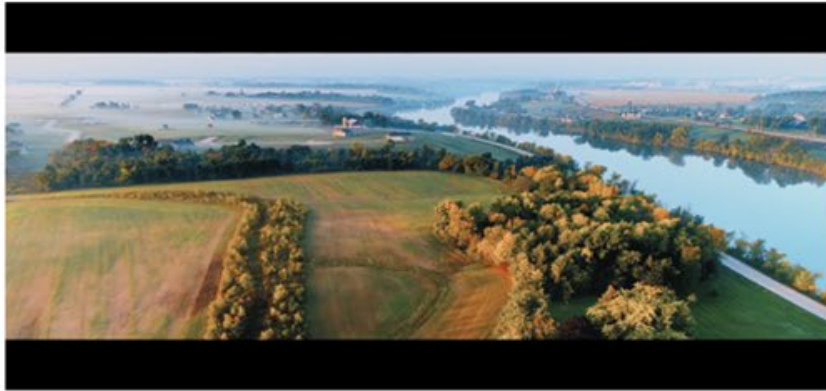
Goal: Remind residents that the 2020 Census is taking place and encourage them to participate if they have not done so already.

Strategy: Messages during this phase will be contingent on the availability of response modes

Key Audience: Residents who have not yet completed the census questionnaire

2020 Census Paid Advertisement

Diverse Mass



U.S. Hispanic



Black/African American



Asian American



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Creative Developed Pre-COVID-19



2020 Census Creative Developed Post-COVID-19



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Community Partnership and Engagement Program (CPEP)

Enroll community partners to increase decennial participation of those who are less likely to respond or are often missed

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign

2020 Census Promotional & Outreach Materials

English and Spanish Speaking Outreach Materials and Promotional Items



Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

-  Count every person living or staying in your home.
-  Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:
2020CENSUS.GOV

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Cómo el Censo del 2020 invitará a todos a responder

Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

 El 95% de los hogares recibirán su invitación del censo por correo.



 **Casi el 5%** de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 **A menos del 1%** de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

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2020 年人口普查将塑造您的未来。

每十年，美国会算上在 4 月 1 日住在这个国家的每一个人，不论他们来自哪里，说什么语言，或为什么在这个国家。这个人数包括了儿童和新生儿、公民和非公民以及临时居民。

回答对您家庭和社区是至关重要的。

 人口普查收集的信息会影响每年超过 6,750 亿美元的联邦资金的分配。这些资金将影响关键的服务，包括教育、医保、老年中心以及公共交通。

 社区依赖于人口普查数据来计划各项需求，包括新的道路、学校以及紧急救援服务。

 商业会利用人口普查数据决定在哪里建造工厂、办公室以及商店。

回答是简单的。

从 2020 年 3 月中旬开始，美国的每个住户会收到通过在线、电话或邮寄方式完成 2020 年人口普查的通知。这份表格会问几个基本的问题，会提供多种语言的版本。从 2020 年 5 月至 7 月，人口普查员会访问还没有回复的住户。如果需要，人口普查员可以帮助您完成问卷。

回答是安全的。

您的个人信息是完全保密的和受法律保护。您的回答只能用于统计数据的产生。它们不能被用于执法目的或用于判断您是否符合政府福利的条件。

想了解更多信息，请访问：
2020CENSUS.GOV/zh-hans

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2020 Census

National Partnership Program (NPP)

- Secured **1,064 national participating organizations** as of Sept. 25, 2020. More than 446,000 national and community partnership events were held as of August 2020.
- Created hundreds of downloadable and printable materials for partners to use in various languages on the 2020 Census website—including fact sheets, posters, social media toolkits and more.
- Shared information, resources and operational updates with partners via an email list with nearly 80,000 subscribers.

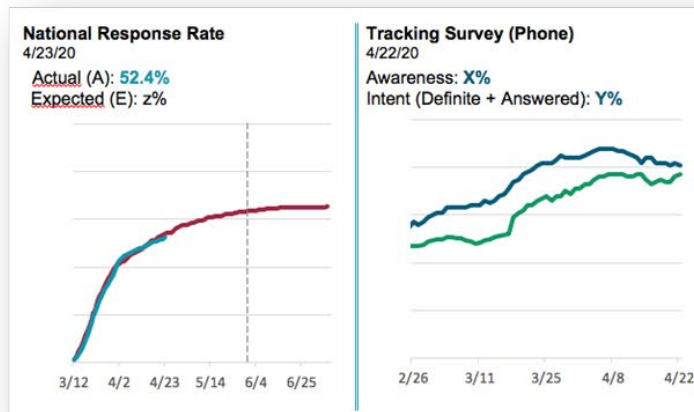
Examples of Partner Engagement:

- Sesame Workshop created a PSA with characters The Count, Elmo and Rosita to remind households to count kids in the census. They also created a 2020 Census toolkit and sent characters to a Census Bureau event focused on counting young children.
- United Way Worldwide gave census promotional items to food bank clients.
- Uber sent an email reminder in both English and Spanish to 46.7 million riders and drivers as well as Uber Eats customers and employees encouraging them to complete the census online.
- NASCAR sent an email to its subscribers encouraging fans to respond to the census.
- Walmart ran the Census Bureau's "Recovery" ad on its TV display walls in stores.
- The Asian Pacific American Labor Alliance hosted a virtual dance party promoting census response.
- Ring coordinated 2020 Census push notifications through its app, Neighbors.

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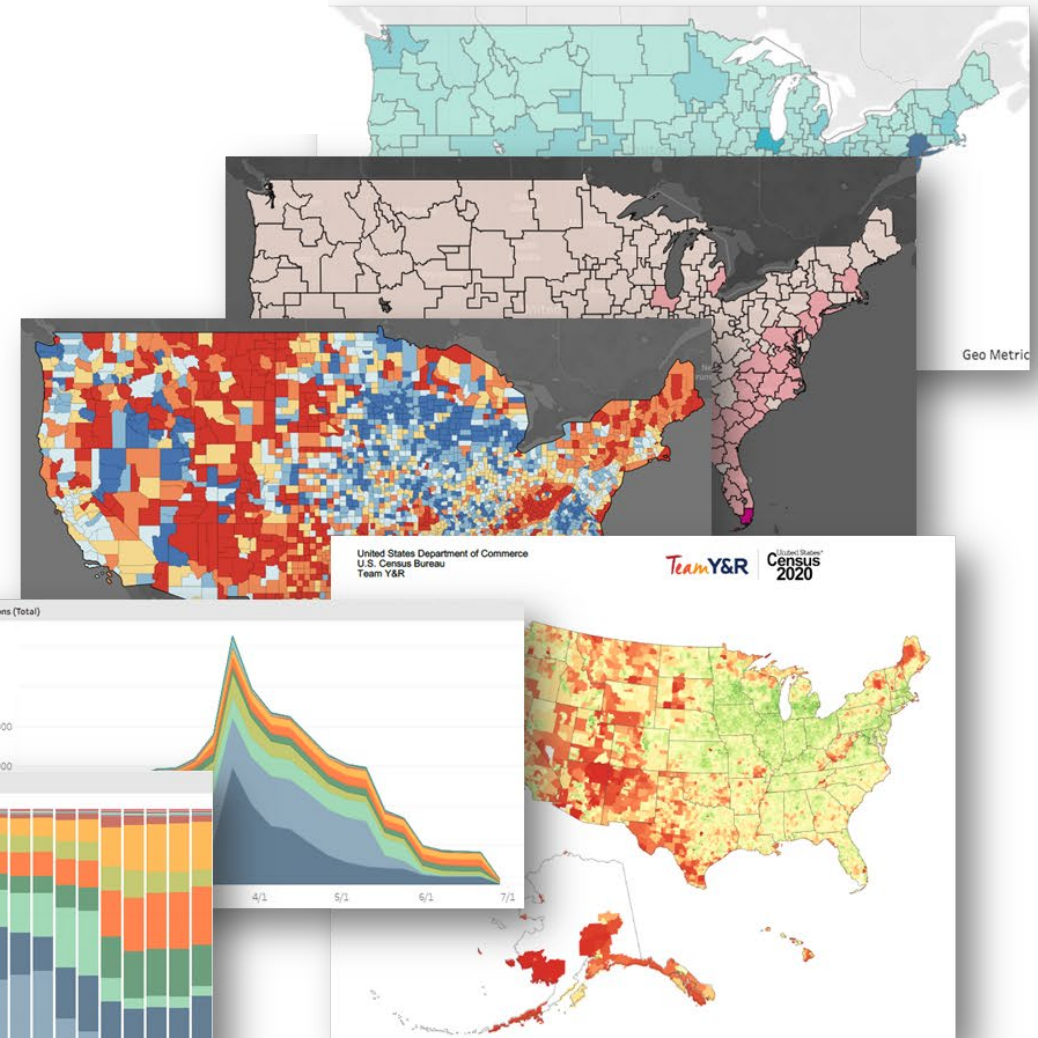
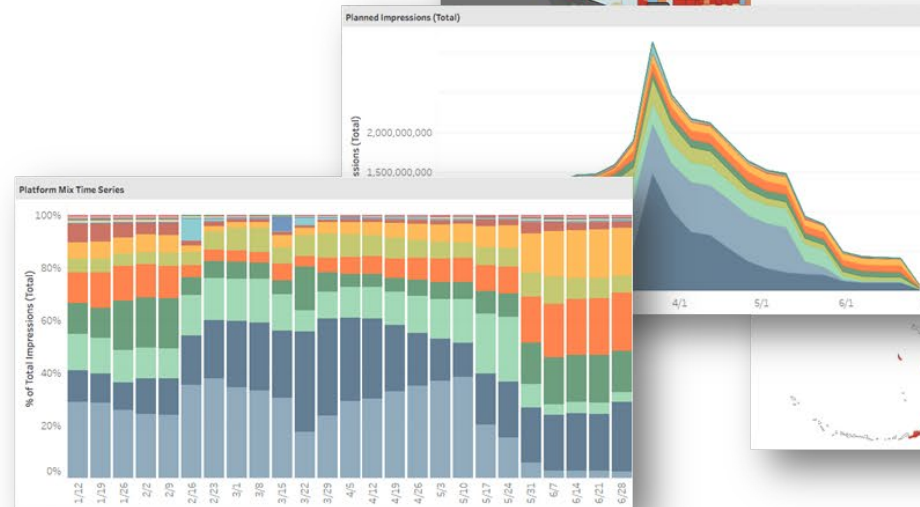
Data- Driven Campaign Optimization

- Campaign optimization team evaluates daily tract-level response rates, tracking survey results, and other data sources to evaluate campaign performance.
- Data scientists use interactive dashboards and custom analyses to uncover issues and inform decisions.



Segment ⁴	RR	Projected	% of OHU
Main Street Middle			
Responsive Suburbia			
Country Roads			
Downtown Dynamic			
Multicultural Mosaic			
Rural Delta & Urb. Enclaves			
Sparse Spaces			
Student & Mil. Communities			
No ACS Mail Out			

Actual vs. Projected
Response By
Audience Segment



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COVID-19 surged as we entered the Motivation phase, with far-reaching implications

- Occupying a substantial “share of mind” among the U.S. public, making it harder for Census messaging to breakthrough
- Limiting ground support for 2020 Census campaign –significantly reducing the regional and localized outreach supporting the overall 2020 campaign
- Reducing earned media opportunities – media focus on COVID-19 and related changes in news/talk program format made it difficult to secure earned media coverage
- Shifting programming and media consumption patterns necessitated rapid adjustment in media planning and tactics
- Campaign messaging adjustments needed to reflect COVID-19 related realities across all audiences
- Longer motivation phase required additional investment and planning to achieve target reach and frequency levels
- Loss of operational synchronization with the communications campaign, including capacity reductions for CQA, delays in national questionnaire mailout (mailing #4), and suspension of update/leave and update/enumerate operations

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Effects of COVID-19 on the Communication Motivational Phase

- The COVID situation made it harder for Census messaging to breakthrough – public was focused on the COVID-19, not Census.
- The virus limited in person opportunities for regional and local partnership support for 2020 Census campaign.
- Media focus on COVID-19 and related changes in news/talk program format made it difficult to secure earned media coverage – harder to get our story told
- Loss of operational synchronization with the communications campaign, including capacity reductions for Census Questionnaire Assistance, delays in national questionnaire mail out (mailing #4), and suspension of Update Leave and Update Enumerate operations

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Media channel and strategy has also adapted to the COVID-19 media environment

- **Shifting media weights** in traditional dayparts as people have been viewing more news, early morning, late night, and entertainment programming
- **Adjusting digital media** mix as people have been consuming more digital news, streaming audio, interacting on social networks, and using more apps on their mobile devices
- **Increased weight in Free Episode Player** (FEP) platforms such as Hulu and major TV networks
- **Launching digital out-of-home** placements specifically at grocery and convenience stores, gas stations, and other locations still open while stay at home orders are in place
- **Implementing innovative media placements**, such as flyers on pizza boxes and other carry out dining food, to leverage the changing consumer behavior due to COVID-19
- **Executing media placements during virtual events**, such as at-home concerts and iHeartMedia Commencement, which have taken the place of live events
- **Leveraging influencers and trusted voices** to carry Census messaging to those audiences who are historically hard to count



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The paid media campaign was expanded to support at least 45 of the 59 languages included in the 2020 Census expanded language program

Core ICC Languages: Paid + ISR + CQA		2020 Census Expanded Language Program Supported with language guides and videos at 2020census.gov/languages		
Spanish	Italian	Khmer	Tamil	Croatian
Chinese	Farsi	Nepali	Navajo	Bulgarian
Vietnamese	German	Urdu	Hungarian	Twi
Korean	Armenian	Romanian	Hebrew	Lithuanian
Russian	Hindi	Telugu	Malayalam	Yoruba
Arabic	Ukrainian	Burmese	Swahili	Czech
Tagalog	Bengali	Punjabi	Yiddish	Igbo
Polish	Greek	Lao	Indonesian	Marathi
French	Amharic	Hmong	Serbian	Sinhala
Haitian Creole	Somali	Albanian	Tigrinya	Slovak
Portuguese	Thai	Turkish	Ilocano	American Sign Language
Japanese	Gujarati	Bosnian	Dutch	



Now supported by paid search, digital, or print advertising

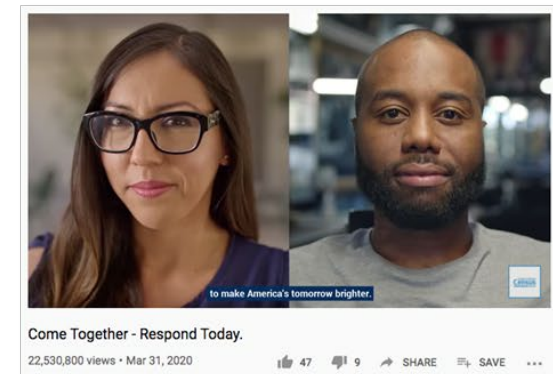
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Adapting to changed market dynamics

- **Increased total paid media budget from \$240M to \$323.5M**, with incremental investment across all audiences and markets and strategic campaign enhancements, including:
 - Additional paid media to support launch of Motivation Phase and Census Week and longer enumeration period
 - Expansion of languages supported with paid media from original 13 core languages to at least 45 languages^{1,2}
 - Addition of English-language Hispanic-targeted media campaign across TV, radio, print, and digital channels¹
 - Increased number of local paid media markets, advertising channels, and tactics
- **Expanded hyper-local earned media outreach** to ~90 markets nationwide
- **Quickly launched updated creative and messaging** with three new TV, radio and digital spots in less than 10 days to reflect new COVID-19 related realities
- **Ongoing data-driven campaign decisions** based upon tract-level response analysis. Data insights inform media investment and channel mix, paid search keywords and tactics, hyper-local earned media market prioritization, and much more

¹ Note: Creative development and media vendor selection/negotiation still in process. Creative will air in May 2020.

² Language expansion was focused on the 59 non-English languages with translated web pages and response guides at 2020census.gov/en/languages.html



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Targeted Email Outreach

July through August, Targeted Emails were deployed to low responding regions

- 48 Million messages were sent out to low responding regions
- 7.8 Million digital impressions were delivered during this time
- Cross-Regional videos for Diverse Mass, B/AA, Hispanic, Young and Mobile, Rural, Faith Based audiences and Region-Specific videos as well, targeting lowest responding geographies
- Existing radio, newspaper, and digital advertising creative ran with complement videos
- Results were mixed

Questions