2020 Census Integrated Partnerships and Communications Operation: An Integrated, Research-Based Approach

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2020CENSUS.GOV
One of the 2020 Census Operations

![Diagram showing various census operations and support areas](image-url)
2020 Census Integrated Partnership and Communications Operation

The Integrated Partnership and Communications operation communicated 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:

• We engage and encourage people to auto-respond, preferably via the Internet

• Raised and kept awareness high throughout the 2020 Census to encourage response
Operation Components

- Partnerships:
  - National Partnership Program (NPP)
  - Community Partnership & Engagement Program (CPEP)

- Integrated Communication Contract (ICC):
  - Statistics in Schools (SIS)
  - Creative
  - Media
  - Recruitment
  - Campaign Optimization
  - 2020 Website
  - Social Media
  - PR/ Crisis Communication
  - Partnership Support

- Communications Work Supported by Census Bureau Staff
Integrated Communications Contract

- On August 24, 2016, the Census Bureau awarded the communications contract to Young and Rubicam (Y&R).

- Y&R brought extensive world-class marketing and communications expertise, team leadership, strategy development, dynamic creative development and execution, operational systems, and financial stewardship.

- Supported the 2020 Census Program’s mission to conduct a complete and accurate census in 2020

- There were 17 contractors a part of the Y&R census team.

- IDIQ/fixed price. Base plus 5 option years through 2021, ceiling $518m. Master Requirements contract with Firm-Fixed Price and Time and Materials Orders. Base plus 5 option years through 2022, with an estimated lifecycle value of $700M
Team Y&R

VMLY&R
Prime/Overall Strategy/Creative

VMLY&R/SAN JUAN
Public Relations (Includes BCW Puerto Rico)

Wavemaker
Media Planning & Execution (Includes Wavemaker Puerto Rico)

Guidehouse
Program Management

REINGOLD
Digital Media/Civic Engagement

carol h williams

QUANTASY
Black/African American Diaspora

DCG Communications
Veterans

TDW / CO
Hispanic Audiences

Asian Audiences

The Kalaimoku Group
Native Hawaiian Other Pacific Islanders Audiences

SUBJECT MATTER
American Indian Alaskan Native Audiences
Reaching Advertising
2020 Census Integrated Communications Contract (ICC)

**Scope**
- The contractor will plan, design, integrate, produce, implement, monitor, and assess an integrated communications program for the 2020 Census

**Importance**
- Supports the 2020 Census Program’s mission to conduct a complete and accurate census in 2020

**Purpose**
- The partnership and communications program is the public face of the census.
- This contract is a key foundation for a successful census - we have learned a great deal from the last two censuses and used that knowledge in planning for this contract.
Languages Originally Covered

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese
2020 Census IPC Original 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 Integrated Partnership and Communications: Research Flow

## Respondent Data Sources
- Provides raw material for predictive modeling
- Integrates respondent data sources:
  - Census data – Planning Database, American Community Survey, National Content Test, and Master Address File
  - Third-party, commercially available data – National Household File

## Predictive Models
- Creates models that predict tract-level low response scores for overall self-response and the proportion of self-response expected to occur online; also includes the creation of benchmarks to predict response timing (available for different geographic and demographic groupings)

## Segmentation
- Identifies groups of tracts (segments) based on the similarity of low response scores, demographic characteristics, and other factors
- Brings together predicted response behaviors, media usage data, and 2020 CBAMS mindsets
- Segment profiles inform many aspects of the campaign including creative development, media planning, and partnership efforts

## 2020 Census Barriers, Attitudes, and Motivators Study
- Identifies perceptions and knowledge that impedes or assists individuals in responding to the census
- Survey component: Fielded from February through April 2018; 17,283 respondents, 39.4% weighted response rate
- Focus Group component: Fielded from March through April 2018; 42 groups across the country with 308 participants
- Outputs: Mindsets to inform segmentation and granular data to support creative development

## Quick Idea Platform Testing
- Team Y&R and the Census Bureau will select 3 potential campaign platforms (theme, tagline, etc.) using all available inputs including research results to date and lessons learned from the 2010 Census
- QIPT tests those platforms via online testing, focus groups, and discussions with cultural representatives
- Output: Final campaign platform

## Creative Testing
- Ingests all QIPT inputs and final selected campaign details to develop culturally sensitive advertising that will resonate among varied audiences, encouraging self-response
- Iterative feedback process with creative teams using qualitative and online quantitative techniques to create and refine ads from initial sketches to pre-production to the final product

## 2020 Census Integrated Partnership and Communications: Research Flow

**Predictive Models Report: October 2018**

**Segmentation Report: March 2019**

**QIPT Report: February 2019**

**Creative Testing Iterative Results: Throughout 2019**
Census Barriers Attitudes and Motivators Survey (CBAMS) Overview

Purpose

Understand attitudes, barriers, & motivators toward the census
Inform & inspire creative strategy
Increase self-response to the 2020 Census

Research Questions

1. Who intends to respond to the census?
2. Where do gaps in knowledge about the census exist?
3. What barriers would prevent people from completing the census?
4. What would motivate people to complete the census?

Methodology

Quantitative Survey
Qualitative Focus Groups
CBAMS Methodology Overview

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses in all 50 states and Washington, D.C.**

- Questionnaire consisted of **61 questions**
- **Adults 18+** were eligible to participate via mail or web
- Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate
- **Oversampled** Asians, Blacks, Hispanics, and other small-sample races.
- Roughly **17,500 people responded** to the survey

2020 CBAMS Focus Groups were held in March and April 2018.

- **42 focus groups** conducted with **11 audiences** across **14 locations**
- **16 focus groups** were **non-English**
- **Focus group transcripts** went through a rigorous process to ensure intercoder reliability
- Transcripts were analyzed **to identify themes** among response barriers and motivators
2020 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:
  o Privacy concerns
  o Distrust of government
• Stronger than in 2010:
  o Fear of repercussions
Overview of Selected Theme

A Data Driven Decision:

• Strong performance in both quantitative and qualitative testing
• Aspirational, informative and relatable
• Interpreted positively as forward-looking
• Mixture of community-oriented concept and benefits motivates interest in participation
• Ability to emphasize key motivators and address barriers identified in CBAMs
2020 Testing: All 50 States + Puerto Rico

All Focus Group Locations – 180 Total Groups
CBAMS, QIPT, & Campaign Testing

Focus Groups + Online Testing:
Coverage in all 50 States + Puerto Rico

Focus Group Locations – 180 Total Groups
Campaign Testing – 122 Focus Groups
QIPT – 18 Focus Groups
CBAMS – 42 Focus Groups

*Note: Where locations overlap, not all instances are visible.
Segmentation Goals and Applications

The goals of segmentation are to:

• Provided an overarching framework for understanding the country.

• Use geography to bring together behavioral, demographic, attitudinal, and media usage data for campaign planning.

• Simplify complex data by identifying key shared characteristics.

Segmentation informed:

• Planning for messaging, advertising, partnership activities and other communications
  • Strategy
  • Creative
  • Media
Tract-Level Segmentation Approach

Segmentation used a mathematical approach to balance similarity within segments and diversity between segments.

| The U.S. is divided into 70,000+ tracts having, on average, ~4,000 people each. |
| Tracts have unique characteristics across different types of data. |
| Segmentation sorts tracts into groups based on self-response and demographic data. |

- Predicted response
- Demographics
- CBAMS data
- Media usage
Media Usage Data for Tract-Level Segments

• At the highest level, average media behavior in each tract-level segment is compared to the national average across six channels:

- Newspaper
- Magazine
- Out-of-Home
- Radio
- Television
- Internet

• The communications team used more detailed information about specific channels and programs to inform the media planning process. That information will not be publicly disseminated.

About the Media Data:
MRI created a custom tabulation of media behaviors for each segment based on the 2018 Survey of the American Consumer. Media estimates are weighted to reflect the demographics of each segment. For more information about the survey, visit https://mri.gfk.com/.
Introduction to Tract Segments

Responsive Suburbia
- 71% Predicted Self-Response
- 24% Of the U.S. Population
- High predicted rate of response, with a high percentage of that response coming online.
- Found in suburban neighborhoods of single-family homes.
- High % college educated, high % married, and high median household incomes.

Main Street Middle
- 67% Predicted Self-Response
- 21% Of the U.S. Population
- High predicted rate of response, with an above-average percentage of that response coming online.
- Found in small towns and less densely populated areas surrounding urban centers.
- Low diversity and a higher % 65 or older than the national average.

Country Roads
- 60% Predicted Self-Response
- 16% Of the U.S. Population
- Slightly below-average predicted rate of response, with a below-average percentage of that response coming online.
- Found in rural areas predominantly in the eastern United States, surrounding small towns and outside the suburbs of major cities.
- High % owner-occupied housing, low % college educated, and below-average median household incomes.

Downtown Dynamic
- 59% Predicted Self-Response
- 9% Of the U.S. Population
- Slightly below-average predicted rate of response, with a high percentage of that response coming online.
- Found in densely populated metro centers.
- High % college educated, above-average % foreign-born, high % 25-44 compared to the nation as a whole, and high median household incomes.

Student and Military Communities
- 56% Predicted Self-Response
- 2% Of the U.S. Population
- Below-average predicted rate of response, with a high percentage of that response coming online.
- Found in communities around college campuses or military bases.
- A majority 18-24, high % college educated, and high % renter-occupied housing.

Sparse Spaces
- 49% Predicted Self-Response
- 5% Of the U.S. Population
- Below-average predicted rate of response, with below-average internet response.
- Found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan’s Upper Peninsula.
- High % owner-occupied housing and below-average levels of internet access.

Multicultural Mosaic
- 45% Predicted Self-Response
- 14% Of the U.S. Population
- Low predicted rate of response, with a below-average percentage of that response coming online.
- Found in California’s Central Valley and parts of New Mexico, Texas, Florida, as well as concentrations in urban areas.
- High % foreign-born, low % college educated, and majority Hispanic.

Rural Delta and Urban Enclaves
- 43% Predicted Self-Response
- 7% Of the U.S. Population
- Low predicted rate of response, with the lowest percentage of that response coming online.
- Found in rural parts of the southeastern United States, as well as concentrations in urban areas.
- Low % college educated, low median household incomes, below-average levels of internet access, and majority non-Hispanic African American.

Note: U.S. population percentages do not add up to 100% due to tracts with no ACS mailout and, therefore, no tract segment assigned.
Key Elements of Integrated Communications Contract Plan

- Advertising and Media Buying
- Stakeholder Relations and Partnership Programs
- Website Development
- Social Media
- Public Relations and Events and Crisis Communications
- Campaign Optimization
- Statistics in Schools Program
- Field Recruitment Advertising and Communications
- Data Dissemination
Paid Advertisement

Diverse Mass

U.S. Hispanic

Black/African American

Asian American
Webpage can be viewed in English and Spanish
Statistics in Schools

Classroom Resources

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.
Public Relations and Events
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 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

2020 Census
2020CENSUS.GOV

Cómo el Censo del 2020 Invita 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 censo.&

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

Casi el 5% de los hogares recibirán su invitación del censo por correo con un visitante de oficina. Los visitantes de oficina podrán visitar varios hogares en su visita. Los visitantes de oficina sólo visitarán los hogares que no realizaron ninguna de las opciones anteriores.

A menos del 1% de los hogares los contará un censo en persona, en vez de visitantes.

En los hogares en áreas muy remotos, como partes del condado de Palm, zona remota de Aleria, y en áreas remotas de montaña de los Estados Unidos que no se encuentre en persona.

For more information, visit 2020CENSUS.GOV/zh-hans
National Partnerships Program

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau’s mission to accurately measure the nation’s population and economy.
Community Partnership and Engagement Program (CPEP)

Enrolled 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
What happened on March 2020?
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.
Creative Developed Post-COVID-19
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
The paid media campaign has expanded to support at least 45 of the 59 languages included in the 2020 Census expanded language program.

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<tr>
<th>Core ICC Languages: Paid + ISR + CQA</th>
<th>2020 Census Expanded Language Program</th>
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Partnerships Changes

• 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.
July Push Influencer Content
ESO Strategy Overview

Media Materials
- Developed **145 city profiles** and **custom pitches**, and **pitch templates** to notify local media about data related to trends in response rates.
- Wrote a set of drop-in articles for direct distribution to media and partners.

Local Coordination
- Coordinated with Regions to establish media targets, identify appropriate spokespersons, and synchronize pitching.
- Supported tie-ins with select cities/regions’ existing campaigns.
- Supported virtual Wonderama concert series.

Earned Media
- Conducted **270 English and Spanish radio/television interviews** with Census spokespeople over a period of four weeks across 143 high-priority markets.
- Conducted **23 virtual media briefings** for multicultural outlets.
- Placed coverage in major regional, local, and hyperlocal media outlets.
- Amplified **21 Trusted Voices videos and radio spots**.

Social Media
- Created local content for partners to post on their own channels.
- Created six region-specific toolkits.
Q&A

For additional information

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