

## **OMB Non-substantive Change Request**

**Department:** Commerce

**Agency:** U.S. Census Bureau

**Title:** American Community Survey Methods Panel Tests

**OMB Control Number:** 0607-0936

**Expiration Date:** 08/31/2018

### **Online Communications: Improving Survey Response Campaign**

#### **Motivation**

In line with the Census Bureau's goal to increase survey response rates through communications, the Census Bureau seeks to launch a pilot of a targeted digital advertising campaign. During the 2000 and 2010 decennial census enumerations, the Census Bureau saw an uptick of ACS response rates (see Chesnut & Davis, 2011). A year-over-year increase of 6.4 percentage points was observed in the Savannah, GA media market during the 2015 Optimizing Self-Response Test (Walejko et al. 2015).

Outside of decennial years, traditional broad-based advertising methods are cost-prohibitive because of the relatively small sample size for most Census surveys compared to the general population. With the advent of digital advertising tactics, however, Census now has the potential opportunity to cost-effectively deliver promotional messages to individual households within a survey sample. The ACS offers a large enough national sample to field a test of such tactics and determine whether they lift response rates. Findings from this pilot campaign will have applications across the range of the Census Bureau's collection efforts as advertisements will not be survey-specific and will focus on the value of the Census Bureau's work in general.

We propose to execute the pilot campaign using the February and March 2017 ACS production samples. We will deliver targeted digital advertisements to a panel of in-sample residents that can be linked via household address to digital profiles (including cookies and/or device ID) by a third-party data vendor. This technique is an emerging standard in online advertising, in line with the advertising households receive from companies and organizations every day. We will place video, display banners, and paid social media advertisements. Linked households will be served ads shortly before they receive a mailed survey questionnaire and during the ACS data collection process. Ads will not directly call on recipients to complete the ACS or any particular survey, nor will they mention any survey by name. Rather they will be designed to create positive associations with the Census Bureau's work generally and make the case for the importance of completing a Census Bureau questionnaire if selected.

The purpose of this test is to study the impact of these changes on self-response behavior and assess any potential savings overall or with sub-groups.

#### **Treatments**

This test will consider the impact of digital advertising with two different levels of advertising spending, using the following experimental treatment panels.

	Treatment A: Low-Spend	Treatment B: High-Spend	Control
Eligibility	Mailable and able to be linked to digital advertising profile		
Advertising spending	Baseline spend level (roughly \$0.40-\$0.60 per household per month)	2x baseline spend level (roughly \$0.80-\$1.20 per household per month)	No ads
Estimated Impressions*	~40 ad impressions per month	~80 ad impressions per month	No ads
Duration	About 10 weeks total: - Begins 2 weeks before initial mailing - Continues for about 8 weeks (during self response and first two weeks of CATI)		n/a
Ad placements	Mixture of following: - Video advertisements - Display (dynamic, static, and rich media)  Ads will be optimized to maximize reach engagement (e.g., view-through and clicks)		n/a
Stop advertising to households after they respond?	No	No	n/a

*\*Impressions per household dependent on available inventory and media mix during campaign. Estimates are conservative based on fluctuating placement costs.*

For the purposes of this test, eligible households must be mailable and able to be linked to digital profiles (cookies and/or device IDs) by a third-party data vendor. We limit to households that are mailable because operationally we will need to link addresses with the third-party data vendor's database.

The advertising content will not specifically mention the ACS; the ads will be designed to create awareness of and positive associations with the Census Bureau's work in general and make the broad case for the importance of completing a Census Bureau survey, if asked. When an advertisement is clicked, the user will be directed to a Census.gov web landing page featuring general information about the value of Census' work and a link to Census' "Are you in a survey?" page.<sup>1</sup>

The advertisements will include a mix of online video, banner display ads, and paid social media content on both desktop and mobile devices. Draft samples of the proposed display ads appear in Appendix 1. Draft storyboards of the proposed video ads appear in Appendix 2. They will be displayed around the web on various websites targeted to linked households in the Treatment groups. Ad serving will be optimized based on user engagement with the ads (measured in terms of video and click metrics). The optimal media mix will be applied evenly across both treatments. We will prioritize rich media placements including video and social video over standard placements such as banner display, with the goal to maximize video advertising to tell a compelling story to raise awareness of Census' work.

<sup>1</sup> See <https://www.census.gov/programs-surveys/are-you-in-a-survey.html>

Households in the high-spend group (Treatment B) will receive roughly twice the number of exposures as households in the low-spend treatment group (Treatment A), though the channel mix and content of the advertisements will remain the same between the two groups. The Control group will not receive any advertisements.

### Sample and Detectable Differences

To field this test, we plan to use ACS production (clearance number: 0607-0810, expires 06/30/2018). Thus, there is no increase in burden from this test since the treatment will result in approximately the same burden estimate per interview (40 minutes). The ACS sample design consists of randomly assigning each monthly sample panel into 24 groups of approximately 12,000 addresses each. Each group, called a methods panel group, within a monthly sample is representative of the full monthly sample. Each monthly sample is a representative subsample of the entire annual sample and is representative of the sampling frame.

The test will include two months of production sample (aiming for February and March 2017). We will choose eight randomly selected methods panel groups per month for each of the two experimental treatments; the remaining eight methods panel groups will be the control. Over the two production months, each treatment will use 16 methods panel groups, or a mailout sample of roughly 192,000 addresses, which will be used for linking to establish eligibility for micro-targeted digital advertising.

A third-party digital data vendor will attempt to link these addresses to their digital advertising profiles. All mailable addresses within the sample frame with an ID number that comes from the vendor will be submitted to a digital advertising data vendor to be linked to a digital profile that is connected to one or more devices (i.e., smartphones, desktop computers). The data vendor will return a file to the Census Bureau with a dummy variable for whether the household can be linked to a particular digital profile or not. Once it is determined which digital profiles will be eligible to be sent digital ads, the treatment identification numbers will be sent to the linking vendor who will then pass the treatment audience anonymously to an ad serving vendor for delivery.

We estimate that approximately 31 percent of the mailable addresses will be eligible for digital advertising, which is approximately 30,000 addresses for each of the two experimental treatments per month.

We will compare the Internet return rates at the cut date for the replacement mailing, the Internet, mail, and self-response return rates prior to the start of Computer Assisted Telephone Interviewing (CATI), and the Internet, mail, self-response, and CATI return rates prior to the start of Computer Assisted Personal Interviewing (CAPI). We will compare the self-response and CAPI return rates as well as the overall response rates when all data collection activities end. Additionally, the overall response rate will be calculated for all sample addresses. For each comparison, we will use  $\alpha=0.1$  and a two-tailed test so that we can measure the impact on the evaluation measure in either direction with 80 percent power. Based on previous year's data for the February and March panels we calculated effective sample sizes. We assumed an Undeliverable as Addressed (UAA) rate of 18.0 percent (these addresses may be advertised to, but will be removed from self-response analysis because they do not

have an opportunity to respond), a self-response rate of 57.5 percent for all three groups, a CATI response rate of 25 percent, and a CAPI response rate of 85 percent. We expect to be able to detect self-response differences between the high- and low- spend treatment panel of about 0.8 percentage points, and between a treatment panel and the control on the order of about 0.8 percentage points. Additional metrics of interest include overall costs and response rates by sub-groups. Detectable differences for CATI and CAPI stages are included in Table 1 below.

**Table 1. Minimal Detectable Differences among Linked Addresses**

Phase	Between high- and low- treatments	Between one treatment and control
Self-response	0.79%	0.79%
CATI response	1.05%	1.05%
CAPI response	1.11%	1.11%

*Note: Not adjusted for multiple comparisons*

Comparisons among sub-groups of the population are also of interest. To determine minimal detectable differences for sub-group calculations, we conservatively assumed that each sub-group contains 10 percent of the population. With this assumption, we anticipate being able to detect differences of about 2.5 percentage points between treatment groups, and between a treatment panel and the control on the order of about 2.5 percentage points. See Table 2 for details.

**Table 2. Minimal Detectable Differences for Subgroups (assuming 10% of population per subgroup)**

Phase	Between high- and low- treatments	Between one treatment and control
Self-response	2.49%	2.49%
CATI response	3.32%	3.32%
CAPI response	4.25%	4.25%

*Note: Not adjusted for multiple comparisons*

## References

- Chesnut, J. & M. Davis. (2011). "Evaluation of the ACS Mail Materials and Mailing Strategy during the 2010 Census." *American Community Survey Research and Evaluation Program*. U.S. Census Bureau.
- Walejko, G. et al. (2015). "Modeling the Effect of Diverse Communication Strategies on Decennial Census Test Response Rates." Presentation. *2015 Federal Committee on Statistical Methodology Research Conference*. December 2<sup>nd</sup>, 2015. Washington, DC.

## **Appendix 1: Draft Display Advertisements**

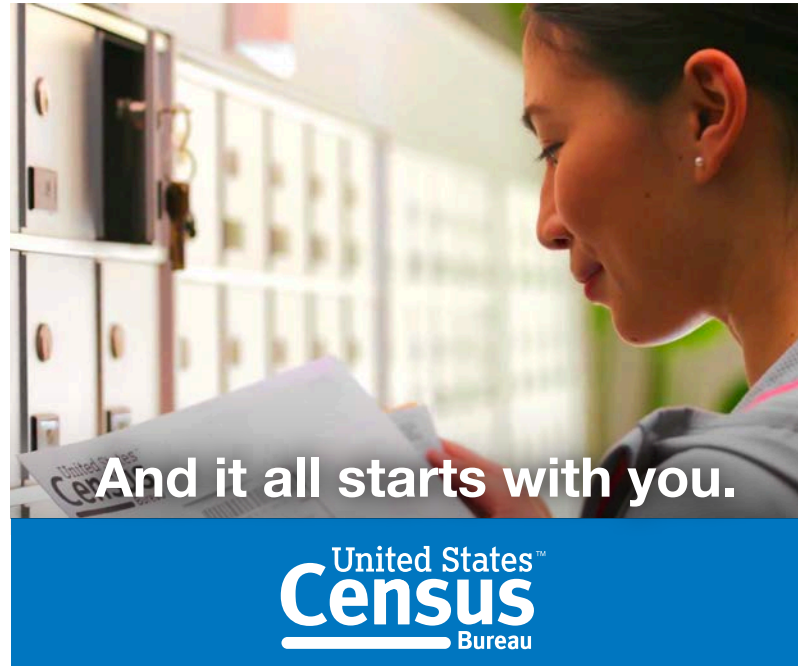
See attached draft display advertisements.

# Concept 1

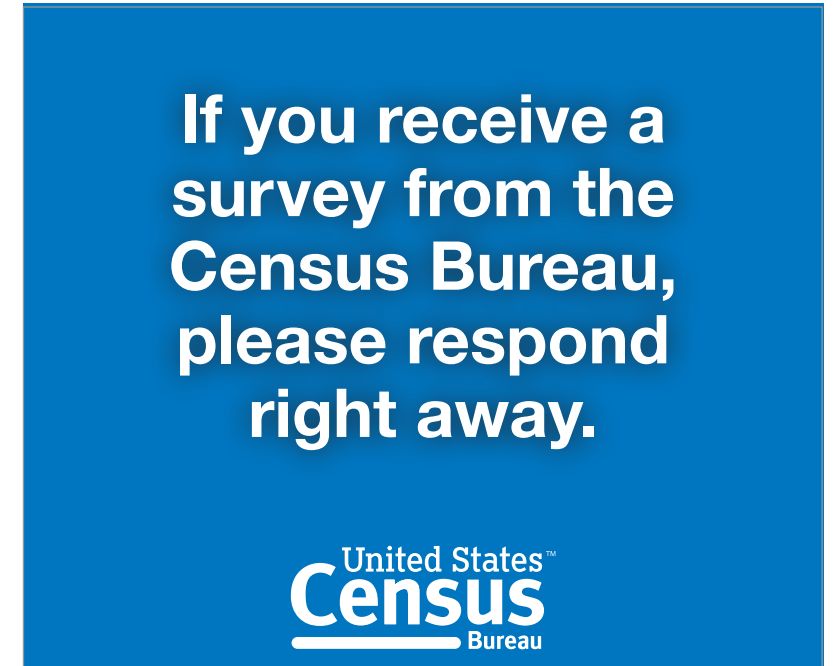
300x250 pixels - Rotating



1a



1b

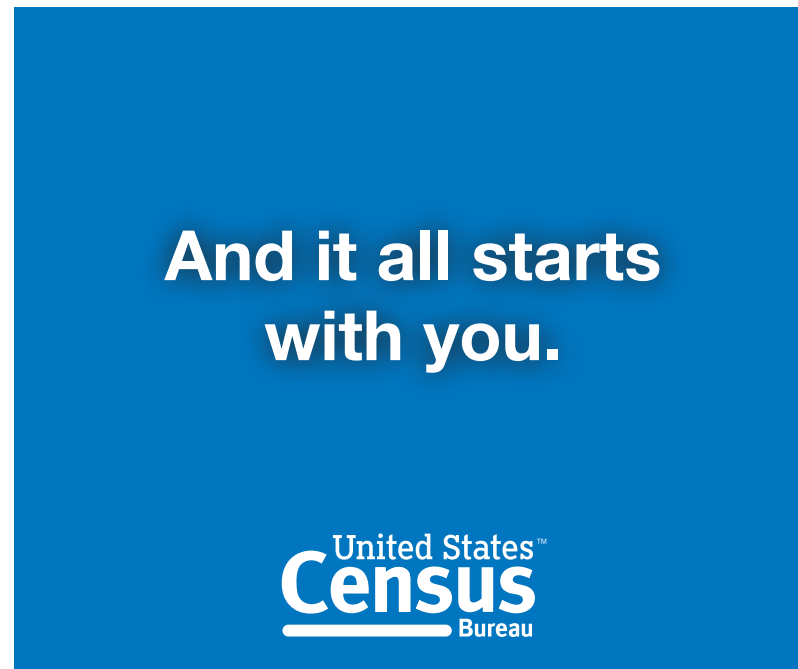


1c

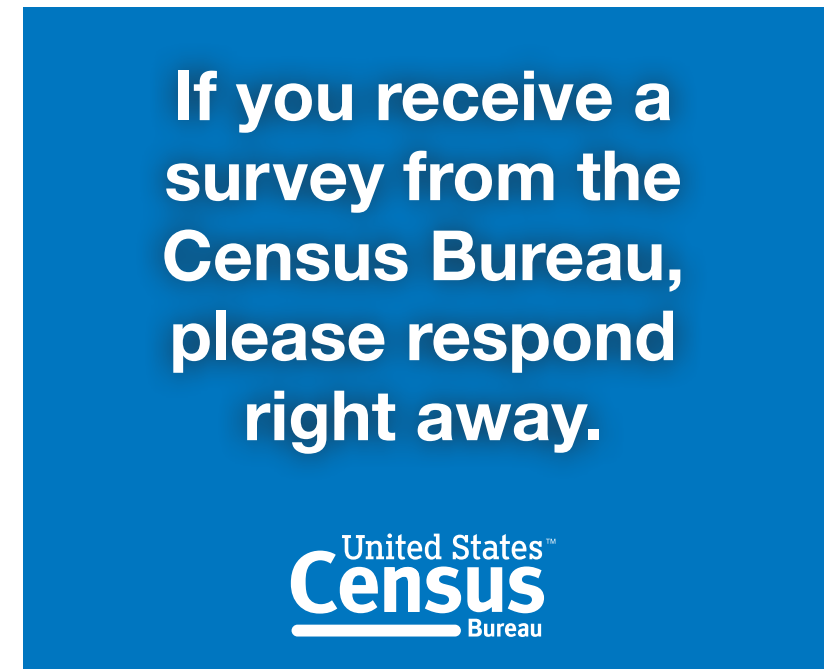
300x250 pixels - Rotating



1d



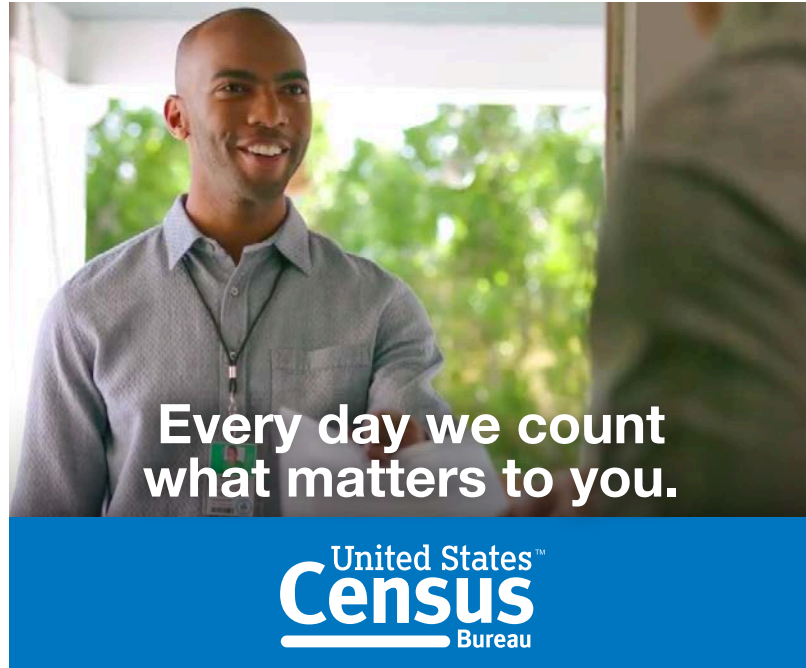
1e



1f

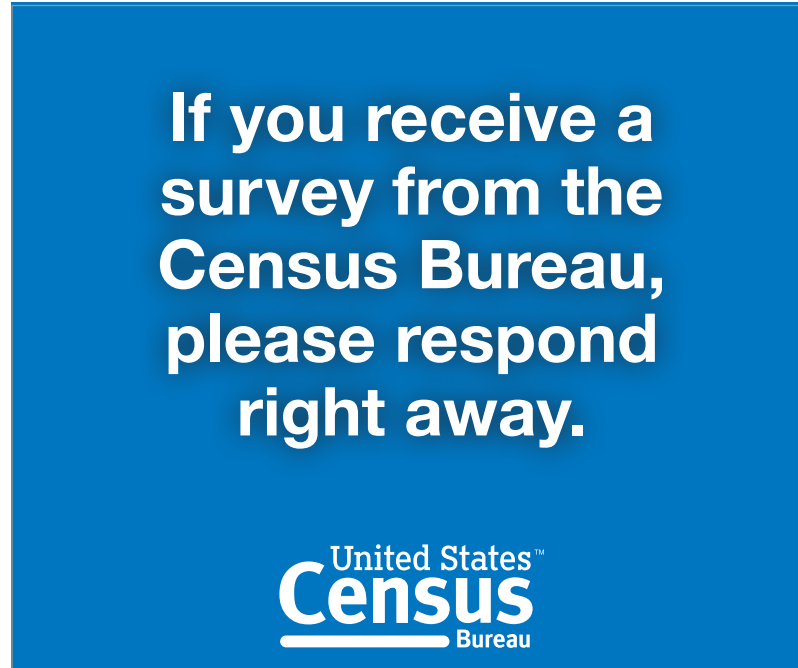
**Concept 1**

300x250 pixels - Rotating



2a

300x250 pixels - Static

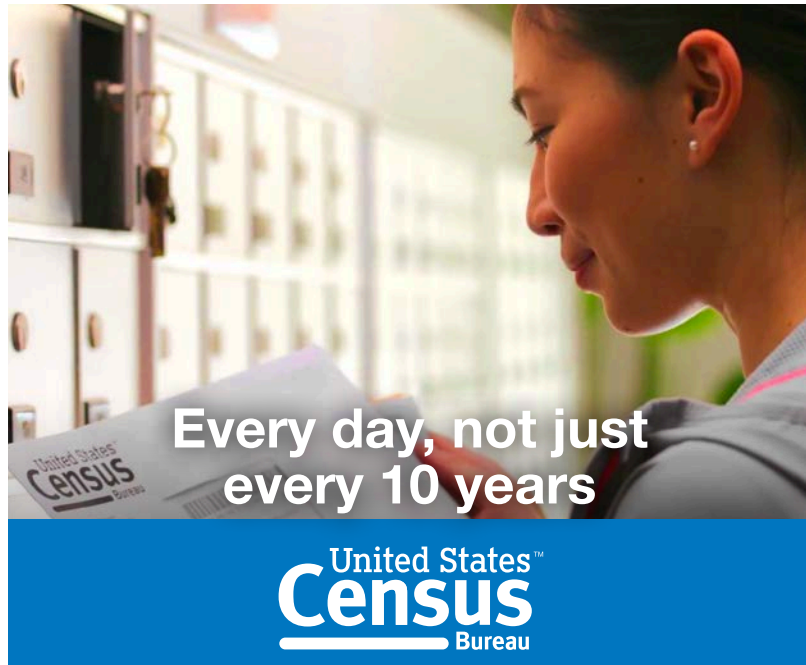


2b

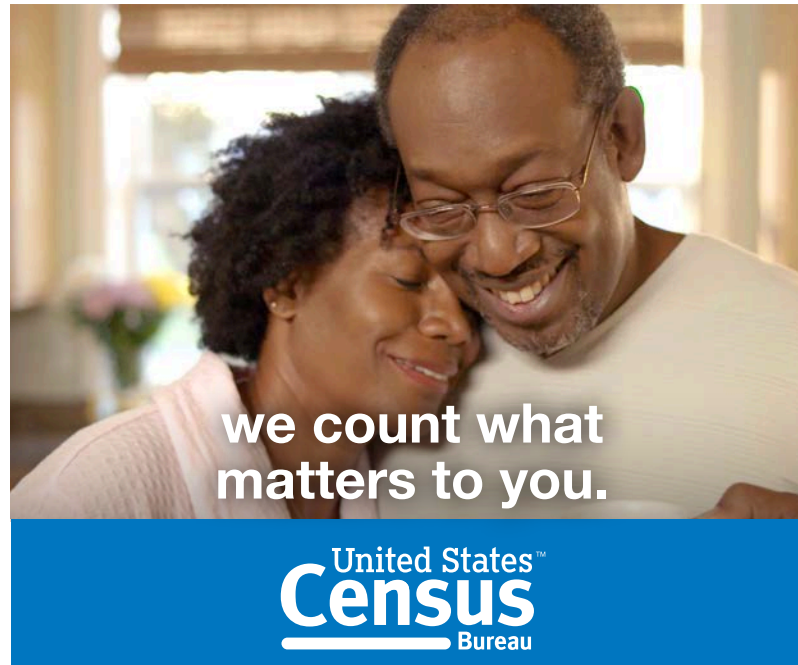


2c

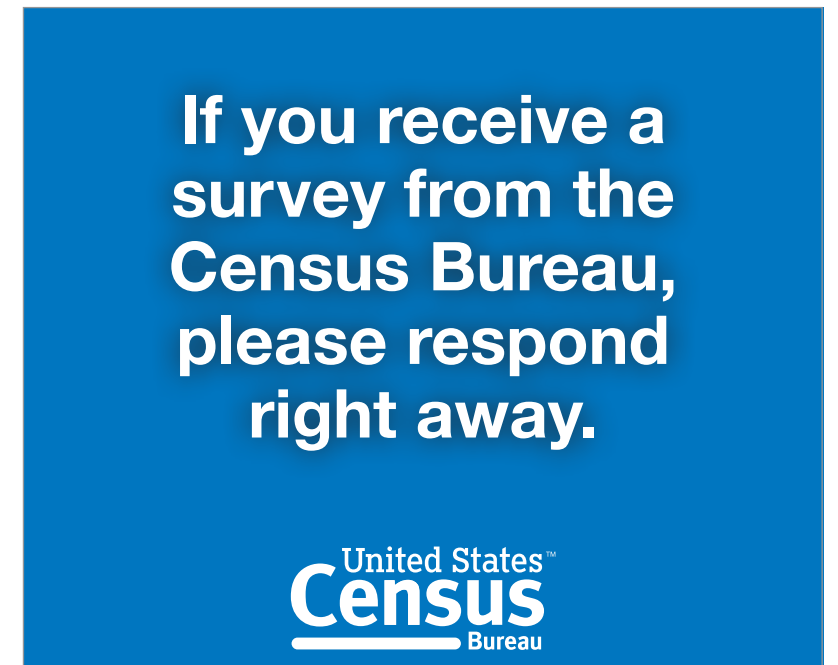
300x250 pixels - Rotating



2d



2e



2f

## Concept 1

728x90 pixels - Static

**We count what matters.  
And it all starts with you.**




United States™  
**Census**  
Bureau

3a

728x90 pixels - Rotating

**Help shape your community.**



United States™  
**Census**  
Bureau

3b

**If you receive a survey from the  
Census Bureau, please respond right away.**

United States™  
**Census**  
Bureau

3c



# Concept 1


320x50 pixels - Static


**Your response impacts jobs.** 

4a

160x600 pixels - Rotating


**Help us count what matters to you.**






4b

**If you receive a survey from the Census Bureau, please respond right away.**





4c

Concept 1

160x600 pixels - Rotating



We measure  
change every  
day, not just  
every 10 years.

United States™  
**Census**  
Bureau

5a



And it all  
starts with  
**you.**

United States™  
**Census**  
Bureau

5b



If you are  
contacted by  
the Census  
Bureau, please  
respond right  
away.

United States™  
**Census**  
Bureau

5c

Variation one of 5c

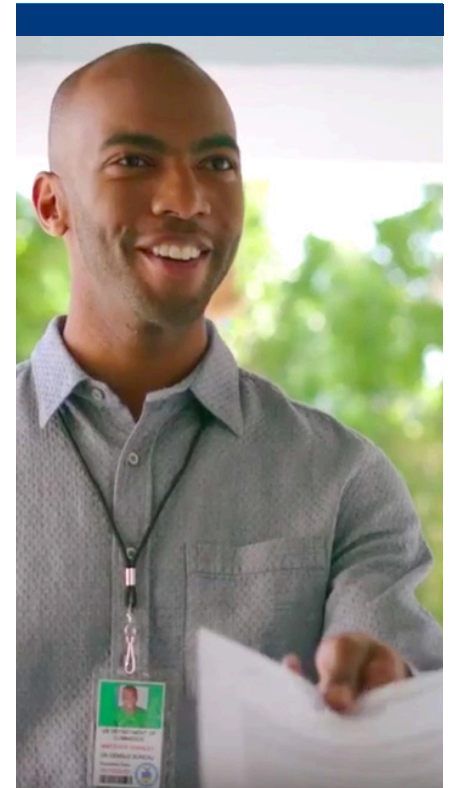


If you are  
contacted by  
the Census  
Bureau, please  
respond right  
away.

United States™  
**Census**  
Bureau

5d

Variation two of 5c



If you are  
contacted by  
the Census  
Bureau, please  
respond right  
away.

United States™  
**Census**  
Bureau

## Concept 1

160x600 pixels - Rotating

**We measure  
change every  
day, not  
just every  
10 years.**

United States™  
**Census**  
Bureau

6a

**And it  
all starts  
with you.**

United States™  
**Census**  
Bureau

6b

**If you are  
contacted by  
the Census  
Bureau, you  
can respond  
by mail,  
by phone,  
or online.**

United States™  
**Census**  
Bureau

6c

Concept 2

300x250 pixels - Rotating



7a



7b

300x250 pixels - Rotating



7c



7d

300x250 pixels - Static



7e

## Concept 2

728x90 pixels - Static

**Help us count what matters to you.**



United States™  
**Census**  
Bureau

8a

728x90 pixels - Static

**Our surveys count what matters to you.**



United States™  
**Census**  
Bureau

8b

728x90 pixels - Static

**Our surveys impact your community.**




United States™  
**Census**  
Bureau

8c

728x90 pixels - Rotating

**Have you received a Census Bureau survey?**



United States™  
**Census**  
Bureau

8d

**Your response impacts your community.**



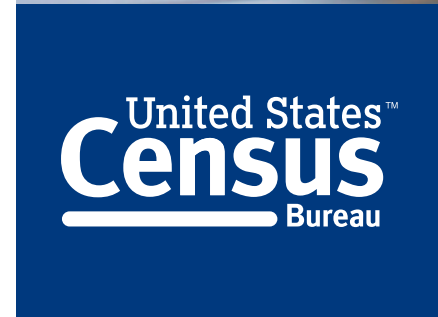
United States™  
**Census**  
Bureau

8e

## Concept 2

160x600 pixels - Static

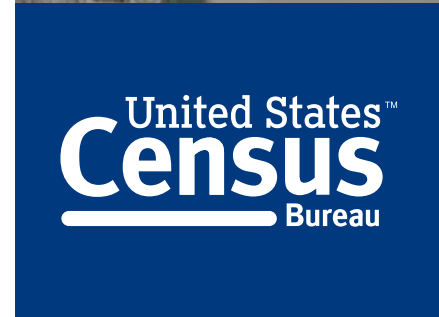
**If you receive a survey from the Census Bureau, please respond right away.**



9a

160x600 pixels - Static

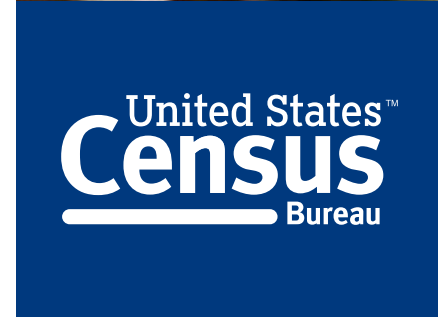
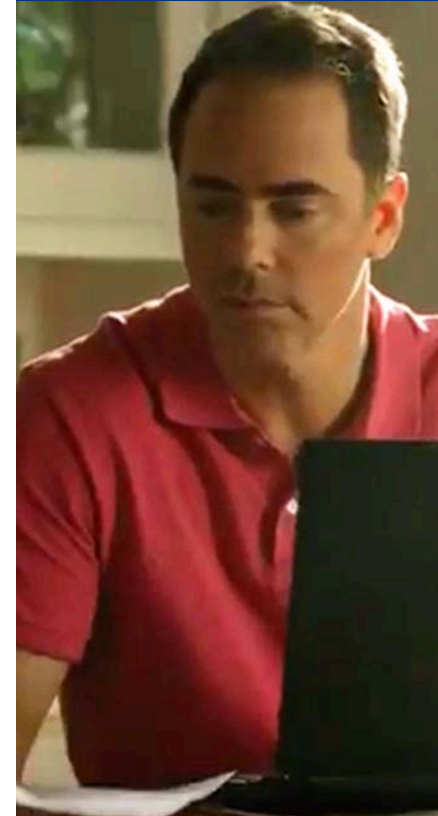
**If you receive a survey from the Census Bureau, please respond right away.**



9b

160x600 pixels - Static

**If you receive a survey from the Census Bureau, please respond right away.**



9c

320x50 pixels - Static



9d

## Concept 2

160x600 pixels - Rotating

Help us count  
what matters  
to you.



United States™  
**Census**  
Bureau

10a

If you are  
contacted by the  
Census Bureau,  
please respond  
right away.



United States™  
**Census**  
Bureau

10b

### Concept 3

300x250 pixels - Static



11a

300x250 pixels - Static



11b

300x250 pixels - Static



11c

300x250 pixels - Static



11d



### Concept 3

300x250 pixels - Rotating

We measure change every day, not just every 10 years.

United States™  
**Census**  
Bureau

12a

And it all starts with you.

United States™  
**Census**  
Bureau

12b

If you receive a survey from the Census Bureau, please respond right away.

United States™  
**Census**  
Bureau

12c

### Concept 3

728x90 pixels - Static



13a

728x90 pixels - Rotating



13b



13c

### Concept 3

728x90 pixels - Static

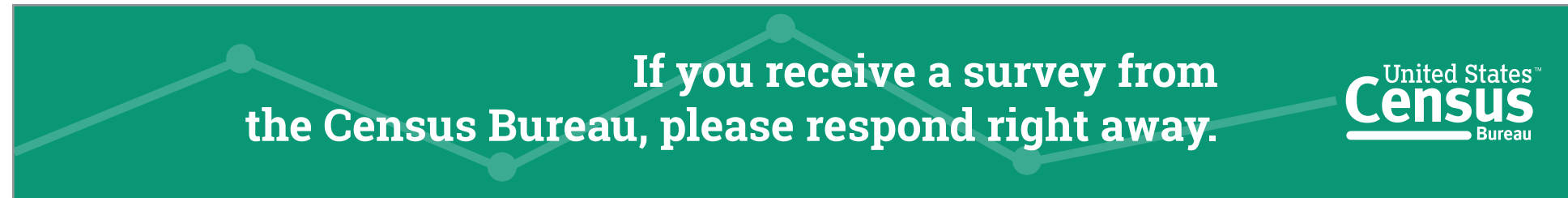


14a

728x90 pixels - Rotating



14b



14c

320x50 pixels - Static



14d



320x50 pixels - Static




14e

### Concept 3

160x600 pixels - Static




Your  
response  
impacts  
**healthcare.**



15a

160x600 pixels - Static



Your  
response  
impacts  
**jobs.**



15b


160x600 pixels - Static

Your  
response  
impacts  
**jobs.**




15c

160x600 pixels - Static



Your  
response  
impacts  
**jobs.**



15d

**Concept 3**

160x600 pixels - Rotating

Variation one of 16c

Variation two of 16c



**We measure  
change  
every day,  
not just  
every  
10 years.**

**And it  
all starts  
with you.**

**If you  
receive a  
survey from  
the Census  
Bureau,  
please  
respond  
right away.**

**If you  
receive a  
survey from  
the Census  
Bureau,  
please  
respond  
right away.**

**If you  
receive a  
survey from  
the Census  
Bureau,  
please  
respond  
right away.**

United States™  
**Census**  
Bureau

United States™  
**Census**  
Bureau

United States™  
**Census**  
Bureau

United States™  
**Census**  
Bureau

United States™  
**Census**  
Bureau

16a

16b

16c

16d

16e

## **Appendix 2: Draft Storyboards for Video Advertisements**

See attached draft storyboards for the following video advertisements:

- “Today in America,” 15 second storyboard, version A
- “Today in America,” 15 second storyboard, version B
- “Today in America,” 30 second storyboard
- “We Count What Matters to You,” 15 second storyboard, version A
- “We Count What Matters to You,” 15 second storyboard, version B
- “We Count What Matters to You,” 30 second storyboard
- “Counting on You,” 15 second storyboard, version A
- “Counting on You,” 15 second storyboard, version B
- “Counting on You,” 30 second storyboard



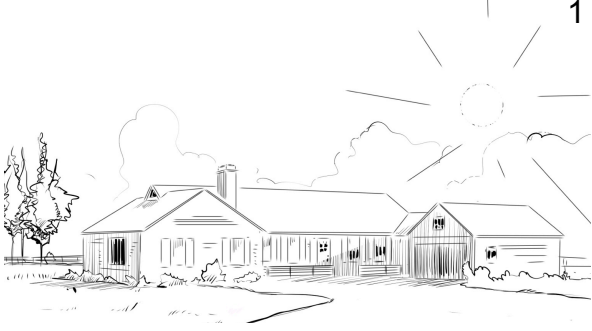



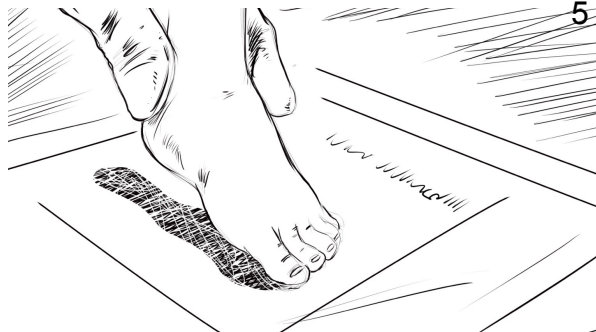

**Online Communications:**  
Improving Survey Response Campaign 2016

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# "Today in America"


:15 A Storyboard

March 2, 2016

Boards	 <p>1</p>	 <p>2</p>	 <p>3</p>
Audio	VO: TODAY IN AMERICA...	THERE WILL BE	321 MILLION ‘GOOD MORNINGS’...
Video	Sun rises over a modest suburban home	Inside, an elderly African-American man prepares breakfast in a sun-soaked kitchen while his wife approaches	The wife puts on an apron and joins the husband, smiling
Boards	 <p>4</p> <p>321 million ‘good mornings’        POPULATION</p>	 <p>5</p>	 <p>6</p>
Audio			10,920 GRAND ENTRANCES...
Video	The husband shares a taste with his wife – she nods approvingly	Close-up shot of a nurse taking the footprint of a newborn	Overhead shot of a Caucasian infant swaddled in hospital blankets





Boards		13	14
Audio	AND IT ALL STARTS WITH YOU.	IF YOU RECEIVE A SURVEY FROM THE CENSUS BUREAU, PLEASE RESPOND RIGHT AWAY.	
Video	Mother embraces the infant.	Census Bureau GFX and logo fades in	END
Boards			
Audio			
Video			





**Online Communications:**  
Improving Survey Response Campaign 2016

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# "Today in America"

:15 B Storyboard

March 2, 2016

Boards	 <p>1</p>	 <p>2</p>	 <p>3</p> <p>129,315 opening bells EDUCATION</p>
Audio	<p><b>TODAY IN AMERICA...</b> [School bell rings]</p>	<p><b>THERE WILL 129,315 OPENING BELLS</b></p>	
Video	<p>Wide shot of an elementary school as a few schoolchildren approach the front doors</p>	<p>Reverse angle shot of smiling faces reveals racially diverse students</p>	<p>Teacher smiles as children enter classroom</p>
Boards	 <p>4</p>	 <p>5</p>	 <p>6</p> <p>1,857 grand openings NEW BUSINESSES</p>
Audio	<p><b>1,857 GRAND OPENINGS...</b></p>		
Video	<p>Wide shot as food truck window opens, revealing a city street setting and a bright red, white, and blue “Grand Opening” sign</p>	<p>Two young Asian women, the food truck owners, sort condiments and give a final clean to the windows</p>	<p>A diverse group of customers line up excitedly to order food</p>



Boards	13 		
Audio	IF YOU RECEIVE A SURVEY FROM THE CENSUS BUREAU, PLEASE RESPOND RIGHT AWAY.		
Video	Census Bureau GFX and logo fades in	END	
Boards			
Audio			
Video			







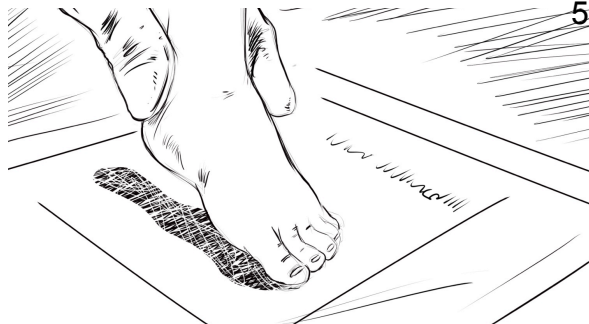

**Online Communications:**  
Improving Survey Response Campaign 2016

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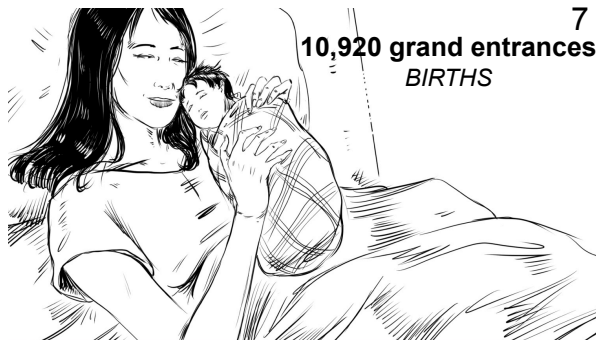
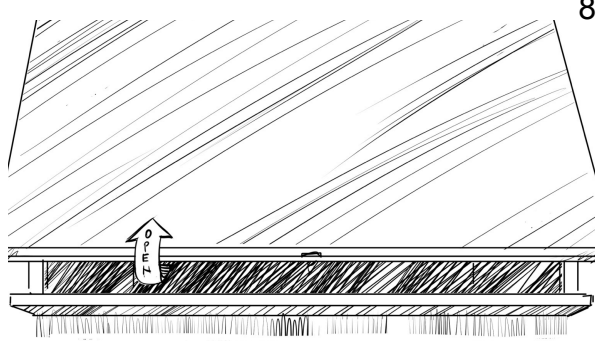
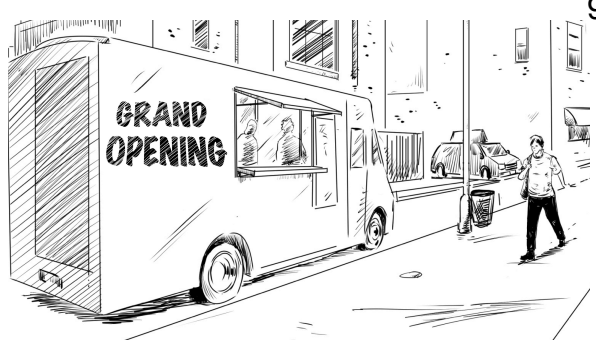


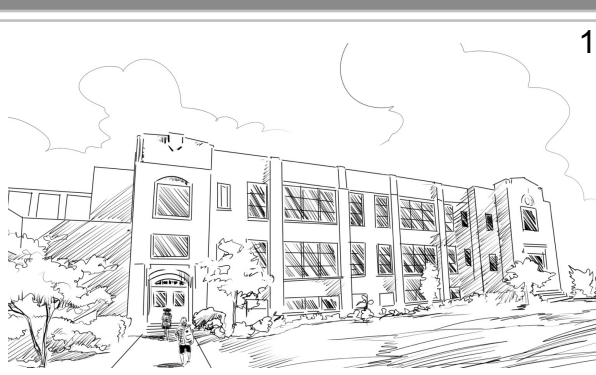
# "Today in America"

:30 Storyboard

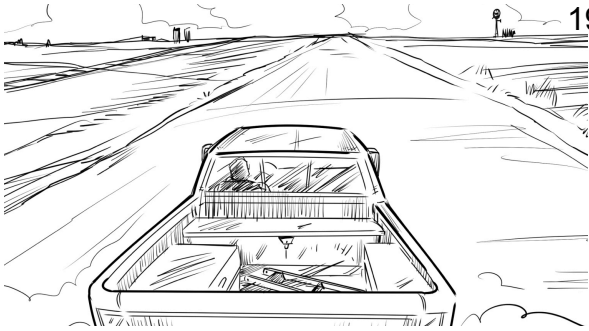
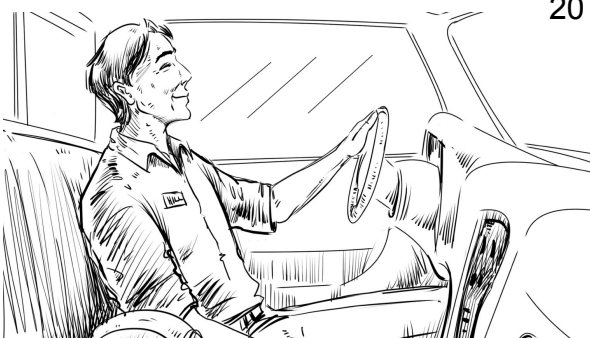


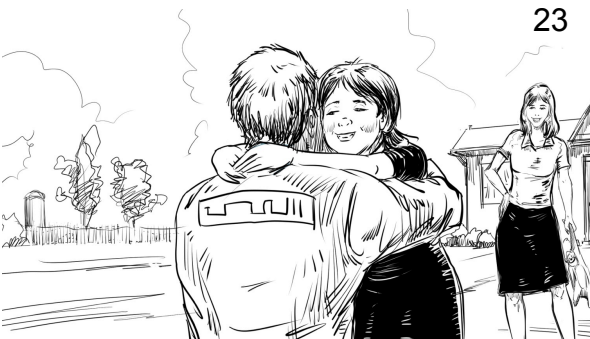
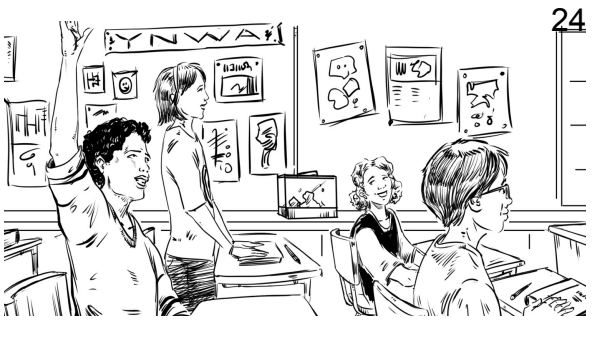
March 2, 2016




Boards	 <p style="text-align: right;">1</p>	 <p style="text-align: right;">2</p>	 <p style="text-align: right;">3</p>
Audio	<p><b>VO: TODAY IN AMERICA...</b></p>	<p><b>THERE WILL BE...</b></p>	<p><b>321 MILLION ‘GOOD MORNINGS’...</b></p>
Video	<p>Sun rises over a modest suburban home</p>	<p>Inside, an elderly African-American man prepares breakfast in a sun-soaked kitchen while his wife approaches</p>	<p>The wife puts on an apron and joins the husband, smiling</p>
Boards	 <p><b>321 million ‘good mornings’</b>  <i>POPULATION</i></p> <p style="text-align: right;">4</p>	 <p style="text-align: right;">5</p>	 <p style="text-align: right;">6</p>
Audio			<p><b>10,920 GRAND ENTRANCES...</b></p>
Video	<p>The husband shares a taste with his wife – she nods approvingly</p>	<p>Close-up shot of a nurse taking the footprint of a newborn</p>	<p>Overhead shot of a Caucasian infant swaddled in hospital blankets</p>




Boards	 <p><b>7</b>  <b>10,920 grand entrances</b>  <i>BIRTHS</i></p>	 <p><b>8</b></p>	 <p><b>9</b></p>
Audio			<p><b>1,857 GRAND OPENINGS...</b></p>
Video	<p>Camera follows as the infant is handed to the mother on a hospital bed</p>	<p>Close-up shot of a food truck window opening</p>	<p>Wide shot as food truck window opens, revealing a city street setting and a bright red, white, and blue “Grand Opening” sign</p>
Boards	 <p><b>10</b></p>	 <p><b>11</b>  <b>1,857 grand openings</b>  <i>NEW BUSINESSES</i></p>	 <p><b>12</b></p>
Audio			
Video	<p>The food truck owners, two young Asian women, sort condiments and give a final clean to the windows</p>	<p>A diverse group of customers line up excitedly to order food</p>	<p>Wide shot of an elementary school as a few schoolchildren approach the front doors</p>

Boards	 13	 14	 15 <b>129,315 opening bells</b> EDUCATION
Audio	[School bell rings]	<b>129,315 OPENING BELLS...</b>	
Video	Schoolchildren rush enthusiastically to class	Reverse angle shot of smiling faces reveals racially diverse students	Teacher smiles as children enter classroom
Boards	 16	 17	 18 <b>99,517 house warmings</b> MOVES
Audio		<b>99,517 HOUSEWARMINGS...</b>	
Video	Movers emerge from a truck with boxes as a Hispanic family and dog stand proudly on porch of a modest starter home	The mother directs movers as they enter the house	The family eats pizza in a room full of boxes, looking tired but satisfied

Boards	 <p>19</p>	 <p>20</p>	 <p>21</p> <p><b>141.3 million journeys home</b>  <b>COMMUTES</b></p>
Audio		<p><b>...141.3 MILLION JOURNEYS HOME</b></p>	
Video	<p>Wide shot over the back of pickup truck full of work tools as it drives down a rural road</p>	<p>Inside the truck, a Caucasian man in a landscaping uniform drives home looking content</p>	<p>Truck crosses over a bridge</p>
Boards	 <p>22</p>	 <p>23</p>	 <p>24</p>
Audio	<p><b>AND THE U.S. CENSUS KNOWS THE VALUE...</b></p>	<p><b>...BEHIND EVERY NUMBER.</b></p>	<p><b>WE COUNT WHAT MATTERS.</b></p>
Video	<p>The man arrives at a farm house where his wife and daughter greet him</p>	<p>Daughter hugs father</p>	<p>Schoolchildren raise hands as camera dollies by</p>

Boards	 <p>25</p>	 <p>26</p>	 <p>27</p>
Audio	AND IT ALL...	... STARTS...	...WITH YOU
Video	One of the owners of the food truck serves a customer and smiles	Mother embraces an infant.	Elderly couple exchange a loving glance

Boards	 <p>28</p>		
Audio	IF YOU RECEIVE A SURVEY FROM THE CENSUS BUREAU, PLEASE RESPOND RIGHT AWAY.		
Video	Camera fades into soft focus as Census Bureau logo fades in	END	



**Online Communications:**  
Improving Survey Response Campaign 2016

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# **“We Count What Matters to You”**

:15 A Storyboard  
March 2, 2016

1



We open with an athletic, Asian young woman standing before a bank of apartment-style mailboxes, sorting her mail.

2



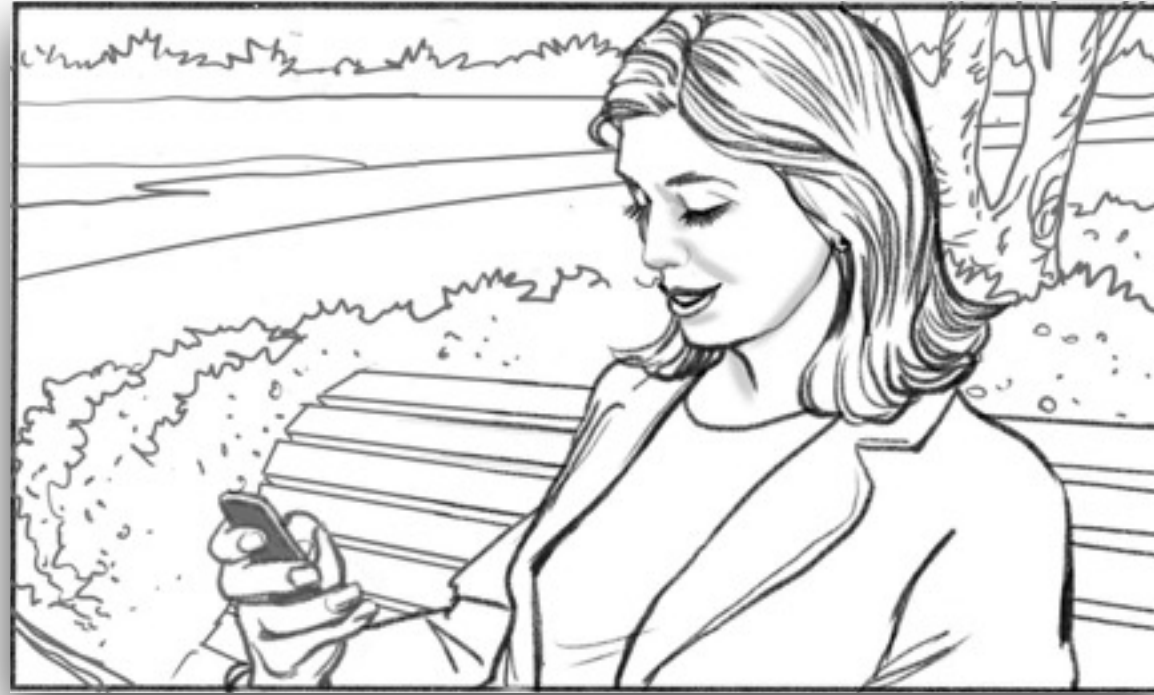
We cut to a middle-aged, Caucasian man sitting before his laptop, sorting his email.

3



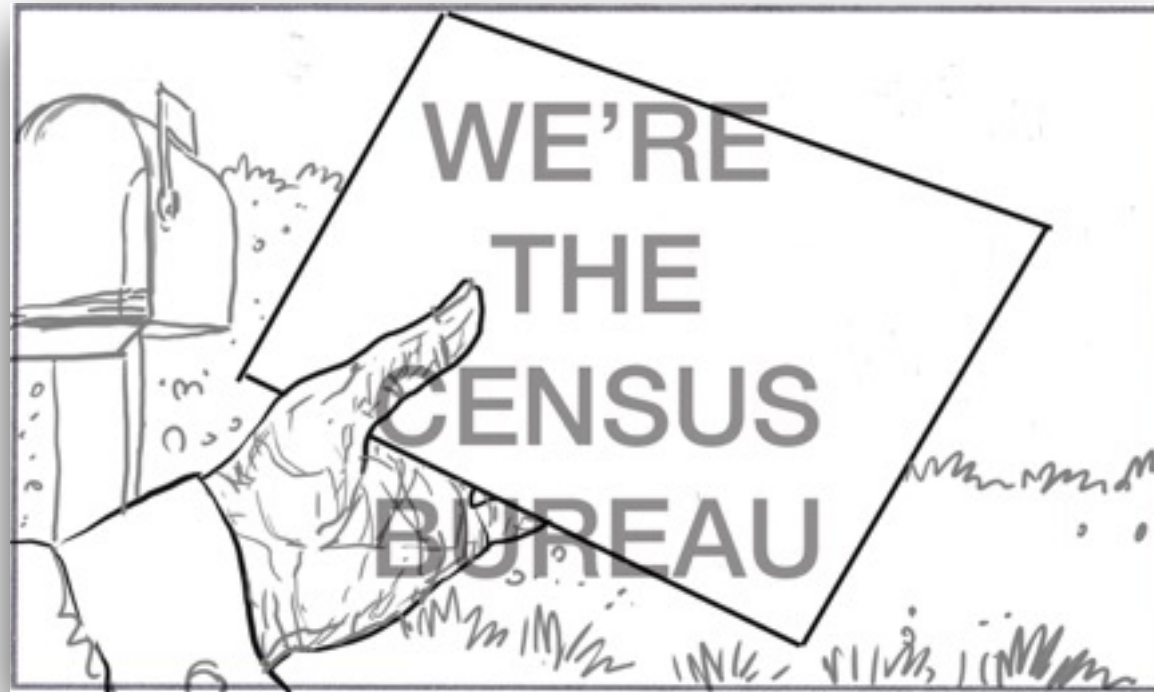
We cut to a Middle Eastern man standing before a mailbox, sorting his mail.

4



We cut to a middle-aged, Hispanic businesswoman sitting on a park bench, sorting through email on her cellular phone.

5



**VOICEOVER:**  
**"We're the Census Bureau."**

We cut and freeze on an insert shot of the iconic U.S. CENSUS BUREAU envelope in a hand. Graphic overlays will fall atop the image.

6



**VOICEOVER:**  
**"What do we count?"**

We smash cut to multiple consecutive images of Americans hard at work. Coordinating graphic overlays will fall atop each new image.

7



8



9







**VOICEOVER:**

**“What matters to you and your community.”**

We cut to a series of gripping, emotional images. Graphic overlays will drop in beneath one another to complete the sentence.





13



**VOICEOVER:**

**“Every day, not just every ten years, we measure change.”**

We cut to a rapid time-lapse of sunrise to sunset over a busy city. A graphic overlay will run atop.

14



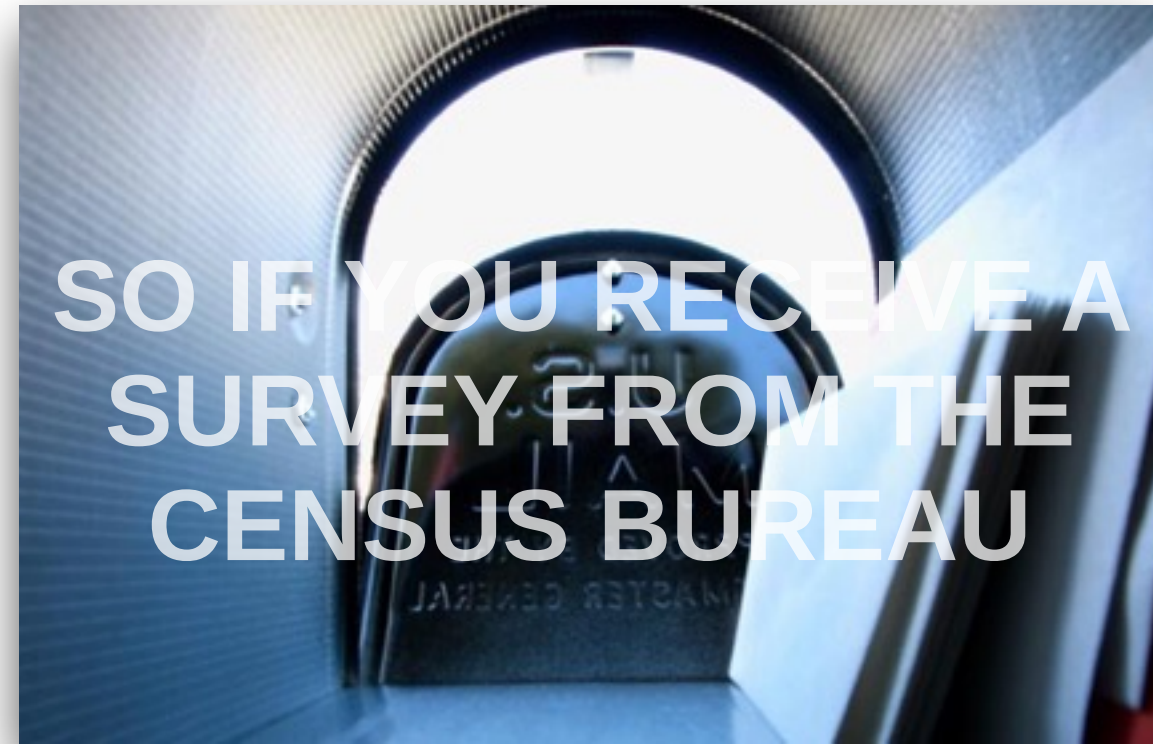
We cut to a quick series of vintage live action images taken over the course of a half century. The graphic overlay has changed and is constant and static.

15



We cut to a quick series of measuring instruments and iconic images. The graphic overlay has changed and is constant and static.

16



**VOICEOVER:**

**“So if you receive a survey from the Census Bureau.”**

Over black, we see the graphic overlay. Moments later, light spills in as the mailbox is opened from the outside.

17



**VOICEOVER:**

**“Please participate...”**

We cut to an insert shot of the Middle Eastern man’s hand filling out a survey. The graphic overlay will fall over the image.

18



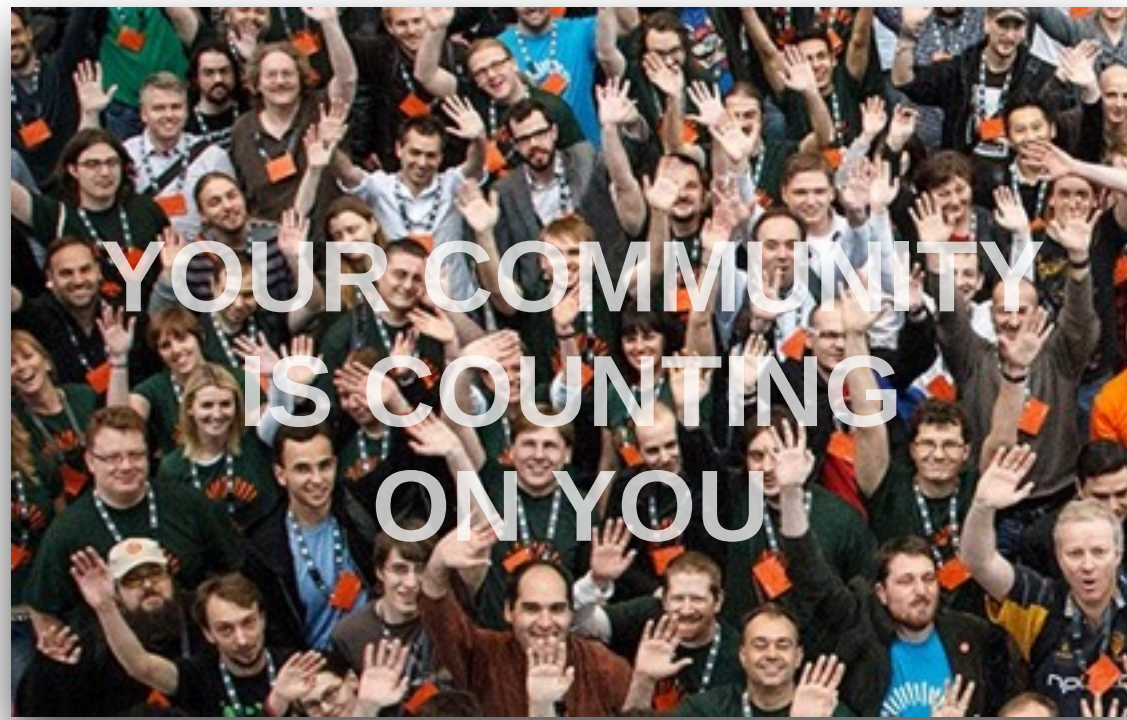
**VOICEOVER:**

**“...right away.”**

We cut to an insert shot of the Asian woman's fingers clicking keystrokes on a laptop. The graphic overlay changes its wording.



19



**VOICEOVER:**

**"Your community is counting on you."**

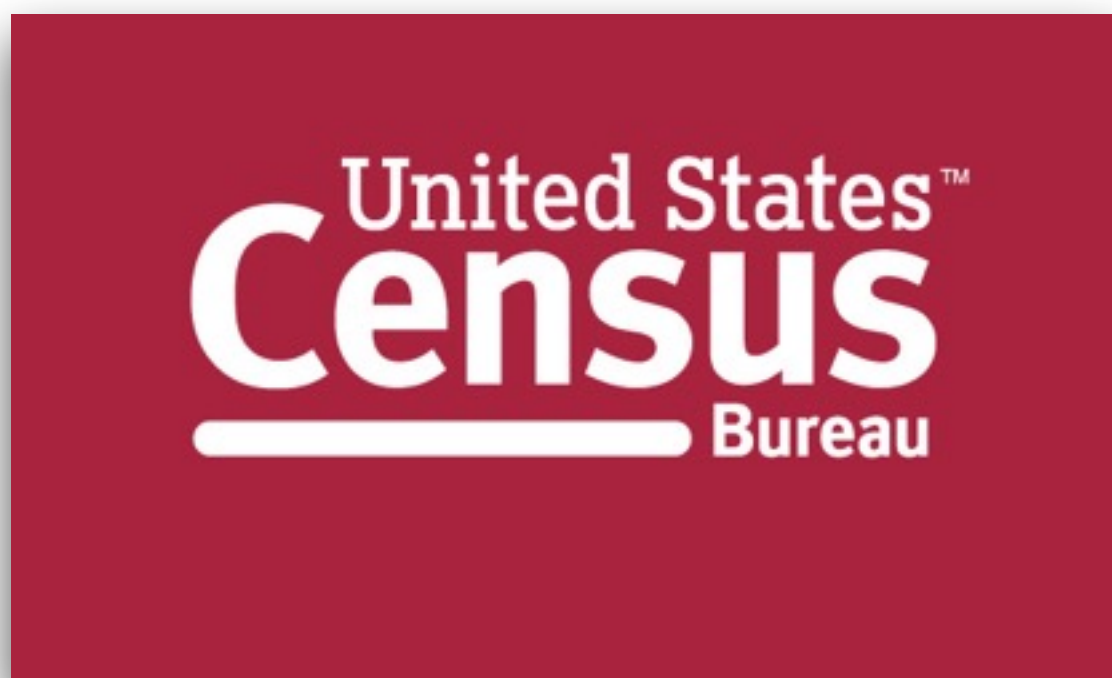
We cut to a shot of a community. The graphic overlay will remain static.

20



Cut to - Census title slate and/or approved call to action. Flash all three variations of colored background, familiarizing the audience with what colors one could expect to see a should a survey arrive.

21





26





**Online Communications:**  
Improving Survey Response Campaign 2016

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# **"We Count What Matters to You"**

:15 B Storyboard  
March 2, 2016

1



We begin with a front door being opened to a young African-American man, a Census Bureau enumerator.

2



We cut to a middle-aged, Caucasian man sitting before his laptop, sorting through his email.

3



We cut to an athletic, Asian young woman standing before a bank of apartment-style mailboxes, sorting her mail.

4



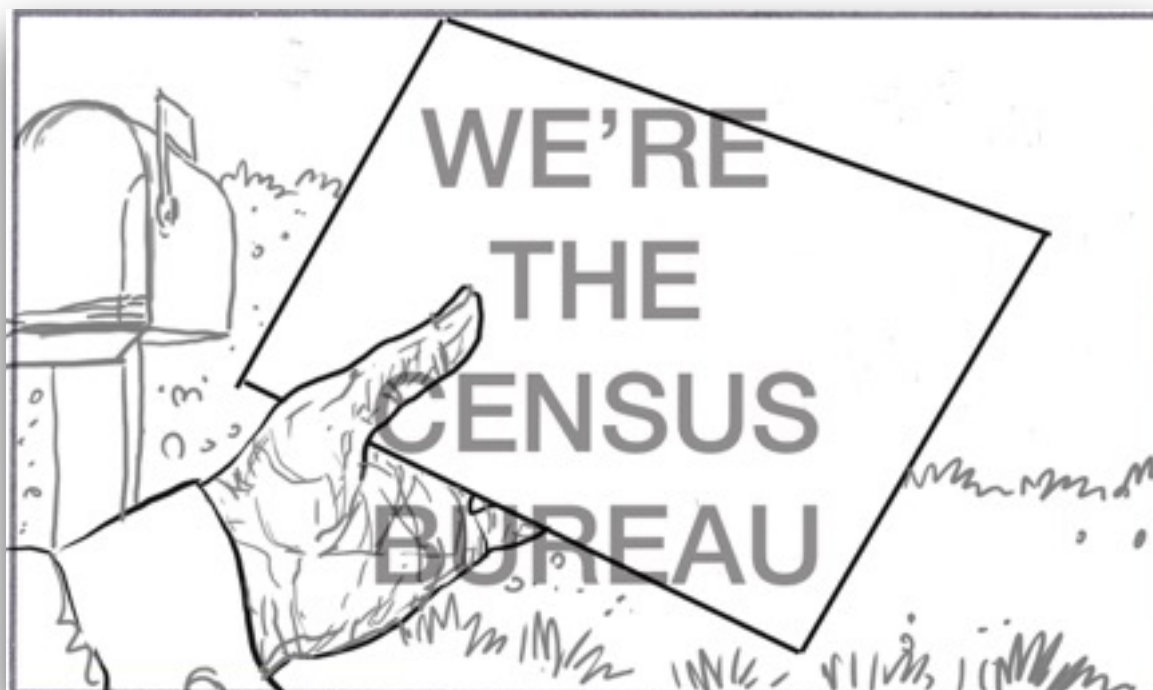
We cut to a Middle Eastern man standing before a mailbox, sorting his mail.

5



We cut to a middle-aged, Hispanic businesswoman sitting on a park bench, sorting through email on her cellular phone.

6

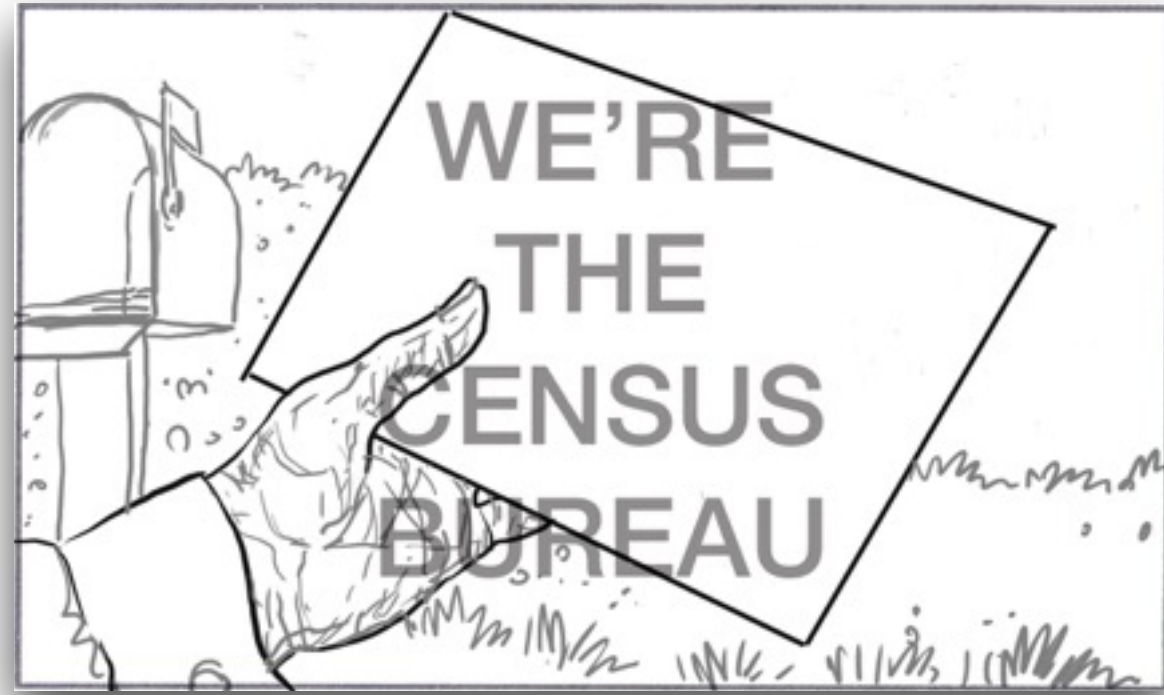


**VOICEOVER:**  
**"We're the Census Bureau."**

We cut and freeze on an insert shot of the iconic U.S. CENSUS BUREAU envelope in a hand. Graphic overlays will fall atop the image.



7



**VOICEOVER:**  
**"We're the Census Bureau."**

We cut and freeze on an insert shot of the iconic U.S. CENSUS BUREAU envelope in a hand. Graphic overlays will fall atop the image.

8



**VOICEOVER:**  
**"What do we count?"**

We smash cut to multiple consecutive images of Americans hard at work. Coordinating graphic overlays will fall atop each new image.

9



10



11



12



**VOICEOVER:**

**"What matters to you and your community."**

We cut to a series of gripping, emotional images. Graphic overlays will drop in beneath one another to complete the sentence.

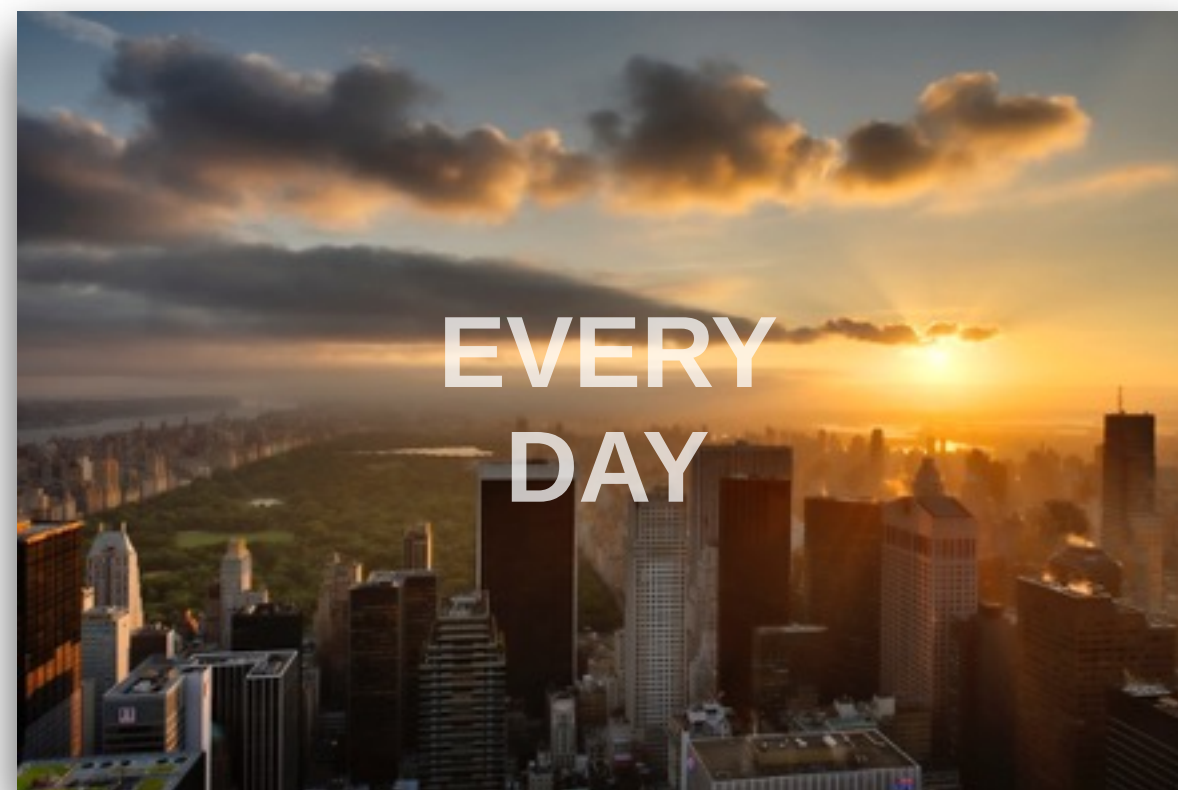
13



14



15



**VOICEOVER:**

**"Every day, not just every ten years, we measure change."**

We cut to a rapid time-lapse of sunrise to sunset over a busy city. A graphic overlay will run atop.



16



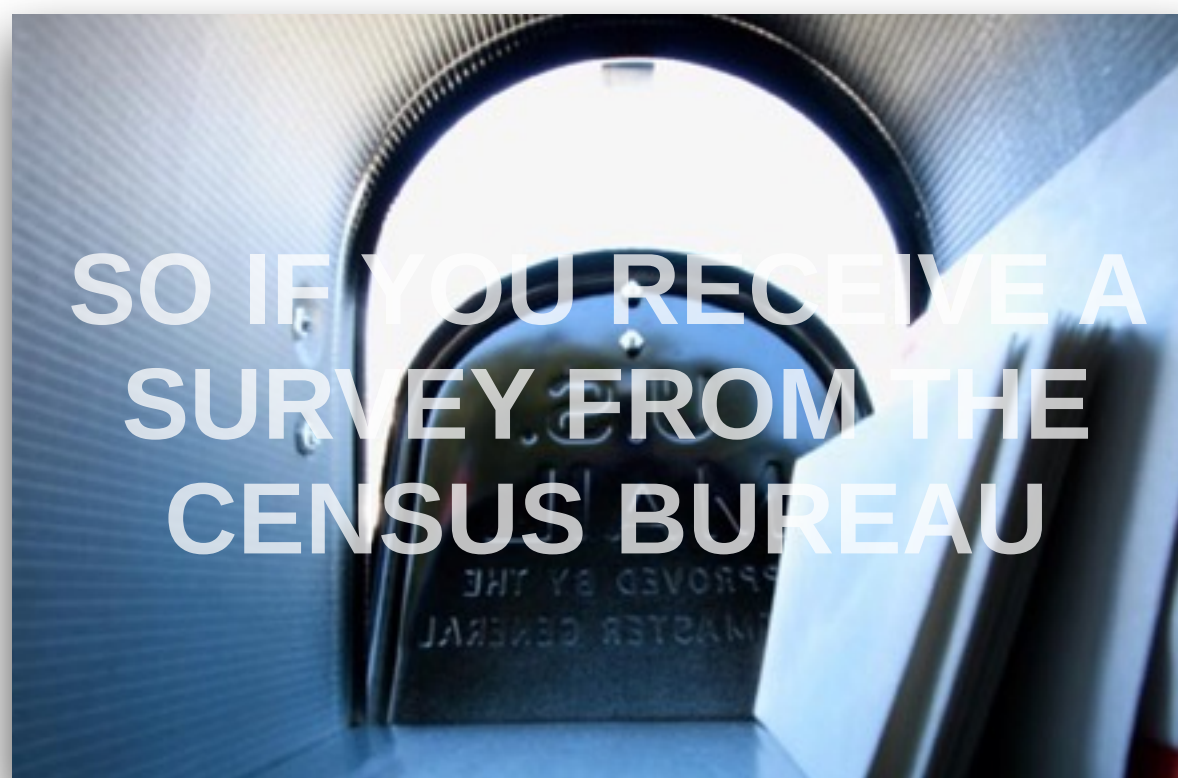
We cut to a quick series of vintage live action images taken over the course of a half century. The graphic overlay has changed and is constant and static.

17



We cut to a quick series of measuring instruments and iconic images. The graphic overlay has changed and is constant and static.

18



**VOICEOVER:**

**"So if you receive a survey from the Census Bureau."**

Over black, we see the graphic overlay. Moments later, light spills in as the mailbox is opened from the outside.

19



**VOICEOVER:**  
**"Please participate..."**

We cut to an insert shot of the Middle Eastern man's hand filling out a survey. The graphic overlay will fall over the image.

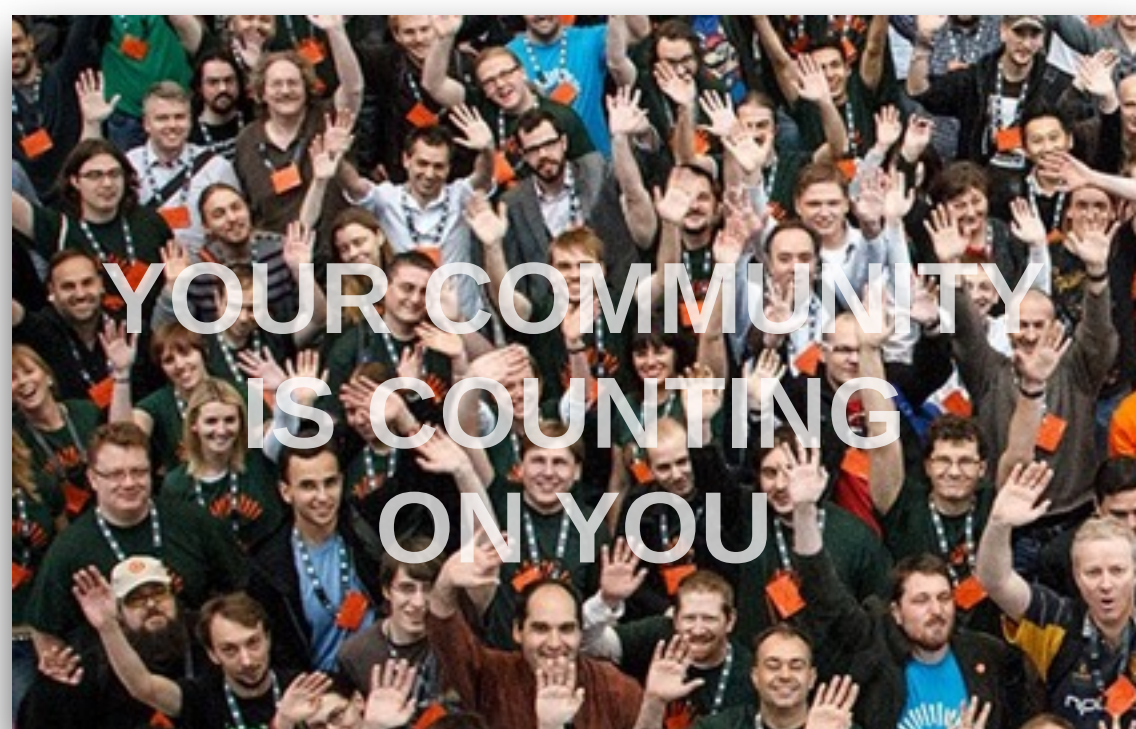
20



**VOICEOVER:**  
**"...right away."**

We cut to an insert shot of the Asian girl's fingers clicking keystrokes on a laptop. The graphic overlay changes its wording.

21



**VOICEOVER:**  
**"Your community is counting on you."**

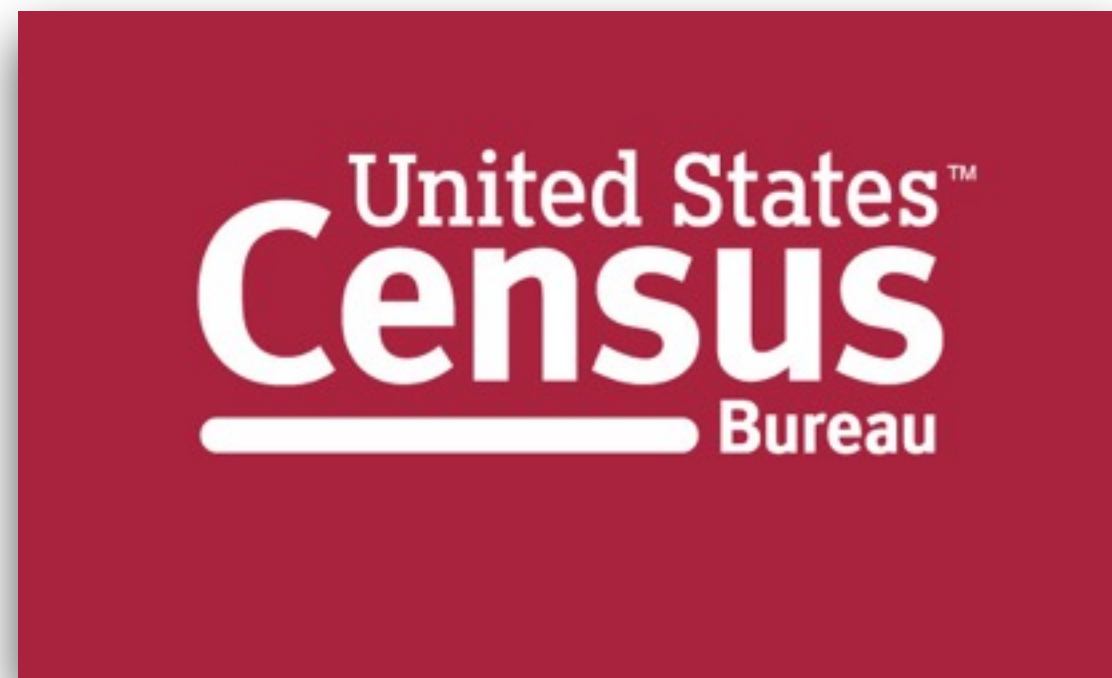
We cut to a shot of a community. The graphic overlay will remain static.

22

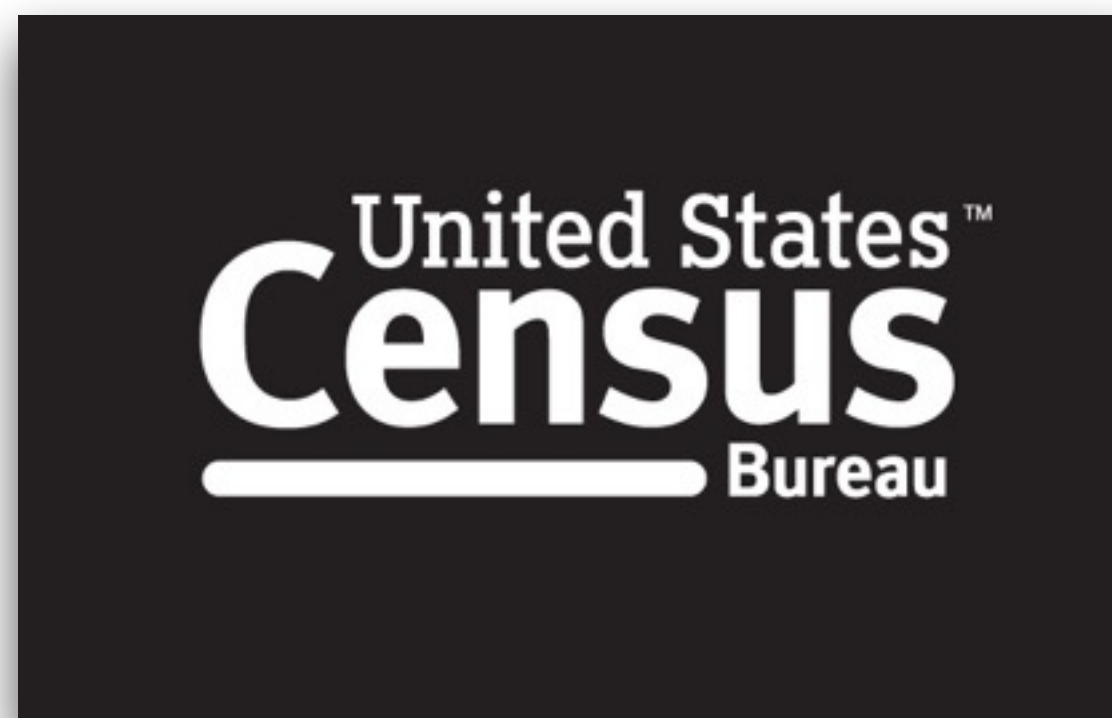


Cut to - Census title slate and/or approved call to action. Flash all three variations of colored background, familiarizing the audience with what colors one could expect to see a should a survey arrive.

23



24





**Online Communications:**  
Improving Survey Response Campaign 2016

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# **"We Count What Matters to You"**

:30 Storyboard  
March 2, 2016

1



We begin with an older African-American man opening a mailbox within a working class neighborhood.

2



We cut to a middle-aged Caucasian man sitting before his computer and sorting through his email.

3



We cut to an athletic, Asian young woman standing before a bank of apartment-style mailboxes, sorting through her mail.

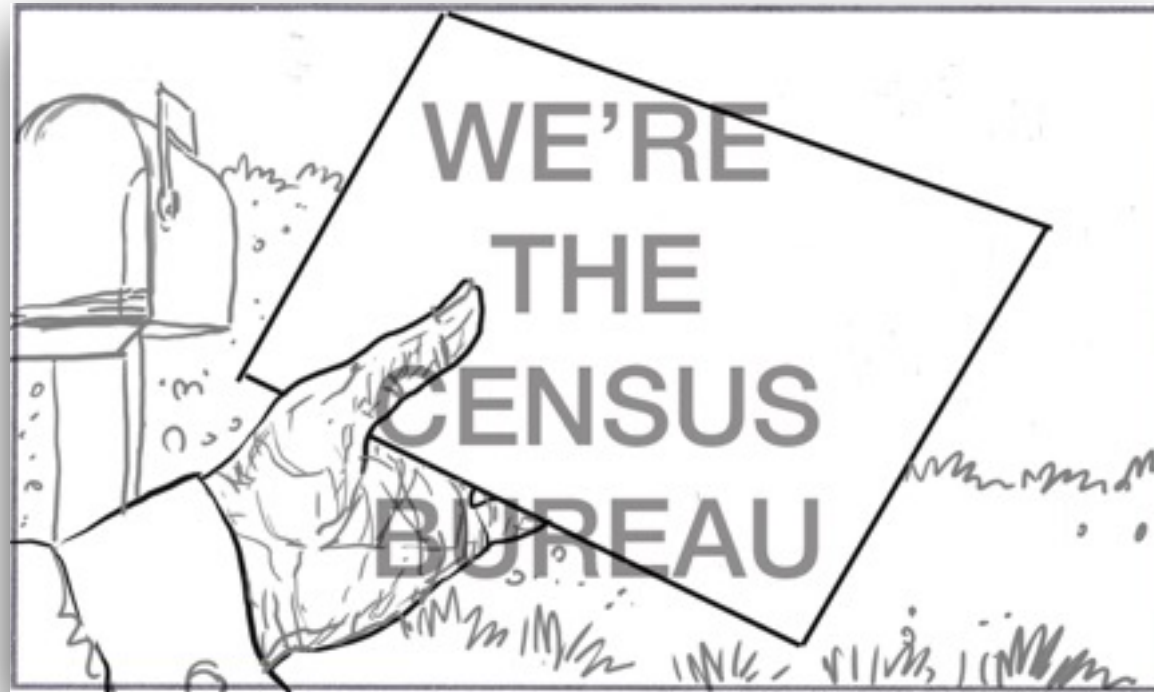


4



We cut to a middle-aged, Hispanic businesswoman sitting on a park bench, sorting through email on her cellular phone.

5



**VOICEOVER:**  
**"We're the Census Bureau."**

We cut and freeze on an insert shot of the iconic U.S. CENSUS BUREAU envelope in a hand. Graphic overlays will fall atop the image.

6



**VOICEOVER:**  
**"What do we count?"**

We smash cut to multiple consecutive images of Americans hard at work. Coordinating graphic overlays will fall atop each new image.



7



8



9





10



**VOICEOVER:**

**"What matters to you and your community."**

We cut to a series of gripping, emotional images. Graphic overlays will drop in beneath one another to complete the sentence.

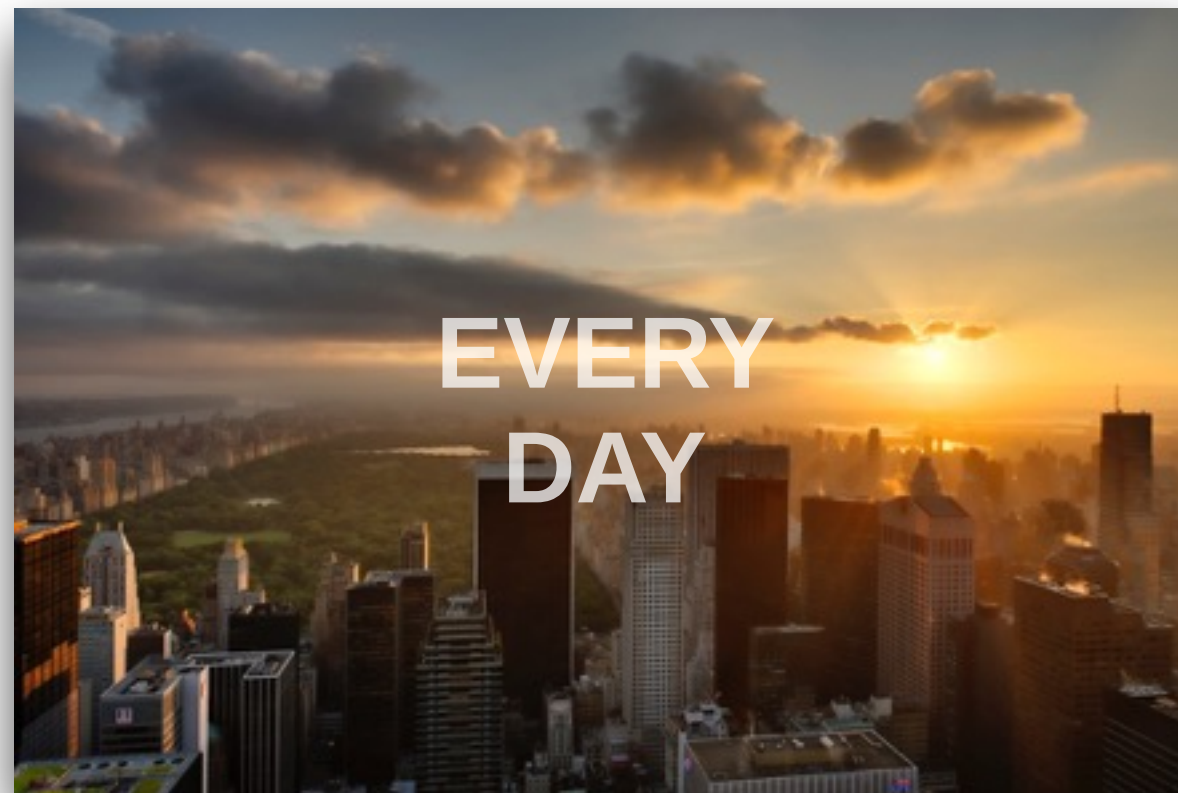
11



12



13



**VOICEOVER:**

**"Every day, not just every ten years, we measure change."**

We cut to a rapid time-lapse of sunrise to sunset over a busy city. A graphic overlay will run atop.

14



We cut to a quick series of vintage live action images taken over the course of a half century. The graphic overlay has changed and will remain constant and static.

15



We cut to a quick series of measuring instruments and iconic images. The graphic overlay has changed and is constant and static.

16



**VOICEOVER:**

**"In our jobs, schools, infrastructure, healthcare and more."**

We cut to a series of specific images. The respective switch in graphic overlays will run atop its coordinating image as the words "in our" remains static throughout.

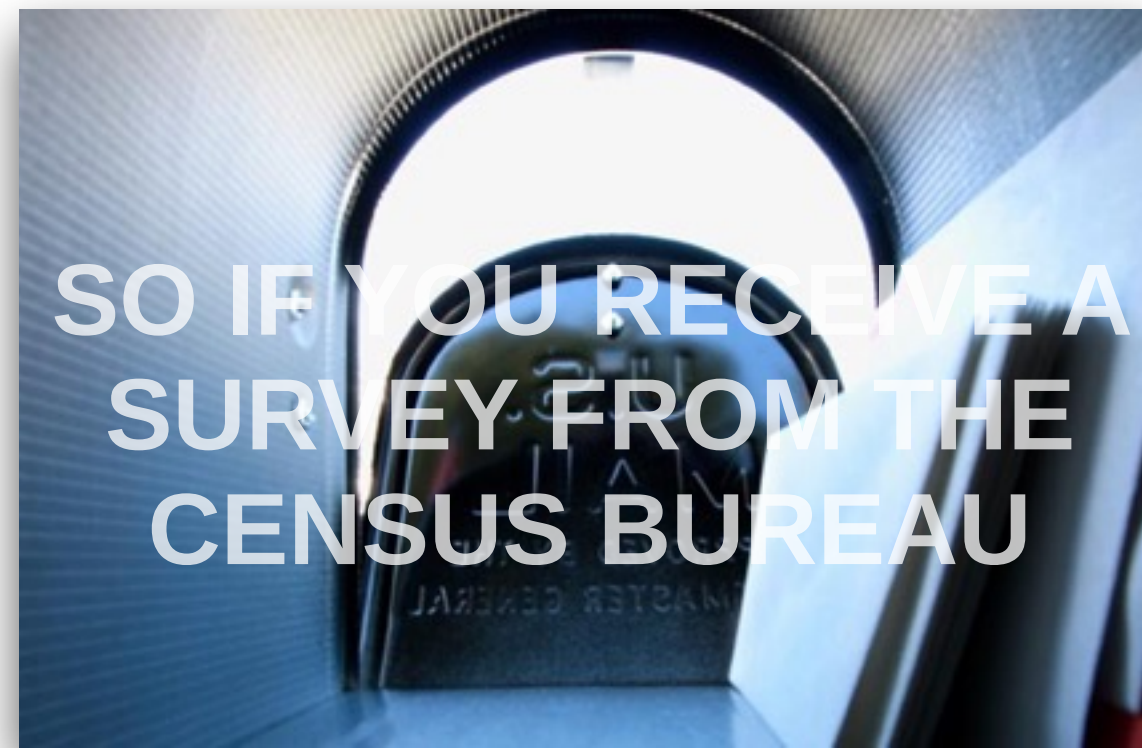
17



18



19



**VOICEOVER:**

**“So if you receive a survey from the Census Bureau.”**

Over black, we see the graphic overlay. Moments later, light spills in as the mailbox is opened from the outside.

20



**VOICEOVER:**

**“Please participate...”**

We cut to the older African American man pulling envelopes from the mailbox. The graphic overlay will fall over the image.

21



We cut to a wider shot showing the same older African American man filling out the survey by hand. The graphic overlay remains static.

22



**VOICEOVER:**  
**"...right away."**

We cut to an insert shot of a female fingers confidently clicking keystrokes on a laptop. The graphic overlay changes its wording.

23



We cut to a wider shot showing the same Asian woman who had retrieved her mail from an apartment mailbox, filling out a survey on a laptop. The graphic overlay remains static.

24

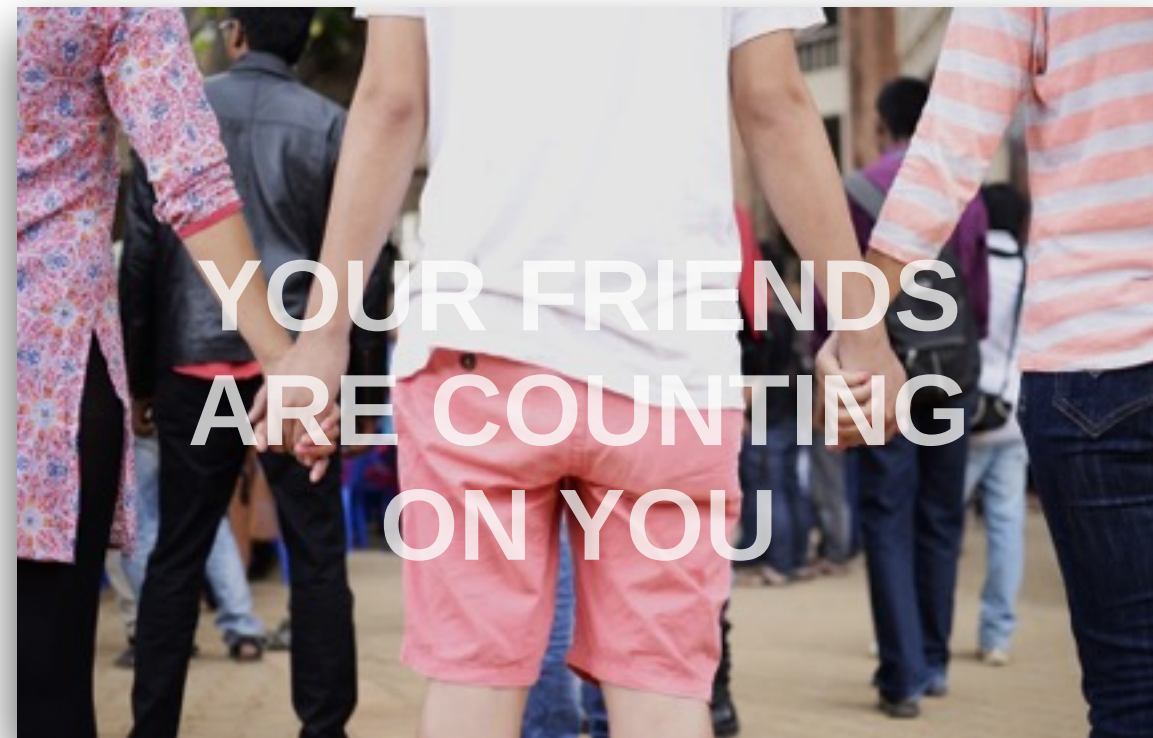


**VOICEOVER:**  
**"Your family is counting on you."**

We cut to shot of an American family having fun together. The graphic overlay will fall atop it.



25



**VOICEOVER:**

**"Your friends are counting on you."**

We cut to a shot of friends. The graphic overlay will remain static. The word family replaced by "friends."

26

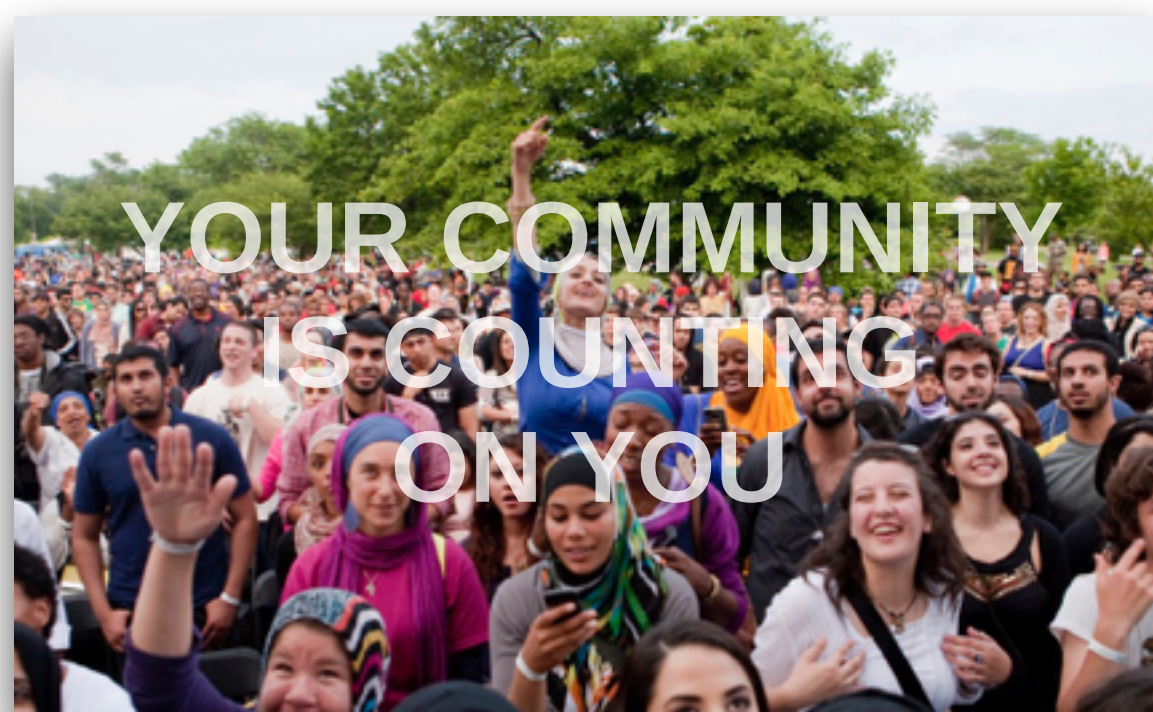


**VOICEOVER:**

**"Your neighbors are counting on you."**

We cut to a shot of neighbors. The graphic overlay will remain static. The word friends replaced by "neighbors."

26



**VOICEOVER:**

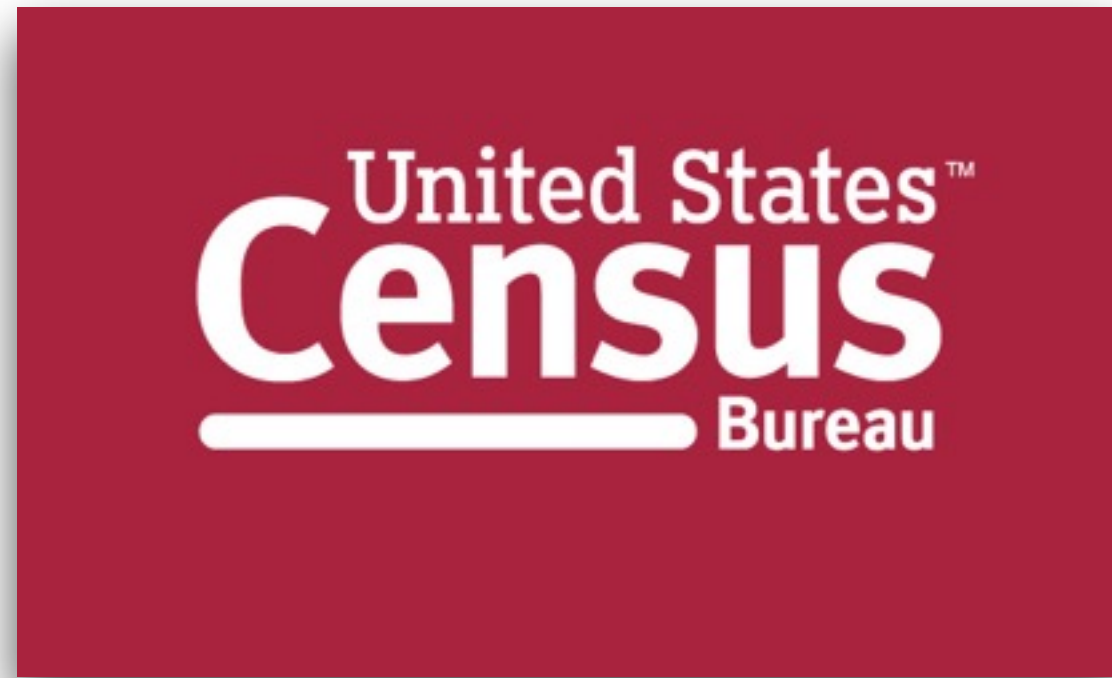
**"Your community is counting on you."**

We cut to a shot of community. The graphic overlay will remain static. The word neighbors replaced by "community."





26



Cut to - Census title slate and/or approved call to action. Flash all three variations of colored background, familiarizing the audience with what colors one could expect to see a should a survey arrive.

27



28





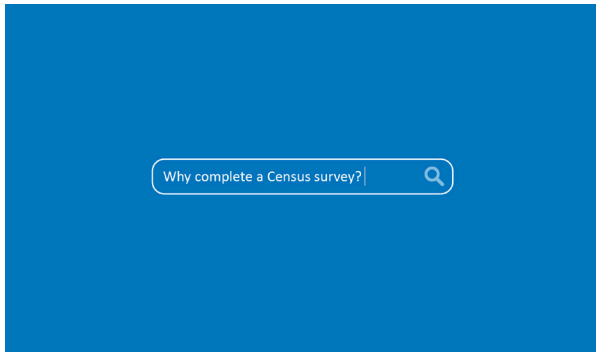
**Online Communications:**  
Improving Survey Response Campaign 2016

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# "Counting on You"

:15 A Storyboard  
March 2, 2016

VERSION :15 A



**TEXT  
OVERLAY  
ACTION**

We open with what appears to be a Census-driven search engine that animates in the foreground. We hear typing as the user begins to populate the search box

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

We see a flashing cursor at the end of the question to indicate the user's pause in thought. We then see the search box fade away, and a statement appears, as if returning a search query result.

**OVERLAY TEXT**

Because your response impacts **schools**

**VISUAL**

A young, Caucasian teacher works with a diverse group of elementary school students.



**TEXT  
OVERLAY  
ACTION**

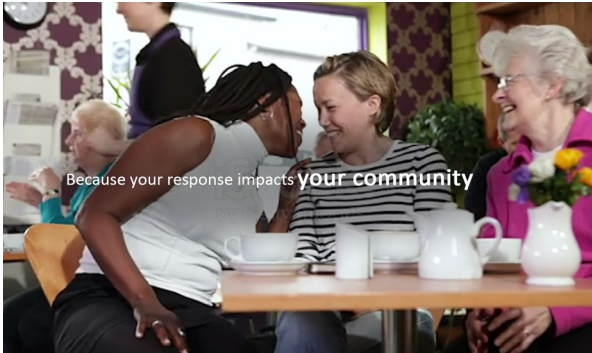
The word in bold font changes to reveal our next search query result.

**OVERLAY TEXT**

Because your response impacts **healthcare**

**VISUAL**

A young, female doctor listens to an infant's heartbeat.



**TEXT  
OVERLAY  
ACTION**

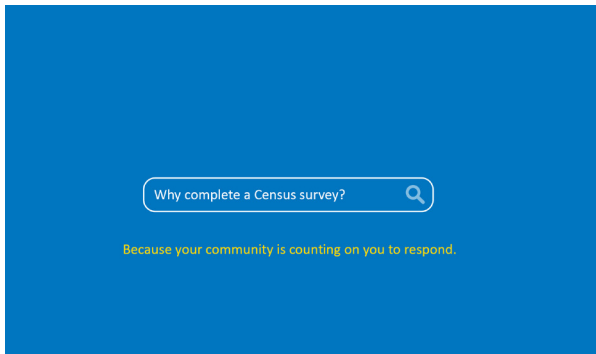
The word in bold font changes one more time to reveal our final search query result.

**OVERLAY TEXT**

Because your response impacts **your community**

**VISUAL**

A diverse group of women, of different races and ages, laughs together in a coffeeshop.



**TEXT  
OVERLAY  
ACTION**

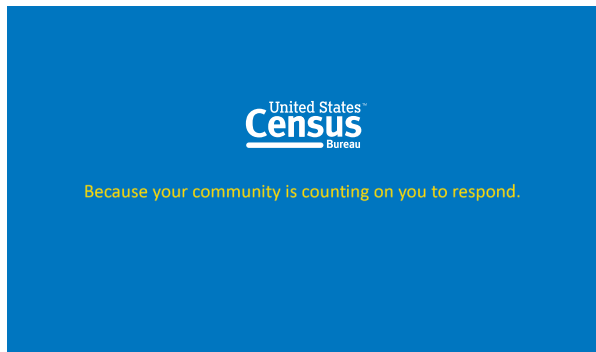
Finally, the user goes back to the original question and again types into a search bar.

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

We then fade to a solid blue background. The answer appears in yellow below the search bar.

**OVERLAY TEXT**

Because your community is counting on you to respond.

**VISUAL**

Search bar query and response are shown on top of a solid blue background.



---

**TEXT  
OVERLAY  
ACTION**

The magnifying glass in the search box expands and wipes across the screen to mask the search box and reveal the Census logo.

---

**OVERLAY TEXT**

**VISUAL**

The Census logo is shown alone on the solid blue background.

---

United States™  
**Census**  
Bureau



**Online Communications:**

Improving Survey Response Campaign 2016

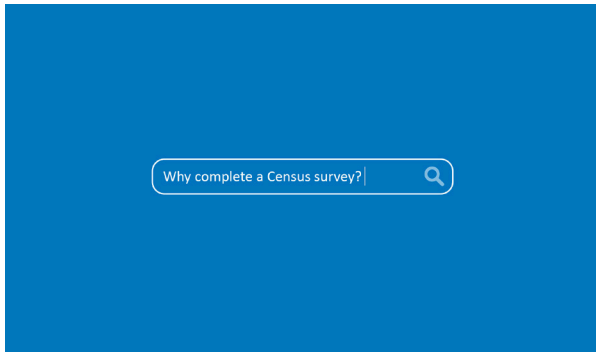
---

# "Counting on You"

:15 B Storyboard

March 2, 2016

VERSION :15 B



**TEXT  
OVERLAY  
ACTION**

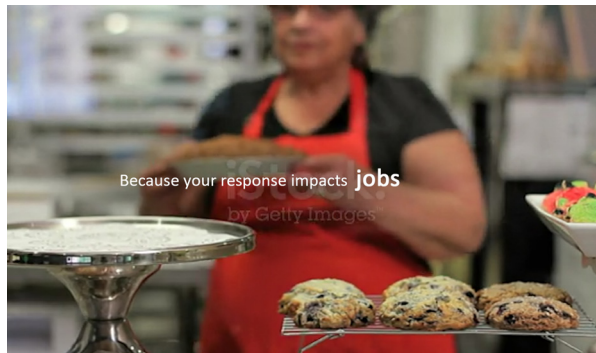
We open with what appears to be a Census-driven search engine that animates in the foreground. We hear typing as the user begins to populate the search box

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

We see a flashing cursor at the end of the question to indicate the user's pause in thought. We then see the search box fade away, and a statement appears, as if returning a search query result.

**OVERLAY TEXT**

Because your response impacts **jobs**

**VISUAL**

A middle-aged, Hispanic woman sets pastries out on display at a bakery.



**TEXT  
OVERLAY  
ACTION**

The word in bold font changes to reveal our next search query result.

**OVERLAY TEXT**

Because your response impacts **roads**

**VISUAL**

A crew of men paves a road at a busy, noisy construction site.





**TEXT  
OVERLAY  
ACTION**

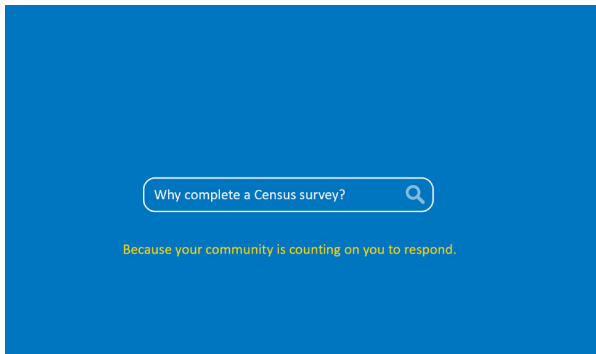
The word in bold font changes one more time to reveal our final search query result.

**OVERLAY TEXT**

Because your response impacts **your community**

**VISUAL**

A diverse group of women, of different races and ages, laughs together in a coffeeshop.



**TEXT  
OVERLAY  
ACTION**

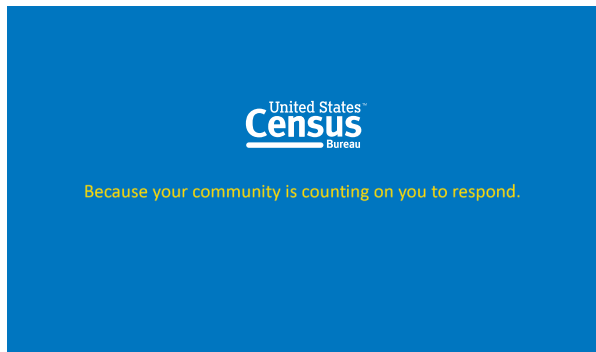
Finally, the user goes back to the original question and again types into a search bar.

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

We then fade to a solid blue background. The answer appears in yellow below the search bar.

**OVERLAY TEXT**

Because your community is counting on you to respond.

**VISUAL**

Search bar query and response are shown on top of a solid blue background.



---

**TEXT  
OVERLAY  
ACTION**

The magnifying glass in the search box expands and wipes across the screen to mask the search box and reveal the Census logo.

---

**OVERLAY TEXT**

**VISUAL**

The Census logo is shown alone on the solid blue background.

---

United States™  
**Census**  
Bureau



**Online Communications:**

Improving Survey Response Campaign 2016

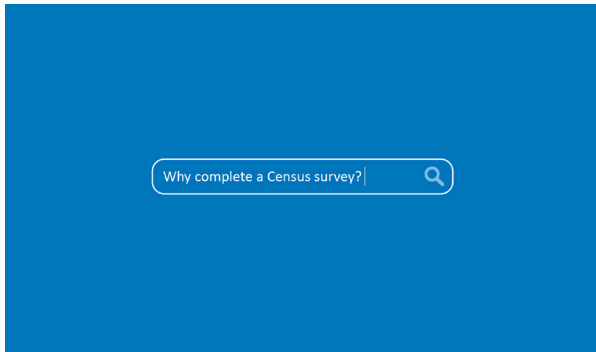
---

# "Counting on You"

:30 Storyboard

March 2, 2016

VERSION :30



**TEXT  
OVERLAY  
ACTION**

We open with what appears to be a Census-driven search engine that animates in the foreground. We hear typing as the user begins to populate the search box

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

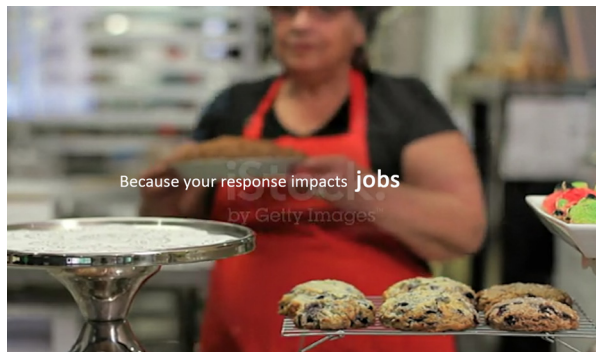
We see a flashing cursor at the end of the question to indicate the user's pause in thought. We then see the search box fade away, and a statement appears, as if returning a search query result.

**OVERLAY TEXT**

Because your response impacts **schools**

**VISUAL**

A young, Caucasian teacher works with a diverse group of elementary school students.



**TEXT  
OVERLAY  
ACTION**

The word "schools," in bold font, then changes and our next search query appears.

**OVERLAY TEXT**

Because your response impacts **jobs**

**VISUAL**

A middle-aged, Hispanic woman sets pastries out on display at a bakery.



Because your response impacts **roads**

**TEXT  
OVERLAY  
ACTION**

Again, the word in bold changes to show our next search query result.

**OVERLAY TEXT**

Because your response impacts **roads**

**VISUAL**

A crew of men paves a road at a busy, noisy construction site.



Because your response impacts **healthcare**

**TEXT  
OVERLAY  
ACTION**

The word in bold font changes again to reveal our next search query result.

**OVERLAY TEXT**

Because your response impacts **healthcare**

**VISUAL**

A young, female doctor listens to an infant's heartbeat.



Because your response impacts **your community**

**TEXT  
OVERLAY  
ACTION**

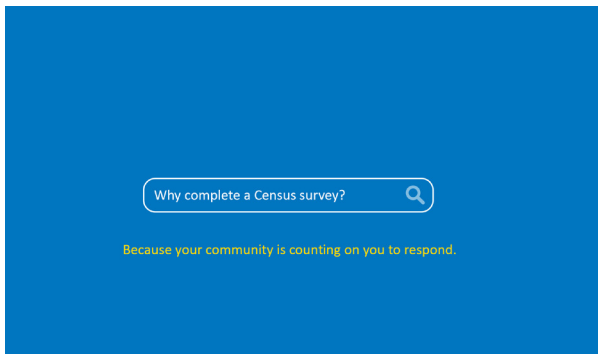
The word in bold font changes one more time to reveal our final search query result.

**OVERLAY TEXT**

Because your response impacts **your community**

**VISUAL**

A diverse group of women, of different races and ages, laughs together in a coffeeshop.



**TEXT  
OVERLAY  
ACTION**

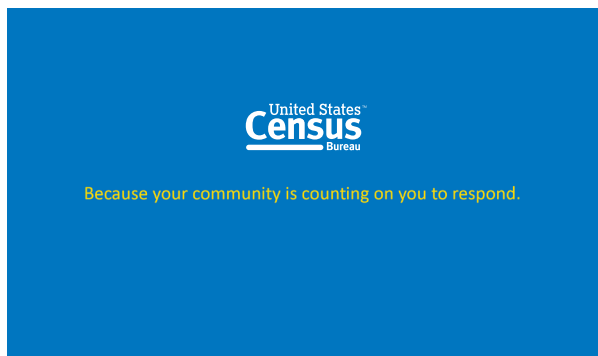
Finally, the user goes back to the original question and again types into a search bar.

**OVERLAY TEXT**

Why complete a Census survey?

**VISUAL**

The question appears in a search bar on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

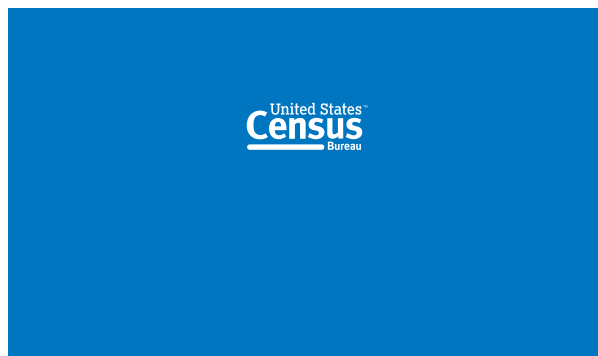
We then fade to a solid blue background. The answer appears in yellow below the search bar.

**OVERLAY TEXT**

Because your community is counting on you to respond.

**VISUAL**

Search bar query and response are shown on top of a solid blue background.



**TEXT  
OVERLAY  
ACTION**

The magnifying glass in the search box expands and wipes across the screen to mask the search box and reveal the Census logo.

**OVERLAY TEXT**

**VISUAL**

The Census logo is shown alone on the solid blue background.

United States<sup>™</sup>  
**Census**  

---

Bureau