JPSM Distinguished Lecture 2019

Don Dillman: Web Push Surveys

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Discussant
Discussion Points

- Applications of Web-Push for 2020 Census
- Tailored Design for 2020 Census
- How communications campaign can boost web-push
- Mode preferences among hard-to-survey?
- Mode choice expectations among audience segments
- Things I worry about with Web-push in 2020
2020 Census Design

- First time ever U.S. Decennial Census will have *internet mode response*
- Three modes in all:
  - Mail
  - Internet
  - Phone

- Tailored Design
  - *Internet First* (Web-push) (78% of households)
  - *Choice* (internet or mail) (22% of households)
  - All households will eventually receive a mail form

- Households that do not self-respond *followed up in person*
2020 Census Web-push versus Choice

- Two-panel design: Internet First (invitation letter in first contact) and Internet Choice (questionnaire in first contact)
- New for 2020: four Internet First cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First (Web-Push)</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

(*) Targeted only to nonresponding households
Criteria for Web-push versus Choice

Tracts are assigned to *choice* if they respond by mail more than by internet in the American Community Survey (ACS), and have at least one of the following:

- Is a *low responding tract*, based on ACS self-response rates,
- Is a tract with *higher older population*, based on ACS estimates, or
- Is a tract with *less internet access*, based on FCC data

- Otherwise, tracts are assigned to *web-push*
Projected 2020 Census response by mode

<table>
<thead>
<tr>
<th>Implementation Method</th>
<th>Total</th>
<th>Internet</th>
<th>Phone</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Push</td>
<td>69.0%</td>
<td>52.0%</td>
<td>5.2%</td>
<td>11.8%</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>53.6%</td>
<td>14.6%</td>
<td>2.0%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Total</td>
<td>65.6%</td>
<td>43.8%</td>
<td>4.5%</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

Projected self-response rates
New contact methods to push to web

- 2020 Census will allow for *NON-ID response*
- *Don’t need mail piece* with unique ID to respond online
- Advertising campaign opens up *new contact methods*:
  - See URL on TV, print, or billboard ad
  - Hear URL on radio ad
  - Click on a digital ad – go directly to landing page
  - Informed Delivery (via email from USPS)
- *Partnership Program materials* with URL placed at events, in storefronts, in libraries, schools, etc.
NON-ID web option

2020 Census

You will need the materials we mailed to you or left at your door. All the information that you provide will remain confidential.

Where can I find my 12-digit Census ID?

- In the LETTER, click here.
- On the front of the QUESTIONNAIRE, click here.
- Below the barcode on the POSTCARD, click here.
- On the NOTICE of VISIT, click here.

Please Log In

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

Login

If you do not have a Census ID, click here.

ENGLISH ESPAÑOL 中文(简体) TIẾNG VIỆT 한국어 PУССKИЙ العربية TAGALOG POLSKI FRANÇAIS KREVÔL AYISVEN PORTUGUÈS 日本語

OMB No.: 0607-1006 | Approval Expires: 11/30/2021
Example digital ad
Out-of-home example
Print example
USPS Informed delivery ™
Informed Delivery Daily Digest

USPS <USPSInformedDelivery@usps.gov>

to me

You have mail and packages arriving soon.

COMING TO YOUR MAILBOX SOON.
How does Web-push versus Choice intersect with communications campaign?
## Introduction to Tract Segments

<table>
<thead>
<tr>
<th>Tract Segment</th>
<th>Predicted Self-Response</th>
<th>Of the U.S. Population</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Responsive Suburbia</strong></td>
<td>71%</td>
<td>24%</td>
</tr>
<tr>
<td>• High predicted rate of response, with a high percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in suburban neighborhoods of single-family homes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• High % college educated, high % married, and high median household incomes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Main Street Middle</strong></td>
<td>67%</td>
<td>21%</td>
</tr>
<tr>
<td>• High predicted rate of response, with an above-average percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in small towns and less densely populated areas surrounding urban centers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Low diversity and a higher % 65 or older than the national average.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Country Roads</strong></td>
<td>60%</td>
<td>16%</td>
</tr>
<tr>
<td>• Slightly below-average predicted rate of response, with a below-average percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in rural areas predominantly in the eastern United States, surrounding small towns and outside the suburbs of major cities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• High % owner-occupied housing, low % college educated, and below-average median household incomes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Downtown Dynamic</strong></td>
<td>59%</td>
<td>9%</td>
</tr>
<tr>
<td>• Slightly below-average predicted rate of response, with a high percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in densely populated metro centers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• High % college educated, above-average % foreign-born, high % 25-44 compared to the nation as a whole, and high median household incomes.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Student and Military Communities</strong></td>
<td>56%</td>
<td>2%</td>
</tr>
<tr>
<td>• Below-average predicted rate of response, with a high percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in communities around college campuses or military bases.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• A majority 18-24, high % college educated, and high % renter-occupied housing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sparse Spaces</strong></td>
<td>49%</td>
<td>5%</td>
</tr>
<tr>
<td>• Below-average predicted rate of response, with below-average internet response.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan’s Upper Peninsula.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• High % owner-occupied housing and below-average levels of internet access.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Multicultural Mosaics</strong></td>
<td>45%</td>
<td>14%</td>
</tr>
<tr>
<td>• Low predicted rate of response, with a below-average percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in California’s Central Valley and parts of New Mexico, Texas, Florida, as well as concentrations in urban areas.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• High % foreign-born, low % college educated, and majority Hispanic.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rural Deltas and Urban Enclaves</strong></td>
<td>43%</td>
<td>7%</td>
</tr>
<tr>
<td>• Low predicted rate of response, with the lowest percentage of that response coming online.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Found in rural parts of the southeastern United States, as well as concentrations in urban areas.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Low % college educated, low median household incomes, below-average levels of internet access, and majority non-Hispanic African American.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** U.S. population percentages do not add up to 100% due to tracts with no ACS mailout and, therefore, no tract segment assigned.
Responsive Suburbia: Demographics

Where are they?
Tracts in this segment can be found in suburban neighborhoods with single family homes.

Who are they?
The tracts in this segment have high median household incomes, high percentages of married households, and a large proportion of college-educated residents.

How will they respond?
On average, this segment is predicted to respond at high rates, with a high percentage of that response coming online.

24% of U.S. Population

Number of Tracts: 14,669
Internet Access: 90%
Moved in the Last Year: 11%
Predicted Self-Response: 71%
Share of Self-Response Online: 81%
Group Quarters: 11%
Owner vs. Renter: 90% Homeowner, 10% Renter
Race/Hispanic Origin Proportion of Segment:
- Hispanic: 11%
- NH White: 70%
- NH Black: 7%
- NH Asian: 8%
- NH AIAN: 0%
- NH NHPI: 0%
- NH Other: 0%

Age:
- <5: 6%
- 5-17: 19%
- 18-24: 8%
- 25-44: 25%
- 45-64: 29%
- 65+: 13%

Housing Type:
- Single-unit: 6%
- Multiunit (2-9): 2%
- Multiunit (10+): 14%
- Mobile Home: 13%

NH indicates Non-Hispanic.
**Sparse Spaces: Demographics**

**Where are they?**
Tracts in this segment can be found in rural areas predominantly in the western United States, Appalachia, northern Maine, and Michigan’s Upper Peninsula.

**Who are they?**
The tracts in this segment have a large proportion of owner-occupied housing units, below-average levels of internet access, and a higher percentage of residents 45 or older than the national average.

**How will they respond?**
On average, this segment is predicted to respond at a below-average rate, with a below-average percentage of that response coming online.

### Race/Hispanic Origin Proportion of Segment

<table>
<thead>
<tr>
<th>Race/Hispanic Origin</th>
<th>Segment Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>9%</td>
</tr>
<tr>
<td>NH White</td>
<td>80%</td>
</tr>
<tr>
<td>NH Black</td>
<td>5%</td>
</tr>
<tr>
<td>NH Asian</td>
<td>2%</td>
</tr>
<tr>
<td>NH AIAN</td>
<td>2%</td>
</tr>
<tr>
<td>NH NHPI</td>
<td>0%</td>
</tr>
<tr>
<td>NH Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Segment Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5</td>
<td>5%</td>
</tr>
<tr>
<td>5-17</td>
<td>14%</td>
</tr>
<tr>
<td>18-24</td>
<td>7%</td>
</tr>
<tr>
<td>25-44</td>
<td>20%</td>
</tr>
<tr>
<td>45-64</td>
<td>31%</td>
</tr>
<tr>
<td>65+</td>
<td>24%</td>
</tr>
</tbody>
</table>

### Owner vs. Renter

- **Homeowner:** 93%
- **Renter:** 7%

### Housing Type

- **Single-unit:** 14%
- **Multiunit (2-9):** 7%
- **Multiunit (10+):** 2%
- **Mobile Home:** 0%

**Number of Tracts:** 5,033

**Predicted Self-Response:** 49%

**Share of Self-Response Online:** 54%

**Moved in the Last Year:** 12%

**Internet Access:** 61%

**Group Quarters:** 2%

**NH indicates Non-Hispanic.**
**Where are they?**
Tracts in this segment can be found in rural parts of the southeastern United States, including Mississippi, Alabama, Georgia, and South Carolina, with additional concentrations in urban areas.

**Who are they?**
The tracts in this segment include areas with low median household incomes, below-average levels of internet access, and low percentages of college-educated residents. This segment has a majority of residents who are non-Hispanic African American.

**How will they respond?**
On average, this segment is predicted to respond at a low rate, with the lowest percentage of that response coming online.

---

**Race/Hispanic Origin Proportion of Segment**

<table>
<thead>
<tr>
<th>Race/Origin</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>9%</td>
</tr>
<tr>
<td>NH White</td>
<td>18%</td>
</tr>
<tr>
<td>NH Black</td>
<td>69%</td>
</tr>
<tr>
<td>NH Asian</td>
<td>1%</td>
</tr>
<tr>
<td>NH AIAN</td>
<td>1%</td>
</tr>
<tr>
<td>NH NHPI</td>
<td>0%</td>
</tr>
<tr>
<td>NH Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Internet Access**
60%

**Share of Self-Response Online**
35%

**Moved in the Last Year**
16%

**Owner vs. Renter**

**Housing Type**

- Single-unit
- Multiunit (2-9)
- Multiunit (10+)
- Mobile Home

---

NH indicates Non-Hispanic.
Tailored Design in 2020

Census 2020 tailoring:

- Targeted mailing bi-lingual materials
- Targeted Internet First
- Targeted Choice
- Targeted advertising (messaging and buys)

But...

- Not using multiple contact strategies (e-mail, text, phone)
- No incentives
- No customized landing pages
- No customized mail materials
<table>
<thead>
<tr>
<th>TAILORED INTERVENTION</th>
<th>City Commons</th>
<th>College Towns</th>
<th>Southwestern Families</th>
</tr>
</thead>
</table>
| Messaging             | - Quick – 10 min/10 Qs  
- Single parents  
- Schools and services for families/children  
- School lunches, after school programs, TANF/WIC  
- Job training programs | - Quick - 10 minutes/10 Qs  
- Mobile optimization  
- Bike lanes  
- Dog parks  
- Environment  
- Celebrities  
- Education | - Families/multi-generational  
- Children are focus  
- Community centers  
- Confidentiality |
| Incentive             | Cash         | Amazon Gift Card | Cash |
| In-Language materials | No           | No             | Spanish |
| Customized landing page | Single parents | Young people  
Diverse faces | Spanish  
Families |
| Mode targeting        | Choice       | Web            | Choice |
| Text reminder         | Yes          | Yes            | No     |
| USPS Informed Delivery | No           | Yes            | No     |
What worries me about Web-push for 2020 Census?

- Public perception that you *have to respond online*?
- Some *hard-to-survey populations prefer mail*?
  - Hispanics in Census Barriers Attitudes Motivator Survey
    - (37% stated preference for mail; 33% internet; 29% no preference)
  - Stakeholder qualitative research (recent immigrants preferred mail)
  - Yet... we project 56% of self-response from *Multicultural Mosiac* segment will be internet?
  - One segment projected to have *majority of responses by mail*
    - *Rural Deltas and Urban Enclaves*

- Web interface usability issues?
  - NON-ID option
  - Mobile optimization
To conclude: Web-push has arrived for the 2020 Census

- Push versus Choice has been tested leading up to 2020 with success
- We expect *majority of self-responses to come from web* (!)
- Respondents can *use Smartphones* (w/o ID) to participate
- But...need a *strong communication strategy* to reassure those who prefer mail
Thank you!