

# United States<sup>®</sup> Census 2020

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# Today's Discussion

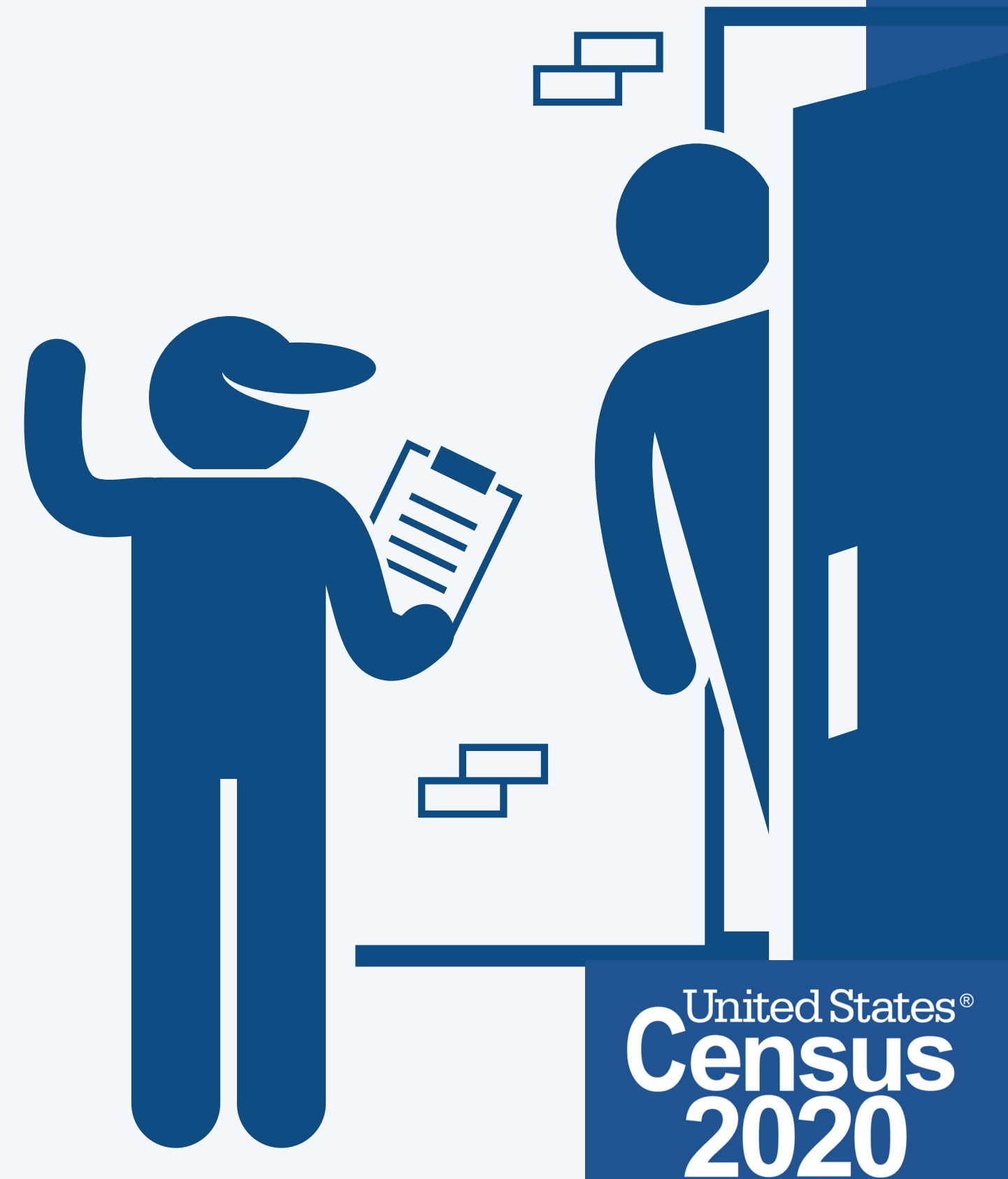
Overview

Research

Creative Brief

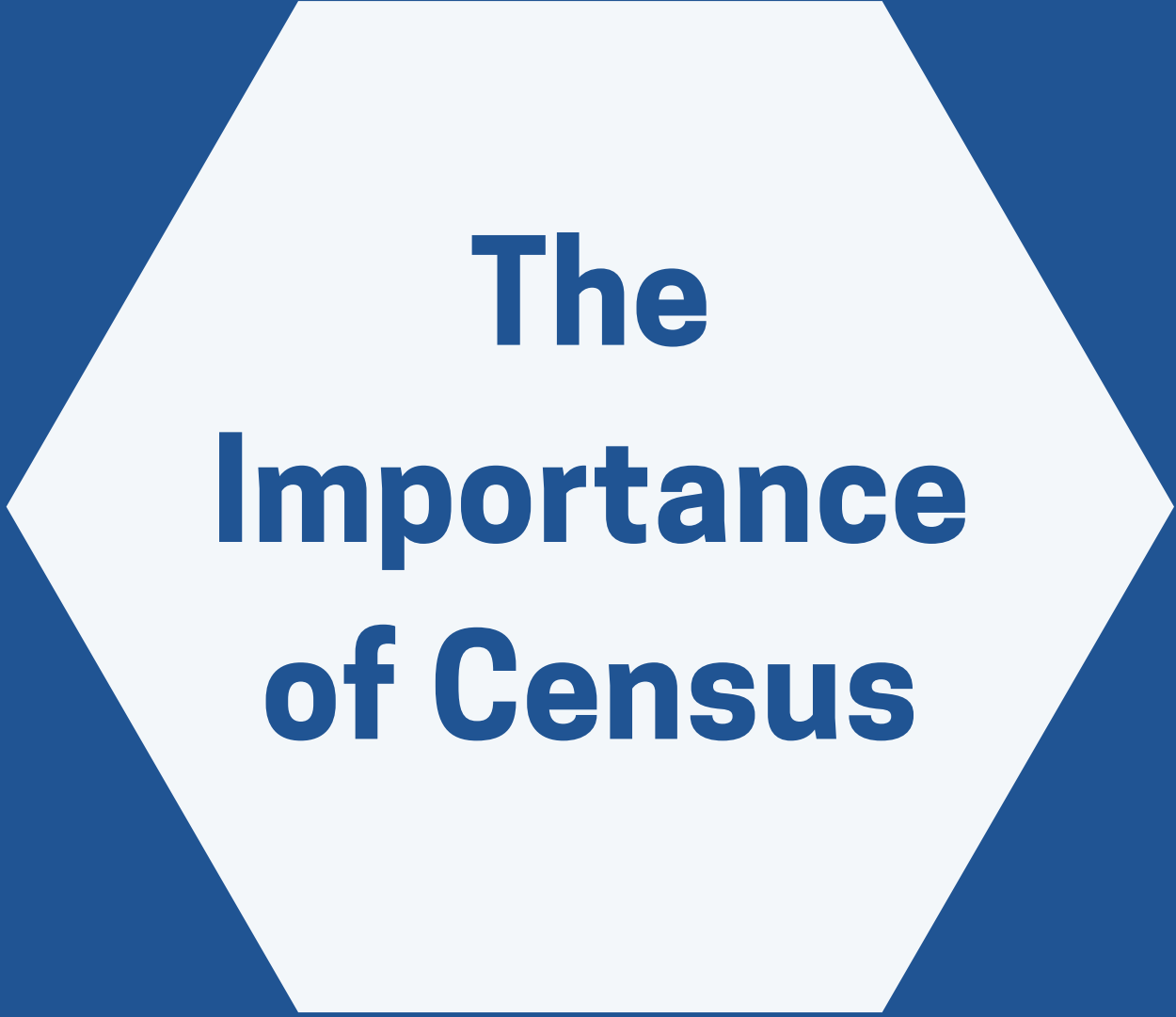
Recommendations for Creative Campaign

References



# Issues We were Asked to Solve

To reach groups that are **reluctant or afraid** to complete the census and **encourage** census participation. These groups maybe **unaware of the power** of the census to aid their community.



# The Importance of Census

## FEDERAL FUNDING

The results of the 2020 Census will inform decisions about allocating billions of dollars in federal funding to communities across the country—for hospitals, fire departments, school lunch programs, and other critical programs and services.

## REDISTRICTING

State legislatures or independent bipartisan commissions are responsible for redrawing congressional districts based on population.

## BUSINESS DECISIONS

Business owners rely on census results to make decisions, such as:

- Where to open new stores, restaurants, factories, or offices
- Where to expand operations
- Where to recruit employees, or which products and services to offer

## HELPING COMMUNITIES

The census data helps communities respond to natural disasters by securing funding for hospitals and fire departments and insuring accurate coverage of services to population sizes.

## SHAPING YOUR FUTURE

Census results influence highway planning and construction, as well as grants for buses, subways, and other public transit systems to keep up with population fluctuation.

# Census Response Rates

The Current National Self Response rate is 60.6% Internet responses at 48.7%

The Current Illinois Self Response rate is 65.6%, Internet responses at 53.7%

The current Chicago self-response rate is 53.2%, Internet response 44.0%

(The final 2010 Response rate was 62.4%)

 Chicago's **current** response rate is **lower than the year of 2010**.

\*Last updated June 3, 2020.

# Objective of Our Campaign

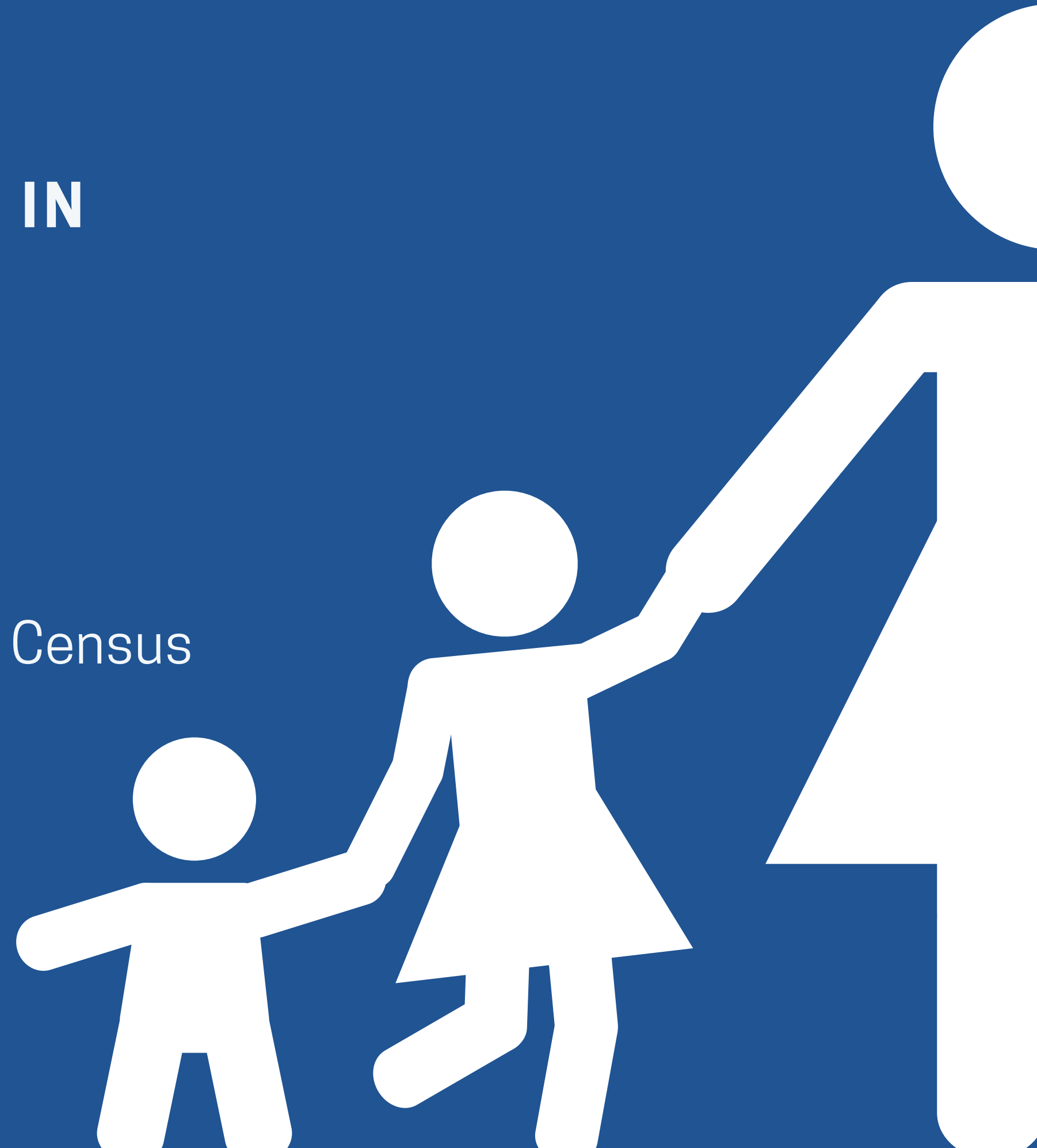
To **increase the final total response rate** of the 2020 US Census in Chicago, IL **by 10% by August 15th.**

\*Self-Response to Census 2020 Invitation extends timeline to Aug.14

# Challenges

## WHY PEOPLE DON'T PARTICIPATE IN THE CENSUS

- Data Privacy Issues
- Lack of understanding of the Census
- Language barriers
- Geographic and Cultural perspectives to Census
- Complex family dynamics
- Income status
- Access to technology



# Other Challenges

## INTERNAL FORCES

- Political Influence - Polarizing questions
  - ex. Citizenship questions
- Questions 2020 Census is funded by all tax payers

## EXTERNAL FORCES

- COVID-19/ National Pandemic
- Mailing vs. Internet





# Quantitative Methods

Using **Qualtrics**, we created a survey to acquire **quantitative** data and draw meaningful insights. The survey consisted of **55 questions with 56 anonymous** submissions captured.

The survey was sent out to the below individuals who live in the **Chicagoland area**:

- Current and former Northwestern MSC graduate students
- MSC faculty & staff
- Family & friends
- Business connections

Our survey was shared via **social media** and **GIVITAS**.

# Lack of Knowledge

Around **70%** of people **did not know** the **background history** of the Census. **A quarter** of those people also **did not know** that they could **access the Census online**.

Nor did they know the full scope of the Census' purpose.



# Access to Internet

Our Respondents are internet savvy.

100% who had not taken the Census, had access to the internet.

It is the primary information medium.



# Qualitative Methods

We interviewed two groups of people:  
**Domestic residents** and **Visa holder residents**.

Interviewees have varying **backgrounds** and experiences.

Each session lasted between 30-60 minutes.



# What do you think about Census?

“I have to do the Census because I’m obligated by the government. On the postcard I received at home they presented it like “it’s your duty. I wasn’t not going to do it.”

**Interviewee A**

“The government uses it to know how to allocate funds to different states and neighborhoods. And its used for other funding purposes as well. And political reasons. Like sometimes they use the Census to change the different regions that different city councilors have.”

**Interviewee B**

# Any Concerns?

"This is America. The Census could be used in politics to limit resources in an area or aid discrimination."

**Interviewee A**

"As an immigrant, yes [I have concerns about taking the Census]."

**Interviewee B**

# What do you think about Census?

“I have received the Census letter twice and I didn’t like the design so I was not interested to do anything about it. Moreover, I assumed Census is only for the citizens.”

**Interviewee C**

“I have received the Census Letter and I filled out the Census online instead of mailing it back. I knew about Census because of the Census commercial on Facebook and I believe it is very important”

**Interviewee D**

# Any Concerns?

"It is a hassle to mail out letter at my building and I didn't know Census is available online. They need to redesign the look of the Census and upgrade the quality of the flyers."

**Interviewee C**

"The Census questions were short and I did not have any concern to fill out any of the questions."

**Interviewee D**



# Interviewee's Suggestions



“ I follow a few politicians and I don’t recall seeing them really push it. You’ll see “Sponsored by the Census” on an ad. I think the government is trying to remove themselves from the Census and use other people to promote. Maybe they think its because everyone listens to Influencers now but even for the older generation or people like me I need to hear it from the government. Even for the immigrant community. It’s scary but if they communicated the importance of doing it then more people would probably do it. They’re not doing a good job marketing the importance of it.”

**Interviewee B**

# Our Findings

Of the respondents who have not taken the Census, 100% were born between 1981 and 1996.

No real difference in race or gender regarding Census completion

Our respondents feedback regarding the Census:

- Lack of trust in government
- Lack of importance
- Proper allocation of financial resources
- Online savvy

# Our Target Group Profile

**Olivia** is a fictitious sample target created using insights from our survey data and 1:1 phone interviews.

**Olivia** is a 27-year-old **young professional** working in a digital marketing company in **downtown Chicago**. Olivia has not completed the Census this year. She generally **doesn't trust** the government or think that her personal data will be protected by any governmental agency. However, she **does care** about how financial resources are distributed to her community and does understand that the Census is mandated by law.



# The Creative Brief

## Problem

Individuals born between **1981-1996** did not complete the Census because they **lack the background knowledge** about how the Census is mandatory by law for **all residents** whether they are **US Citizens or not**, or that the Census is used for **disaster** and **transportation planning**, and **business planning** in addition to **proper allocation** of **financial resources** and **congressional redistricting**.

# Consumer Insight

If individuals had the **background knowledge** (bulleted below), knew of it's **importance** to their **community** and the ease to which it can be **completed online**, they would complete the Census.

Your Census data will be used for :

- Financial Resource Allocation
- Congressional Redistricting
- Business Planning
- First Responder and Disaster Relief Planning

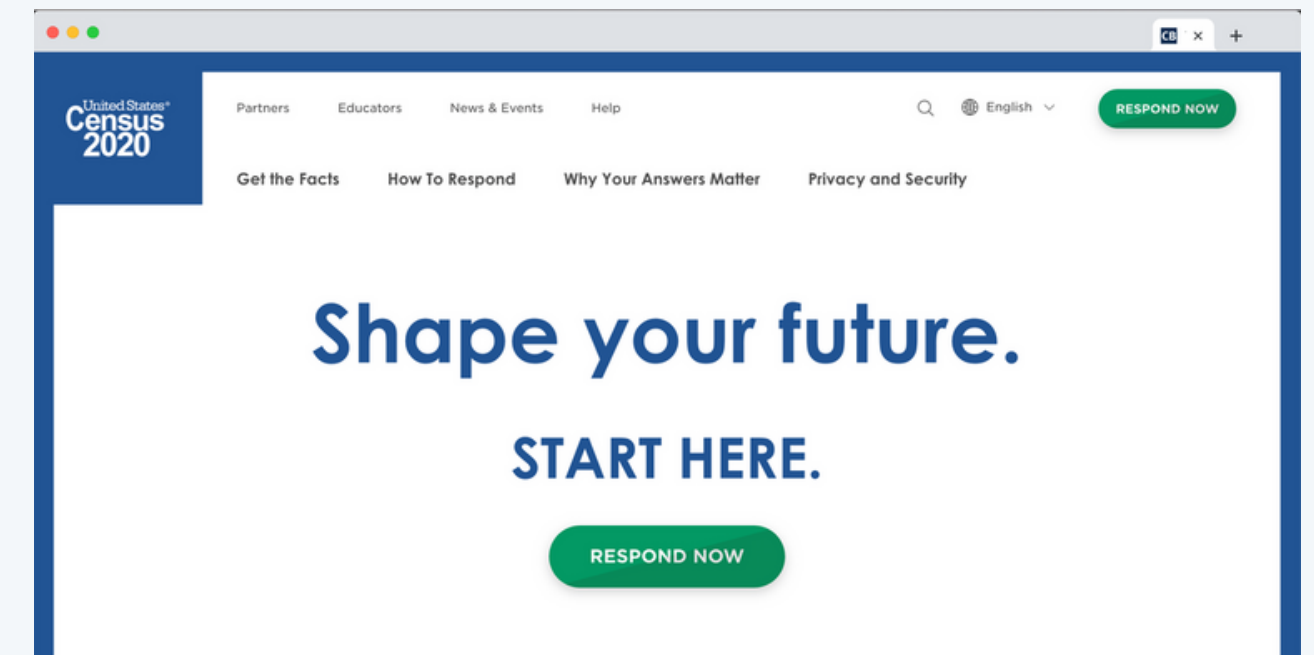
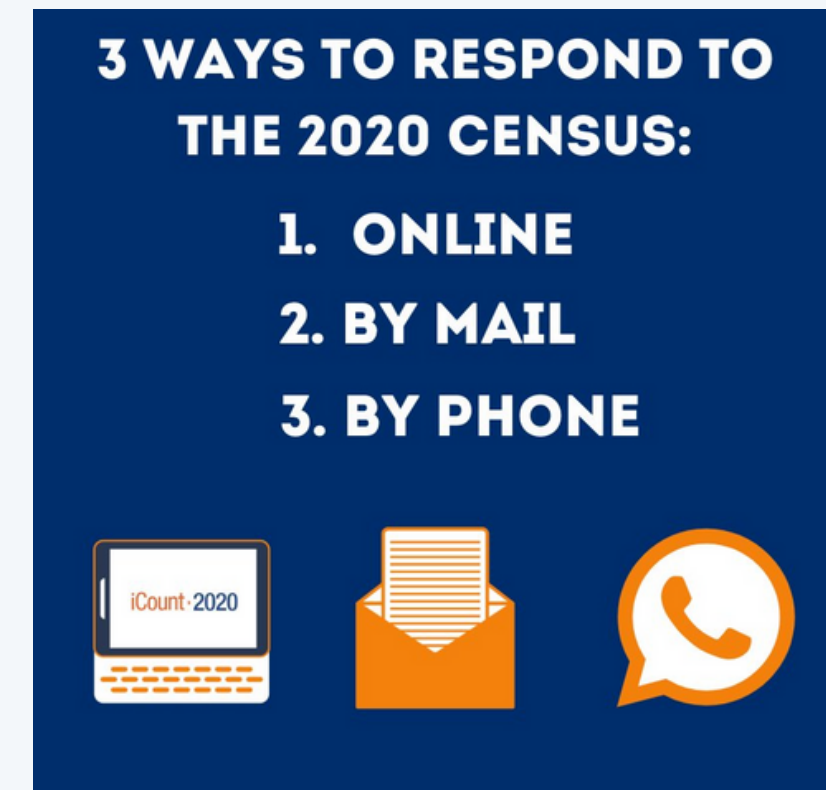
*These will have an impact on your communities for the next decade!*

# The Creative Brief

## Brand Imperatives

- Must include the 2020 Census standard logo/tagline lockup that consists of the words “United States Census 2020” coupled with the NEW tagline “Take Responsibility Today to Shape Our Tomorrow>.”
- Use the brand designated Teal Logo.
- Must include that the census can be filled out online or by phone in big letters.
- The Census logo needs to be viewable during the entire PSA.
- The Call to Action Take Responsibility Today to Shape Our Tomorrow' needs to be included with the website 2020Census.gov.
- Has to show that it makes the community more viable.
  - Focus on allocation of financial resources in community.

# Brand Imperatives



**"Take Responsibility Today to Shape Our Tomorrow>"**



# Creative Direction

Show a comparison between individual and/or community members who **complete** the Census vs. those that **do not complete** the Census. And highlight the purpose of the Census with a focus on **financial allocations** into communities. Include the **ease of completing** Census online.

Example Scenarios:

- Public School Lunch
- Public Transportation
- Roads
- First Responders



# Creative Direction

## Video Creative

*\*Motivational music playing\**

Ad starts with disheartened school aged boy (age 8-10) in a cafeteria staring down at a small portion of non-nutritious school lunch.

*Next scene*

Same little boy looking down at a tray of a nutrient rich school lunch and runs towards seating areas to sit with friends.

*Insert Morgan Freeman's voice over:*

You have the capacity to take responsibility and shape both you and your community's future,  
**it only takes 10 minutes. Log onto [2020Census.gov](https://2020census.gov) today.**





## *Next Scene*

\*Shows split screen\* of someone waiting for a public city bus the projected wait time for the bus is viewable on the screen at the bus stop. It will take 35 minutes for the next bus to arrive vs same person arriving at the same bus stop looking at the screen but then the bus pulls up. The person puts their bike on the front of the bus and then gets on with a smile.

## *Next scene*

\*Shows split screen\* of one person driving in their car and they are bumping around as they drive and then hit a pothole and are visibly upset vs. the same person driving a car, the road is smooth, and they happily singing to their music.





## *Next Screen*

\*Shows split screen\* of a house burning with the family watching their home burn, the father is in the street crying out for help vs. the same house burning but the firefighters and EMTs have responded and the fire is being put out and the family members are receiving medical care.

## *Next Screen*

Black screen with Tagline, Logo and Website: With Morgan Freeman saying, **“Take Responsibility Today to Shape Our Tomorrow”** Go to [2020census.gov](https://2020census.gov) to be counted. With brand designated United States Census 2020 teal logo  
You can also take the Census by **phone and mail with the phone number.**



# The Creative Brief

## Media Imperatives

**30-45 second omnichannel digital videos**

### **YOUTUBE**

Ads 15 Seconds

Days/times to air:

Tue-Th - 6pm - 11pm, Fri- M - 11am - 11pm

Play during these videos: Food, Beauty & Fashion, and Travel

### **YOUTUBE- VEVO**

Ads 15 seconds

Play Census ad after every four videos

### **HULU**

Ads 30-45 Seconds

Days to air: M-Su Time: 7pm - 12am

Air during: Simpsons, Ellen, Law & Order: SVU, Keeping Up with the Kardashians and Family Feud

# The Creative Brief

## Media Imperatives

**30-45 second omnichannel digital videos**

### **YOUTUBE**

Ads 15 Seconds

Days/times to air:

Tue-Th - 6pm - 11pm, Fri- M - 11am - 11pm

Play during these videos: Food, Beauty & Fashion Travel (Co-branded)

### **YOUTUBE- VEVO**

Ads 15 seconds

Play Census ad after every four videos

- With over 126 million unique monthly viewers, YouTube is by far the most popular online video property in the United States.
- In the 3rd quarter 2019, the U.S. internet users who use YouTube are majority 26-35 years old( 71% ) and 36-45 years old (67%).

# The Creative Brief

## Media Imperatives

**30-45 second omnichannel digital videos**



Ads 30-45 Seconds

Days to air: M-Su Time: 7pm - 12am

Air during: Simpsons, Ellen, Law & Order:  
SVU, Keeping Up with the Kardashians and  
Family Feud

- Hulu can be viewed only in the United States.
- In 2019, the statistic shows that Hulu subscribers among VoD users in the United States, 35% of the users are 18 - 29 years old and 34% of the user are 30-49 years old.

# The Creative Brief

## Media Imperatives

### RADIO

According to the Ipsos-iHeartRadio study, Americans of all ages listen to an average of 17.2 hours of audio per week, with millennials topping the list at 18.8 hours per week.

The Edison Research survey also found that 50 percent of the U.S. population over 12 years old listened to music via YouTube at least once a week, while popular streaming services like Spotify, Apple Music and Amazon Music have seen their monthly listener numbers grow year-over-year since 2017 in the 12-to-34 demographic by between three and nine percentage points.

The data shows more than 72 million millennials listen to AM/FM radio each week. And 96 % of Hispanic millennials tune in to terrestrial radio on a weekly basis, according to Nielsen.



# Media Imperatives

## RADIO 30 SECONDS

**Days/times to air: M-Fr - 6am-11am and 4pm-7:30pm**

### SPOTIFY AND PANDORA (Apps)

Play ads for account holders who were born between 1981-1996.

### iHeartRadio (App)

Radio ads to play on

- 107.5 WGCI Chicago
- V103
- 103.5 KISS FM

### Other Local Chicago Radio Stations

- Amor 106.7
- Latino Mix 93.5





# Radio Creative

Two college students just met in the park and this is their conversation.

**A: Hey, how is it going?**

B: I am doing well! Just really busy with work and school.

**A: Yea, me too. Have you filled out the 2020 Census yet?**

B: Oh well, I haven't had a chance to do it and to be honest I'm not planning to.

**A: Why not?**

B: I don't really trust that my government will keep my data safe and I don't think it is that important anyway.

**A: Oh no! You 've got some bad information on that! Your data is safe. And If you don't do the Census, it will have a big impact on the future of our community. Census data helps the community respond to natural disasters, filling out the Census provides funding for hospitals and fire departments, and the Census provides better educational resources for children AND it keeps our streets free of potholes...did you see my new car? I am not trying to mess up my car! So do me a favor, do your Census!**

B: Oh wow, I didn't know it had that kind of impact, I better get on it then, how do I do it?

**A: Oh! It's easy, it only takes about 10 minutes and you can do by phone or mail. But it's really simple to do it online. Here, let me help you. Log on to [2020census.gov](https://2020census.gov) and we can do it right now!**



# In Conclusion

As you can see the visual marketing pieces are meant to draw upon the deep emotional connections that individuals have with where they live. We are attempting to link those feelings positively with the Census. The ease of completing the Census is also meant to be a further driving force.

For the radio ad, we are attempting to appeal to a younger population by relating to them in a lighthearted, but still content serious way.

**Any  
Questions?**



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# Appendix

# About Census 2020

**THE 2020 CENSUS COUNTS EVERY PERSON LIVING IN THE UNITED STATES AND FIVE U.S. TERRITORIES.**

- Article 1, Section 2 of the US Constitution mandates that the country conduct a count of its population once every 10 years.
- The 2020 Census will mark the 24th time that the country has counted its population since 1790.





## WHAT PEOPLE THINK ABOUT IT



"It's 10 questions, it takes 10 minutes and we only do it once every 10 years. Its impact is for an entire decade, so being accurate and not being underrepresented is huge. The impact is enormous."

SUSAN CARNEYILWACO  
TIMBERLAND LIBRARY MANAGER

"Some people don't wish to be found, while others may be hard to contact because they live in gated communities. Others may be hard to interview, due to low literacy or limited English. Finally, some individuals are hard to persuade."

REBECCA TIPPETT  
UNC CHAPEL HILL

"The Census Bureau was asked by Congress to limit costs of this census and proposed multiple technological innovations to reduce costs and maintain quality."

BRANDON CLINE  
CHINOOK OBSERVER

# Census Questionnaire Sample

**Start here** OR go online at [my2020census.gov](https://my2020census.gov) to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [my2020census.gov](https://my2020census.gov) or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

**3. Is this house, apartment, or mobile home — Mark ☒ ONE box.**

- ☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

**4. What is your telephone number?**  
We will only contact you if needed for official Census Bureau business.

Telephone Number  -  -

FORM **DI-Q1(E/S)** (05-31-2019) 11100013

**Person 1**

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

What is Person 1's name? Print name below.

First Name  MI

Last Name(s)

**6. What is Person 1's sex? Mark ☒ ONE box.**

☐ Male ☐ Female

**7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020  years

Print numbers in boxes. Month  Day  Year of birth

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

**9. What is Person 1's race?**  
Mark ☒ one or more boxes AND print origins.

- ☐ White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- ☐ Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- ☐ American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- ☐ Chinese ☐ Vietnamese ☐ Native Hawaiian
- ☐ Filipino ☐ Korean ☐ Samoan
- ☐ Asian Indian ☐ Japanese ☐ Chamorro
- ☐ Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.
- ☐ Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.
- ☐ Some other race — Print race or origin.

**→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**



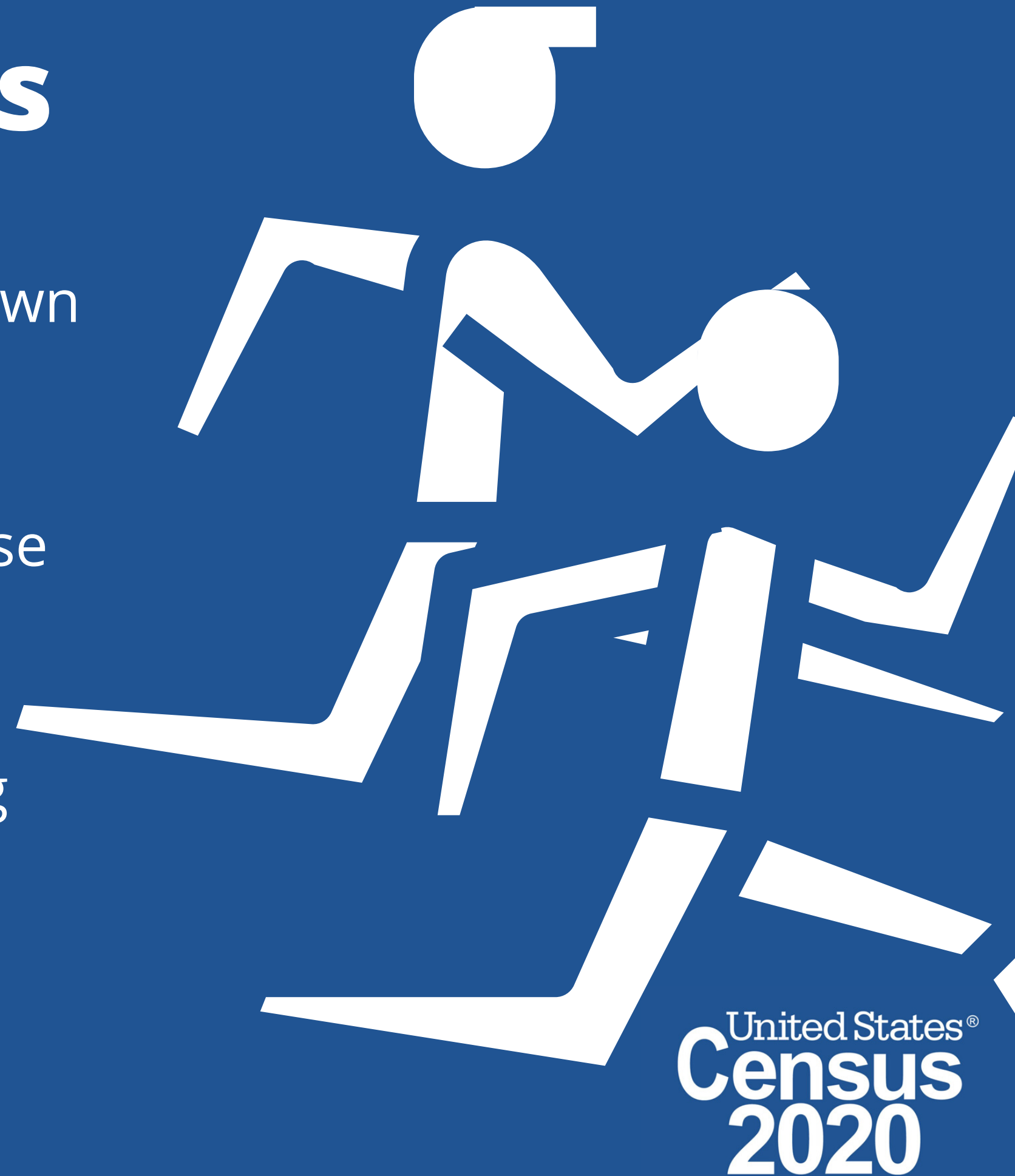
## **Executive Summary (Secondary Research)**

Currently the US Census is implementing plans which include galvanizing local community organizations to support the increase of Census response rates through education and questionnaire completion assistance.



# Competing Messages

- Census as a tool for government crackdown on Illegal Immigrants
- Census being used to increase or decrease influence of minority groups
- Census exposes personal data to hacking and identity theft
- Census taker impersonators or scams



# Our Target Group Profile

## Demographic

- Location: Chicagoland area
- Age group: Millennials (1981-1996)
- Genders: All Genders
- Race: All Race
- US Citizens, Permanent or Conditional Residents, non-immigrants (Visa holders) and undocumented
- People who have access to the internet
- All income brackets
- Renters
- Various levels of political involvement



# Our Target Group Profile

## Key Psychographics

- Values privacy and does not appear to have trust in governmental organizations or their use of personal data.
- Appears to be motivated to do the Census because it is required by law and for the proper allocation of financial resources to their communities.

## Challenges

- Lack of education on the Census history and background.
- Lack of understanding of the purpose of the Census.

## Preferred Channels

- Receives a majority of their news via Internet or Social Media
- Active on Social Media (Facebook, Instagram, YouTube, Twitter)