**Results**

- **How is ACS self-response affected during Census advertising and activities?**

  - **2010 Census**
    - Differences in the Check-in Rates from Prior Year by ACS Panel (National Level)

  - **2015 Census Test**
    - Differences in the ACS Check-in Rates from Prior Year by ACS Panel (Savannah, GA area)

  - **Internet and Mail Responses**

- **Can we reach survey households who are not likely to self-respond with digital promotional messages?**

**Limitations**

- **Some differences in the self-response check-in rates are due to factors other than Census advertising.**
- **To protect confidentiality, special processes were used in communicating sample addresses to the third-party vendor which may have resulted in fewer addresses being linked to a digital profile.**
- **We were restricted to using only one third-party vendor to link sample addresses to digital profiles.**
- **Data weighted only for probability of selection; not adjusted for unit-nonresponse or population controls.**

**Feasibility of Advertising for a Survey**

- **Decennial Census Advertising Campaigns**
  - **Census 2000 - For the first time, used a paid advertising campaign including print and broadcast media and outdoor advertising (e.g. billboards).**
  - **2010 Census – AdDED digital advertising in the form of a 2010 Census website and used social media (YouTube, Facebook, Twitter) to get messaging out.**
  - **2015 Census Test (Savannah, GA) – Included targeted digital advertising to reach hard-to-count populations.**

**Methodology**

- **To show how the ACS is affected by decennial census advertising, computed ACS self-response check-in rates.**
- **Used the 2016 ACS Content Test data for operational and digital advertising if we were to consider it.**
- **Used third-party vendor to link sample addresses to digital profiles.**
  - **To show how the ACS is affected by decennial census advertising.**
  - **All metrics weighted by the ACS sampling weights.**
  - **Computed propensity to self-respond and response distributions of other than Census advertising.**

**Conclusions**

- **Census advertising and activities positively affected ACS self-response leading up to ‘Census Day’ in 2010.**
  - **After ‘Census Day’ in 2010, ACS self-response was negatively affected.**
  - **About 63 percent of the 2016 ACS Content Test addresses with a digital profile self-respond to the ACS.**
  - **About 43 percent of the 2016 ACS Content Test addresses with no digital profile self-respond to the ACS.**
  - **Of the 2016 ACS Content Test addresses that did not self-respond, about 25 percent had a digital profile.**

**Characteristics of 2016 ACS Content Test addresses without a digital profile (compared to those with a digital profile):**
- **Household is more likely to be age 18 to 44 or 65 and over.**
- **Householder is less likely to have a college degree.**
- **More likely to:— Have members who speak English less than very well— Be in a household with members all under 30 years or 65 and over— Be renters— Live in an apartment— Have moved into unit in 2010 or later— Be one-person households— Have household incomes less than $50,000— Consist of members all under 30 years or 65 and over.**