

Applying a Strategic Framework to Reinvent American Community Survey Mail Contact Materials

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U.S. Census Bureau

Research to improve ACS mail materials and messaging

The Census Bureau has conducted considerable research to improve its mail materials and messaging. Among the reasons:

- To increase self-response rates
- Increase data quality
- Address respondent burden
- Address concerns about the legitimacy of the survey
- Address concerns about the legal mandate of the survey

ACS Mail Contact Strategy



**Envelope
Letter**

Reminder letter

**Envelope
Paper Questionnaire
Letter**

**Reminder
Postcard**

**Final Reminder
Letter**

**Internet Instruction Card
FAQ Brochure
Multilingual Brochure**

**Choice Instruction Card
FAQ Brochure
Return Envelope**

**5 mailings
13 different mail pieces**

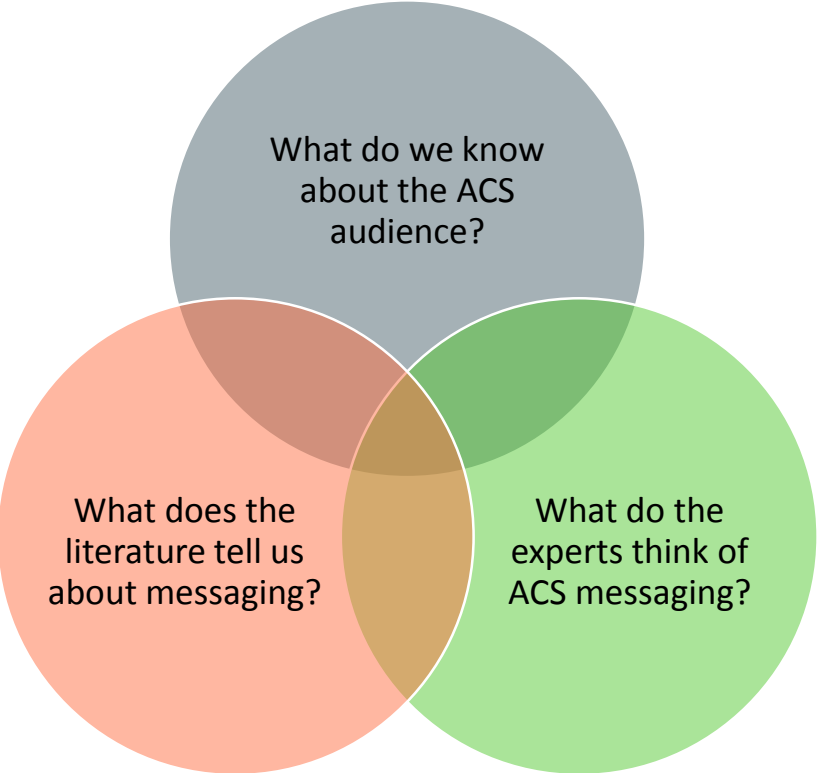
Drawback to incremental survey changes

Incremental changes to survey materials can be effective, but it has a drawback



Research has been successful in identifying specific features that tend to have larger versus smaller effects [on response rate], but generally leaves unanswered how all elements of a design fit together (Dillman, Smyth, and Christian, 2014)

Research to develop a Strategic Framework

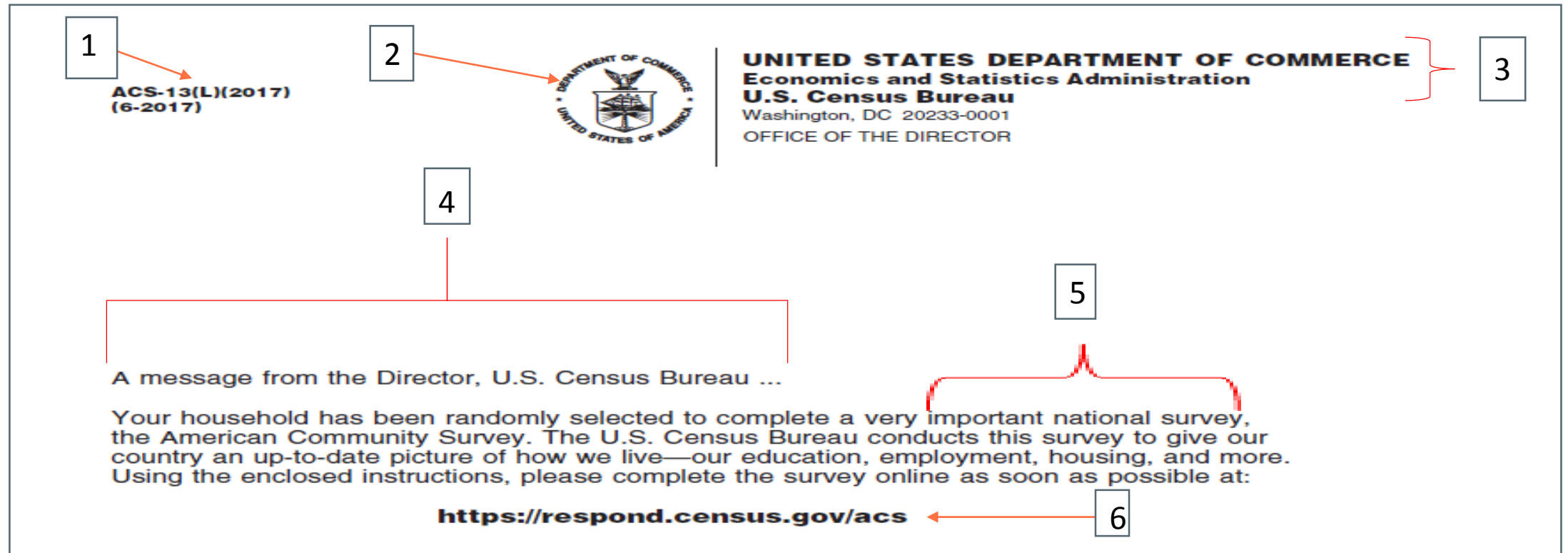


ACS Mail Materials Analysis - Overview

- Use the Strategic Framework report to **systematically evaluate** current ACS messaging to gain a **holistic understanding**
- **Inventory and analyze** the messaging in the current ACS materials
 - What messages are sent?
 - How frequently is each message sent?
 - What messages aren't sent?
 - What is done well?
 - Where can we improve?

Example of ACS messaging elements

Letter in First Mailing



ACS Mail Materials Analysis – Coding Methodology

- Using the Strategic Framework Report, we identified **74 codes** for messaging in **5 categories**:
 - Trust
 - Benefits
 - Reduce Burden
 - Instructions & Information
 - Required Elements

Example: Confidentiality/Data Security

Code	Theme
1.0	Trust: Recipients must believe that the survey is legitimate and that the messages are truthful
1.2	Confidentiality/Data Security
1.2.1	<ul style="list-style-type: none">• By law, Census must protect your data
1.2.2	<ul style="list-style-type: none">• Census employees face fines and prison if they violate law
1.2.3	<ul style="list-style-type: none">• Federal Cyber Security Act
1.2.4	<ul style="list-style-type: none">• Census cannot share your data
1.2.5	<ul style="list-style-type: none">• Secure website, encrypted browser, screening system transmit data
1.2.6	<ul style="list-style-type: none">• Oath of nondisclosure statement
1.2.7	<ul style="list-style-type: none">• Won't release data in a way that identifies you – such as aggregate data, creating statistics, etc.

ACS Mail Materials Analysis – Coding Methodology

- Coding of materials
 - Two independent coders coded all materials
 - Third independent coder coded select mail pieces
 - Disagreements in coding adjudicated by all three coders
 - Produced consensus coding for all 13 mail pieces.

Example of a Coded Letter

ACS-13(L)(2017)
(6-2017)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

Your household has been randomly selected to complete a very important national survey, the American Community Survey. The U.S. Census Bureau conducts this survey to give our country an up-to-date picture of how we live—our education, employment, housing, and more. Using the enclosed instructions, please complete the survey online as soon as possible at:

<https://respond.census.gov/acs>

Example of a Coded Letter

4.5 (Required information)

ACS-13(L)(2017)
(6-2017)



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Example of a Coded Letter

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1.1.1 (Sponsorship)

Example of a Coded Letter

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(6-2017)

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Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
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4.5 (Required information)

1.1.1 (Sponsorship)

4.1.1 (Part of a random sample)

Example of a Coded Letter

ACS-13(L)(2017)
(6-2017)

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4.5 (Required information)


1.1.1 (Sponsorship)

4.1.1 (Part of a random sample)

2.3.7 (Highlight importance)

Example of a Coded Letter

ACS-13(L)(2017)
(6-2017)

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4.5 (Required information)

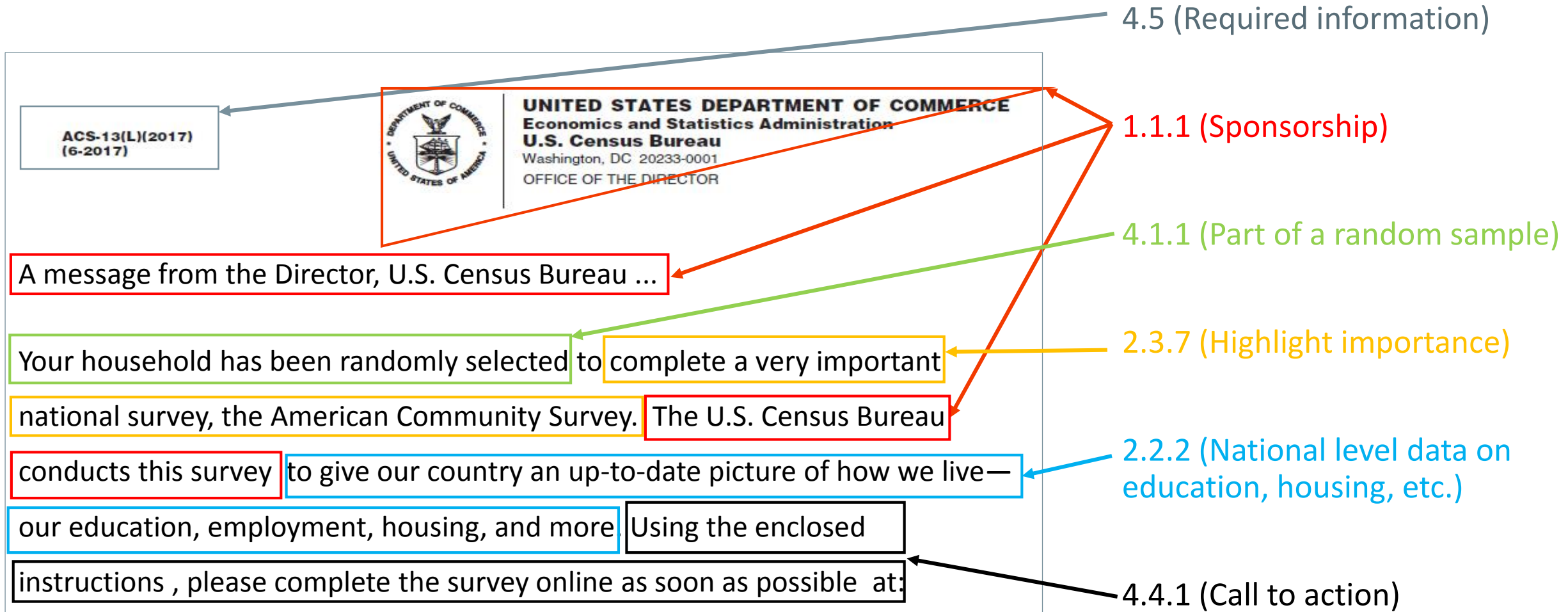
1.1.1 (Sponsorship)

4.1.1 (Part of a random sample)

2.3.7 (Highlight importance)

2.2.2 (National level data on education, housing, etc.)

Example of a Coded Letter



ACS Mail Materials Analysis - Results

Coded 358 “elements” that each convey a message

39%	Trust
19%	Requirements
14%	Benefits
14%	Reduce Burden
14%	Instructions & Information

Most Frequent Message

Connection to known and trusted sponsor

- 59 times (out of 358 messages) across all mail pieces
- **16.5%** of all coded messages
- For comparison: ACS Mail materials communicate a connection to a sponsor **more often** than **benefits** or **reduce burden** messaging.

Most frequent message

*Connection to known
and trusted sponsor*

Logos



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

ACS-13(L)(2017)
(6-2017)



UNITED STATES DEPARTMENT OF COMMERCE
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U.S. Census Bureau
Washington, DC 20233-0001
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<https://respond.census.gov/acs>

The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. The enclosed brochures answer frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Enclosures



[census.gov](https://www.census.gov)

Most frequent message

*Connection to known
and trusted sponsor*

Salutation:

“A message from the Director,
U.S. Census Bureau . . .”



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

ACS-13(L)(2017)
(6-2017)



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Thank you.

Enclosures

A smaller version of the United States Census Bureau logo, enclosed in a yellow rectangular border.

[census.gov](https://www.census.gov)

Most frequent message

*Connection to known
and trusted sponsor*

Web address
census.gov



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

ACS-13(L)(2017)
(6-2017)



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U.S. Census Bureau
Washington, DC 20233-0001
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If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Enclosures



census.gov

Most frequent message

*Connection to known
and trusted sponsor*

Census conducts this survey

“The U.S. Census Bureau conducts this survey...”

“The Census Bureau is using the internet...”

“The Census Bureau is required by law...”

“The Census Bureau randomly chose...”

“The Census Bureau is not permitted...”



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

ACS-13(L)(2017)
(6-2017)



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Washington, DC 20233-0001
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If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Enclosures

United States
Census
Bureau

[census.gov](https://www.census.gov)

However... on the survey form:

- 3 Census references
 - 1 Small print as 3rd sponsor
 - 2 Census.gov web addresses
- No Census logo
- No statement that the Census Bureau conducts this survey

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey


Start Here

Respond online today at:
<https://respond.census.gov/acs>

OR

Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

 **If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.**

Telephone Device for the Deaf (TDD):
Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625**. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs>

Please print today's date.

Month Day Year

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name MI

Area Code + Number -

How many people are living or staying at this address?

- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

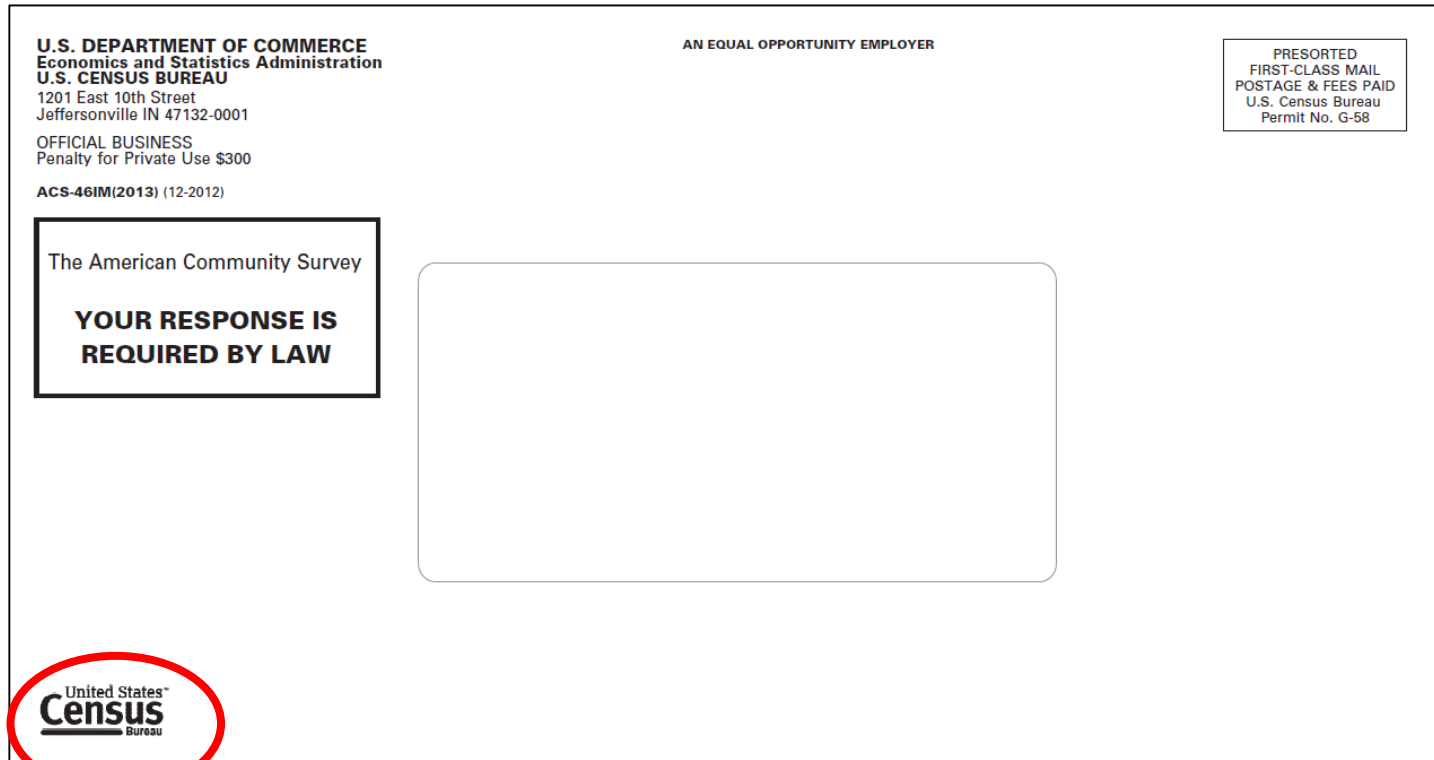
Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

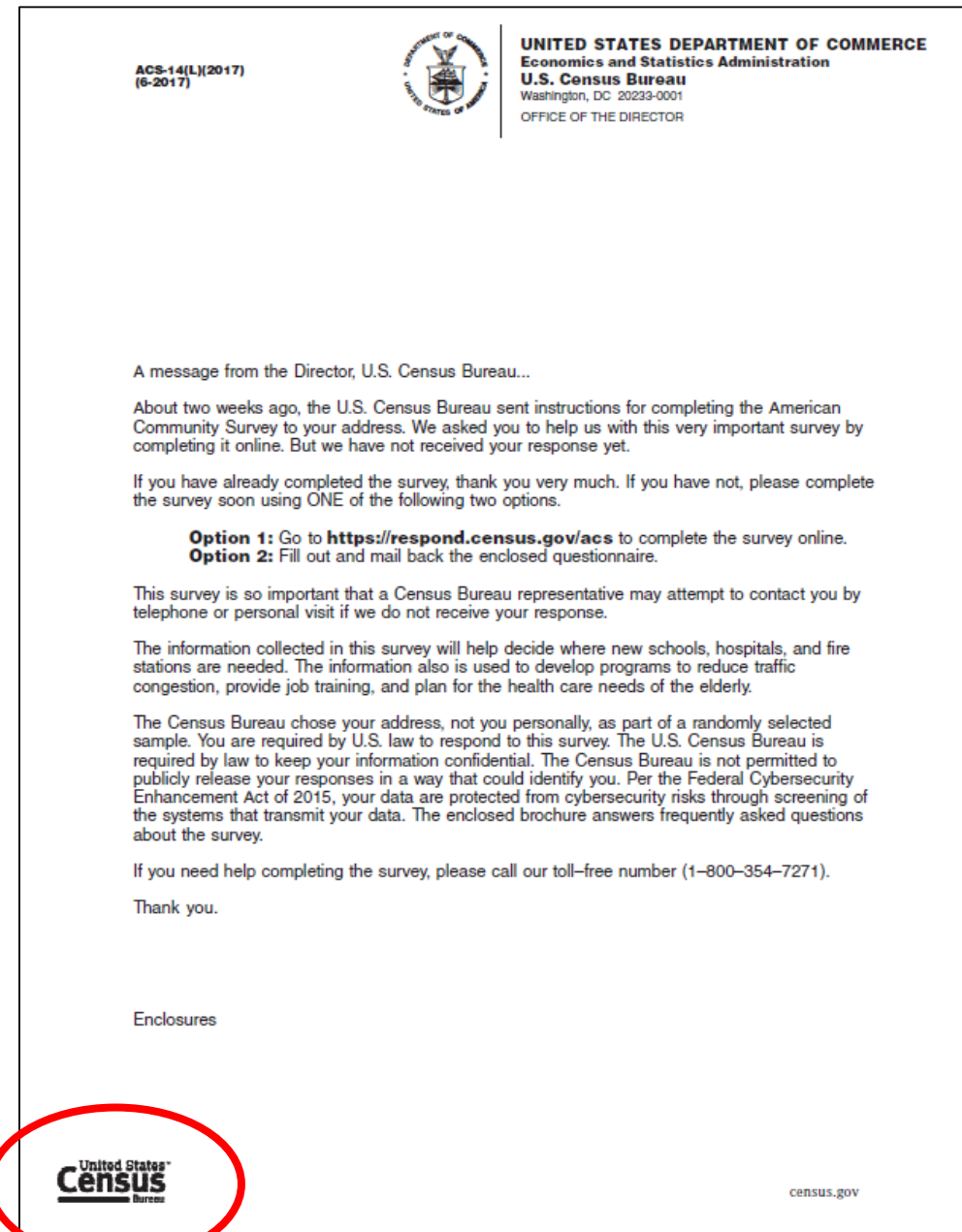
FORM **ACS-1(2017)**
(03-14-2015)

OMB No. 0607-0810
OMB No. 0607-0936

Placement matters



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov



census.gov

Placement matters

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

1201 East 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use \$300

ACS-46IM(2013) (12-2012)

The American Community Survey



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

ACS-14(L)(2017)
(6-2017)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau...

About two weeks ago, the U.S. Census Bureau sent instructions for completing the American Community Survey to your address. We asked you to help us with this very important survey by completing it online. But we have not received your response yet.

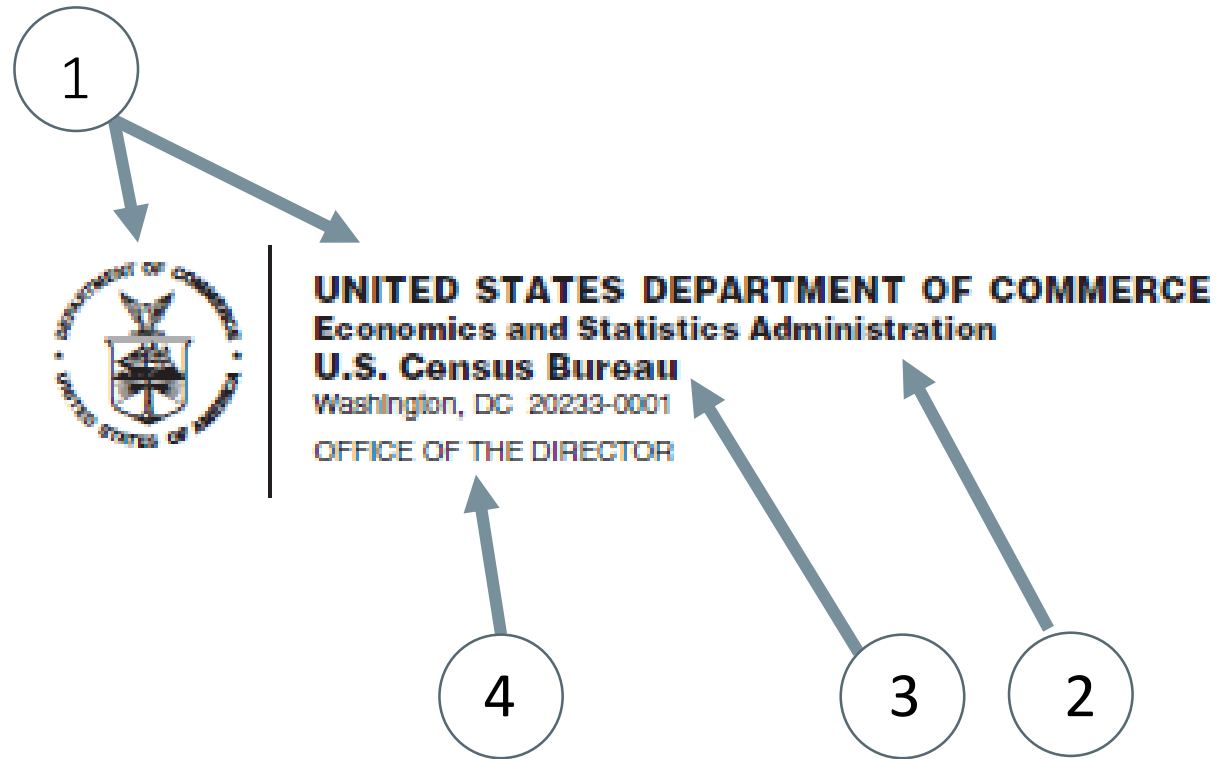
If you have already completed the survey, thank you very much. If you have not, please complete the survey soon using ONE of the following two options.

- Option 1:** Go to <https://respond.census.gov/acs> to complete the survey online.
- Option 2:** Fill out and mail back the enclosed questionnaire.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

Four sponsors?

- 1) UNITED STATES DEPARTMENT OF COMMERCE
- 2) Economics and Statistics Administration
- 3) U.S. Census Bureau
- 4) OFFICE OF THE DIRECTOR



Most Frequent Message - Conclusion

- If our goal was to let a potential respondent know this survey is conducted by the Census Bureau, this seems to be accomplished by **quantity** of messaging.
- Could we still improve our messaging to make this connection?
 - Do messages connect to the best sponsor?
 - Are the messages in the best locations?
 - Are we consistent across all mail pieces, including the survey form?

Analysis – The First Mailing

- The First Mailing contained **129** messages using **39** codes across the envelope, letter, brochures and instruction card.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001
OFFICIAL BUSINESS
Penalty for Private Use \$300
ACS-66IM2012 (12-2012)

AN EQUAL OPPORTUNITY EMPLOYER

POSTAGE & FEE PAID
U.S. Census Bureau
Permit No. 528

The American Community Survey

YOUR RESPONSE IS REQUIRED BY LAW

United States
Census
Bureau

U.S. Department of Commerce | Economics and Statistics Administration

Go to <https://respond.census.gov/acs> to complete the American Community Survey online.

(Vea el otro lado para español.)

IMPORTANT: You will need information from the address label on this card to log in. If you need help or have questions about the American Community Survey, call the toll-free number 1-800-354-7271.

ACS-12ILM2017
12-2017

UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20533-3001
OFFICE OF THE DIRECTOR

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Your household has been randomly selected to complete a very important national survey, the American Community Survey. The U.S. Census Bureau conducts this survey to give our country an up-to-date picture of how we live—our education, employment, housing, and more. Using the enclosed instructions, please complete the survey online as soon as possible at:

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The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. The enclosed brochures answer frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271). Thank you.

Enclosures

United States
Census
Bureau

census.gov

Frequently Asked Questions

American Community Survey

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
www.census.gov

Frequently Asked Questions

What is the American Community Survey?
The American Community Survey collects information about population and housing characteristics for the nation, states, cities, counties, metropolitan areas, and communities on a continuous basis. Based on the American Community Survey, the U.S. Census Bureau can provide up-to-date data about our rapidly changing country more often than once every 10 years when the census is conducted.

How do I benefit by answering the American Community Survey?
Communities need data about the well-being of children, families, and the older population to provide services to them. By responding to the American Community Survey questionnaire, you are helping your community to establish goals, identify problems and solutions, and measure the performance of programs.

The data also are used to decide where to locate new highways, schools, hospitals, and community centers; to show a large corporation that a town has the workforce the company needs; and in many other ways.

Do I have to answer the questions on the American Community Survey?
Yes. Your response to this survey is required by law (Title 13, U.S. Code, Sections 141, 193, and 221). Title 13, as changed by Title 18, imposes a penalty for not responding. We estimate this survey will take about 40 minutes to complete.

How will the Census Bureau use the information that I provide?
By law, the Census Bureau can only use your responses to produce statistics. Your information will be used in combination with information from other households to produce data for your community. Similar data will be produced for communities across Puerto Rico and the United States.

We may combine your answers with information that you give to other agencies to enhance the statistical use of these data. This information will be given the same protections as your survey information. Based on the information that you provide, you may be asked to participate in other Census Bureau surveys that are voluntary.

Will the Census Bureau keep my information confidential?
Yes. The Census Bureau is required by law to protect your information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Where can I find more information about the American Community Survey or get assistance?
You may visit our Web site at census.gov/acs or call 1-800-354-7271. If you need assistance or more information.

The U.S. Census Bureau is conducting the American Community Survey

In a few days you will receive an American Community Survey questionnaire in the mail. Because you are living in the United States, you are required by law to respond to this survey. If you have questions about the form, please call us toll-free at 1-800-354-7271.

What is the American Community Survey?
The American Community Survey is an important survey conducted by the Census Bureau. It is designed to give communities current information about its people and housing. In order to make well-informed decisions, a community needs accurate and reliable information. By responding to this survey, you are helping your community to get this kind of information.

Will my answers to this survey be kept confidential?
Yes. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

La Oficina del Censo de los Estados Unidos está realizando la Encuesta sobre la Comunidad Estadounidense

En unos días, recibirá por correo un cuestionario de la Encuesta sobre la Comunidad Estadounidense. Como usted está viviendo en los Estados Unidos, la ley exige que usted responda a este cuestionario. Si tiene preguntas sobre el cuestionario, llámenos al 1-800-354-7271. El encendido podrá constatar sus preguntas o usted podrá completar la encuesta por teléfono.

¿Qué es la Encuesta sobre la Comunidad Estadounidense?
La Encuesta sobre la Comunidad Estadounidense es una encuesta importante realizada por la Oficina del Censo de los Estados Unidos. Está diseñada para brindar información actual a las comunidades sobre las personas y las viviendas. Para poder tomar buenas decisiones, una comunidad necesita información precisa y confiable. Al responder a esta encuesta, usted está ayudando a su comunidad a obtener este tipo de información.

¿Serán confidenciales mis respuestas a este cuestionario?
Sí. La Oficina del Censo de los EE.UU. está obligada por ley a mantener confidencial su información. A la Oficina del Censo no se le permite divulgar sus respuestas de manera que sea posible ser identificadas. En conformidad con la Ley para el Fortalecimiento de la Seguridad Cibernética Federal del 2015, sus datos son protegidos contra los riesgos de seguridad cibernética mediante los controles aplicados a los sistemas que transmiten su información.

Important Information From the U.S. Census Bureau

Información importante de la Oficina del Censo de los Estados Unidos

美國人口普查局
重要通知

Thank you for taking the time to complete the American Community Survey questionnaire. Your responses are important to our country.

Важная информация от Бюро переписи населения США

미국 인구조사국에서 전해드리는 중요한 정보

United States
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
www.census.gov

1. Repetition within mailing 1

Table 2. Word count* of ACS mail pieces

	Legal obligation or data security	Total	Percentage
Letter	77	279	28%
Multilingual Brochure	74	180	41%
FAQ Brochure	139	410	34%


Is this strategic?

2. Repetition across mailings

- The next 4 mailings **add only 5 new codes** that were not communicated in the first mailing.
- *Examples:*
 - *Providing multiple response modes (choice)*
 - *Reciprocity, thanking respondents, building good will.*
i.e. “If you have already responded, thank you...”
 - *If you don’t respond, ACS will contact you by phone or personal visit.*

Example of Unique vs Repeated Content

First 3 letters only


 UNITED STATES DEPARTMENT OF COMMERCE
 Economics and Statistics Administration
 U.S. Census Bureau
 Washington, DC 20533-0001
 OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau.

Your household has been randomly selected to complete a very important national survey, the American Community Survey. The U.S. Census Bureau conducts this survey to give our country an up-to-date picture of how we live—our education, employment, housing, and more. Using the enclosed instructions, please complete the survey online as soon as possible at:

<https://respond.census.gov/aos>


The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. The enclosed brochures answer frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number 1-800-354-7277.

Thank you.


 UNITED STATES DEPARTMENT OF COMMERCE
 Economics and Statistics Administration
 U.S. Census Bureau
 Washington, DC 20533-0001
 OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau.

A few days ago, you should have received instructions for completing the American Community Survey online. Local communities depend on information from this survey to decide where schools, highways, hospitals, and other important services are needed. If you have not already responded, please do so now.


Respond now at <https://respond.census.gov/aos>
 Log in using this user ID:

If we do not receive your response online, we will mail a paper questionnaire to your address.

Your response to this survey is required by law. Your response is critically important to your local community and your country. Responding promptly will prevent your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.

If you need help completing the survey or have questions, please call 1-800-354-7277.

Thank you in advance for your prompt response.


 UNITED STATES DEPARTMENT OF COMMERCE
 Economics and Statistics Administration
 U.S. Census Bureau
 Washington, DC 20533-0001
 OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau.

About two weeks ago, the U.S. Census Bureau sent instructions for completing the American Community Survey to your address. We asked you to help us with this very important survey by completing it online. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please complete the survey soon using ONE of the following two options.

Option 1: Go to <https://respond.census.gov/aos> to complete the survey online.
 Option 2: Fill out and mail back the enclosed questionnaire.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number 1-800-354-7277.

Thank you.

Example of Unique vs Repeated Content

The final reminder...



A message from the Director, U.S. Census Bureau

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. You are required by U.S. law to respond to this survey. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online.

Respond now at <https://respond.census.gov/acs>
Log in using this user ID:

Your response is critically important to your local community and to your country. If you do not respond, a Census Bureau interviewer may contact you by personal visit to complete the survey.

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you

Slight Variation in Messages: Fire Stations to Highways

First letter:

“This survey collects critical information used to meet the needs of communities across the United States. For example, results from this survey decide where new schools, hospitals, and **first stations** are needed.”

Second letter:

“Local communities depend on information from this survey to decide where schools, **highways**, hospitals, and other important services are needed.”

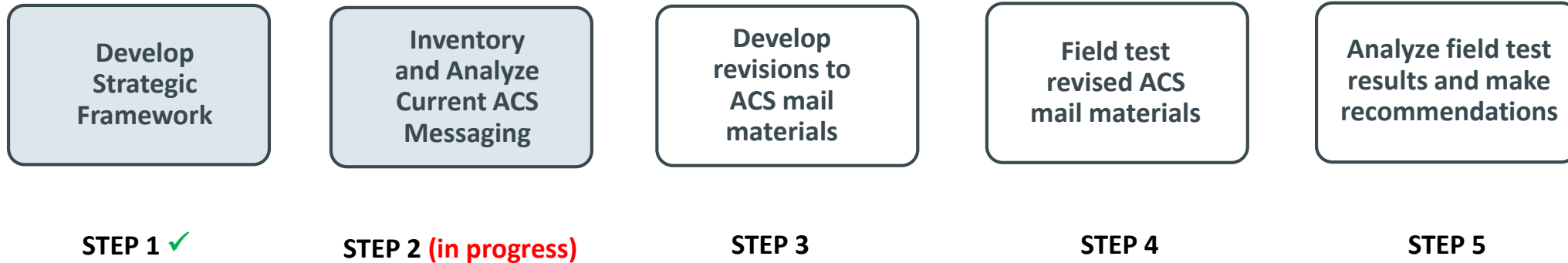
Missed Opportunities

- Some potentially beneficial codes not used in any ACS mail materials
- Examples:
 - Framing ACS participation as a civic duty or responsibility
 - Asking respondent for their commitment
 - Highlight survey participation is normal (consistency or conformity)
 - Use specific (not vague) examples of benefits
 - ACS data used by small businesses in your community

First Mailing Says it All - Conclusion

- The first ACS mailings contains a lot of messages.
- Messages are repeated verbatim or with slight variations within mail pieces in mailing 1 and in subsequent mailings.
- Aside from a few standard messages, subsequent mailings do not add new messages that may appeal to different potential respondents.
- Consistency accomplished!
 - Perhaps we could try balancing consistency with adding new massaging?

Next Steps



- Continue this type of analysis.
- Additional analysis: visual design, word density, readability & plain language. **Not what we say, but how we say it.**
- Gather feedback from experts; THANK YOU to everyone here!

Thank you!

- If you have any questions about this presentation contact:
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 - jonathan.schreiner@census.gov
 - (301) 763 9286