2015 Census Test

Preparing for the 2020 Census

Savannah, GA

The Census Bureau will conduct a 2015 Census Test in the Savannah, GA, media market (which includes neighboring counties in Georgia and South Carolina). The test area includes approximately 407,000 housing units.

Census Day is April 1, 2015.

The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the Internet, telephone, or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy, and safe for all to participate.

The 2015 Census Test will allow the Census Bureau to, on a small scale, employ a variety of new methods and advanced technologies that are under consideration for the 2020 Census. In particular, the Census Bureau plans to continue to test the option to respond to the 2020 Census on the Internet. In addition, this test will include a full advertising campaign, an early engagement campaign through Notify Me where respondents can indicate their digital contact preference (e-mail or text), and real-time processing of responses submitted without a census identification number.

The Purpose of the 2015 Census Test in Savannah

The 2015 Census Test in the Savannah, GA, media market (which includes Savannah and neighboring counties in Georgia and South Carolina) will look at ways to increase what the Census Bureau calls "self-response."

Goals

- Test reaching and engaging respondents to have them opt into our Notify Me campaign for the Census Test. This provides an opportunity for respondents to have early engagement in the census process and to select their preferred mode for future invitations and reminders.
- Test the effect that the ability to respond without a Census identification number has on response rates.
- Test advertising, including the use of targeted social media, to reach designated areas.
- Test promotion approaches, including partnership and an early engagement campaign to motivate respondents.
- Test how we measure participation and response rates, and how we can use targeted Internet advertising to reach hard-to-count areas.

For more information, visit ***census.gov***.

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