ORANGE COUNTY DEPARTMENT OF CHILD SUPPORT SERVICES

DIGITAL MARKETING GRANT

PHASE II ANALYSIS

Special Study

April 2020

BACKGROUND (AWARD AND PURPOSE)

The Digital Marketing grant program, sponsored by the federal Office of Child Support Enforcement (OCSE) within the U.S. Department of Health and Human Services (HHS) Administration for Children and Families (ACF), is a 24-month demonstration project with the goal of researching how digital marketing may help the child support program more effectively reach and serve families. In September 2018, OCSE awarded funds to 14 child support agencies to test digital marketing approaches and partnerships to reach parents that could benefit from child support services, and to create or improve two-way digital communication and engagement with parents. The Orange County California Department of Child Support Services was one of the 14 child support agencies selected to participate in the Digital Marketing demonstration grant program.

AREA OF INTEREST

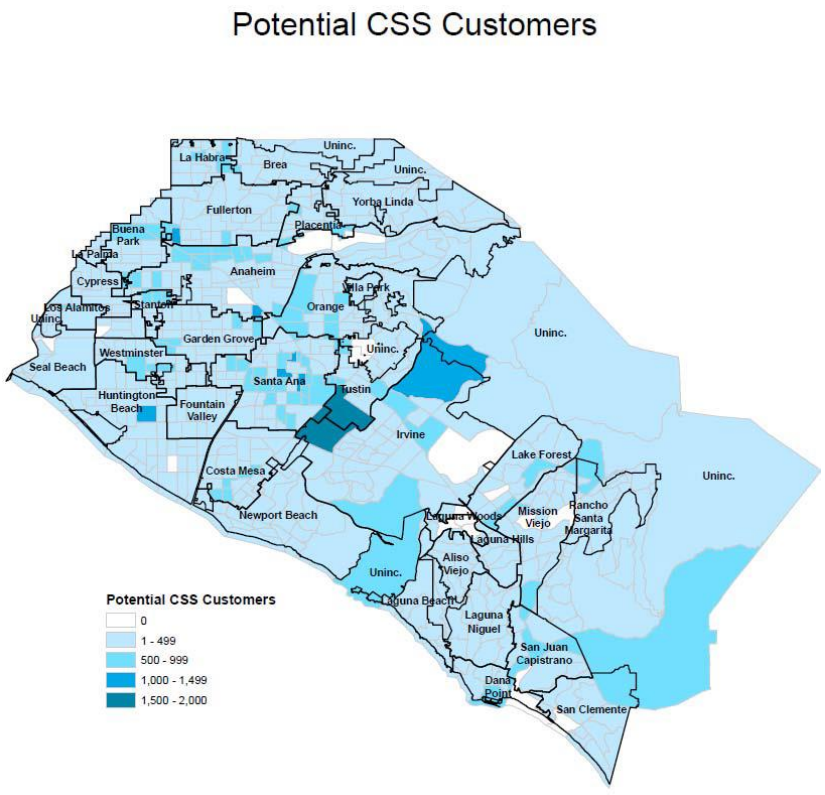
While the IV-D program has experienced an overall decline in caseload in all assistance categories, the number of families in need of our services remains steady. According to the U.S. Census, the childhood poverty rate in the U.S. was 17.5% in 2017.[1] To explore why parents do not seek out our services at a higher volume, we conducted surveys of Custodial Parents (CPs) to determine if the time between the separation of the parents and the case opening had a correlation to how well a case performed. The survey asked approximately 700 Custodial Parents why they delayed in opening a case from the time of separation. Thirty-one percent of parents responded that they did not open a case immediately because they were unaware of our services. This brought to the forefront a primary obstacle facing the child support program, which is to communicate to potential customers who we are and what we do so that families in need are aware that we can help. As of today, Orange County Child Support Services (OC CSS) serves 1 in 9 children residing in Orange County. However, using Geographic Information Systems (GIS) mapping, Orange County's Research unit compared our current caseload to U.S. Census Bureau data and identified that there is a significant number of children living in single-parent households who are eligible for and could benefit from our services. According to the U.S. Census Bureau, 26% of Orange County households are single-parent households. We hypothesize that part of this population is unaware of the services we offer and believe this project can potentially increase awareness among those families about child support services.

Prior to OC CSS' participation in the OCSE Digital Marketing demonstration grant program, the County's digital marketing efforts included visual advertisements through Facebook. This is a continuing effort with

[1] https://www.census.gov/content/dam/Census/library/visualizations/2018/demo/p60-263/figure6.pdf

Facebook advertisements focused on the benefits of opening a child support case directed towards CPs and the ease of making payments directed towards Non-Custodial Parents (NCPs). Additionally, these efforts have included advertising in digital publications, bus shelters, grocery stores, YouTube, Department of Motor Vehicles offices, family-oriented print publications and legal publications (targeting family lawyers). Throughout 2017 and 2018, targeted actions such as outreach letters, newsletters and traditional advertising were taken to build an effective marketing campaign and create a positive image of the Child Support Program. We believe awareness could be increased through digital radio advertising. The intent of this project is to expand digital marketing efforts to a broader audience through visual and audio advertising through Pandora & iHeart Radio. We anticipate that this new method will reach our target demographic in specific locations where the data indicates underserved populations reside. We used census data to identify single-parent-with-child(ren) households, and combined this data with current custodial parent addresses, to identify potentially underserved populations by zip code. We define underserved populations as those who are single parent households and in areas generally populated with lower incomes who are not using our services. The map in Figure 1 indicates specific census tracts that house single parent households that could likely benefit from child support services. For context, CSS currently serves approximately 65,000 families, and the population of Orange County is just over 3 million.

Figure 1



The map shows the mismatch of census-identified single-parent households, minus the existing CSS cases, leaving the potentially underserved households.

EVALUATION NARRATIVE (METHODOLOGY DESCRIPTION)

As reflected in the logic model (see Appendix A) for this project, the Research Team monitors and evaluates project progress so that we may become more effective in this and future ad campaigns (phases).

Baseline Data Collection

We captured these data elements to inform this evaluation **for each phase**. They include:

- Web analytics from Google Analytics
  - Metrics include the names of source websites; number of hits,[2] users,[3] bounces,[4] and sessions;[5] bounce rate, average session duration, unique page views, and pages per session
  - Collected daily, weekly, and monthly
  - Output to include year-over-year pre-post comparison of website traffic
- Marketing data from advertising vendors
  - Metrics include number of impressions,[6] clicks,[7] and completes; click-through-rate;[8] and complete rate[9]
  - Pandora reports are collected monthly
  - iHeartRadio reports are collected weekly and monthly
  - Output to include descriptive statistics
- CSE Case Openings Report
  - Metrics include new case openings by federal aid status
  - Collected monthly
  - Output to include year-over-year pre-post comparison of new case openings by federal aid status
- Cisco/Hyperion Call Center Data
  - Metrics include number of calls received by the Call Center by queue (i.e., caller's selected call topic and language)
  - Collected monthly
  - Output to include year-over-year pre-post comparison of inbound calls
- CS Solutions Notes Data
  - Metrics include total check-in tickets, by purpose of visit
  - Collected monthly
  - Output to include year-over-year pre-post comparison of customer walk-in and appointment check-ins

[2] A hit is a request to a web server for a file (such as a web page, image, JavaScript, or Cascading Style Sheet). There may be many hits per page view since an HTML page can contain multiple files, such as images.
[3] The session of activity that a user with a unique IP address spends on a Web site during a specified period of time.
[4] Visitors who enter the site and then leave rather than continuing to view other pages within the same site.
[5] The presence of a user with a specific IP address who has not visited the site recently (typically, anytime within the past 30 minutes). The number of user sessions per day is one measure of how much traffic a Web site has.
[6] Impression, sometimes called a view or an ad view, is a term that refers to the point in which an ad is viewed once by a visitor or displayed once on a web page.
[7] An ad click is a click on a banner ad or button, which links to a website or landing page.
[8] Click-through is the process of a visitor clicking on a web advertisement and going to the advertiser's Web site.
[9] Visitors that land on your website who complete a desired action.

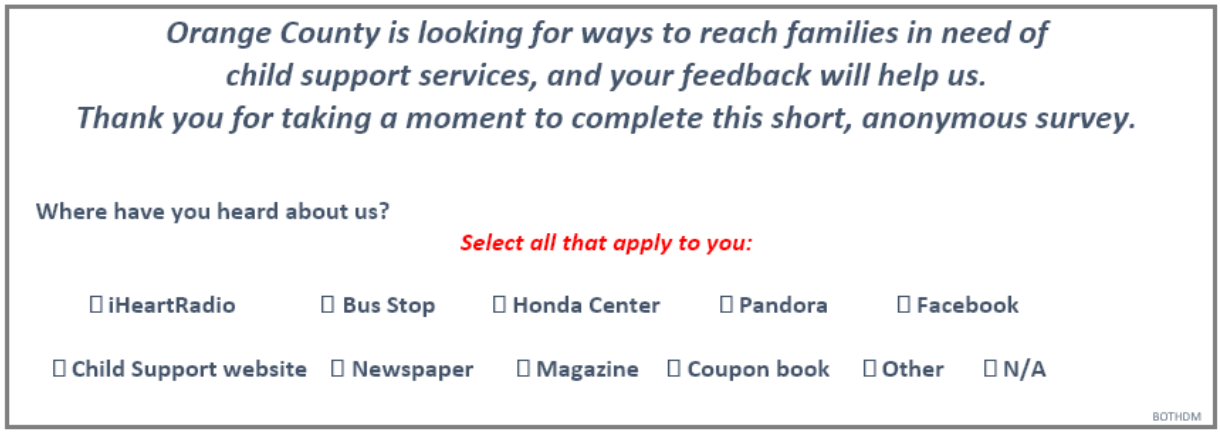
Surveying

One of the ways we evaluated whether or not the ads are reaching the target audience is by conducting surveys. We recognize that survey data is not conclusive, but directional in nature due to poor respondent recall. We also recognize that even if a customer had heard our advertisement, they may have chosen to contact us without having heard it. However, non-welfare cases (cases where parents voluntarily open a case with us "non-IV-A") make up only about 34% of our caseload. By analyzing the response data against the case type (welfare vs. non-welfare), we can determine if there is an increase in non-welfare case openings and combine that data with the customer reported ad recognition to see if there is a correlation between advertising and customer contact. We can also tie case opening data to the phone number customers used to contact us with as well as monitoring case notes, which track what customers report as the reason they came into our offices. Comparing non-welfare case openings against customer contact data is one of the best ways to monitor the impact of this project.

Survey Method A – Intercept Card

One of the ways we measured customer recognition of our advertisements is by asking the customers (who make approximately 2,500 visits to our office per month) if they heard or saw our ads. This single-question, hardcopy, survey intercept card is designed to be brief and easy for the customer to fill out. We used the resulting data to calculate the proportion of visiting customers who have heard or seen each of our ads. The purpose of this survey to is gauge whether we are reaching our target market, and if so by what digital channel. Survey data is compiled on an ongoing basis, and analysis is conducted after each phase of intervention has concluded. Below in Figure 2 is a sample of the card. Note that it also asks for other recognition types as we conduct many different types of advertising as described above.

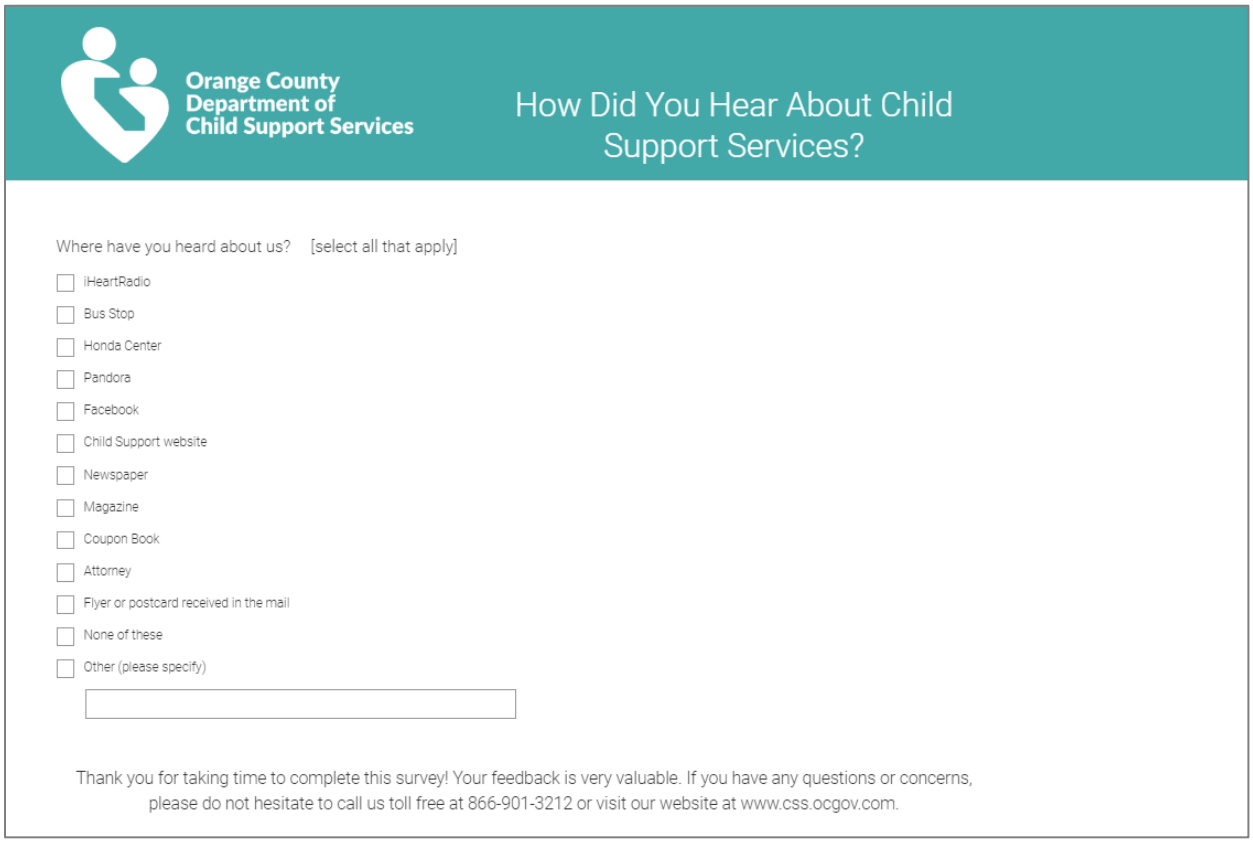
Figure 2



Survey Method B – Emailed Survey

The Digital Media Email Survey is another component of the evaluation plan. It contains the same verbiage as the intercept survey, but it is emailed ***only*** to non-IV-A cases that have opened during the project phase being analyzed.[10] We used the resulting data to calculate the proportion of new customers who have heard or seen each of our ads. The purpose of this survey is to gauge whether we are reaching our target market, and if we are possibly driving behavior. However, since we cannot know whether they would have opened a case had they not heard our message, we will not be able to make causal inferences. Survey data is being compiled on an ongoing basis. Figure 3 is a sample of what the customer receives via email within one month of opening a new case.

Figure 3



It is intentional that the surveys do not measure conversion rate, meaning, we do not ask, "Did you call or visit (or open a case with) our office as a result of hearing the advertisement?" We made this decision based on seven years of survey data where we observe that branching questions, longer surveys, and surveys asking why a customer made certain life choices have low response rates. In addition, the

[10] OC CSS conducts extensive surveying and data collection on IV-A cases, and because they are not our target market, we are only fielding this survey to non-IV-A cases. This also prevents survey fatigue in our IV-A caseload.

respondent answers often didn't align with the case data. Lastly, personal choice questions such as these are often not answered simply and are loaded with multiple life circumstances. A high burden is then placed on a respondent to boil those down to a checkbox, which deters response. Hence, we aimed for higher response rates using a simple and short survey knowing that we can find out if they did open a case after the ad ran in their zip code by matching respondent data to case data. However, we know that the context and circumstances of our customers means their decision was not based solely on our advertisement regardless of the data.

Web Analytics

We receive weekly reports from Pandora and iHeart Radio to track clicks and impressions. We use this data to calculate the proportion of listeners who listened to the ad in its entirety, those who skipped through the ad, and those who clicked on the ad to visit our website. We also use our existing Google Analytics reports to supplement the radio reports and track website hits and "bounces" (when a user clicks on the ad but quickly closes the window, signaling that the click was possibly inadvertent). Critically, internal (i.e., OC CSS staff) traffic is already filtered out, so that we are not picking up our own professional use of our website. The purpose of this component is to gauge whether the intervention is having an impact on traffic to our website.

Furthermore, we measure changes in traffic on our website during each phase when the ads are run on Pandora and iHeart Radio, taking into consideration any seasonal trends. We routinely record activity levels on our website. These historical records are used as baseline data for measuring any changes. By comparing historical data to website activity during each phase, we can determine whether traffic increased, decreased, or stayed the same during the advertisements. To provide a comparison group, the period before the project began was compared to historical data. In general, this metric only indicates the possible effect of the ads.

In addition, we consider data on ad click activity as well as other data collected from our customer surveys, gathered during case openings, and obtained when customers called or visited our offices. The timeframes that are analyzed are the periods during each phase in comparison to the periods before the project began and after the project ends. By examining all of this data, we can obtain some understanding about whether ad clicks are correlated with traffic on our website, case openings, and/or customer contact via telephone calls or office visits. Again, this examination of the data only indicates the possible effect of the ads.

Lastly, we analyze data at the case level. At minimum, we can control for the effect of some major demographic characteristics on case openings. For example, we can examine case openings by gender, age, language, income, public assistance status, and geographic location during each phase as well as before and after the project to determine if a particular demographic group experienced a significant increase in case openings.

Project Success Indicators

There are certain indictors, when viewed in ***combination***, we believe can reveal if the project was successful or not. The indicators we capture, monitor and report on include:

1. Website activity
    a. Spurred by click-throughs on digital radio ads
2. Number of calls made through the dedicated phone number
3. Number of customers reporting they called or visited our office because they heard our ad
4. Number of survey respondents reporting they heard the advertisements
5. Number of positive survey respondents who also open a case during the timeframe

PHASE II EVALUATION FINDINGS

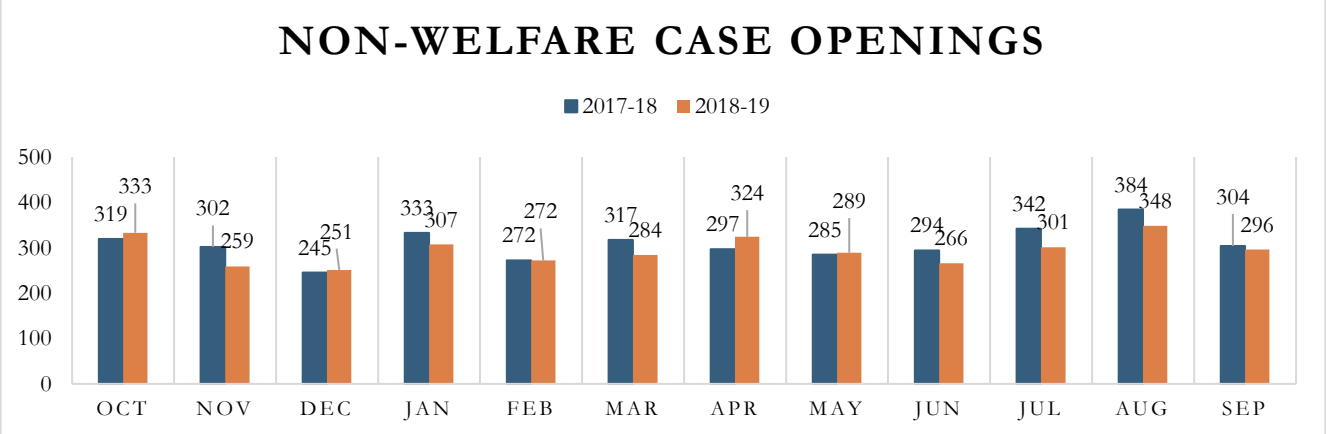
The advertisements began running in May 2019. Due to the lack of tangible results (i.e., increases in new case openings) from Phase I, Phase II expanded upon Phase I in the following ways:

- The target zip codes in which advertisements aired were expanded from underserved areas to the entire county, in order to increase exposure to all potential customers.
- Advertisements were aired in both English and Spanish, as an estimated 222,006 households within Orange County speak Spanish.[11]

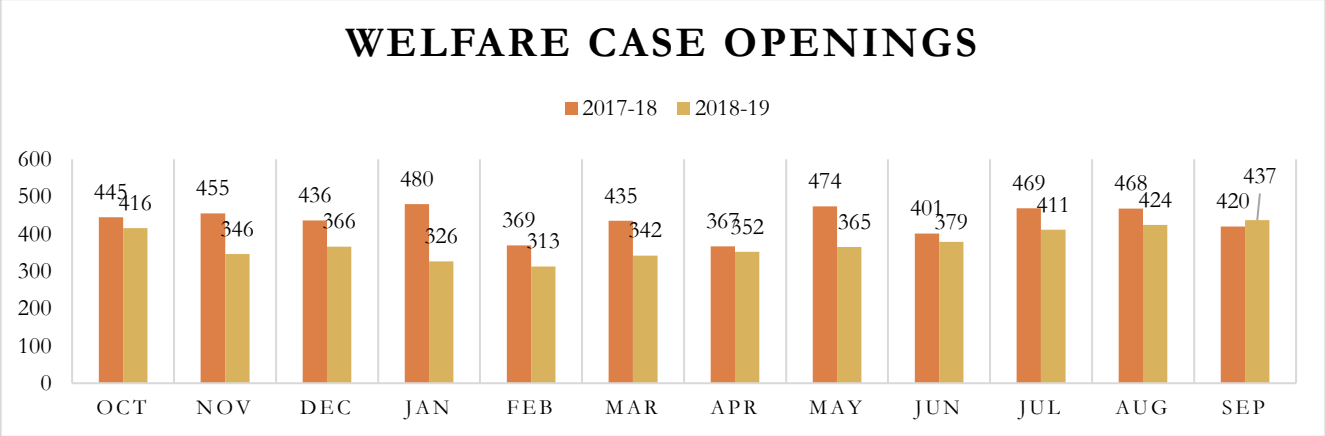
The charts below show activity for each of our evaluation indicators.

NEW CASE OPENINGS

Question 1: Is there a difference in non-Welfare case openings before, during, and after the intervention?



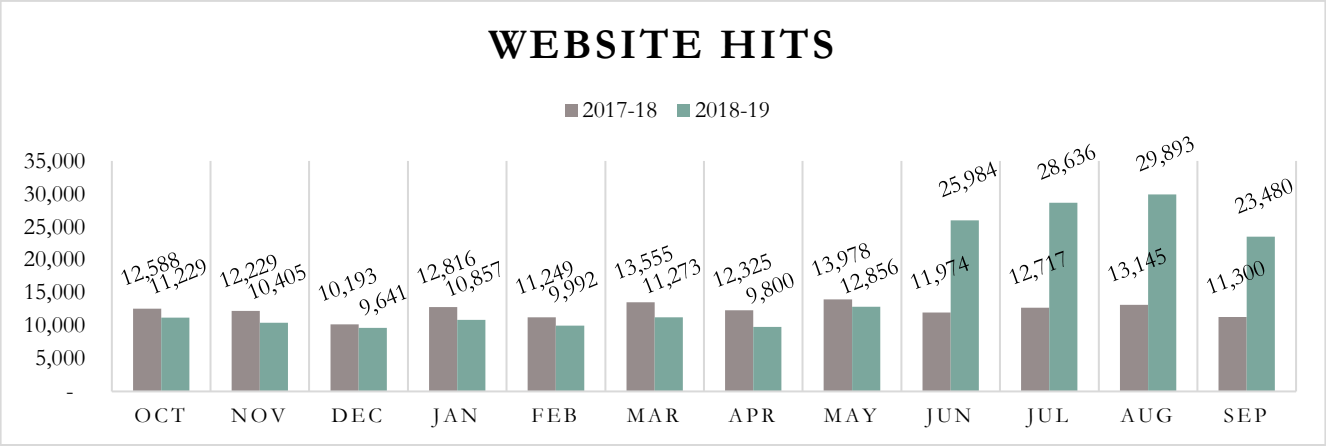
[11] 2013-2017 American Community Survey 5-Year Estimates, U.S. Census Bureau.

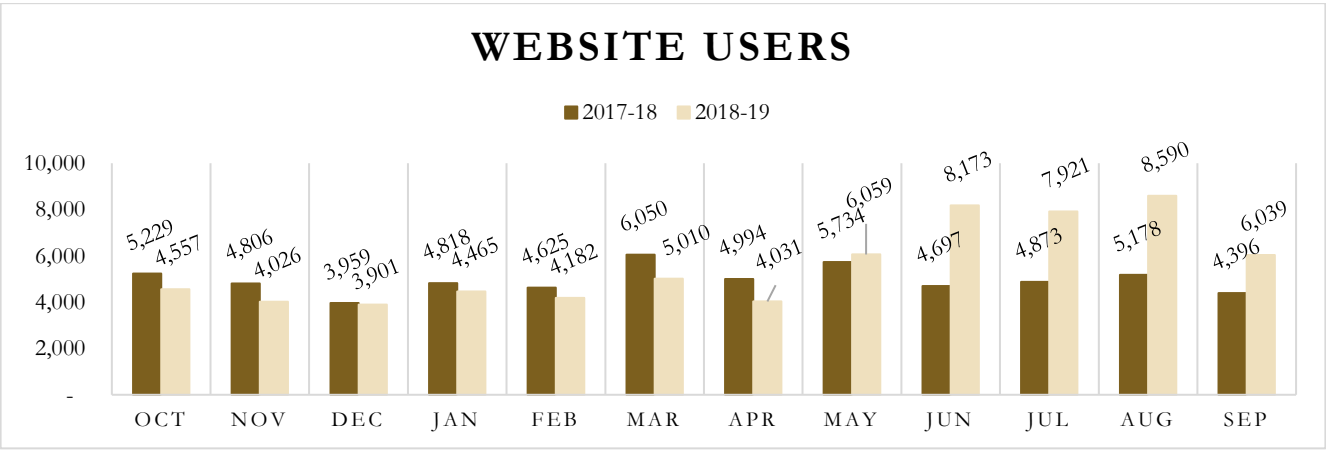


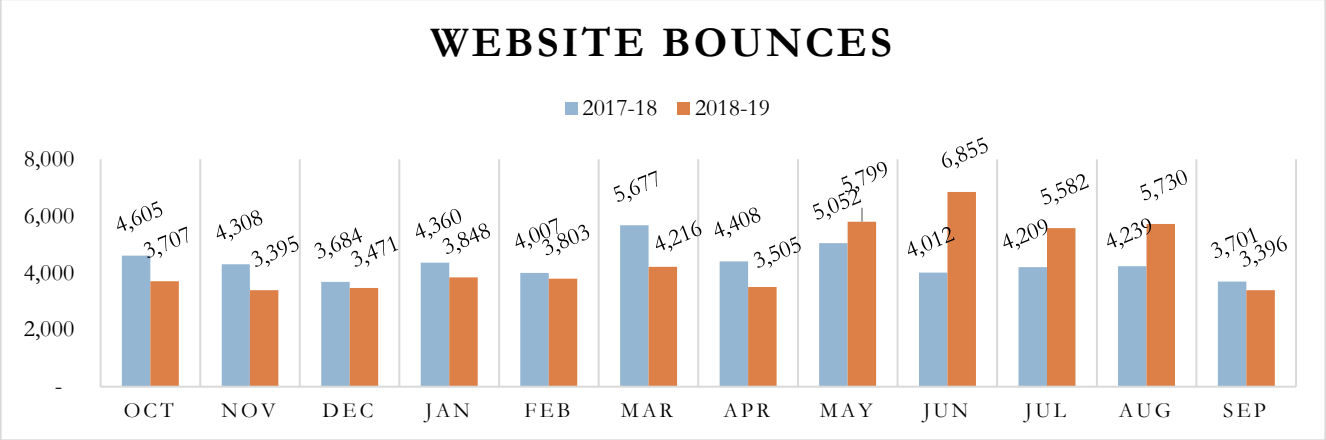
Answer: No, there does not appear to be an increase in non-Welfare case openings during or after the ad campaign. For comparison, there has been a similar pattern in Welfare case openings over time.

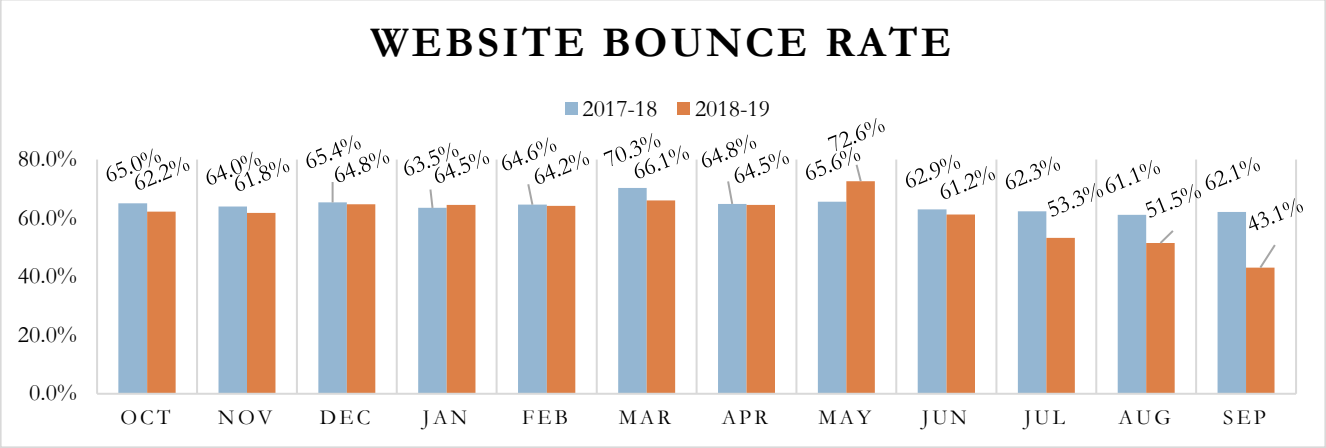
WEBSITE ANALYTICS

Question 2: Is there a difference in website analytics before, during, and after the intervention?






WEBSITE BOUNCES
2017-18
2018-19
8,000
6,000
4,000
2,000
-
4,605
3,707
4,308
3,395
3,684
3,471
4,360
3,848
4,007
3,803
5,677
4,216
4,408
3,505
5,052
5,799
4,012
6,855
4,209
5,582
4,239
5,730
3,701
3,396
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP


WEBSITE BOUNCE RATE
2017-18
2018-19
80.0%
60.0%
40.0%
20.0%
0.0%
65.0%
62.2%
64.0%
61.8%
65.4%
64.8%
63.5%
64.5%
64.6%
64.2%
70.3%
66.1%
64.8%
64.5%
65.6%
72.6%
62.9%
61.2%
62.3%
53.3%
61.1%
51.5%
62.1%
43.1%
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MAR
APR
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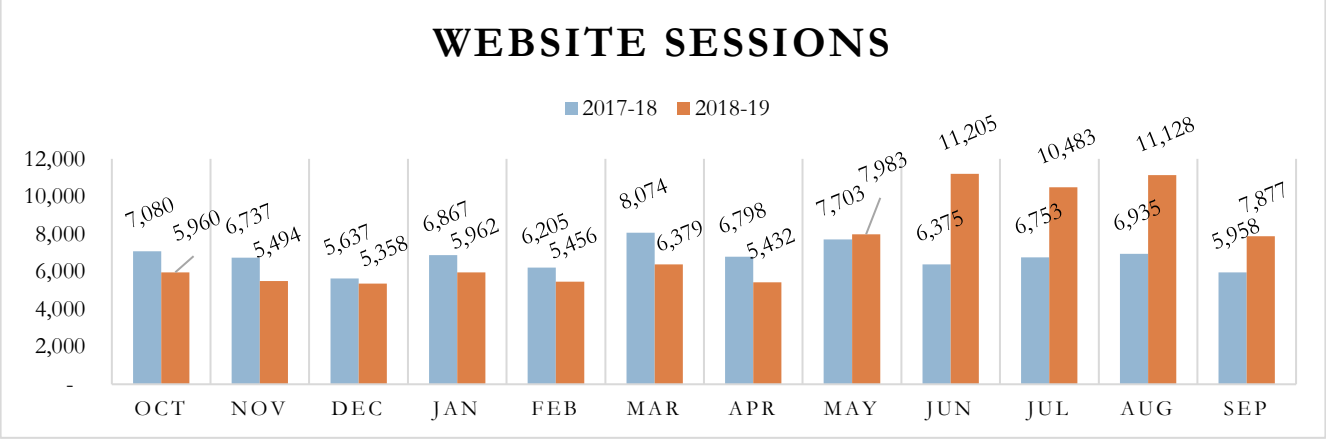
JUN
JUL
AUG
SEP


WEBSITE SESSIONS
2017-18
2018-19
12,000
10,000
8,000
6,000
4,000
2,000
-
7,080
5,960
6,737
5,494
5,637
5,358
6,867
5,962
6,205
5,456
8,074
6,379
6,798
5,432
7,703
7,983
6,375
11,205
6,753
10,483
6,935
11,128
5,958
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AUG
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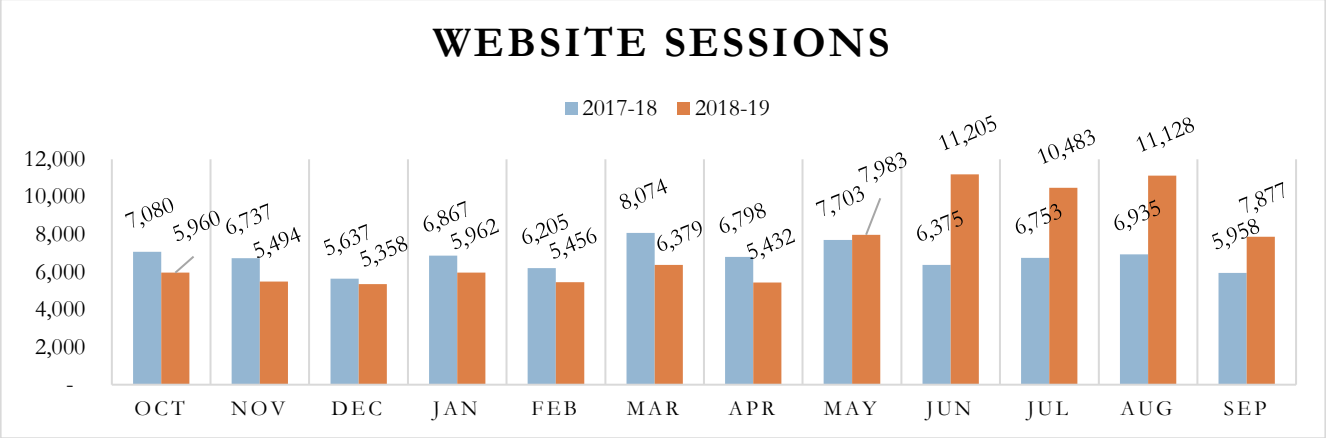
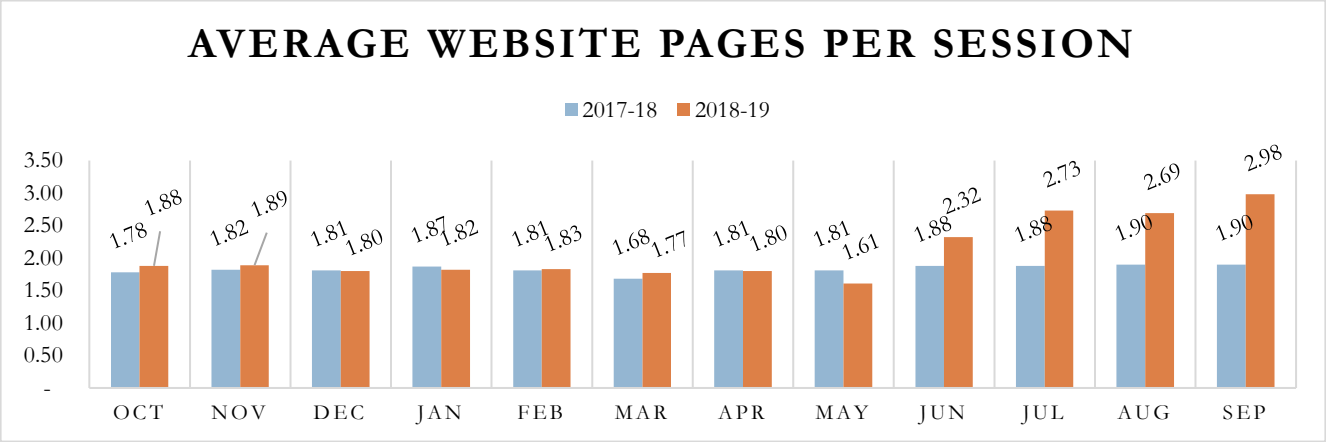
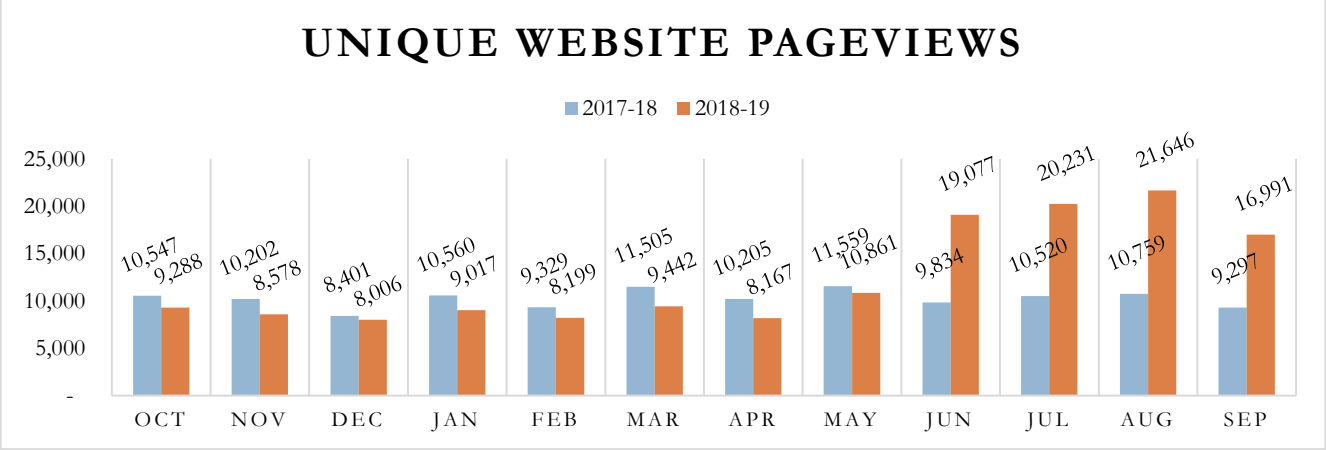






Answer: There is an increase in website activity during the ad campaign. However, the increase may also be attributed to the refreshed design of the website. If the activity remains high then it might be appropriate to attribute the increase to the campaigns. We will continue to monitor this metric.

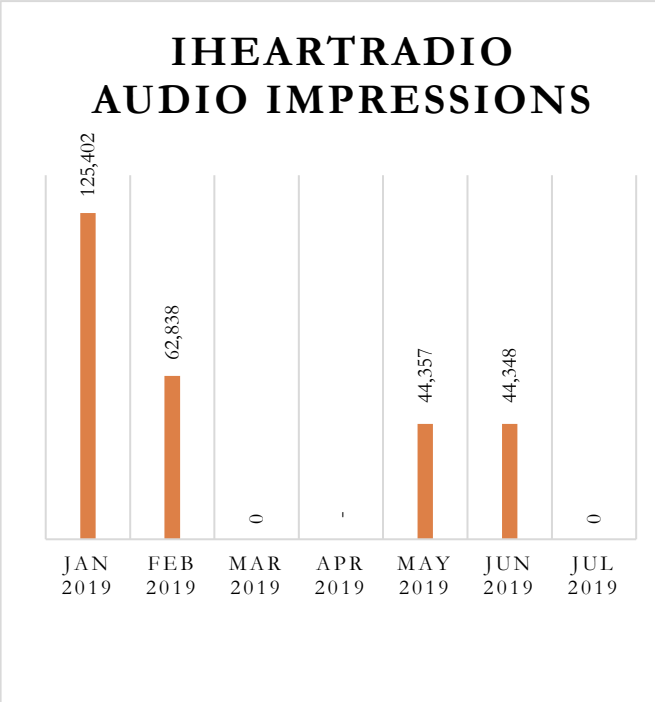
VENDOR ANALYTICS

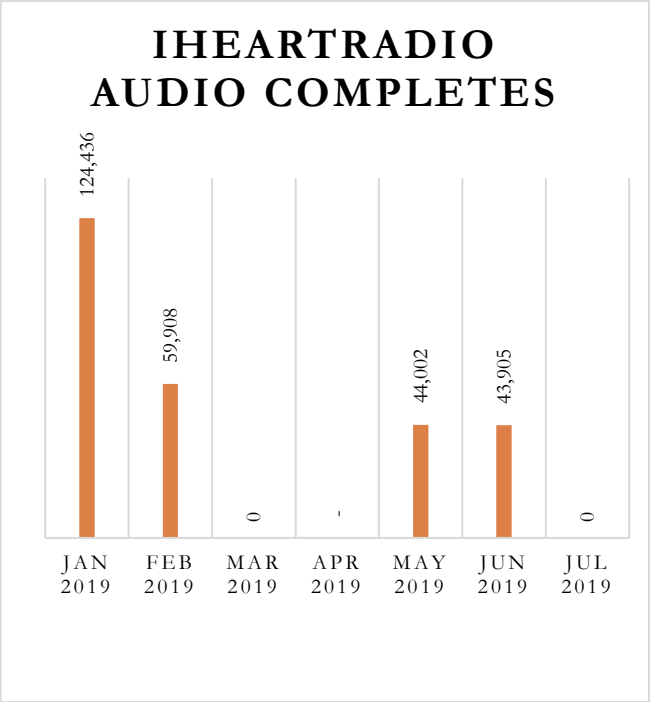
Question 3: What were the overall performance numbers by vendor for Intervention Phase II?

	Impressions	*Clicks*	*Click-Through Rate*
iHeartRadio Audio	88,705	0	0.00%
iHeartRadio Display	367,150	408	0.11%
Pandora Audio+Display	384,767	94	0.03%
Total	**840,622**	**502**	**0.06%**

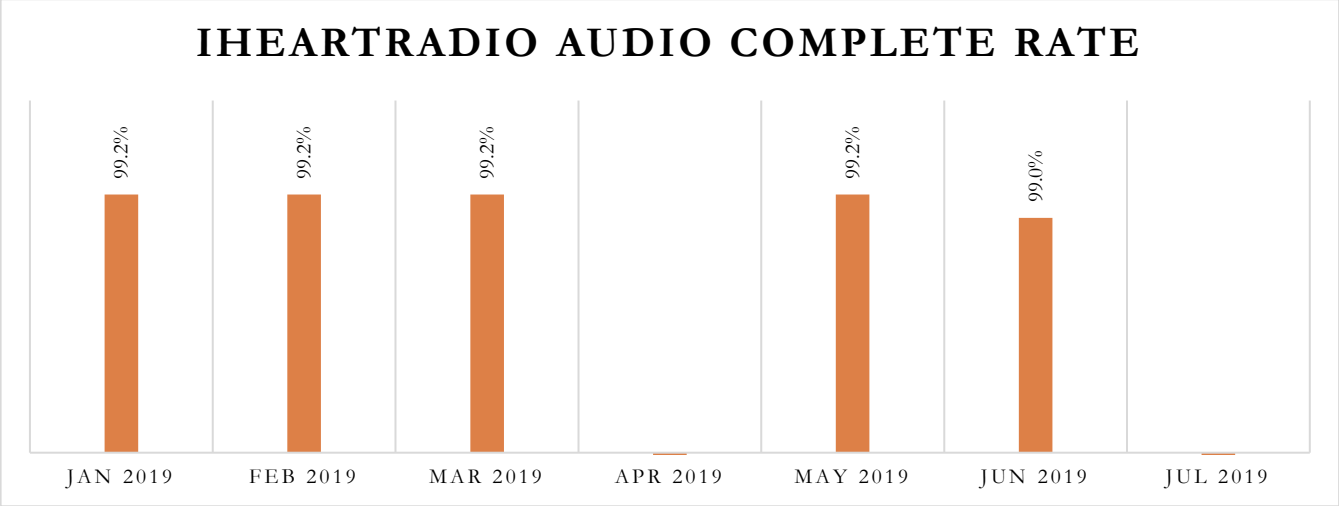
Answer: The click-through rate (CTR) was very low for both iHeartRadio audio and Pandora audio with display. The highest CTR was achieved on iHeartRadio using display advertisements; however, 0.11% is still low according to industry standards. For example, average click-through rate may range as low as 0.35% for displayed ads[12] and 0.50% for ads using a combination of audio and display.[13] As a reference point, ads hosted by Facebook average between 0.5% and 1.6%,[14] and have an industry-standard benchmark of 0.75%.[15] Further, ads placed on the Google search network average 3.17%, and ads placed on the Google display network average 0.46%.[16]

Question 4: How many audio and display impressions were fielded by iHeartRadio per week? What was the reported click-through rate for iHeartRadio each week?

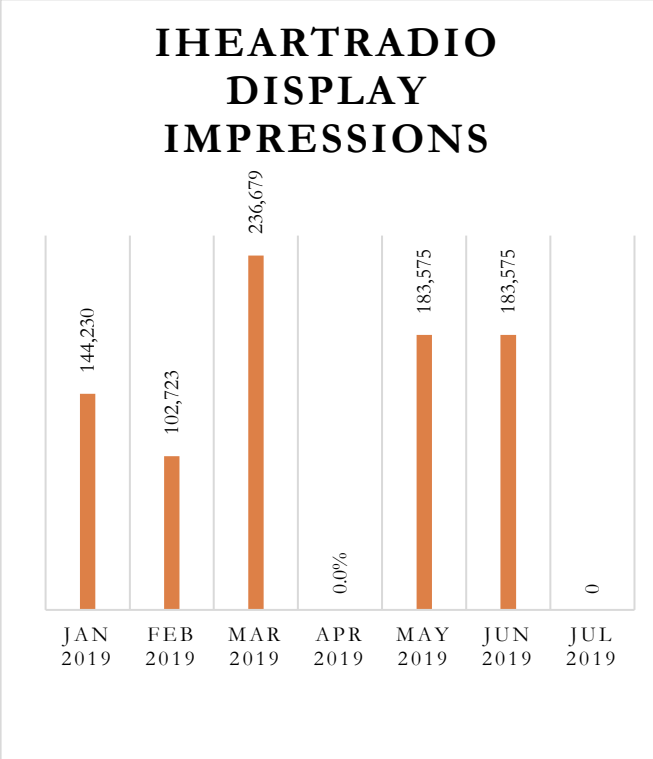


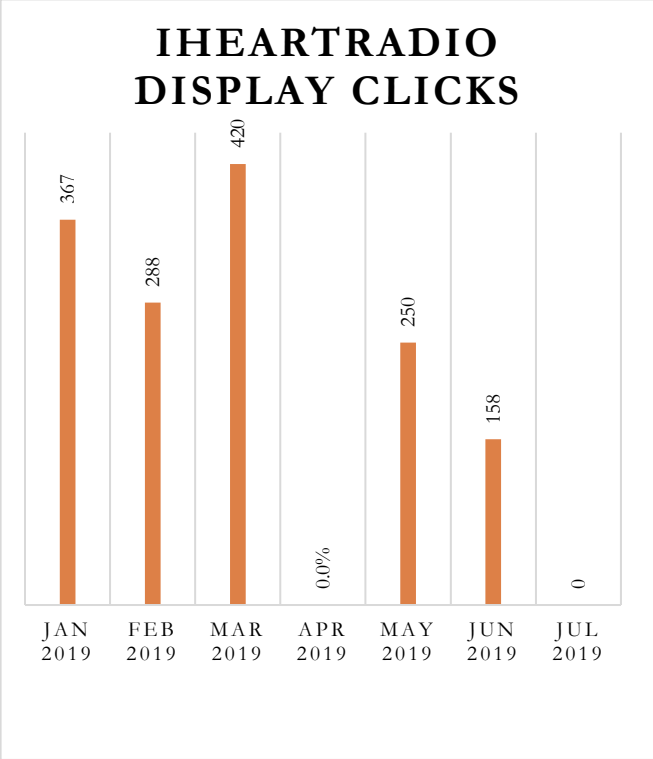


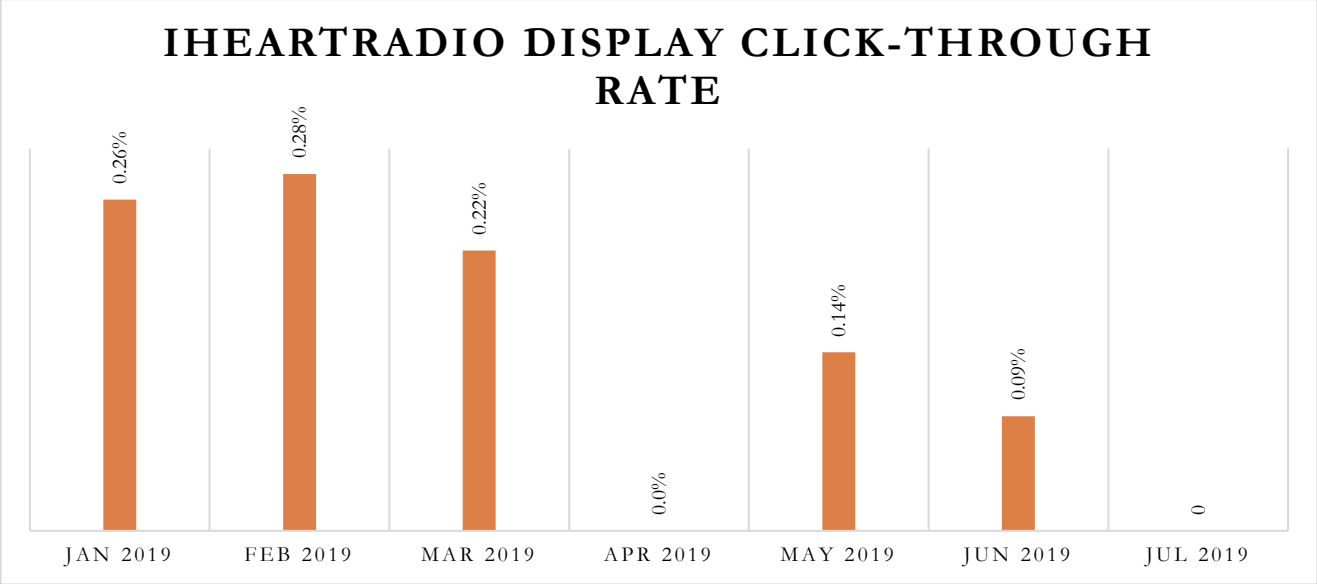
[12] https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/
[13] https://www.slideshare.net/ewilko/remarkable-spotify
[14] https://klientboost.com/ppc/facebook-ads-ctr/
[15] https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks
[16] https://www.wordstream.com/blog/ws/2016/02/29/google-adwords-industry-benchmarks



Answer: Due to vendor error, iHeartRadio did not field our ads during the first two weeks of March; however, they fielded the remaining set of contractually-obligated advertisements the third week of March. Most listeners did not skip through the ad during both Phase I and Phase II.

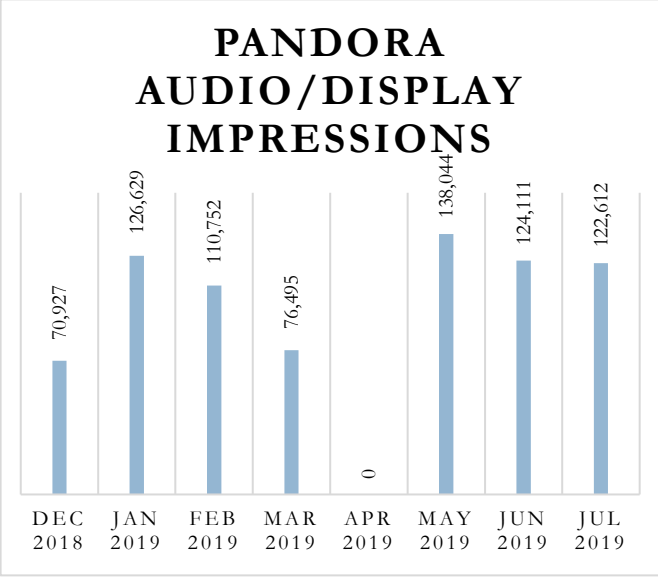


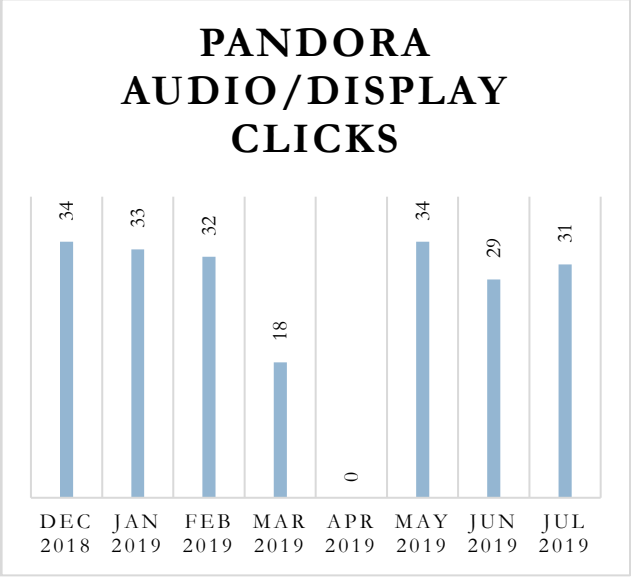




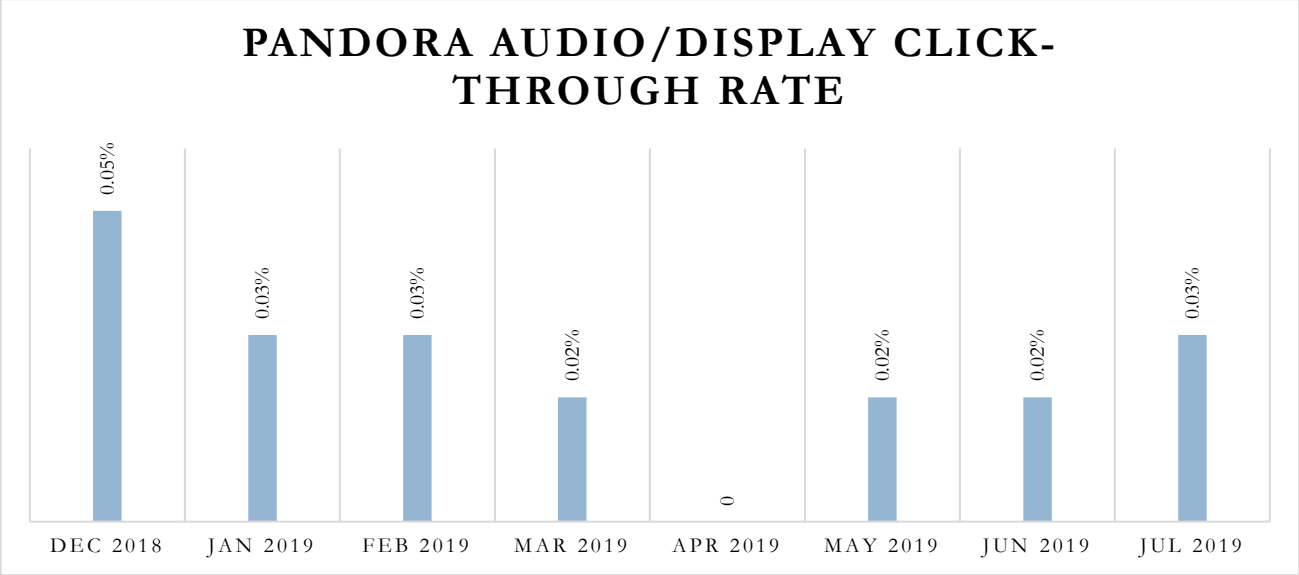
The CTR reported by iHeartRadio was lower than 0.30% at each point, with Phase II much lower than Phase I. While these rates are very similar to the industry standard CTR for displayed advertisements, they do not approach the 0.50% CTR that could have been expected, based on industry standards, using a combination of audio and visual elements. For instance, Pandora reports on its website a past media campaign that had a CTR of 1.54% to 1.79%.[17]

Question 5: How many audio and display impressions were fielded by Pandora per week? What is the reported click-through rate for Pandora each week?





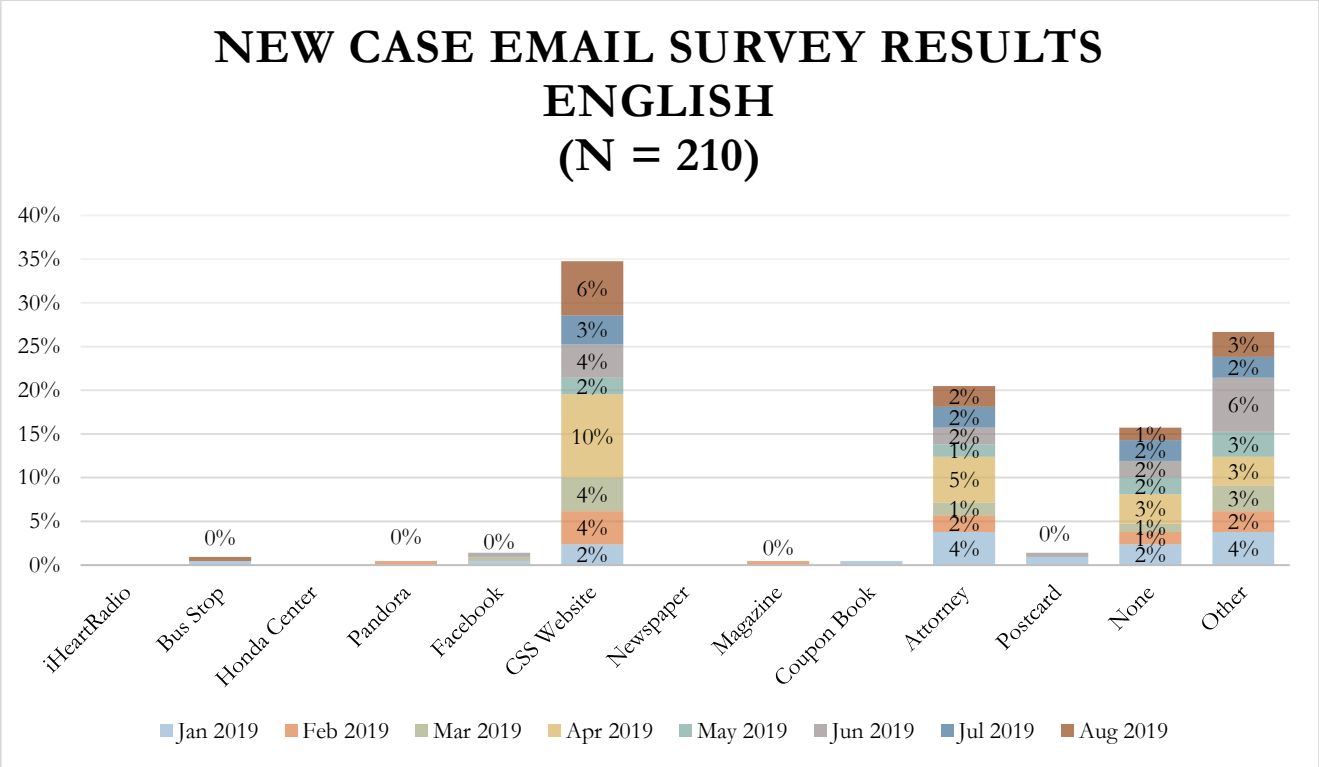
[17] https://www.pandoraforbrands.com/article/powerful-advertising-solutions

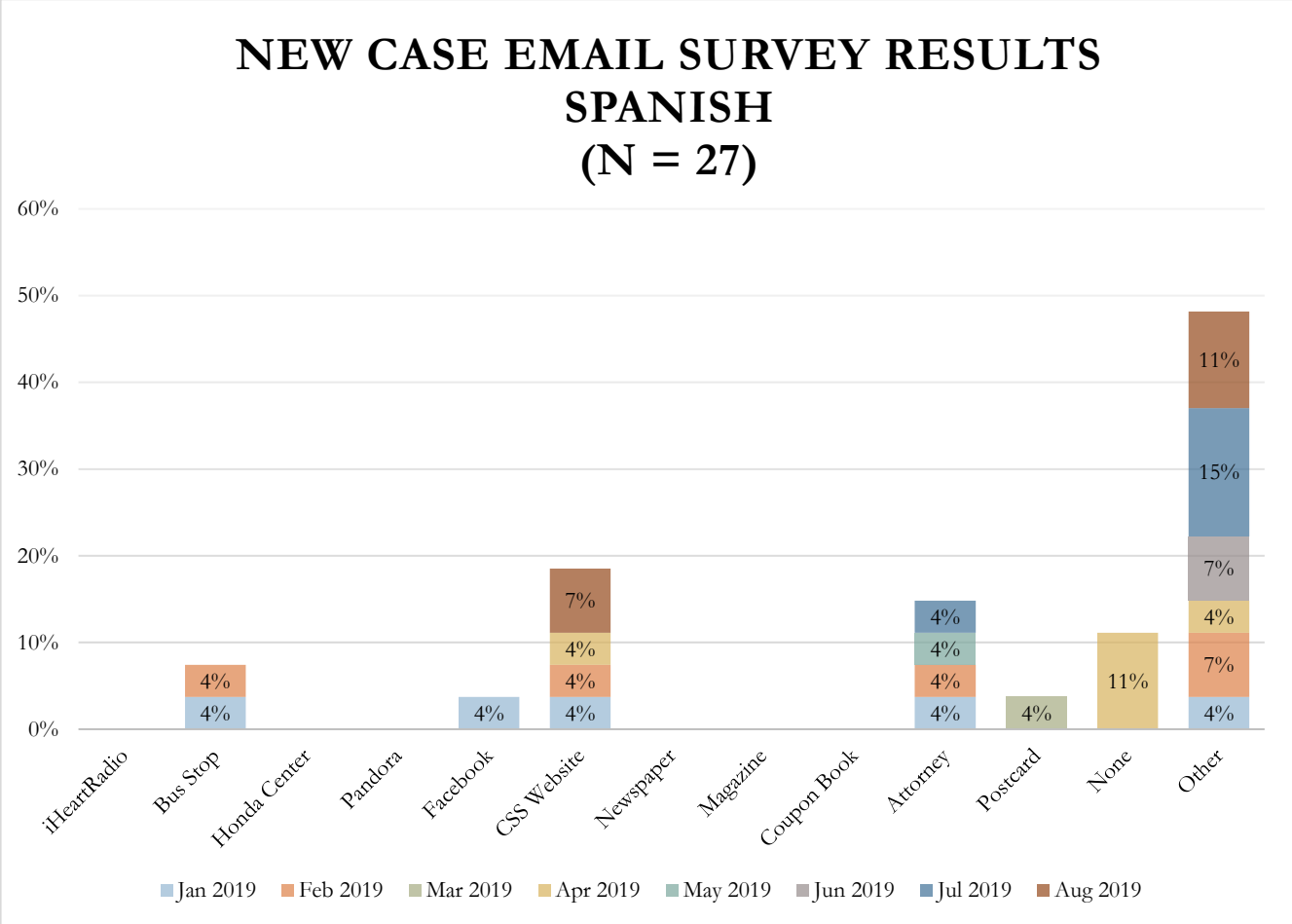


Answer: At less than 0.1% per month, the click-through rate on Pandora was much lower than on iHeartRadio.

NEW CASE OPENING SURVEY RESULTS

Question 6: Do our new, never-assisted customers report having heard/seen our advertisements?

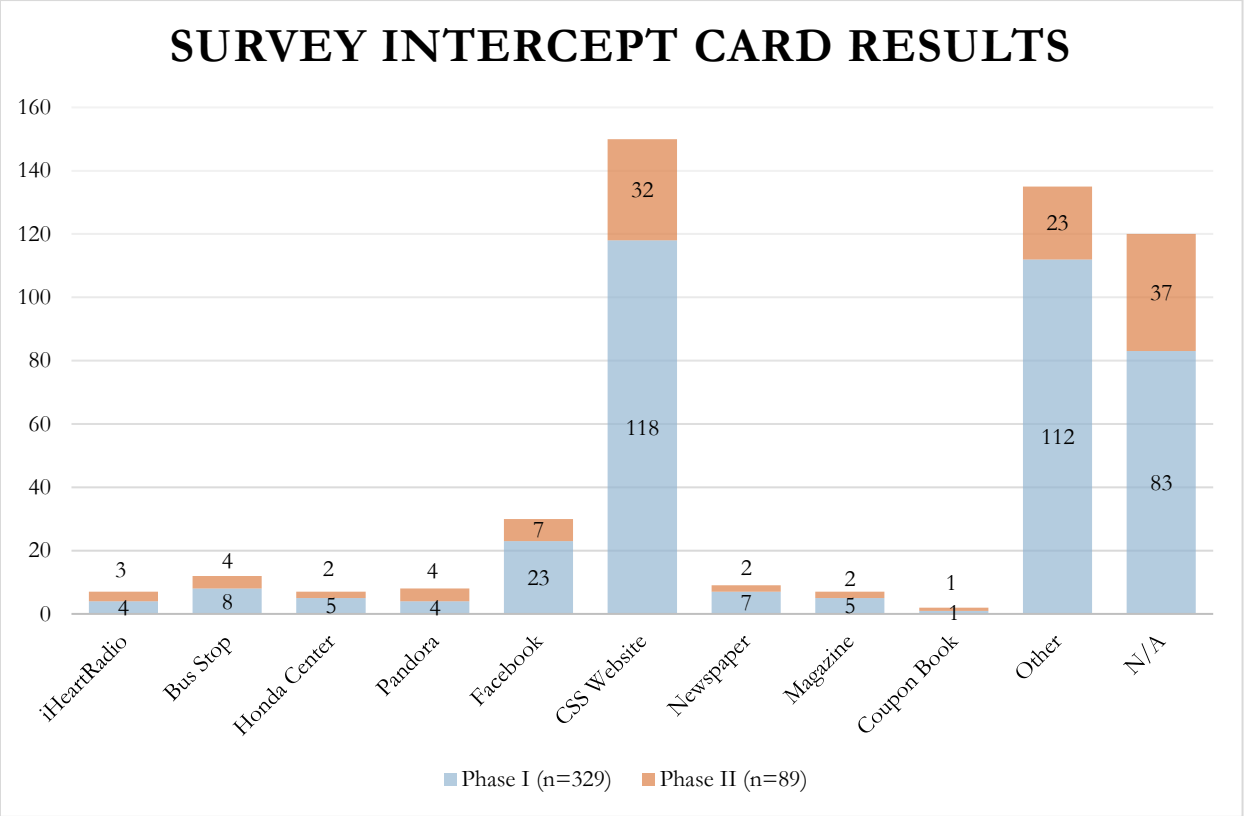




Answer: The majority of our new, non-Welfare cases did not report having heard or seen our advertisements on iHeartRadio or Pandora. A single customer reported hearing one of our digital advertisements – on Pandora, during Phase I. During Phase II, popular responses in the "Other" field included variations of "friend" or "family" (n=19), "court" (n=11), "internet search" or "Google" (n=3), and "[non-TANF] social worker" (n=2).

FACE-TO-FACE SURVEY INTERCEPT RESULTS

Question 7: Do our customers making office visits report having heard/seen our advertisements?



Answer: The majority of our face-to-face customers did not report having heard or seen our advertisements on iHeartRadio or Pandora. During Phase II, four customers out of 89 reported hearing our ads on Pandora and three customers reported hearing or seeing the iHeartRadio ad.

Many customers (n=23) indicated that they had heard of CSS through means "other" than those listed on the survey intercept card. Unfortunately, we did not design the card to have a section for writing in what those other sources could have been. We will revisit the design of the survey card for future phases of this project now that we are observing this is a frequent response.

CASE CHARACTERISTICS ANALYSIS RESULTS

Question 8: Do the case characteristics of new cases opening during the intervention period differ from that of cases that opened in the months before and after the intervention? Do they differ from cases that opened during the same period last year?

Answer: We analyzed the characteristics and found no demonstrable difference in the case characteristics before or after the advertisements ran, nor from our caseload from the same period last year. The characteristics we analyzed include the following and are detailed in Appendix A:

- Case Financials
- Due, Billed and Paid
- Arrears
- Ratio of Due to Wage (RDTW)
- Federal Performance Measures 3 and 4
- Income
- Age
- Language
- Ethnicity
- Address Count
- Crossfiles
- Employment

RECOMMENDATIONS

The results thus far reveal little to no impact of the ads on potential child support customers, hence we recommend the following:

- Monitoring website activity over time
- Monitoring the characteristics of newly-opened cases over time
- Amending the survey intercept card by including a write-in option for "other" for the purposes of tracking recommendations by friends or family
- Investigating other possible ways to advertise, including:
    - Traditional AM/FM radio advertisements
    - Static and video social media advertisements in English and Spanish focused on the goal of case openings and increasing awareness
    - Organic and paid search engine optimization
    - Digital website and mobile app advertisements in English and Spanish following the online behavior of target demographics

CONCLUSION

Survey results showed that the majority of our face-to-face customers did not report having heard or seen our advertisements on iHeartRadio or Pandora. Four customers out of 60 reported hearing our ads on Pandora, and three customers reported hearing or seeing the iHeartRadio ad. The Click-Through Rate (CTR) reported by iHeartRadio was 0.11%, while the Pandora CTR was 0.03%. These numbers are lower than industry standards of

0.35%. Further, there does not appear to be a difference in website hits due to the advertising campaign. The increase in website activity that occurred starting June 17, 2019 directly corresponds with a separate campaign we undertook to refresh our website, and the subsequent emails to existing customers advertising our new website design.

Likewise, the majority of our new, non-Welfare cases did not report having heard the advertisements. Just one of 210 English-language respondents reported hearing or seeing the digital marketing ads (on Pandora), and that response was made during Phase I. None of the 27 Spanish-language respondents had heard or seen the ads. Additionally, there did not appear to be an increase in non-Welfare case openings during or after the ad campaign.

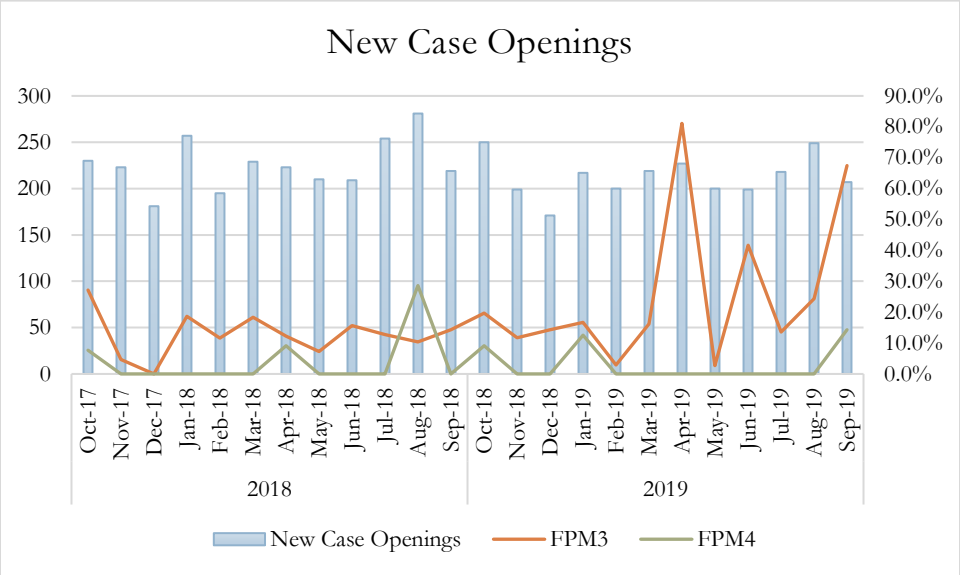
Given the low rates of reporting ad recognition and low response rate to surveys, it is not surprising that an analysis of case characteristics did not reveal any increases or decreases in year-over-year case openings. New cases did not differ from cases opened before or after the intervention in current support due, current support paid, arrears due, or arrears paid. Further, the parents on new cases did not differ in income, racial/ethnic background, preferred language, gender, crossfiles, number of addresses, or number of employers.

It is still possible that the digital ad campaign has increased general awareness of Child Support Services within our community. However at this point in the intervention the digital marketing techniques thus far do not appear to significantly impact the generation of new customers.

APPENDIX A - CHARACTERISTICS

Point-in-Time Case Financials, the Month the Case Opened

New Case Openings and Performance



Month	New Case Openings	FPM3[18]	FPM4[19]
Oct-17	230	27.1%	7.7%
Nov-17	223	4.7%	0.0%
Dec-17	181	0.0%	0.0%
Jan-18	257	18.7%	0.0%
Feb-18	195	11.6%	0.0%
Mar-18	229	18.3%	0.0%
Apr-18	223	12.2%	9.1%
May-18	210	7.3%	0.0%
Jun-18	209	15.7%	0.0%
Jul-18	254	12.8%	0.0%
Aug-18	281	10.4%	28.6%
Sep-18	219	14.3%	0.0%
Oct-18	250	19.7%	9.1%
Nov-18	199	11.7%	0.0%
Dec-18	171	14.3%	0.0%
Jan-19	217	16.7%	12.5%
Feb-19	200	2.9%	0.0%
Mar-19	219	16.2%	0.0%
Apr-19	227	81.1%	0.0%
May-19	200	2.7%	0.0%

[18] Federal Performance Measure 3: Percent of Current Support Collected
[19] Federal Performance Measure 4: Percent of Cases with Arrearage Collections

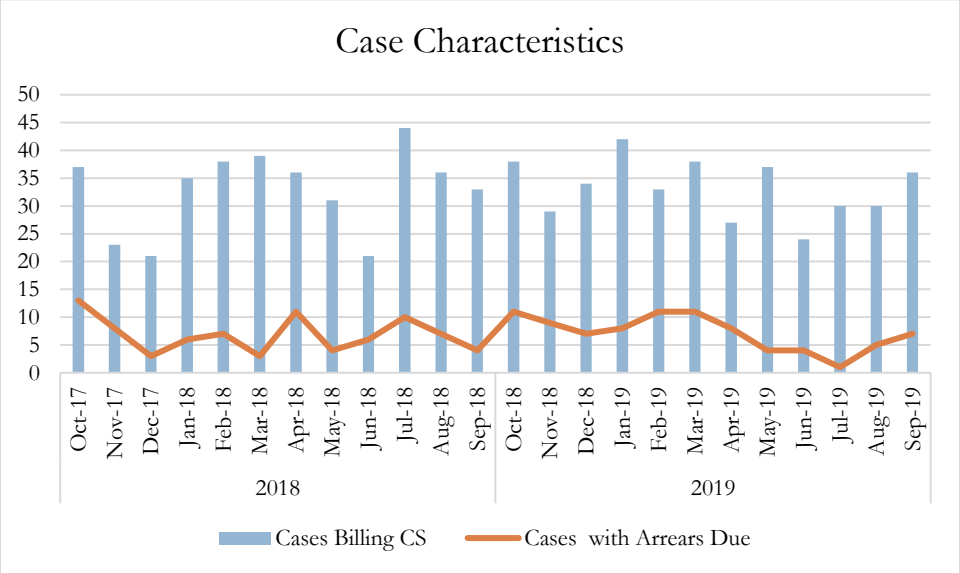
Jun-19	199	41.7%	0.0%
Jul-19	218	13.6%	0.0%
Aug-19	249	24.4%	0.0%
Sep-19	207	67.4%	14.3%

*FPM 3 for cases opened February 2019 is lower than usual, perhaps due to an abnormally large monthly due amount for a single case.

**FPM 3 for cases opened April 2019 is atypically high, due to a lower-than-usual total current support due value for the overall group. In other words, the denominator is unusually small for this group. Similarly, FPM 3 for cases opened September 2019 is atypically high, likely because many cases opened in April did not yet have an order established when this analysis was conducted in October.

There does not seem to be a difference in the point-in-time number of new case openings, or their initial performance, before, during, or after the intervention period.

Case Characteristics

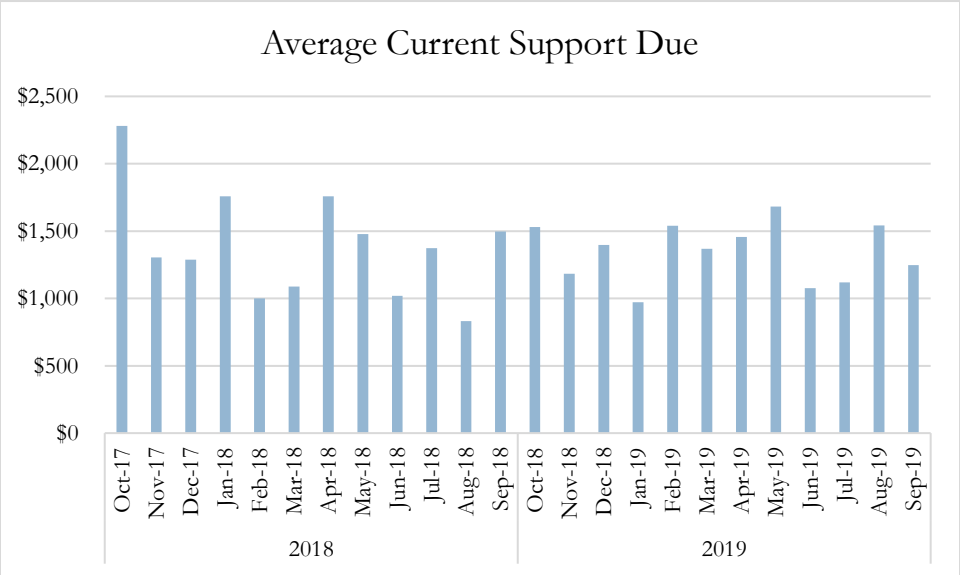


Month	Cases Billing CS	Cases with Arrears Due
Oct-17	37	13
Nov-17	23	8
Dec-17	21	3
Jan-18	35	6
Feb-18	38	7
Mar-18	39	3
Apr-18	36	11

May-18	31	4
Jun-18	21	6
Jul-18	44	10
Aug-18	36	7
Sep-18	33	4
Oct-18	38	11
Nov-18	29	9
Dec-18	34	7
Jan-19	42	8
Feb-19	33	11
Mar-19	38	11
Apr-19	27	8
May-19	37	4
Jun-19	24	4
Jul-19	30	1
Aug-19	30	5
Sep-19	36	7

There does not seem to be a difference in the point-in-time number of new cases billing current support or the number of new cases with arrears due before, during, or after the intervention period.

Current Support Due

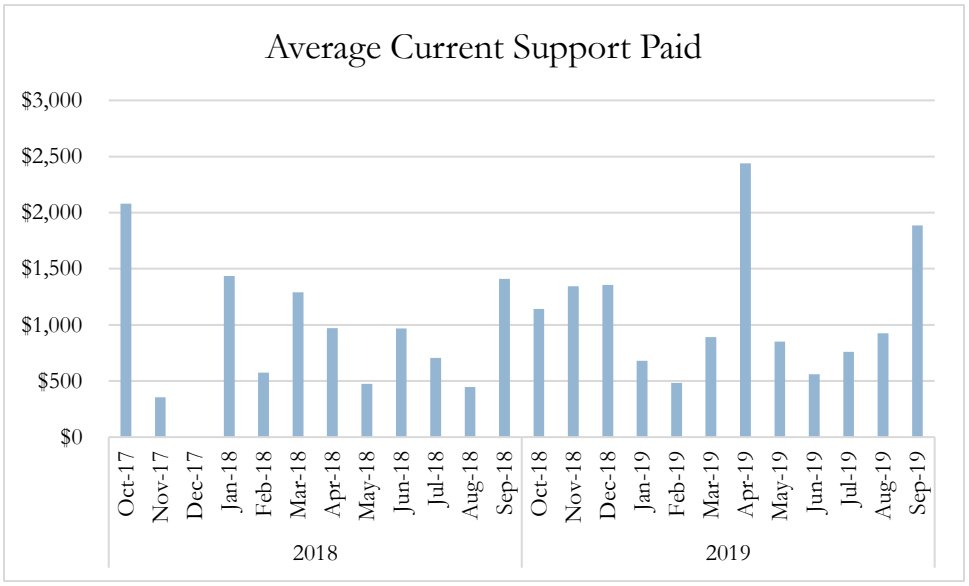


Month	Average CS Due	Median CS Due	Minimum CS Due	Maximum CS Due	Total CS Due
Oct-17	$2,281	$1,465	$195	$11,062	$84,403
Nov-17	$1,305	$700	$233	$7,000	$30,009
Dec-17	$1,288	$1,160	$127	$4,242	$27,045
Jan-18	$1,757	$811	$160	$11,173	$61,485

Feb-18	$1,000	$606	$50	$4,936	$38,006
Mar-18	$1,088	$624	$100	$5,283	$42,437
Apr-18	$1,759	$1,205	$187	$10,170	$63,336
May-18	$1,478	$865	$55	$6,000	$45,825
Jun-18	$1,019	$678	$261	$5,086	$21,396
Jul-18	$1,373	$748	$110	$6,943	$60,403
Aug-18	$832	$683	$150	$3,750	$29,951
Sep-18	$1,497	$734	$125	$8,626	$49,412
Oct-18	$1,530	$721	$1	$8,500	$58,136
Nov-18	$1,183	$812	$102	$5,293	$34,293
Dec-18	$1,397	$994	$100	$7,000	$47,496
Jan-19	$971	$740	$126	$4,205	$40,778
Feb-19	$1,540	$900	$210	$6,000	$50,806
Mar-19	$1,369	$768	$171	$8,000	$52,022
Apr-19	$1,456	$690	$160	$11,226	$39,317
May-19	$1,681	$792	$100	$18,450	$62,180
Jun-19	$1,077	$891	$194	$3,949	$25,851
Jul-19	$1,119	$825	$36	$5,411	$33,571
Aug-19	$1,543	$635	$275	$9,665	$46,277
Sep-19	$1,247	$868	$173	$8,069	$44,898

There does not seem to be a difference in the point-in-time amount of current support due for new cases before, during, or after the intervention period.

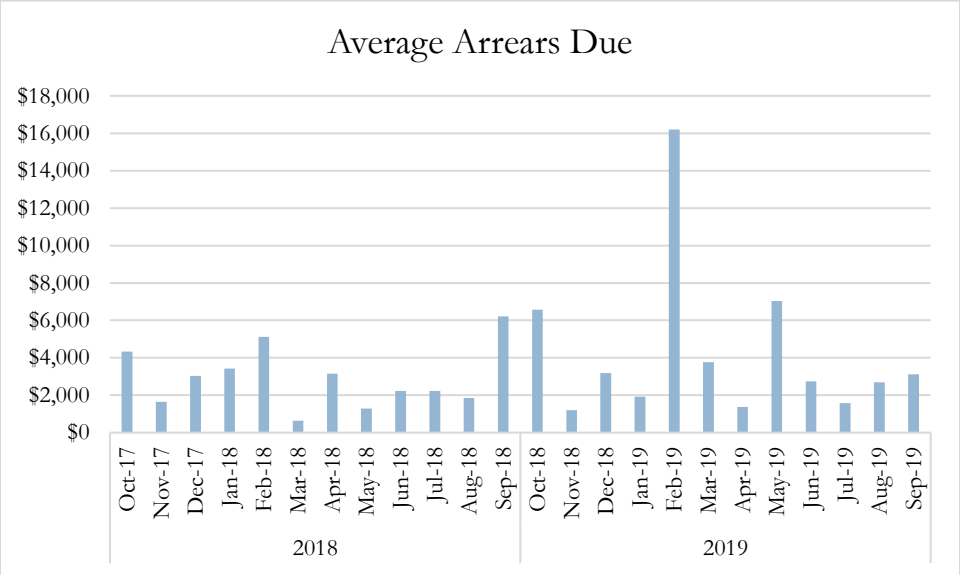
Current Support Paid



Month	Average CS Paid	Median CS Paid	Minimum CS Paid	Maximum CS Paid	Total CS Paid
Oct-17	$2,081	$1,463	$167	$8,019	$22,890
Nov-17	$354	$258	$100	$800	$1,416
Dec-17	$0	$0	$0	$0	$0
Jan-18	$1,435	$650	$150	$5,587	$11,480
Feb-18	$575	$375	$76	$1,900	$4,027
Mar-18	$1,291	$1,038	$138	$2,438	$7,745
Apr-18	$970	$445	$150	$2,813	$7,757
May-18	$475	$323	$33	$1,000	$3,328
Jun-18	$967	$500	$500	$1,900	$2,900
Jul-18	$705	$450	$59	$2,449	$7,758
Aug-18	$446	$330	$185	$857	$3,120
Sep-18	$1,410	$1,612	$300	$1,951	$7,052
Oct-18	$1,143	$878	$100	$3,300	$11,428
Nov-18	$1,343	$929	$453	$2,647	$4,028
Dec-18	$1,356	$1,377	$354	$2,586	$6,782
Jan-19	$680	$547	$205	$1,450	$6,797
Feb-19	$484	$451	$100	$900	$1,451
Mar-19	$890	$396	$100	$5,000	$8,007
Apr-19	$2,438	$1,900	$250	$8,971	$21,939
May-19	$850	$850	$623	$1,076	$1,699
Jun-19	$560	$403	$50	$1,975	$4,478
Jul-19	$759	$688	$29	$1,600	$4,556
Aug-19	$925	$420	$144	$4,048	$6,477
Sep-19	$1,887	$670	$413	$7,448	$16,980

There does not seem to be a difference in the point-in-time amount of current support paid by new cases before, during, or after the intervention period.

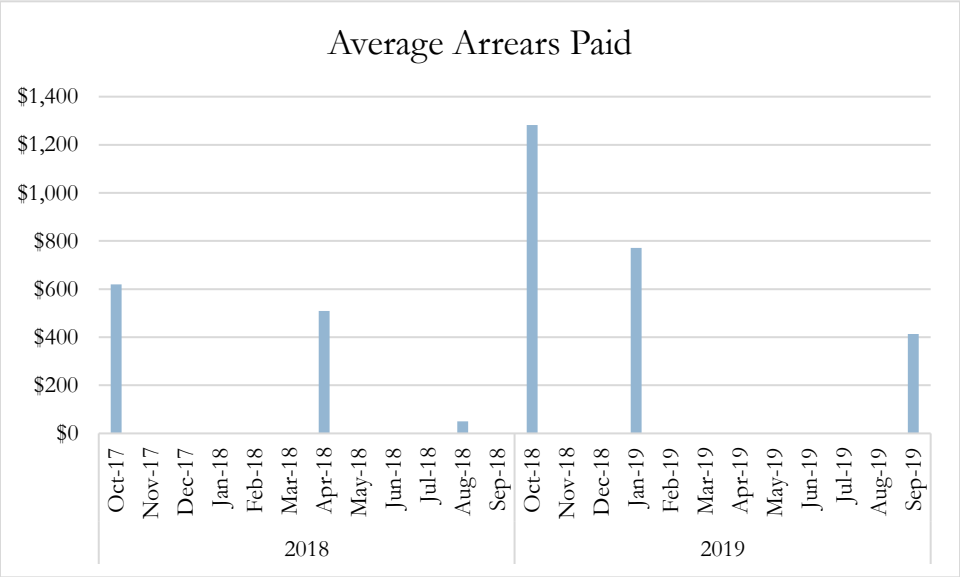
Arrears Due



Month	Average Arrears Due	Median Arrears Due	Minimum Arrears Due	Maximum Arrears Due	Total Arrears Due
Oct-17	$4,331	$2,354	$460	$13,889	$56,298
Nov-17	$1,642	$1,437	$117	$4,778	$11,497
Dec-17	$3,031	$4,244	$428	$4,420	$9,092
Jan-18	$3,427	$1,062	$605	$8,615	$10,282
Feb-18	$5,117	$504	$50	$31,302	$35,816
Mar-18	$639	$639	$405	$873	$1,278
Apr-18	$3,153	$2,862	$1,036	$5,135	$28,378
May-18	$1,287	$1,459	$585	$1,645	$5,147
Jun-18	$2,221	$1,499	$302	$6,251	$13,327
Jul-18	$2,232	$2,063	$606	$5,072	$17,853
Aug-18	$1,853	$1,846	$252	$3,891	$11,116
Sep-18	$6,217	$6,885	$2,316	$8,784	$24,869
Oct-18	$6,574	$4,098	$576	$35,924	$65,740
Nov-18	$1,202	$988	$178	$3,253	$9,619
Dec-18	$3,194	$2,657	$454	$7,772	$22,357
Jan-19	$1,921	$1,148	$164	$7,653	$13,448
Feb-19	$16,211	$3,115	$106	$124,465	$178,321
Mar-19	$3,769	$1,565	$502	$13,332	$30,154
Apr-19	$1,369	$951	$354	$3,432	$9,584
May-19	$7,028	$3,932	$781	$19,467	$28,113
Jun-19	$2,735	$3,255	$202	$4,226	$10,938
Jul-19	$1,574	$1,574	$1,574	$1,574	$1,574
Aug-19	$2,683	$1,859	$557	$6,455	$10,731
Sep-19	$3,122	$2,417	$1,474	$7,353	$15,611

There does not seem to be a difference in the point-in-time amount of arrears due for new cases before, during, or after the intervention period.

Arrears Paid



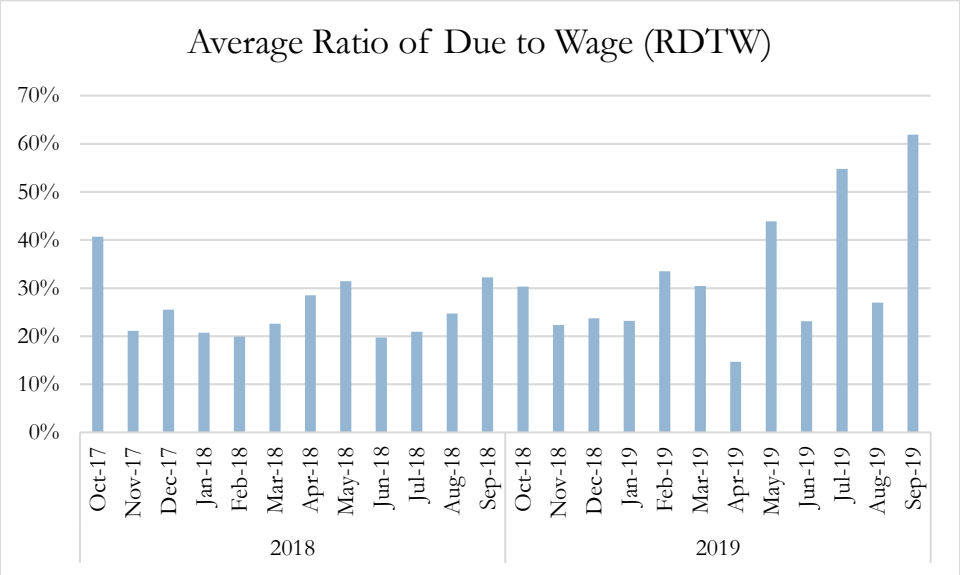
Month	Average Arrears Paid	Median Arrears Paid	Minimum Arrears Paid	Maximum Arrears Paid	Total Arrears Paid
Oct-17	$619	$619	$619	$619	$619
Nov-17	.	.	.	.	.
Dec-17	.	.	.	.	.
Jan-18	.	.	.	.	.
Feb-18	.	.	.	.	.
Mar-18	.	.	.	.	.
Apr-18	$509	$509	$509	$509	$509
May-18	.	.	.	.	.
Jun-18	.	.	.	.	.
Jul-18	.	.	.	.	.
Aug-18	$50	$50	$50	$50	$50
Sep-18	.	.	.	.	.
Oct-18	$1,282	$1,282	$1,282	$1,282	$1,282
Nov-18	.	.	.	.	.
Dec-18	.	.	.	.	.
Jan-19	$771	$771	$771	$771	$771
Feb-19	.	.	.	.	.
Mar-19	.	.	.	.	.
Apr-19	.	.	.	.	.
May-19	.	.	.	.	.
Jun-19	.	.	.	.	.

Jul-19	.	.	.	.	.
Aug-19	.	.	.	.	.
Sep-19	$413	$413	$413	$413	$413

*Minimum, maximum, average, median, and total are equal each month because no more than one case each month opened and also paid toward arrears within the same month.

There does not seem to be a difference in the point-in-time amount of arrears paid by new cases before, during, or after the intervention period.

Ratio of Due to Wage (RDTW)



Month	Average RDTW	Average RDTW where wage >$30	Median RDTW where wage >$30
Oct-17	41%	38%	23%
Nov-17	21%	21%	28%
Dec-17	26%	26%	28%
Jan-18	21%	21%	25%
Feb-18	20%	20%	19%
Mar-18	23%	23%	20%
Apr-18	29%	29%	27%
May-18	31%	31%	34%
Jun-18	20%	20%	23%
Jul-18	21%	20%	18%
Aug-18	25%	25%	26%
Sep-18	32%	32%	28%
Oct-18	30%	30%	29%

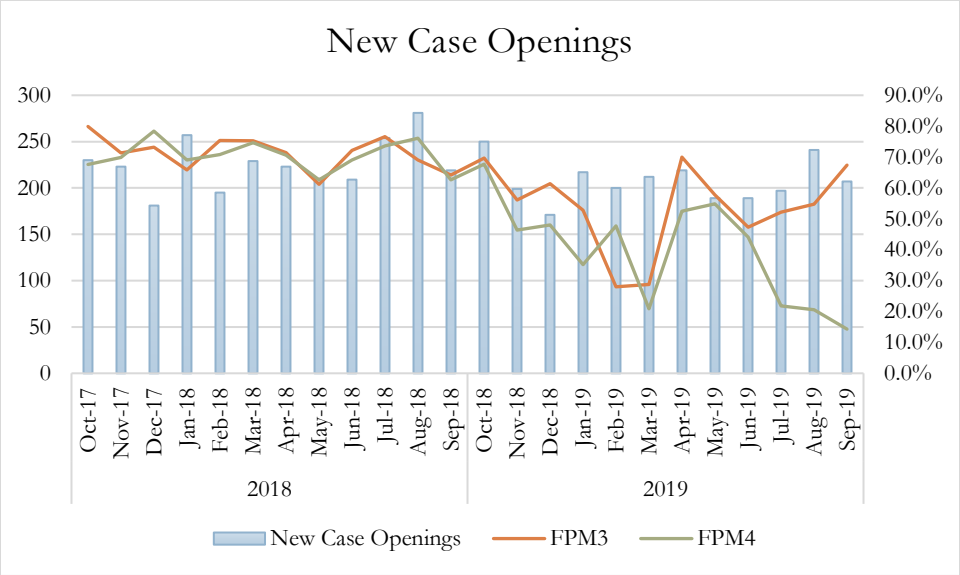
Nov-18	22%	22%	26%
Dec-18	24%	22%	21%
Jan-19	23%	23%	21%
Feb-19	34%	34%	37%
Mar-19	30%	30%	19%
Apr-19	15%	14%	24%
May-19	44%	42%	32%
Jun-19	23%	23%	21%
Jul-19	55%	55%	31%
Aug-19	27%	24%	18%
Sep-19	62%	62%	72%

*RDTW appears to be higher in recent months, but that could be because orders established more recently, and therefore, more rapidly from time of open, may be private orders or other orders with higher dollar amounts.

There does not seem to be a difference in point-in-time RDTW for new cases before, during, or after the intervention period.

Latest Case Financials

New Case Openings and Latest Performance

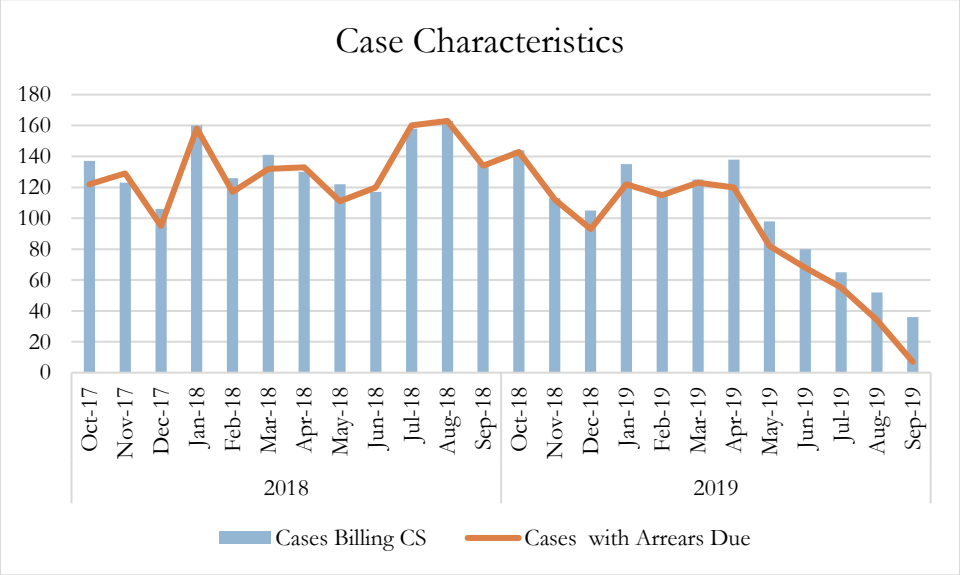


Month	New Case Openings	FPM3	FPM4
Oct-17	230	79.9%	67.6%
Nov-17	223	71.3%	69.9%
Dec-17	181	73.2%	78.4%
Jan-18	257	65.8%	69.0%
Feb-18	195	75.4%	70.8%
Mar-18	229	75.3%	74.6%

Apr-18	223	71.4%	70.6%
May-18	210	61.2%	62.6%
Jun-18	209	72.2%	69.0%
Jul-18	254	76.6%	73.6%
Aug-18	281	69.0%	76.1%
Sep-18	219	64.2%	62.6%
Oct-18	250	69.7%	67.7%
Nov-18	199	56.1%	46.4%
Dec-18	171	61.4%	48.0%
Jan-19	217	52.8%	35.2%
Feb-19	200	28.0%	47.7%
Mar-19	212	28.8%	20.9%
Apr-19	219	70.0%	52.5%
May-19	189	57.8%	54.9%
Jun-19	189	47.3%	44.1%
Jul-19	197	52.2%	21.8%
Aug-19	241	54.8%	20.6%
Sep-19	207	67.4%	14.3%

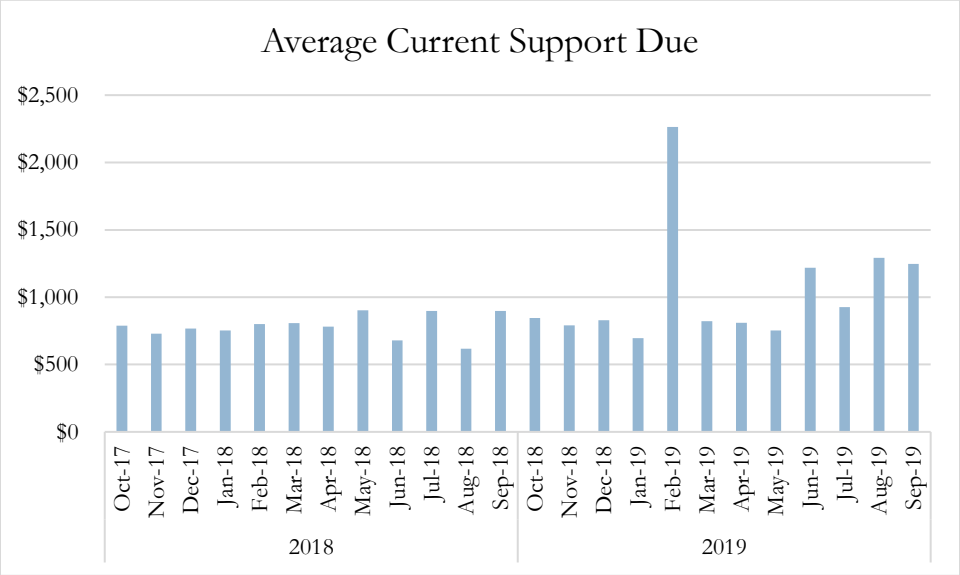
There does not seem to be a difference in the point-in-time number of new case openings, or their most recent performance, before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

Case Characteristics



There does not seem to be a difference in the latest number of new cases billing current support or the latest number of new cases with arrears due before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

Most Recent Current Support Due



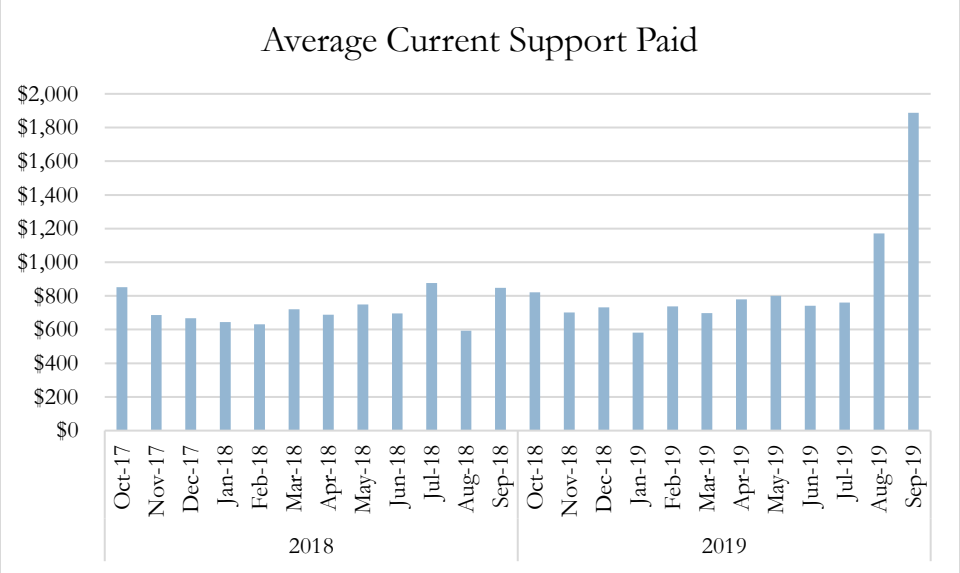
Month	Average CS Due	Median CS Due	Minimum CS Due	Maximum CS Due	Total CS Due
Oct-17	$789	$500	$33	$5,487	$108,039
Nov-17	$729	$500	$3	$7,000	$89,677
Dec-17	$768	$605	$64	$5,012	$81,384
Jan-18	$754	$461	$35	$7,620	$120,616
Feb-18	$801	$511	$21	$12,000	$100,910
Mar-18	$807	$500	$100	$5,283	$113,793
Apr-18	$782	$531	$50	$6,387	$101,639
May-18	$903	$602	$71	$5,664	$110,167
Jun-18	$680	$540	$38	$2,639	$79,513
Jul-18	$898	$620	$88	$6,128	$141,930
Aug-18	$618	$500	$75	$2,500	$100,782
Sep-18	$898	$644	$94	$8,626	$122,184
Oct-18	$845	$583	$93	$6,300	$121,717
Nov-18	$791	$573	$100	$5,293	$89,424
Dec-18	$829	$583	$75	$4,058	$87,051
Jan-19	$695	$600	$4	$4,205	$93,761
Feb-19	$2,265	$579	$122	$162,295	$262,748
Mar-19	$822	$554	$19	$8,000	$102,793
Apr-19	$811	$588	$18	$11,226	$111,966

May-19	$754	$547	$36	$3,407	$73,927
Jun-19	$1,219	$607	$150	$22,500	$97,522
Jul-19	$926	$601	$36	$5,411	$60,162
Aug-19	$1,292	$652	$146	$9,665	$67,199
Sep-19	$1,247	$868	$173	$8,069	$44,898

*The average current support due for February 2019 is atypical, due to an abnormally large monthly due amount for a single case. This is the exact value that was reported for this case on the CS-1257 report.

There does not seem to be a difference in the most recent amount of current support due for new cases before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

Most Recent Current Support Paid



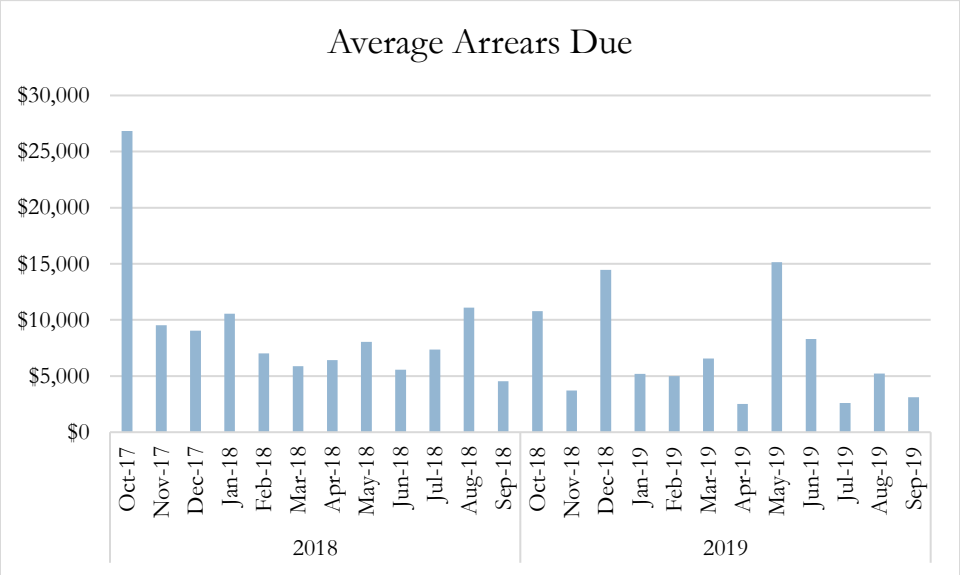
Month	Average CS Paid	Median CS Paid	Minimum CS Paid	Maximum CS Paid	Total CS Paid
Oct-17	$852	$522	$2	$5,487	$86,057
Nov-17	$686	$506	$1	$3,194	$60,395
Dec-17	$668	$499	$9	$5,012	$53,410
Jan-18	$645	$427	$10	$7,620	$75,428
Feb-18	$631	$433	$6	$3,918	$56,140
Mar-18	$720	$469	$11	$4,120	$79,893
Apr-18	$689	$493	$49	$2,994	$63,418
May-18	$749	$498	$71	$5,664	$68,150
Jun-18	$696	$523	$22	$2,500	$57,046
Jul-18	$876	$598	$0	$6,128	$99,025
Aug-18	$594	$480	$2	$3,848	$71,327
Sep-18	$848	$597	$1	$5,000	$81,440

Oct-18	$822	$561	$1	$6,300	$93,730
Nov-18	$701	$554	$42	$5,293	$56,069
Dec-18	$732	$545	$59	$2,826	$57,834
Jan-19	$582	$451	$1	$3,366	$59,322
Feb-19	$737	$571	$1	$3,000	$67,076
Mar-19	$698	$553	$12	$6,025	$66,293
Apr-19	$780	$553	$1	$11,226	$77,986
May-19	$801	$589	$25	$4,500	$53,658
Jun-19	$742	$554	$46	$3,738	$43,764
Jul-19	$761	$534	$36	$5,411	$25,875
Aug-19	$1,171	$445	$200	$6,305	$35,115
Sep-19	$1,887	$670	$413	$7,448	$16,980

*CS paid for cases opened in August and September 2019 is atypically high, likely because many cases opened in August and September did not yet have an order established when this analysis was conducted in October. It is possible that the orders that were established tended to be higher orders, and so NCPs made larger payments, leading to a higher-than-usual average. This could simply be an artifact of the fact that these cases opened so recently.

There does not seem to be a difference in the most recent amount of current support paid for new cases before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

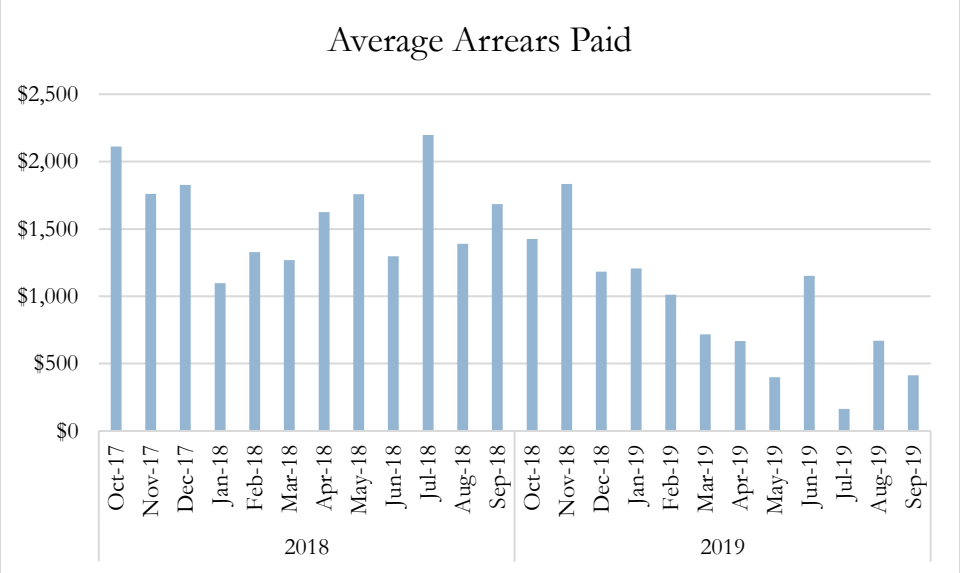
Most Recent Arrears Due



Month	Average Arrears Due	Median Arrears Due	Minimum Arrears Due	Maximim Arrears Due	Total Arrears Due
Oct-17	$26,837	$2,473	$0	$1,482,385	$1,985,931
Nov-17	$9,534	$2,849	$0	$160,970	$810,430
Dec-17	$9,057	$3,306	$27	$130,830	$615,880
Jan-18	$10,554	$3,194	$0	$202,585	$1,118,721
Feb-18	$7,008	$3,038	$2	$128,633	$497,537
Mar-18	$5,868	$2,080	$0	$90,546	$475,337
Apr-18	$6,413	$2,058	$0	$67,742	$513,026
May-18	$8,058	$2,831	$6	$107,667	$668,837
Jun-18	$5,568	$1,834	$11	$136,745	$411,999
Jul-18	$7,358	$1,504	$0	$153,855	$662,231
Aug-18	$11,104	$1,835	$0	$476,670	$1,177,069
Sep-18	$4,541	$2,018	$11	$53,605	$422,304
Oct-18	$10,776	$1,655	$18	$227,154	$840,514
Nov-18	$3,709	$2,139	$0	$69,387	$278,209
Dec-18	$14,464	$1,374	$78	$829,168	$1,026,921
Jan-19	$5,188	$1,282	$0	$158,276	$425,441
Feb-19	$4,983	$938	$0	$124,198	$373,688
Mar-19	$6,557	$1,690	$28	$172,530	$491,740
Apr-19	$2,510	$1,097	$25	$96,707	$240,980
May-19	$15,159	$959	$10	$653,099	$909,522
Jun-19	$8,305	$601	$37	$219,687	$415,271
Jul-19	$2,597	$900	$153	$32,126	$114,252
Aug-19	$5,219	$1,109	$23	$65,539	$151,340
Sep-19	$3,122	$2,417	$1,474	$7,353	$15,611

There does not seem to be a difference in the most recent amount of arrears due for new cases before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

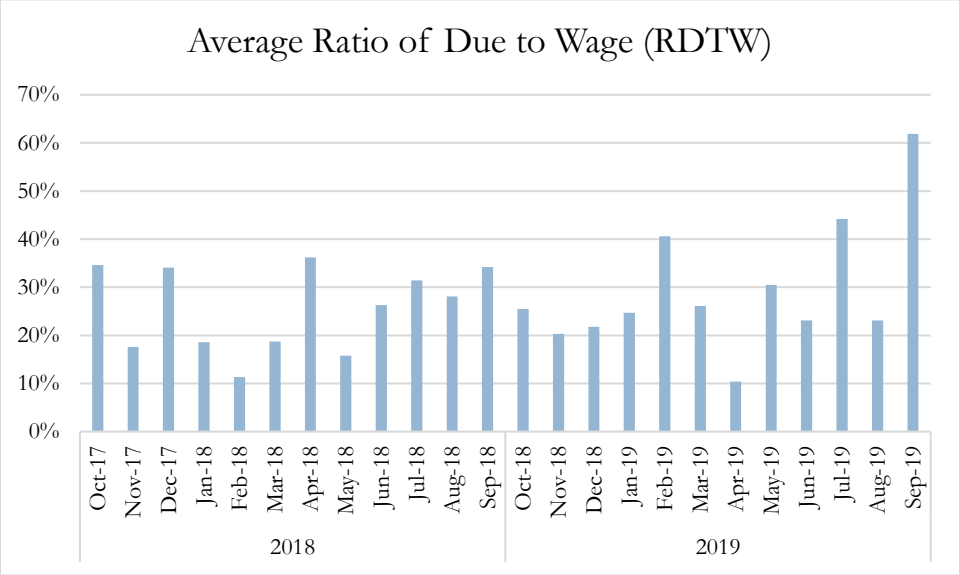
Most Recent Arrears Paid



Month	Average Arrears Paid	Median Arrears Paid	Minimum Arrears Paid	Maximum Arrears Paid	Total Arrears Paid
Oct-17	$2,112	$782	$2	$35,112	$179,535
Nov-17	$1,760	$686	$14	$30,144	$151,349
Dec-17	$1,827	$1,025	$15	$23,112	$127,913
Jan-18	$1,098	$554	$0	$10,889	$128,475
Feb-18	$1,329	$607	$0	$9,991	$109,004
Mar-18	$1,269	$733	$0	$15,118	$126,855
Apr-18	$1,624	$774	$0	$15,302	$154,302
May-18	$1,757	$724	$0	$27,004	$142,332
Jun-18	$1,298	$750	$17	$9,952	$111,642
Jul-18	$2,197	$787	$0	$26,155	$248,248
Aug-18	$1,390	$671	$0	$17,169	$170,968
Sep-18	$1,684	$749	$1	$19,500	$158,332
Oct-18	$1,425	$771	$50	$11,368	$149,637
Nov-18	$1,833	$662	$11	$45,718	$141,130
Dec-18	$1,184	$511	$16	$11,097	$82,909
Jan-19	$1,207	$414	$0	$30,900	$97,786
Feb-19	$1,012	$408	$1	$16,609	$77,962
Mar-19	$717	$370	$0	$8,066	$53,778
Apr-19	$668	$234	$0	$13,932	$40,721
May-19	$399	$270	$1	$3,261	$16,379
Jun-19	$1,152	$335	$3	$9,049	$29,962
Jul-19	$164	$109	$1	$346	$1,801
Aug-19	$669	$534	$30	$1,505	$4,683
Sep-19	$413	$413	$413	$413	$413

There does not seem to be a difference in the most recent amount of arrears paid for new cases before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

Ratio of Due to Wage



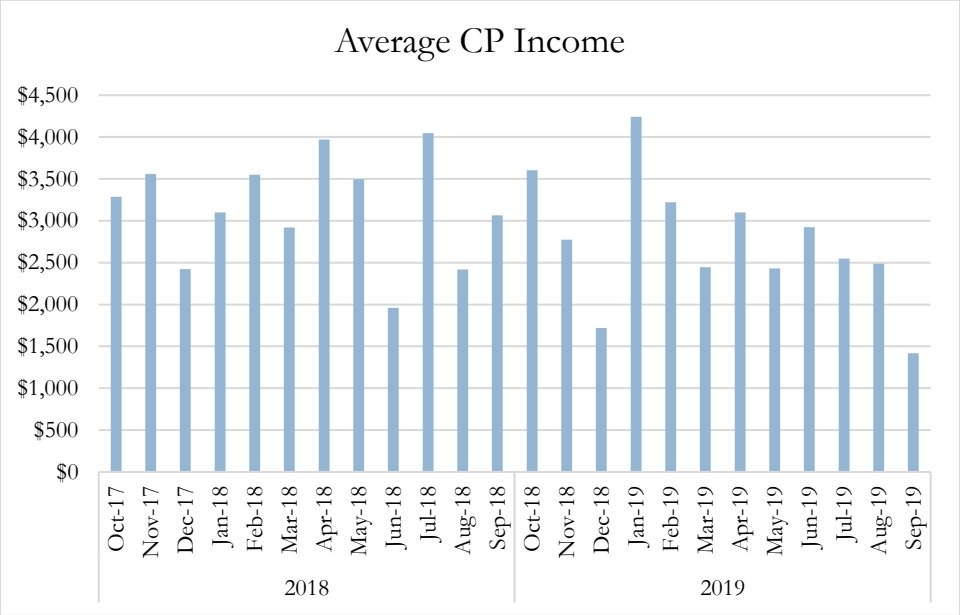
Month	Average RDTW	Average RDTW where wage >$30	Median RDTW where wage >$30
Oct-17	35%	34%	27%
Nov-17	18%	17%	27%
Dec-17	34%	31%	25%
Jan-18	19%	17%	27%
Feb-18	11%	11%	24%
Mar-18	19%	17%	28%
Apr-18	36%	33%	43%
May-18	16%	16%	27%
Jun-18	26%	25%	33%
Jul-18	31%	29%	40%
Aug-18	28%	26%	57%
Sep-18	34%	34%	53%
Oct-18	26%	25%	41%
Nov-18	20%	20%	34%
Dec-18	22%	19%	49%
Jan-19	25%	25%	28%

Feb-19	41%	36%	48%
Mar-19	26%	25%	19%
Apr-19	10%	10%	44%
May-19	31%	28%	40%
Jun-19	23%	23%	89%
Jul-19	44%	44%	47%
Aug-19	23%	21%	22%
Sep-19	62%	62%	72%

There does not seem to be a difference in the most recent RDTW for new cases before, during, or after the intervention period. Caution should be taken due to the recent nature of these case openings; recently-opened cases are still in the process of order establishment.

Point-in-Time Case Demographics

CP Income

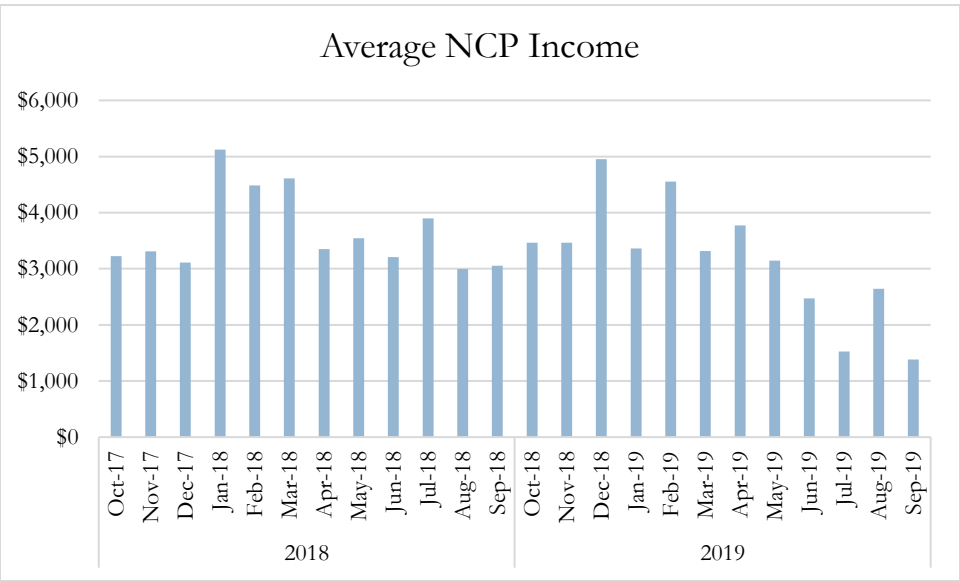


Month	Average CP Income	Median CP Income	Minimum CP Income	Maximum CP Income
Oct-17	$3,287	$2,006	$27	$43,491
Nov-17	$3,558	$1,894	$4	$24,248
Dec-17	$2,421	$1,454	$154	$10,969
Jan-18	$3,099	$1,285	$39	$25,217
Feb-18	$3,550	$2,183	$225	$15,013
Mar-18	$2,919	$1,400	$3	$21,801
Apr-18	$3,969	$1,462	$91	$55,029
May-18	$3,497	$2,623	$4	$35,314

Jun-18	$1,959	$1,032	$11	$9,910
Jul-18	$4,048	$2,278	$23	$57,115
Aug-18	$2,418	$1,479	$0	$14,054
Sep-18	$3,065	$2,373	$27	$23,223
Oct-18	$3,604	$1,555	$64	$39,977
Nov-18	$2,774	$1,960	$25	$19,970
Dec-18	$1,719	$1,098	$9	$12,063
Jan-19	$4,243	$2,097	$58	$34,815
Feb-19	$3,222	$1,196	$23	$31,398
Mar-19	$2,445	$1,615	$13	$10,829
Apr-19	$3,099	$1,595	$175	$27,129
May-19	$2,432	$1,641	$3	$10,020
Jun-19	$2,925	$2,232	$51	$14,219
Jul-19	$2,547	$1,182	$23	$16,393
Aug-19	$2,489	$1,144	$57	$27,044
Sep-19	$1,418	$867	$15	$5,878

There does not seem to be a difference in CP income for new cases before, during, or after the intervention period.

NCP Income

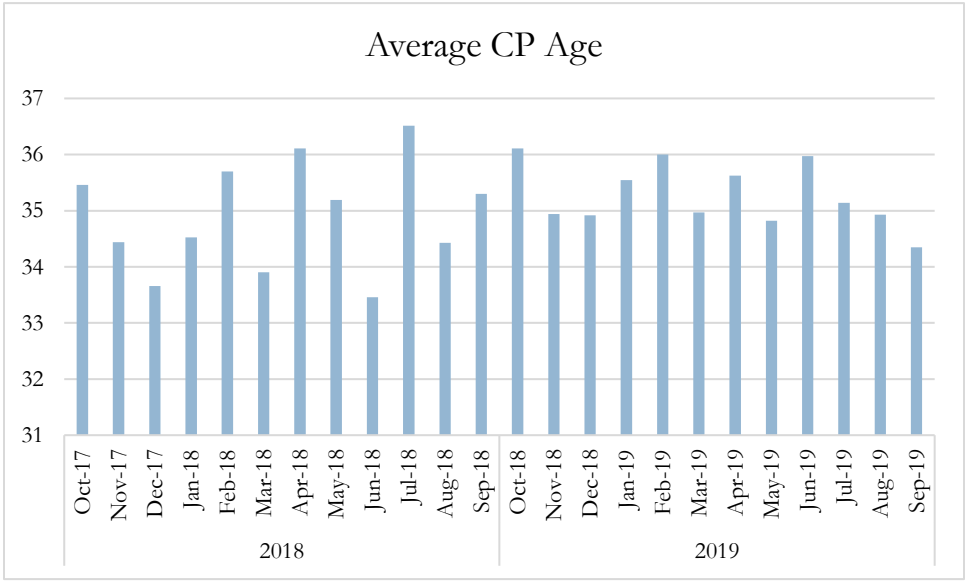


Month	Average NCP Income	Median NCP Income	Minimum NCP Income	Maximum NCP Income
Oct-17	$3,227	$1,980	$3	$25,144
Nov-17	$3,310	$1,971	$5	$40,523
Dec-17	$3,112	$2,317	$6	$15,018
Jan-18	$5,124	$2,404	$42	$217,968

Feb-18	$4,482	$1,766	$1	$100,367
Mar-18	$4,612	$2,951	$1	$117,474
Apr-18	$3,351	$2,367	$0	$19,635
May-18	$3,542	$2,205	$2	$20,925
Jun-18	$3,205	$2,204	$3	$12,805
Jul-18	$3,896	$2,632	$4	$25,190
Aug-18	$2,996	$1,988	$11	$71,074
Sep-18	$3,055	$1,822	$4	$19,881
Oct-18	$3,464	$2,395	$0	$34,423
Nov-18	$3,466	$2,509	$10	$25,708
Dec-18	$4,953	$3,000	$1	$79,734
Jan-19	$3,361	$2,486	$6	$17,155
Feb-19	$4,555	$2,530	$2	$103,937
Mar-19	$3,313	$2,480	$2	$17,415
Apr-19	$3,774	$2,321	$0	$83,675
May-19	$3,144	$2,155	$3	$46,977
Jun-19	$2,469	$970	$6	$21,438
Jul-19	$1,528	$908	$1	$8,686
Aug-19	$2,643	$1,270	$0	$27,151
Sep-19	$1,383	$993	$1	$8,333

NCP income appears to be lower in recent months, beginning during the second month of the intervention. However, that trend has continued in the two months following the end of the intervention, possibly indicating that it is not the advertisements that is driving this trend.

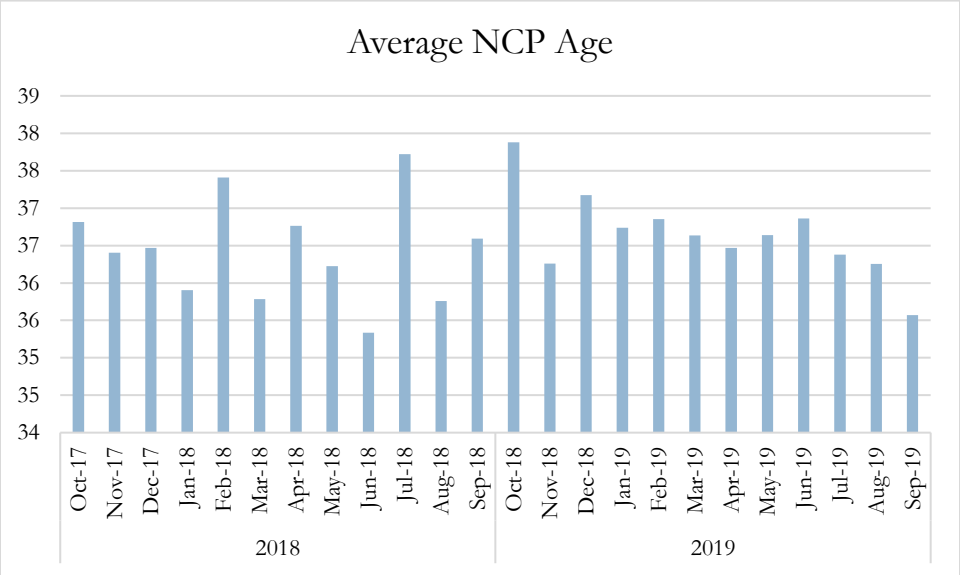
CP Age



Month	Average CP Age	Median CP Age	Minimum CP Age	Maximum CP Age
Oct-17	35	35	16	76
Nov-17	34	33	18	67
Dec-17	34	33	19	57
Jan-18	35	34	17	53
Feb-18	36	35	17	68
Mar-18	34	34	16	61
Apr-18	36	35	16	62
May-18	35	34	19	68
Jun-18	33	33	17	67
Jul-18	37	35	17	64
Aug-18	34	33	16	66
Sep-18	35	34	19	61
Oct-18	36	36	17	80
Nov-18	35	34	17	69
Dec-18	35	34	19	55
Jan-19	36	34	19	70
Feb-19	36	35	17	65
Mar-19	35	34	17	74
Apr-19	36	35	16	66
May-19	35	34	17	72
Jun-19	36	35	18	76
Jul-19	35	35	14	73
Aug-19	35	35	15	74
Sep-19	34	33	17	66

There does not seem to be a difference in CP age for new cases before, during, or after the intervention period.

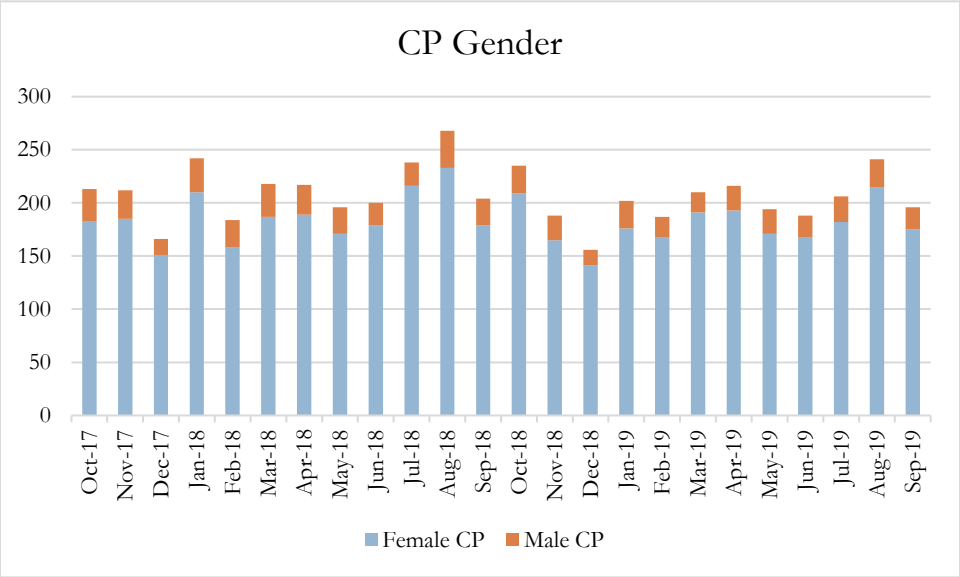
NCP Age



Month	Average NCP Age	Median NCP Age	Minimum NCP Age	Maximum NCP Age
Oct-17	37	36	18	69
Nov-17	36	35	18	67
Dec-17	36	35	19	65
Jan-18	36	35	18	63
Feb-18	37	36	18	72
Mar-18	36	35	17	61
Apr-18	37	36	16	75
May-18	36	35	21	80
Jun-18	35	34	17	72
Jul-18	38	37	18	61
Aug-18	36	35	18	61
Sep-18	37	36	18	65
Oct-18	38	38	17	75
Nov-18	36	35	17	64
Dec-18	37	36	18	71
Jan-19	37	36	19	62
Feb-19	37	36	16	75
Mar-19	37	37	16	66
Apr-19	36	35	18	73
May-19	37	36	20	64
Jun-19	37	36	17	79
Jul-19	36	36	15	74
Aug-19	36	36	17	62
Sep-19	36	35	16	65

There does not seem to be a difference in NCP age for new cases before, during, or after the intervention period.

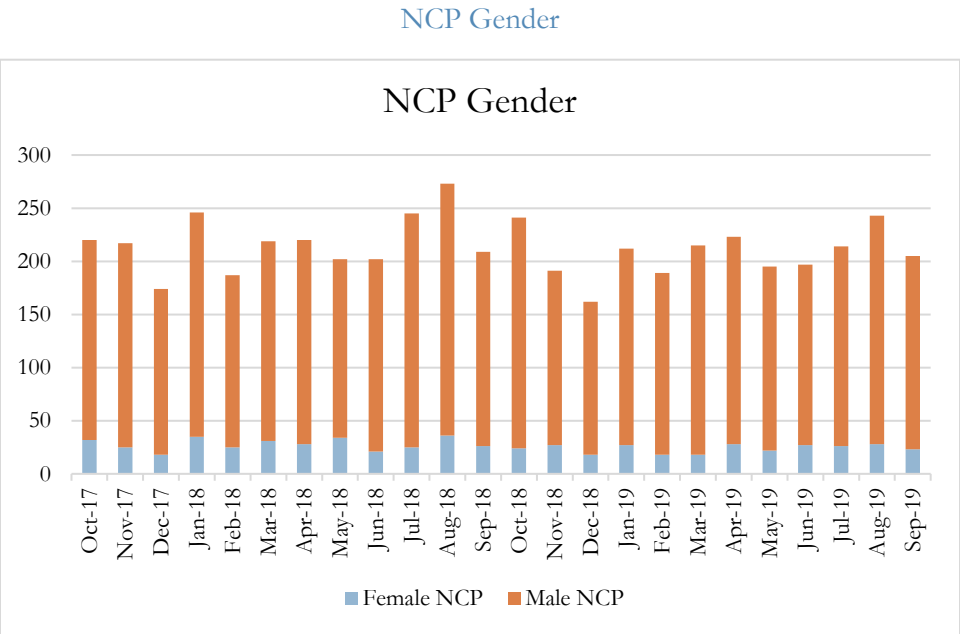
CP Gender



Month	Female CP	Male CP	Percent Female CP	Percent Male CP
Oct-17	183	30	80%	13%
Nov-17	185	27	83%	12%
Dec-17	151	15	83%	8%
Jan-18	210	32	82%	12%
Feb-18	158	26	81%	13%
Mar-18	187	31	82%	14%
Apr-18	189	28	85%	13%
May-18	171	25	81%	12%
Jun-18	179	21	86%	10%
Jul-18	216	22	85%	9%
Aug-18	233	35	83%	12%
Sep-18	179	25	82%	11%
Oct-18	209	26	84%	10%
Nov-18	165	23	83%	12%
Dec-18	141	15	82%	9%
Jan-19	176	26	81%	12%
Feb-19	168	19	84%	10%
Mar-19	191	19	87%	9%
Apr-19	193	23	85%	10%
May-19	171	23	86%	12%
Jun-19	168	20	84%	10%

Jul-19	182	24	83%	11%
Aug-19	215	26	86%	10%
Sep-19	175	21	85%	10%

There does not seem to be a difference in the distribution of CP gender for new cases before, during, or after the intervention period.

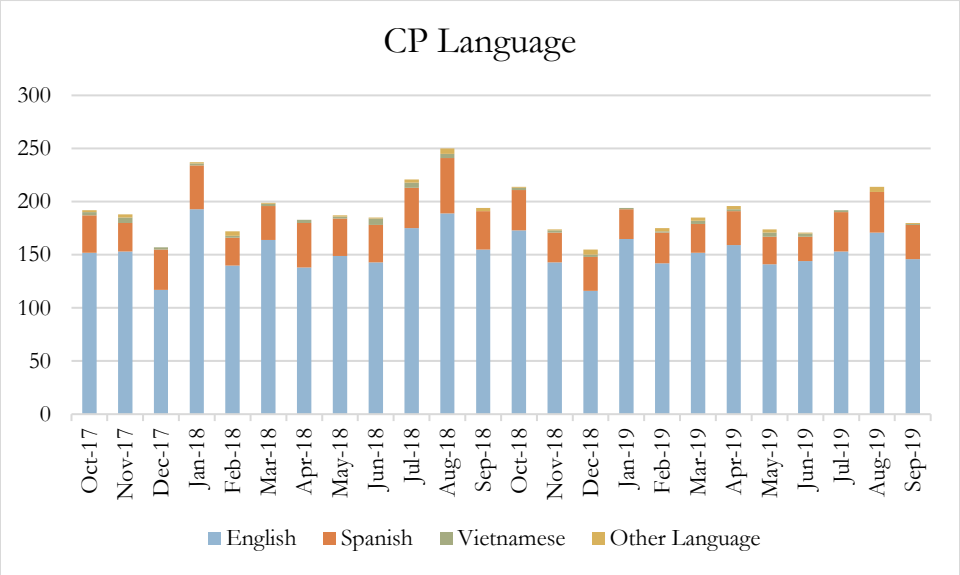


Month	Female NCP	Male NCP	Percent Female NCP	Percent Male NCP
Oct-17	32	188	14%	82%
Nov-17	25	192	11%	86%
Dec-17	18	156	10%	86%
Jan-18	35	211	14%	82%
Feb-18	25	162	13%	83%
Mar-18	31	188	14%	82%
Apr-18	28	192	13%	86%
May-18	34	168	16%	80%
Jun-18	21	181	10%	87%
Jul-18	25	220	10%	87%
Aug-18	36	237	13%	84%
Sep-18	26	183	12%	84%
Oct-18	24	217	10%	87%
Nov-18	27	164	14%	82%
Dec-18	18	144	11%	84%
Jan-19	27	185	12%	85%

Feb-19	18	171	9%	86%
Mar-19	18	197	8%	90%
Apr-19	28	195	12%	86%
May-19	22	173	11%	87%
Jun-19	27	170	14%	85%
Jul-19	26	188	12%	86%
Aug-19	28	215	11%	86%
Sep-19	23	182	11%	88%

There does not seem to be a difference in the distribution of NCP gender for new cases before, during, or after the intervention period.

CP Language

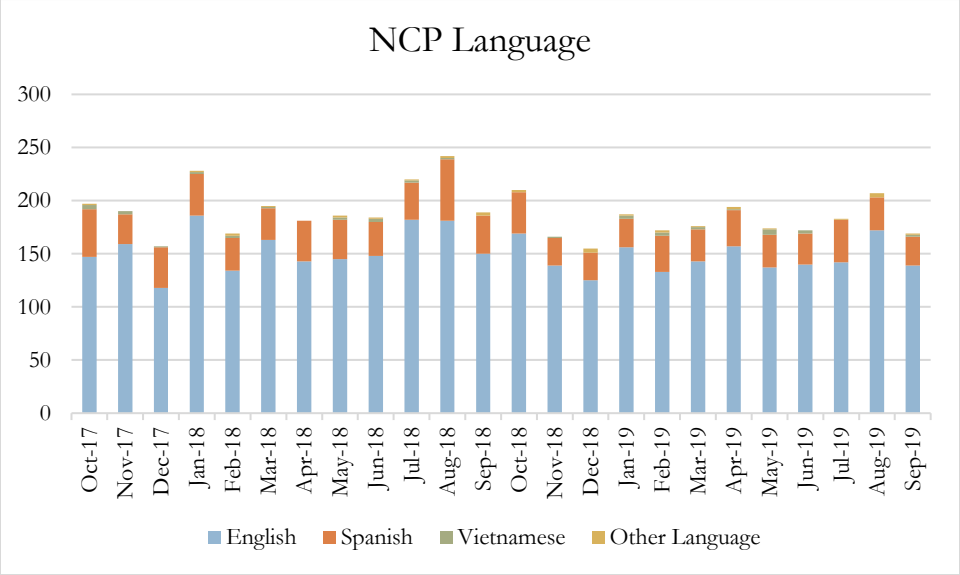


Month	English	Percent English	Spanish	Percent Spanish	Vietnamese	Percent Vietnamese	Other Language	Percent Other
Oct-17	152	66%	**35**	15%	3	1%	2	1%
Nov-17	153	69%	27	12%	5	2%	3	1%
Dec-17	117	65%	38	21%	2	1%	0	0%
Jan-18	193	75%	41	16%	2	1%	1	0%
Feb-18	140	72%	26	13%	2	1%	4	2%
Mar-18	164	72%	32	14%	2	1%	1	0%
Apr-18	138	62%	42	19%	3	1%	0	0%
May-18	149	71%	35	17%	2	1%	1	0%
Jun-18	143	68%	35	17%	6	3%	1	0%
Jul-18	175	69%	38	15%	5	2%	3	1%
Aug-18	189	67%	52	19%	4	1%	5	2%
Sep-18	155	71%	36	16%	0	0%	3	1%

Oct-18	173	69%	38	15%	2	1%	1	0%
Nov-18	143	72%	28	14%	2	1%	1	1%
Dec-18	116	68%	32	19%	2	1%	5	3%
Jan-19	165	76%	28	13%	1	0%	0	0%
Feb-19	142	71%	29	15%	1	1%	3	2%
Mar-19	152	69%	27	12%	3	1%	3	1%
Apr-19	159	70%	32	14%	2	1%	3	1%
May-19	141	71%	26	13%	4	2%	3	2%
Jun-19	144	72%	23	12%	3	2%	1	1%
Jul-19	153	70%	37	17%	2	1%	0	0%
Aug-19	171	69%	38	15%	0	0%	5	2%
Sep-19	146	71%	32	15%	1	0%	1	0%

There does not seem to be a difference in the distribution of CP language for new cases before, during, or after the intervention period.

NCP Language

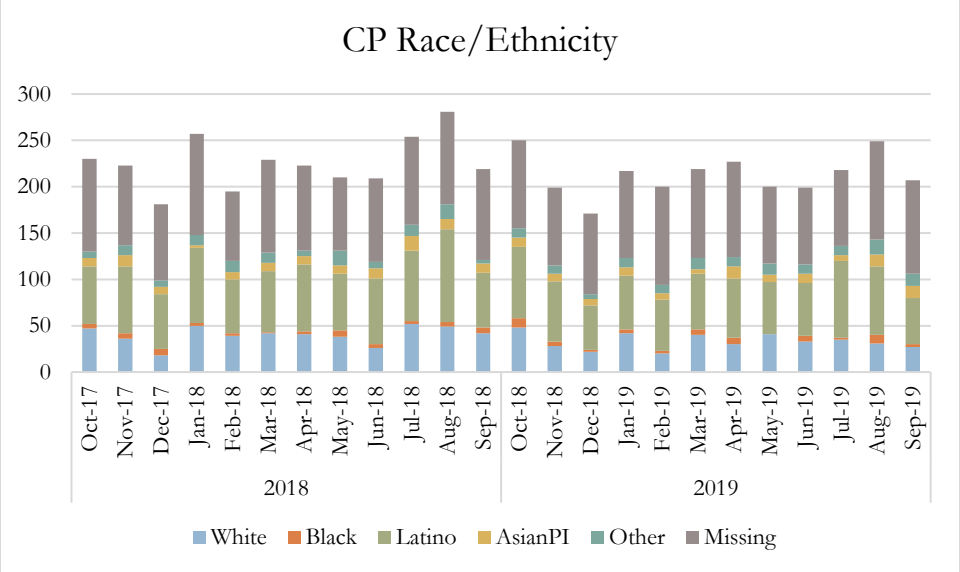


Month	English	Percent English	Spanish	Percent Spanish	Vietnamese	Percent Vietnamese	Other Language	Percent Other
Oct-17	147	64%	45	20%	4	2%	1	0%
Nov-17	159	71%	28	13%	3	1%	0	0%
Dec-17	118	65%	38	21%	1	1%	0	0%
Jan-18	186	72%	39	15%	2	1%	1	0%
Feb-18	134	69%	31	16%	2	1%	2	1%
Mar-18	163	71%	30	13%	1	0%	1	0%
Apr-18	143	64%	38	17%	0	0%	0	0%
May-18	145	69%	37	18%	2	1%	2	1%

Jun-18	148	71%	32	15%	3	1%	1	0%
Jul-18	182	72%	35	14%	2	1%	1	0%
Aug-18	181	64%	58	21%	1	0%	2	1%
Sep-18	150	68%	36	16%	0	0%	3	1%
Oct-18	169	68%	39	16%	0	0%	2	1%
Nov-18	139	70%	26	13%	1	1%	0	0%
Dec-18	125	73%	26	15%	0	0%	4	2%
Jan-19	156	72%	27	12%	3	1%	1	0%
Feb-19	133	67%	34	17%	3	2%	2	1%
Mar-19	143	65%	30	14%	2	1%	1	0%
Apr-19	157	69%	34	15%	1	0%	2	1%
May-19	137	69%	31	16%	5	3%	1	1%
Jun-19	140	70%	29	15%	3	2%	0	0%
Jul-19	142	65%	40	18%	0	0%	1	0%
Aug-19	172	69%	31	12%	0	0%	4	2%
Sep-19	139	67%	27	13%	2	1%	1	0%

There does not seem to be a difference in the distribution of NCP language for new cases before, during, or after the intervention period.

CP Race/Ethnicity - Frequencies

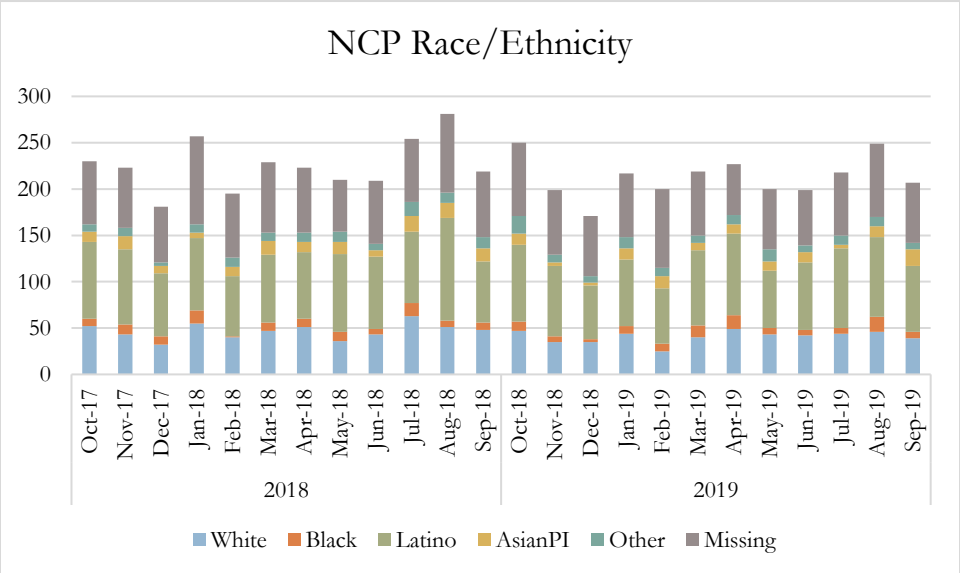


Month	White	Black	Latino	AsianPI	Other	Missing
Oct-17	47	5	62	9	7	100
Nov-17	36	6	72	12	11	86
Dec-17	18	7	59	8	7	82
Jan-18	50	3	81	3	11	109
Feb-18	39	3	58	8	12	75

Mar-18	42	1	66	9	11	100
Apr-18	41	3	72	9	6	92
May-18	38	7	61	9	16	79
Jun-18	26	4	71	11	7	90
Jul-18	52	3	76	16	12	95
Aug-18	49	5	100	11	16	100
Sep-18	42	6	59	10	4	98
Oct-18	48	10	77	10	10	95
Nov-18	28	5	65	8	9	84
Dec-18	22	2	48	7	5	87
Jan-19	42	4	58	9	10	94
Feb-19	20	3	55	7	9	106
Mar-19	40	6	60	5	12	96
Apr-19	30	7	64	13	10	103
May-19	41	.	56	8	12	83
Jun-19	33	6	57	10	10	83
Jul-19	35	2	83	6	10	82
Aug-19	31	9	74	13	16	106
Sep-19	27	3	50	13	13	101

There does not seem to be a difference in the distribution of CP race/ethnicity for new cases before, during, or after the intervention period.

NCP Race/Ethnicity - Frequencies

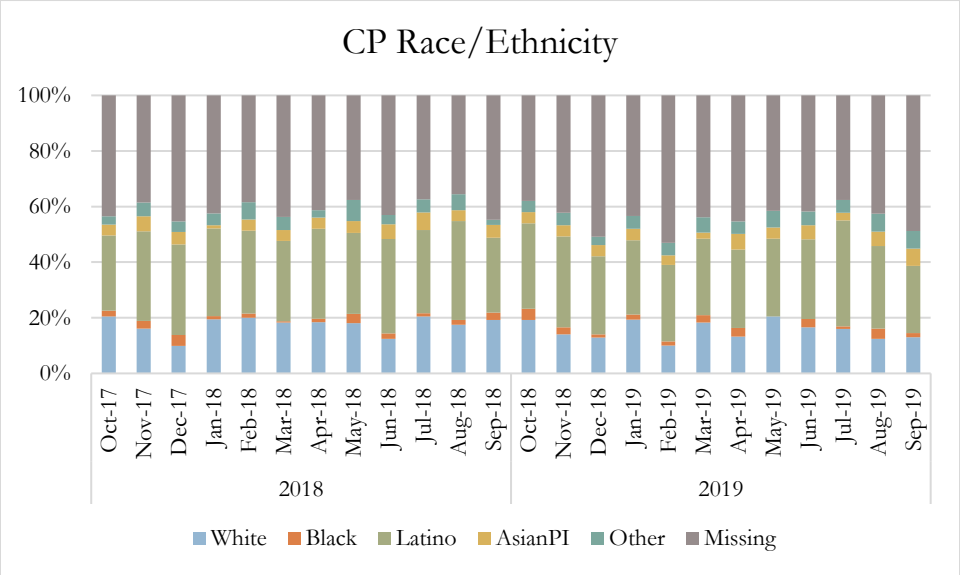


Month	White	Black	Latino	AsianPI	Other	Missing
Oct-17	52	8	83	11	8	68
Nov-17	43	11	81	14	9	65

Dec-17	32	9	68	8	4	60
Jan-18	55	14	78	6	9	95
Feb-18	40	1	65	10	10	69
Mar-18	47	9	73	15	9	76
Apr-18	51	9	72	11	10	70
May-18	36	10	84	13	11	56
Jun-18	43	6	78	7	7	68
Jul-18	63	14	77	17	15	68
Aug-18	51	7	111	16	11	85
Sep-18	48	8	66	14	12	71
Oct-18	47	10	83	12	19	79
Nov-18	35	6	76	4	8	70
Dec-18	35	3	58	3	7	65
Jan-19	44	8	72	12	12	69
Feb-19	25	8	60	13	9	85
Mar-19	40	13	81	8	8	69
Apr-19	49	15	88	10	10	55
May-19	43	7	62	10	13	65
Jun-19	42	6	73	11	7	60
Jul-19	44	6	86	4	10	68
Aug-19	46	16	86	12	10	79
Sep-19	39	7	71	18	7	65

There does not seem to be a difference in the distribution of NCP race/ethnicity for new cases before, during, or after the intervention period.

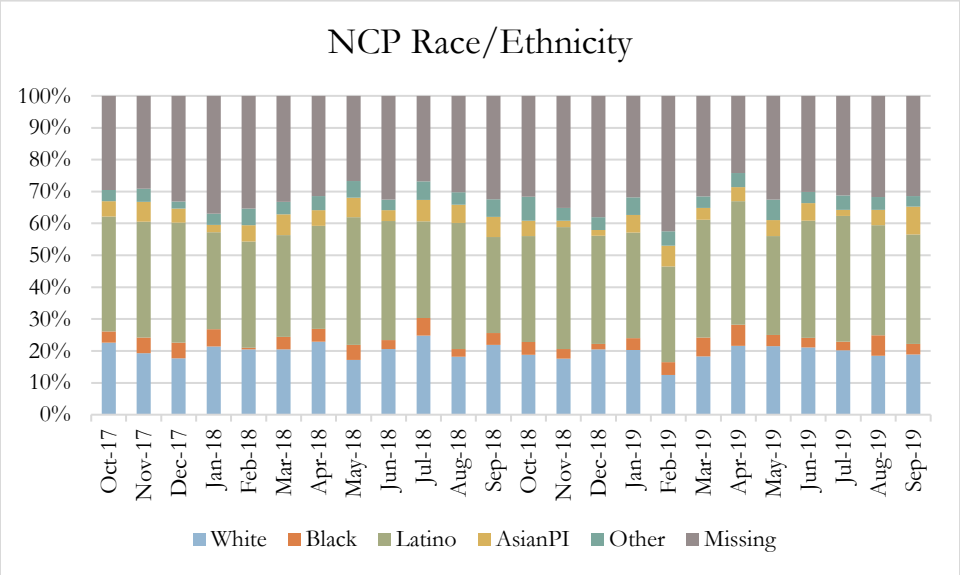
CP Race/Ethnicity - Percentages



Month	White	Black	Latino	AsianPI	Other	Missing
Oct-17	20%	2%	27%	4%	3%	43%
Nov-17	16%	3%	32%	5%	5%	39%
Dec-17	10%	4%	33%	4%	4%	45%
Jan-18	19%	1%	32%	1%	4%	42%
Feb-18	20%	2%	30%	4%	6%	38%
Mar-18	18%	0%	29%	4%	5%	44%
Apr-18	18%	1%	32%	4%	3%	41%
May-18	18%	3%	29%	4%	8%	38%
Jun-18	12%	2%	34%	5%	3%	43%
Jul-18	20%	1%	30%	6%	5%	37%
Aug-18	17%	2%	36%	4%	6%	36%
Sep-18	19%	3%	27%	5%	2%	45%
Oct-18	19%	4%	31%	4%	4%	38%
Nov-18	14%	3%	33%	4%	5%	42%
Dec-18	13%	1%	28%	4%	3%	51%
Jan-19	19%	2%	27%	4%	5%	43%
Feb-19	10%	2%	28%	4%	5%	53%
Mar-19	18%	3%	27%	2%	5%	44%
Apr-19	13%	3%	28%	6%	4%	45%
May-19	21%	.	28%	4%	6%	42%
Jun-19	17%	3%	29%	5%	5%	42%
Jul-19	16%	1%	38%	3%	5%	38%
Aug-19	12%	4%	30%	5%	6%	43%
Sep-19	13%	1%	24%	6%	6%	49%

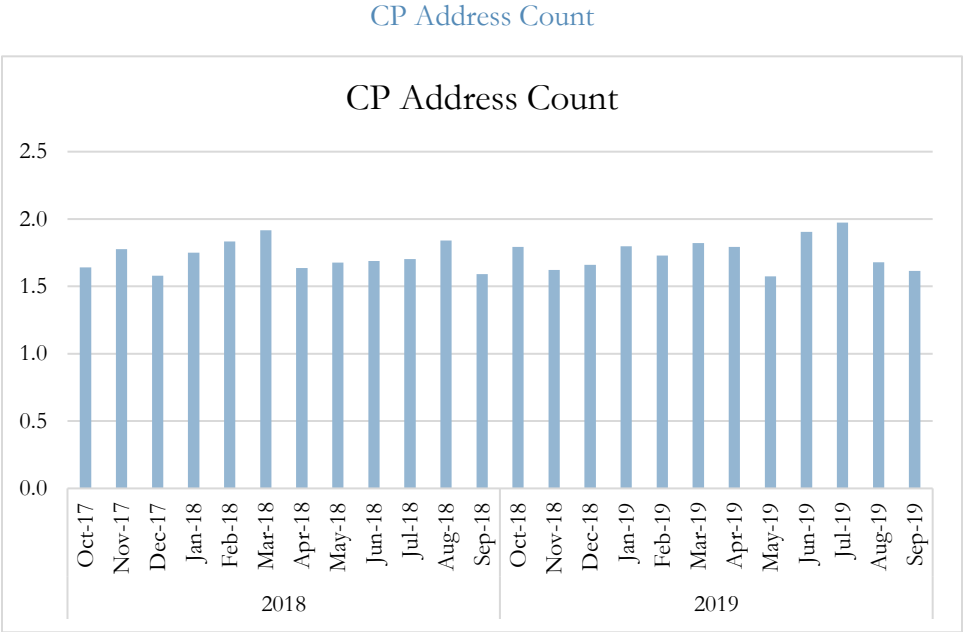
There does not seem to be a difference in the proportions of each CP race/ethnicity for new cases before, during, or after the intervention period.

NCP Race/Ethnicity - Percentages



Month	White	Black	Latino	AsianPI	Other	Missing
Oct-17	23%	3%	36%	5%	3%	30%
Nov-17	19%	5%	36%	6%	4%	29%
Dec-17	18%	5%	38%	4%	2%	33%
Jan-18	21%	5%	30%	2%	4%	37%
Feb-18	21%	1%	33%	5%	5%	35%
Mar-18	21%	4%	32%	7%	4%	33%
Apr-18	23%	4%	32%	5%	4%	31%
May-18	17%	5%	40%	6%	5%	27%
Jun-18	21%	3%	37%	3%	3%	33%
Jul-18	25%	6%	30%	7%	6%	27%
Aug-18	18%	2%	40%	6%	4%	30%
Sep-18	22%	4%	30%	6%	5%	32%
Oct-18	19%	4%	33%	5%	8%	32%
Nov-18	18%	3%	38%	2%	4%	35%
Dec-18	20%	2%	34%	2%	4%	38%
Jan-19	20%	4%	33%	6%	6%	32%
Feb-19	13%	4%	30%	7%	5%	43%
Mar-19	18%	6%	37%	4%	4%	32%
Apr-19	22%	7%	39%	4%	4%	24%
May-19	22%	4%	31%	5%	7%	33%
Jun-19	21%	3%	37%	6%	4%	30%
Jul-19	20%	3%	39%	2%	5%	31%
Aug-19	18%	6%	35%	5%	4%	32%
Sep-19	19%	3%	34%	9%	3%	31%

There does not seem to be a difference in the proportions of each NCP race/ethnicity for new cases before, during, or after the intervention period.

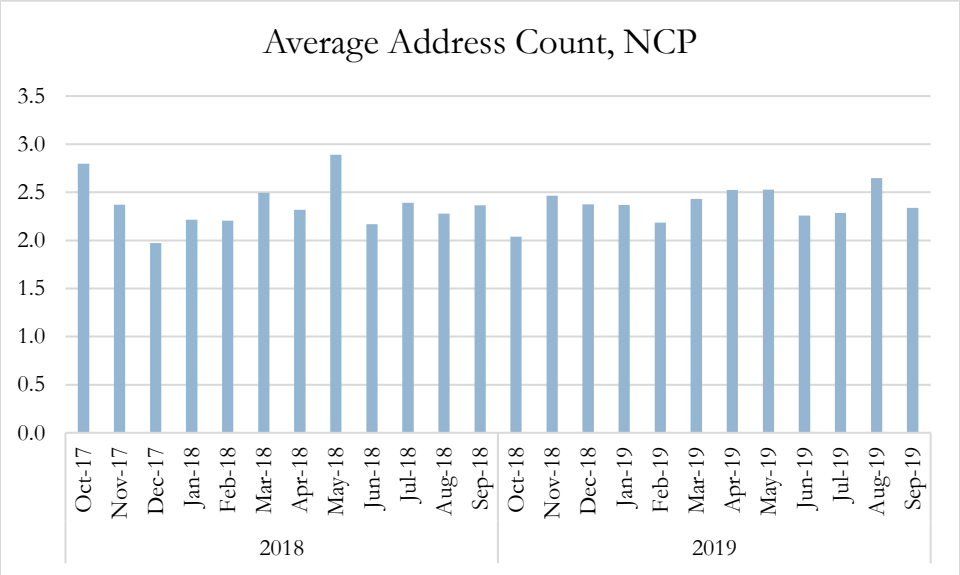


Month	Average Address Count	Median Address Count	Minimum Address Count	Maximum Address Count
Oct-17	1.6	1	1	14
Nov-17	1.8	1	1	15
Dec-17	1.6	1	1	11
Jan-18	1.8	1	1	14
Feb-18	1.8	1	1	9
Mar-18	1.9	1	1	11
Apr-18	1.6	1	1	10
May-18	1.7	1	1	12
Jun-18	1.7	1	1	14
Jul-18	1.7	1	1	13
Aug-18	1.8	1	1	13
Sep-18	1.6	1	1	13
Oct-18	1.8	1	1	9
Nov-18	1.6	1	1	10
Dec-18	1.7	1	1	10
Jan-19	1.8	1	1	10
Feb-19	1.7	1	1	14
Mar-19	1.8	1	1	13
Apr-19	1.8	1	1	16
May-19	1.6	1	1	7
Jun-19	1.9	1	1	10

Jul-19	2.0	1	1	21
Aug-19	1.7	1	1	9
Sep-19	1.6	1	1	14

There does not seem to be a difference in the number of CP addresses for new cases before, during, or after the intervention period.

NCP Address Count

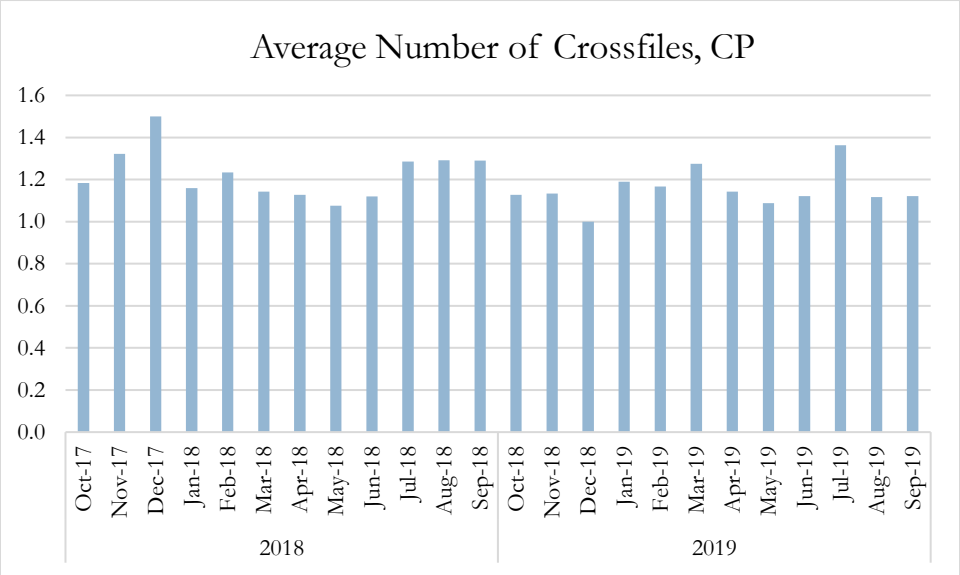


Month	Average Address Count	Median Address Count	Minimum Address Count	Maximum Address Count
Oct-17	2.8	1	1	22
Nov-17	2.4	1	1	14
Dec-17	2.0	1	1	14
Jan-18	2.2	1	1	18
Feb-18	2.2	1	1	20
Mar-18	2.5	1	1	17
Apr-18	2.3	1	1	13
May-18	2.9	1	1	22
Jun-18	2.2	1	1	13
Jul-18	2.4	1	1	15
Aug-18	2.3	1	1	18
Sep-18	2.4	1	1	17
Oct-18	2.0	1	1	15
Nov-18	2.5	1	1	14
Dec-18	2.4	1	1	17
Jan-19	2.4	1	1	23

Feb-19	2.2	1	1	15
Mar-19	2.4	1	1	15
Apr-19	2.5	1	1	15
May-19	2.5	1	1	17
Jun-19	2.3	1	1	17
Jul-19	2.3	1	1	15
Aug-19	2.6	1	1	24
Sep-19	2.3	1	1	16

There does not seem to be a difference in the number of NCP addresses for new cases before, during, or after the intervention period.

CP Crossfiles[20]



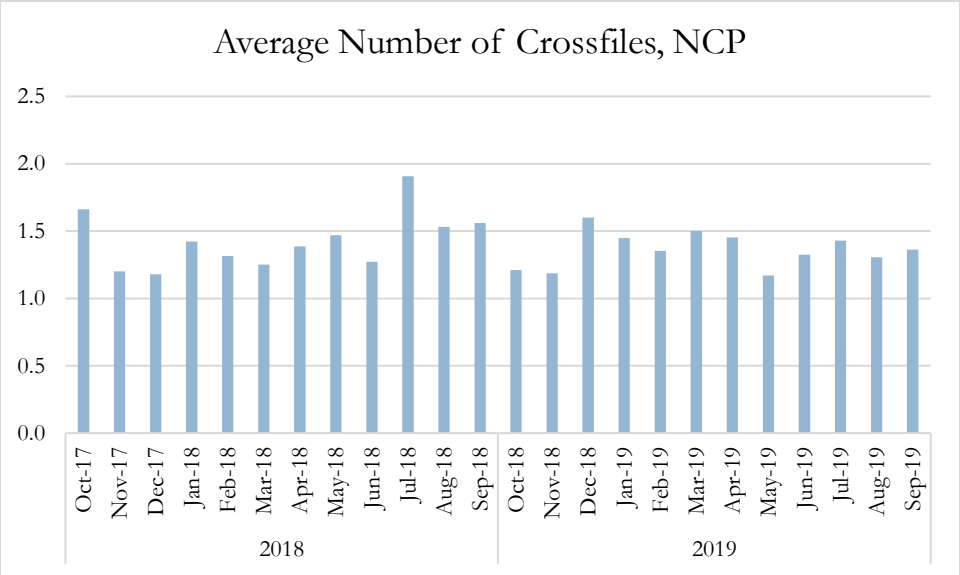
Month	Average Crossfiles	Median Crossfiles	Minimum Crossfiles	Maximum Crossfiles
Oct-17	1.2	1	1	3
Nov-17	1.3	1	1	3
Dec-17	1.5	1	1	5
Jan-18	1.2	1	1	3
Feb-18	1.2	1	1	4
Mar-18	1.1	1	1	2
Apr-18	1.1	1	1	3
May-18	1.1	1	1	2
Jun-18	1.1	1	1	3
Jul-18	1.3	1	1	3

[20] A crossfile is a companion case involving a non-custodial parent or custodial party. These cases usually consist of other children by either parent with a different mother or father.

Aug-18	1.3	1	1	6
Sep-18	1.3	1	1	5
Oct-18	1.1	1	1	2
Nov-18	1.1	1	1	2
Dec-18	1.0	1	1	1
Jan-19	1.2	1	1	2
Feb-19	1.2	1	1	3
Mar-19	1.3	1	1	3
Apr-19	1.1	1	1	2
May-19	1.1	1	1	2
Jun-19	1.1	1	1	2
Jul-19	1.4	1	1	5
Aug-19	1.1	1	1	3
Sep-19	1.1	1	1	3

There does not seem to be a difference in the number of CP crossfiles for new cases before, during, or after the intervention period.

NCP Crossfiles

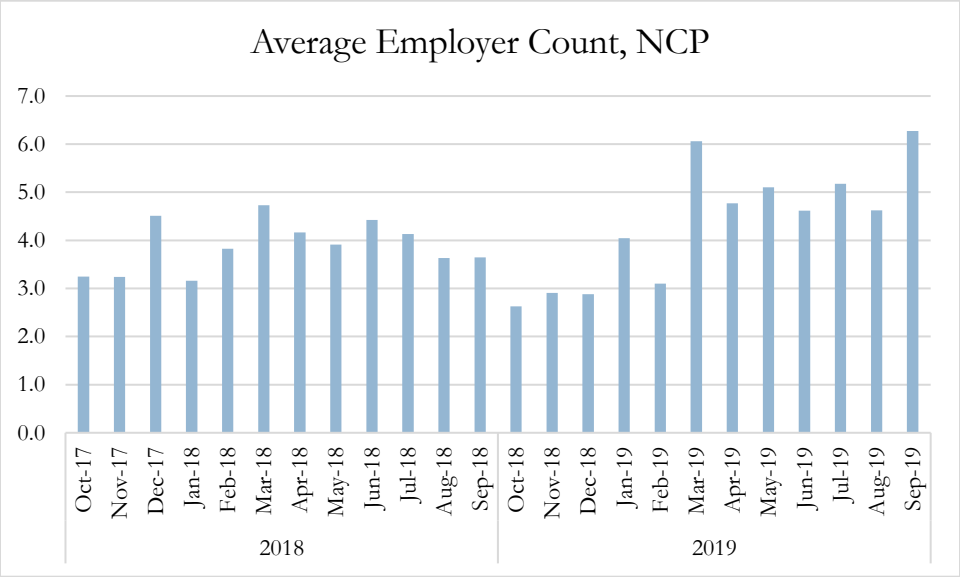


Month	Average Crossfiles	Median Crossfiles	Minimum Crossfiles	Maximum Crossfiles
Oct-17	1.7	1	1	8
Nov-17	1.2	1	1	3
Dec-17	1.2	1	1	2
Jan-18	1.4	1	1	4
Feb-18	1.3	1	1	3
Mar-18	1.3	1	1	3

Apr-18	1.4	1	1	5
May-18	1.5	1	1	5
Jun-18	1.3	1	1	4
Jul-18	1.9	1	1	7
Aug-18	1.5	1	1	5
Sep-18	1.6	1	1	6
Oct-18	1.2	1	1	3
Nov-18	1.2	1	1	4
Dec-18	1.6	1	1	5
Jan-19	1.4	1	1	3
Feb-19	1.4	1	1	4
Mar-19	1.5	1	1	6
Apr-19	1.5	1	1	5
May-19	1.2	1	1	3
Jun-19	1.3	1	1	4
Jul-19	1.4	1	1	5
Aug-19	1.3	1	1	5
Sep-19	1.4	1	1	3

There does not seem to be a difference in the number of NCP crossfiles for new cases before, during, or after the intervention period.

NCP Employer Count



Month	Average Employer Count	Median Employer Count	Minimum Employer Count	Maximum Employer Count
Oct-17	3.3	2	1	20
Nov-17	3.2	2	1	14
Dec-17	4.5	3	1	20
Jan-18	3.2	2	1	28
Feb-18	3.8	3	1	14
Mar-18	4.7	3	1	44
Apr-18	4.2	3	1	25
May-18	3.9	3	1	18
Jun-18	4.4	3	1	26
Jul-18	4.1	3	1	19
Aug-18	3.6	2	1	27
Sep-18	3.6	3	1	14
Oct-18	2.6	2	1	17
Nov-18	2.9	2	1	18
Dec-18	2.9	2	1	11
Jan-19	4.0	2	1	25
Feb-19	3.1	2	1	14
Mar-19	6.1	3	1	37
Apr-19	4.8	3	1	27
May-19	5.1	3	1	24
Jun-19	4.6	3	1	14
Jul-19	5.2	4	1	21
Aug-19	4.6	4	1	16
Sep-19	6.3	4	1	23

There does not seem to be a difference in the number of NCP employers for new cases before, during, or after the intervention period.