

## ORANGE COUNTY DEPARTMENT OF CHILD SUPPORT SERVICES

**DIGITAL MARKETING GRANT**  
**PHASE I ANALYSIS****Special Study**

June 2019

**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.<sup>1</sup> 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 could benefit from our services. We hypothesize that part of this underserved population is unaware of the services we offer and believe this project can potentially increase awareness among those families about child support services.

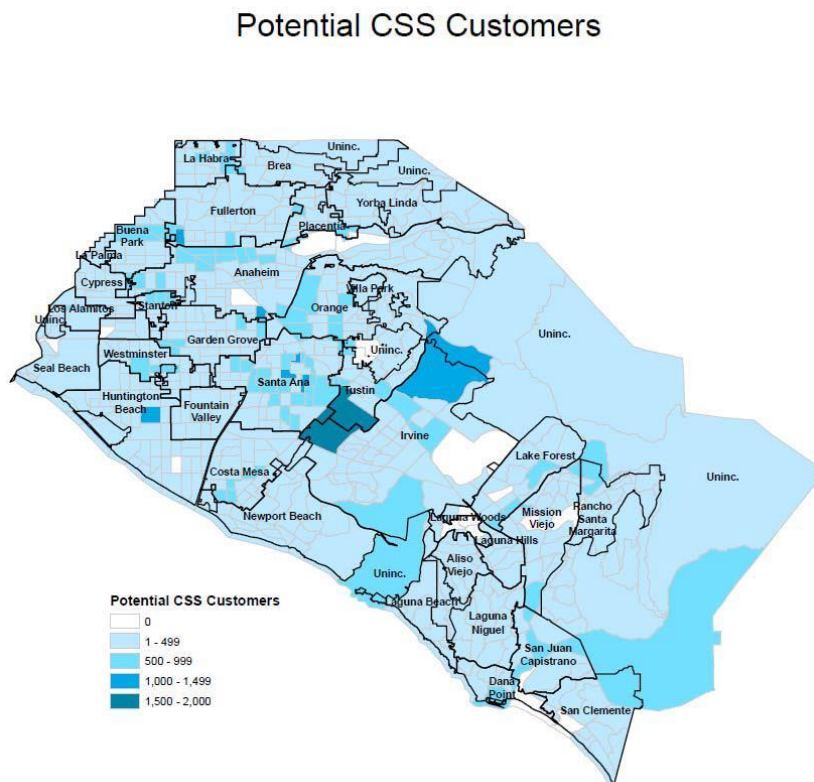
Prior to OC CSS' participation in the OCSE Digital Marketing demonstration grant program, the County's digital marketing efforts included visual advertisements through Facebook. This is a continuing effort with Facebook advertisements focused on the benefits of opening a child support case directed towards CPs and

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

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 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 underserved populations. 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 monitor and evaluate 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<sup>2</sup>, users<sup>3</sup>, bounces<sup>4</sup>, and sessions<sup>5</sup>; 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<sup>6</sup>, clicks<sup>7</sup>, and completes; click-through-rate<sup>8</sup>; and complete rate<sup>9</sup>
  - 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

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<sup>2</sup> 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.

<sup>3</sup> The session of activity that a user with a unique IP address spends on a Web site during a specified period of time.

<sup>4</sup> Visitors who enter the site and then leave rather than continuing to view other pages within the same site.

<sup>5</sup> 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.

<sup>6</sup> 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.

<sup>7</sup> An ad click is a click on a banner ad or button which links to a website or landing page.

<sup>8</sup> Click-through is the process of a visitor clicking on a web advertisement and going to the advertiser's Web site.

<sup>9</sup> Visitors that land on your website who complete a desired action.

## Baseline Data Collection Continued...

### 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 anyway. 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 why customers 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 is to 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 are conducting many different types of advertising as described above.

Figure 2

**Orange County is looking for ways to reach families in need of child support services, and your feedback will help us.**

**Thank you for taking a moment to complete this short, anonymous survey.**

Where have you heard about us?

**Select all that apply to you:**

☐ iHeartRadio    ☐ Bus Stop    ☐ Honda Center    ☐ Pandora    ☐ Facebook

☐ Child Support website    ☐ Newspaper    ☐ Magazine    ☐ Coupon book    ☐ Other    ☐ N/A

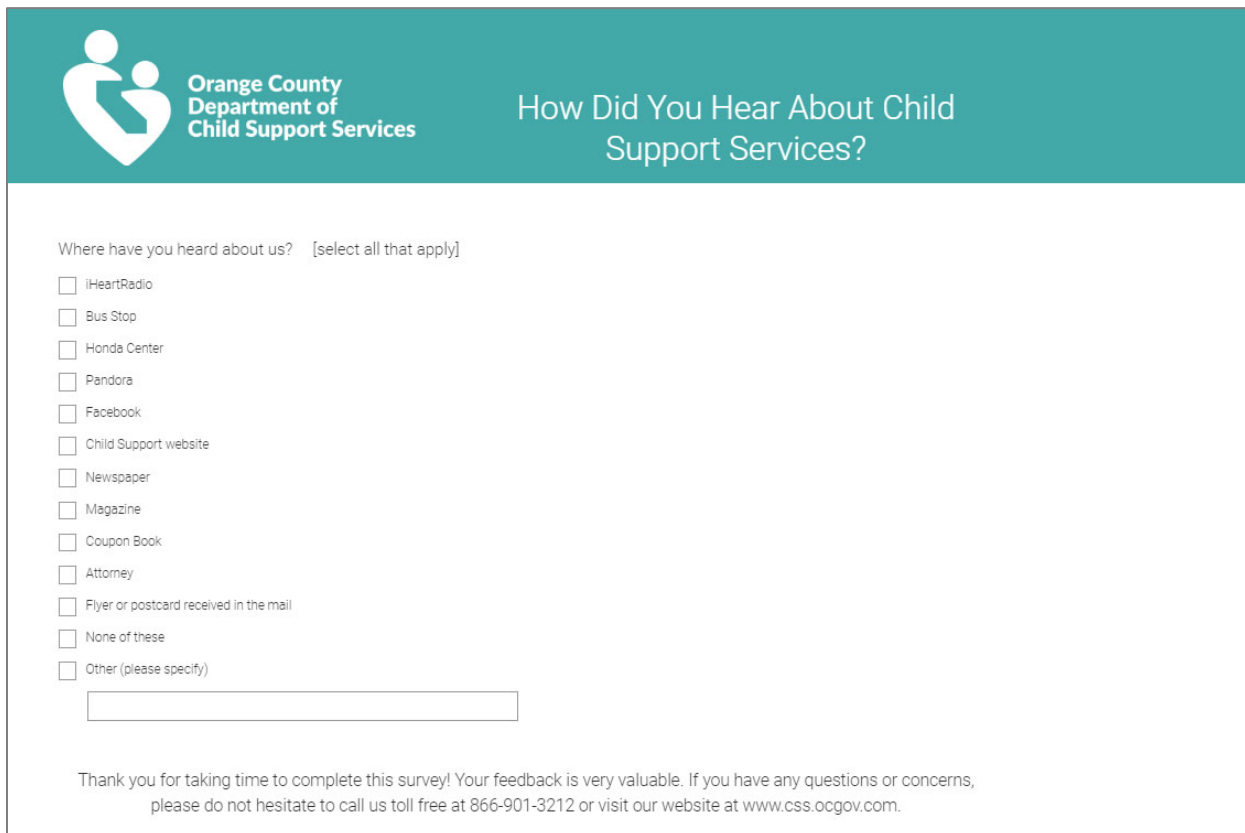
BOTHDM

## Baseline Data Collection Continued...

### 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<sup>10</sup> to non-IV-A cases that have opened during the project phase being analyzed. 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 compiled on an ongoing basis. Below in Figure 3 is a sample of what the customer receives via email within one month of opening a new case.

Figure 3



The screenshot shows an email survey interface. At the top, there is a teal header bar. On the left side of the header is the Orange County Department of Child Support Services logo, which consists of a stylized white heart shape with two figures inside. To the right of the logo, the text "Orange County Department of Child Support Services" is written in white. Further to the right, the survey title "How Did You Hear About Child Support Services?" is displayed in white. Below the header, the survey content is on a white background. It starts with the question "Where have you heard about us?" followed by the instruction "[select all that apply]". Below this are several checkboxes, each followed by a source: "iHeartRadio", "Bus Stop", "Honda Center", "Pandora", "Facebook", "Child Support website", "Newspaper", "Magazine", "Coupon Book", "Attorney", "Flyer or postcard received in the mail", "None of these", and "Other (please specify)". Below the "Other" option is a text input field. At the bottom of the survey, there is a thank-you message: "Thank you for taking time to complete this survey! Your feedback is very valuable. If you have any questions or concerns, please do not hesitate to call us toll free at 866-901-3212 or visit our website at www.css.ocgov.com."

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

<sup>10</sup> 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.

surveys asking why a customer made certain life choices have low response rates. In addition, the respondent answers often didn't align with the case data. Lastly, personal choice questions such as these are often not so simply answered 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 solely based 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 "control" 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 indicators, when viewed in **combination**, we believe can reveal if the project was successful or not. The indicators we capture, monitor and report on include:

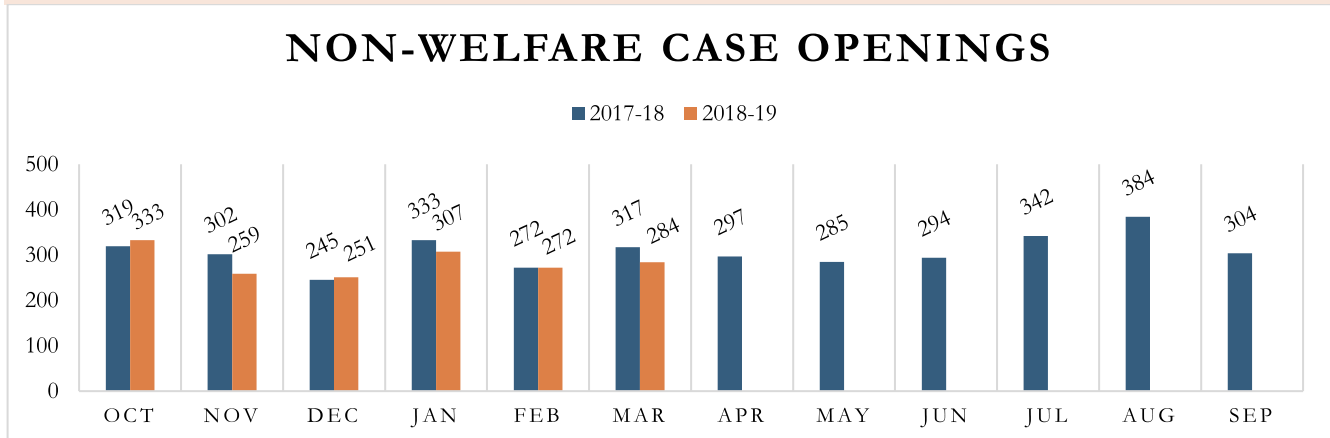
1. Website activity
  - a. Spurred by click-throughs on digital radio ads
2. Number of calls made through the dedicated phone number
3. Number of customers reporting they called or visited our office because they heard our ad
4. Number of survey respondents reporting they heard the advertisements
5.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

## PHASE I EVALUATION FINDINGS

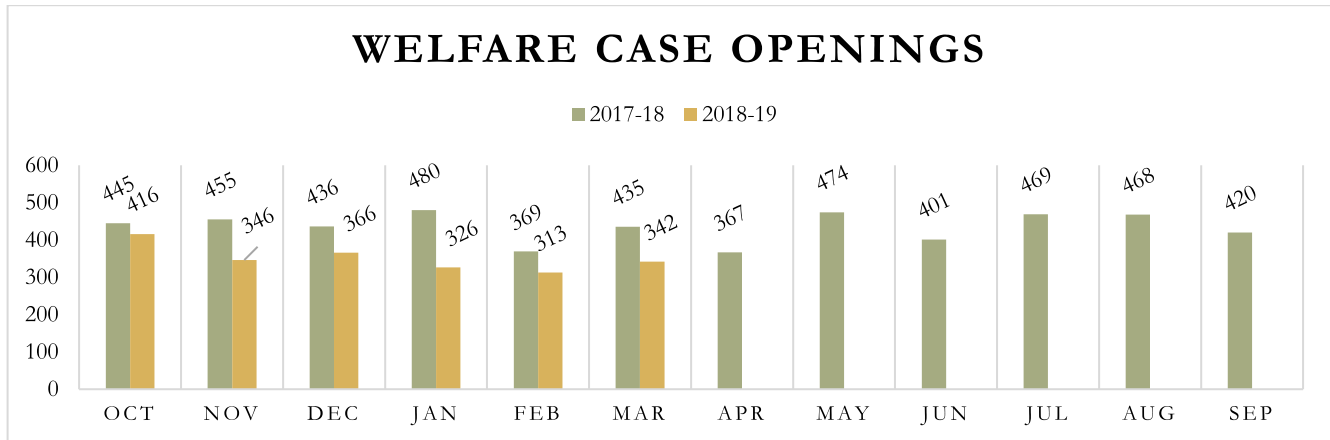
The advertisements began running in December 2018. The charts below show activity for each of our evaluation indicators.

### NEW CASE OPENINGS

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



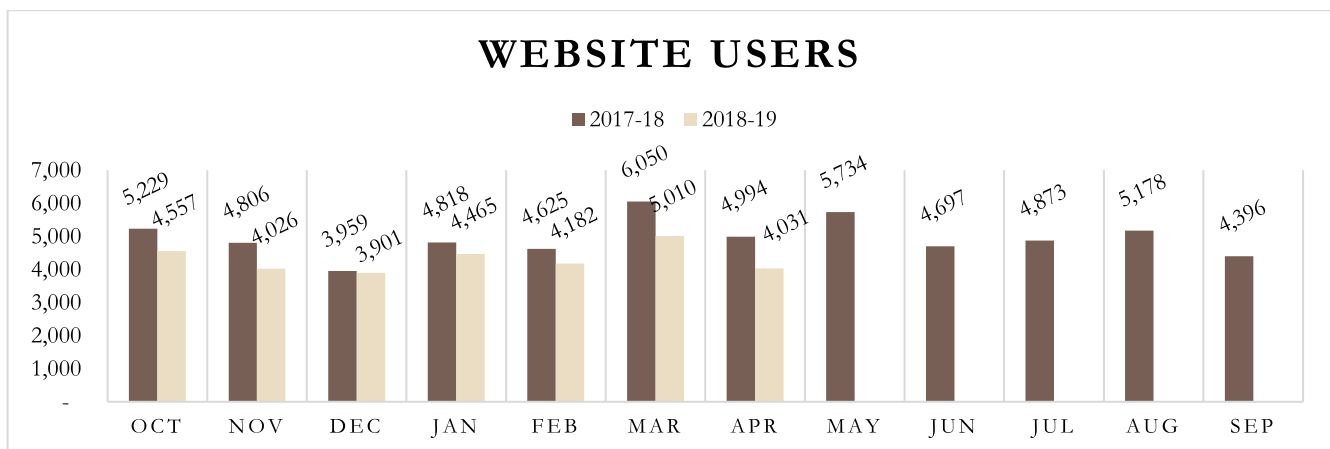
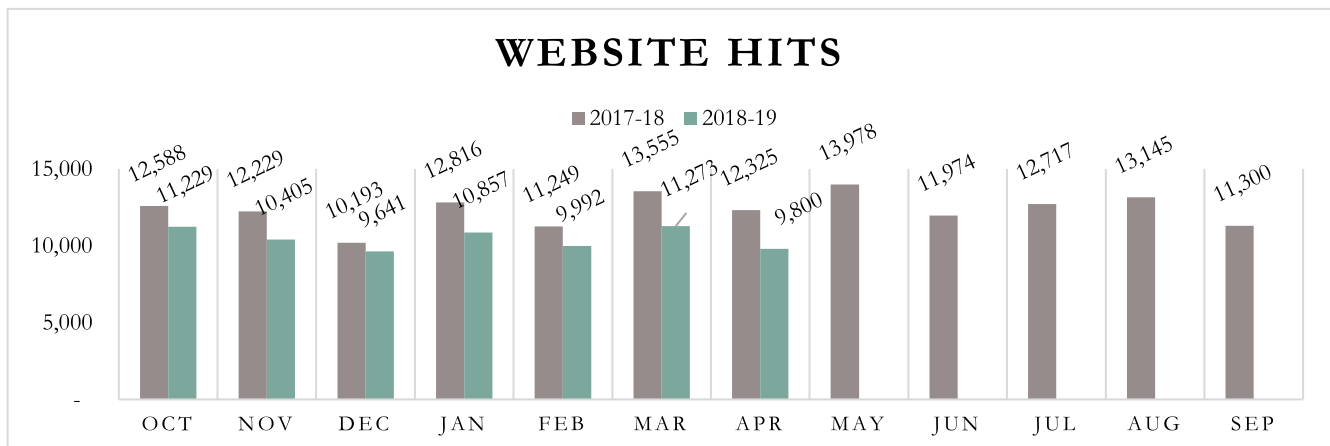




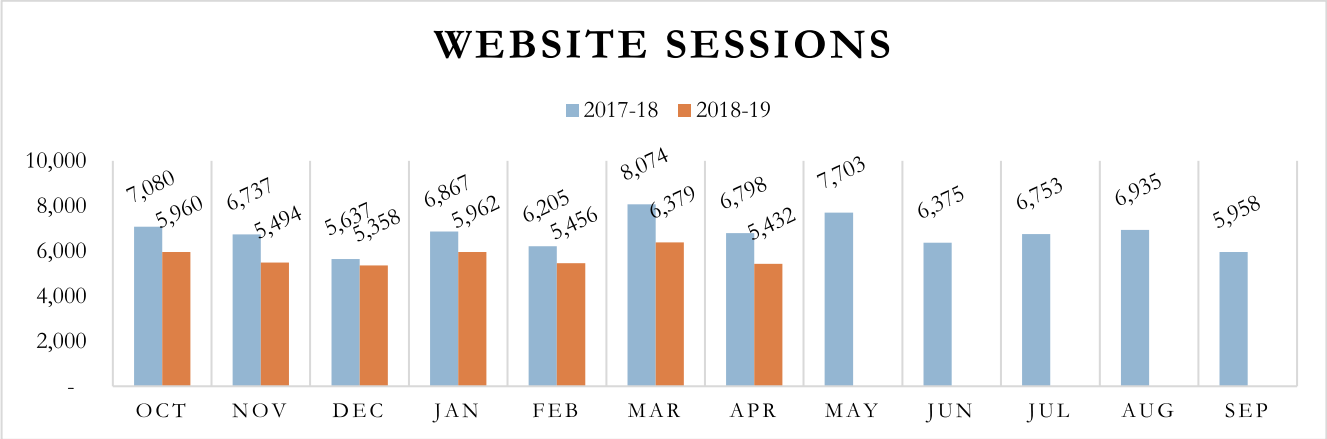
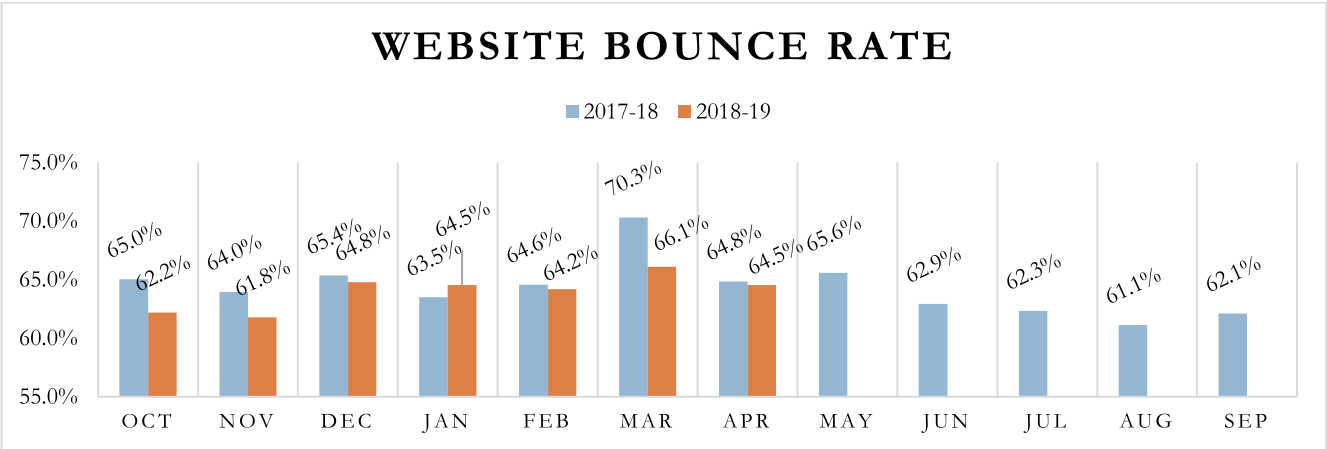
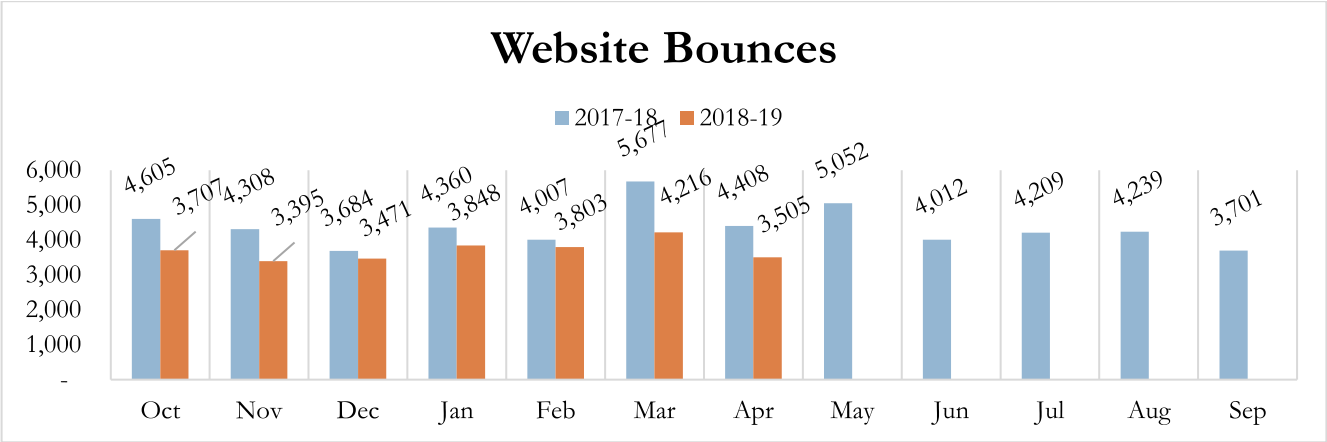
**Answer:** No, there does not appear to be an increase in non-Welfare case openings during or after the ad campaign.

### WEBSITE ANALYTICS

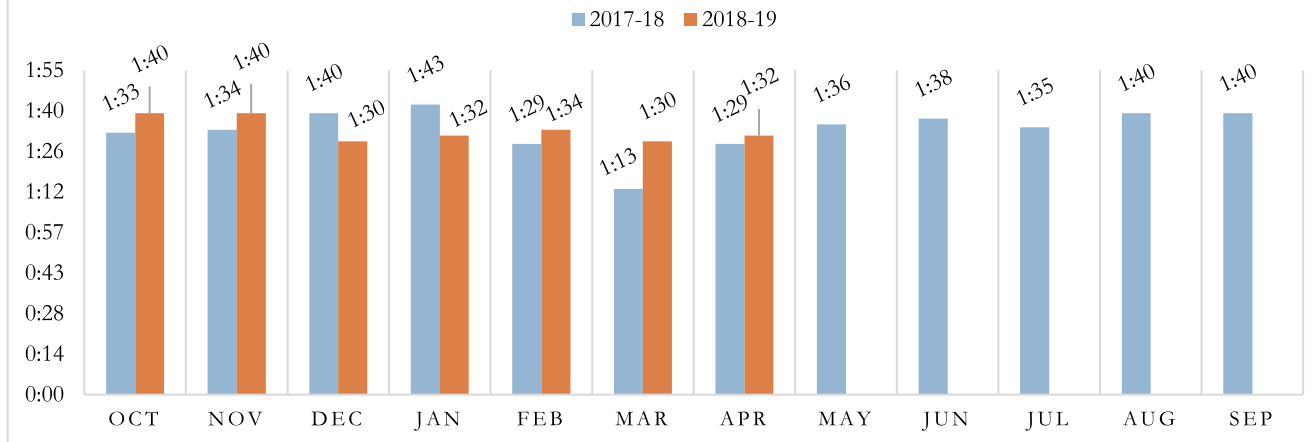
**Question 2: Is there a difference in website analytics before, during, and after the intervention?**



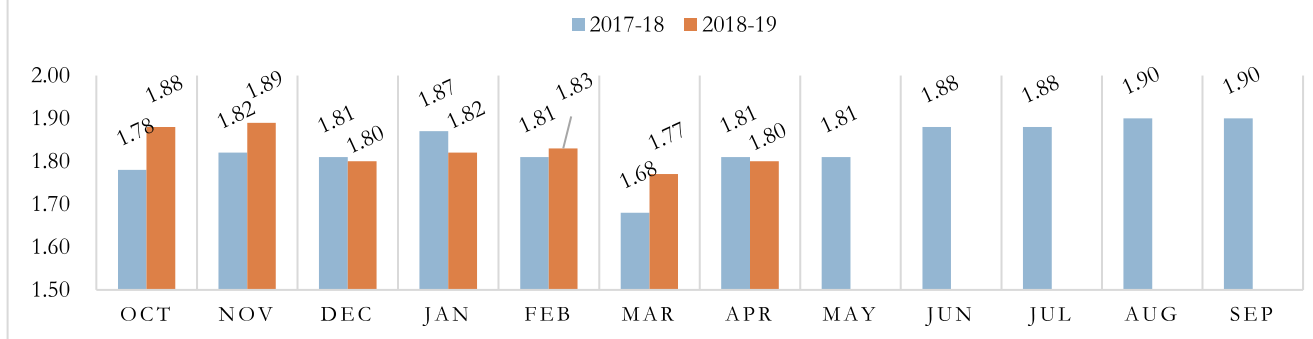




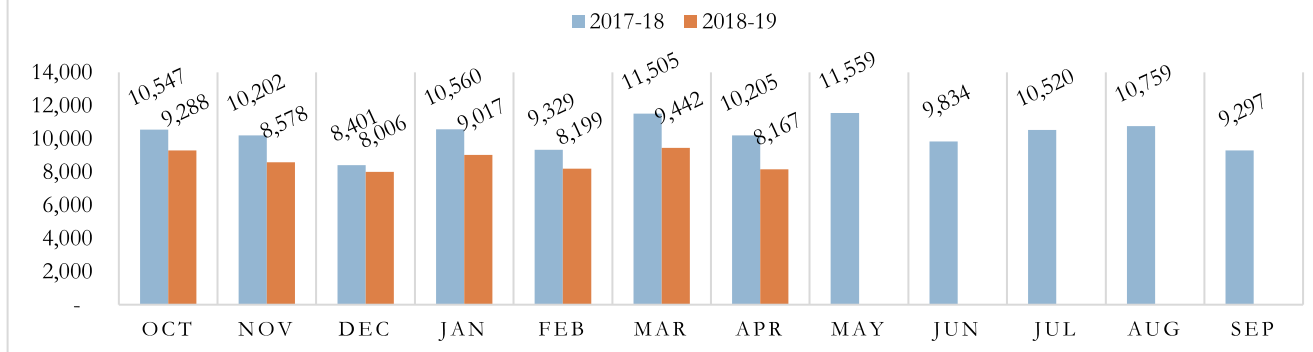
## AVERAGE WEBSITE SESSION DURATION



## AVERAGE WEBSITE PAGES PER SESSION



## UNIQUE WEBSITE PAGEVIEWS



**Answer:** No, there does not appear to be a difference in website hits before, during, and after the ad campaign. However, pages per session increased, while the bounce rate decreased. Perhaps there was an increase in the proportion of users who purposefully visited the site versus those who visit unintentionally and leave (“bouncers”).

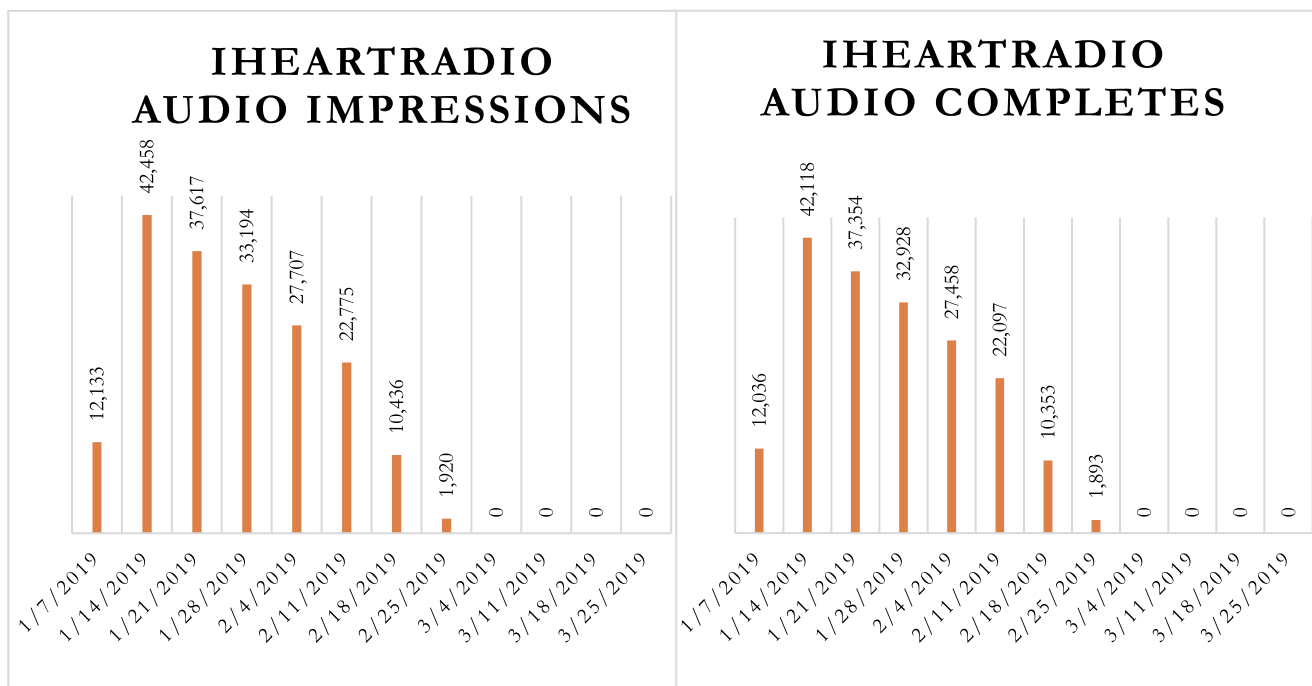
## VENDOR ANALYTICS

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

	<i>Impressions</i>	<i>Clicks</i>	<i>Click-Through Rate</i>
<i>iHeartRadio Audio</i>	290,790	3	<0.01%
<i>iHeartRadio Display</i>	550,719	1,207	0.22%
<i>Pandora Audio+Display</i>	384,796	117	0.03%
<b>Total</b>	<b>1,226,305</b>	<b>1,327</b>	<b>0.11%</b>

**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, 0.22% is still low according to industry standards. For example, average click-through rate may range as low as 0.35% for displayed ads<sup>11</sup> and 0.50% for ads using a combination of audio and display<sup>12</sup>. As a reference point, ads hosted by Facebook average between 0.5% and 1.6%<sup>13</sup>, and have an industry-standard benchmark of 0.75%<sup>14</sup>. Further, ads placed on the Google search network average 3.17%, and ads placed on the Google display network average 0.46%<sup>15</sup>.

### 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?



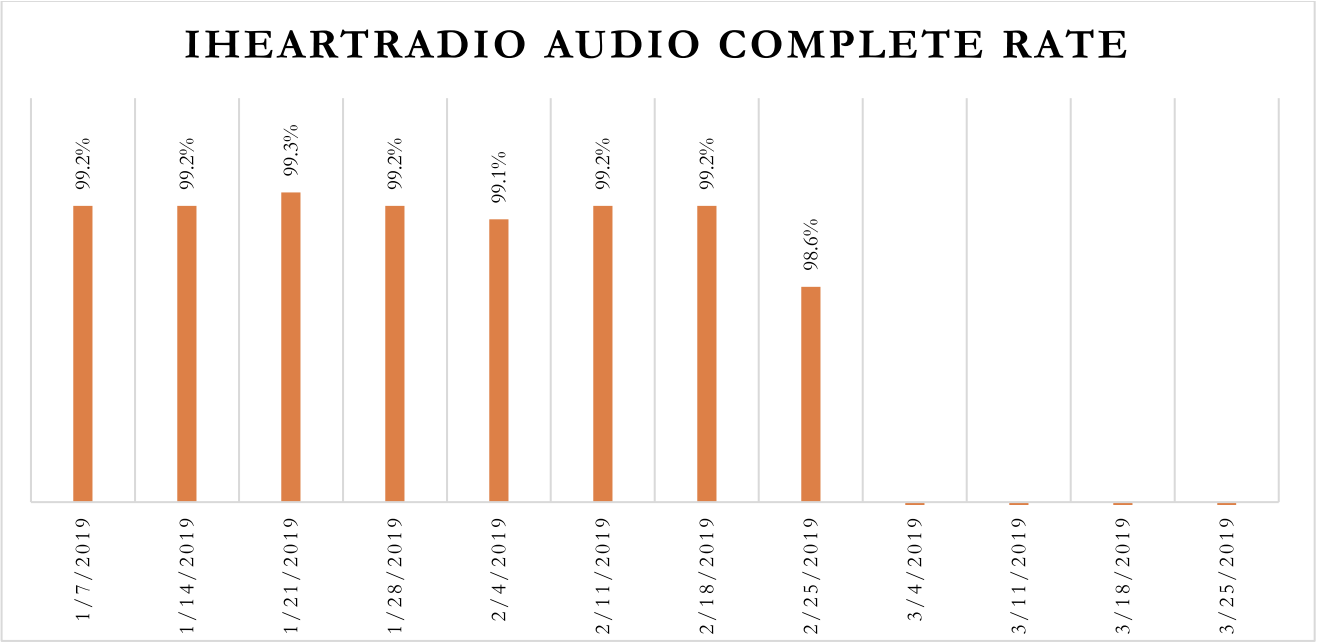
<sup>11</sup> <https://www.smartinsights.com/internet-advertising/internet-advertising-analytics/display-advertising-clickthrough-rates/>

<sup>12</sup> <https://www.slideshare.net/ewilko/remarkable-spotify>

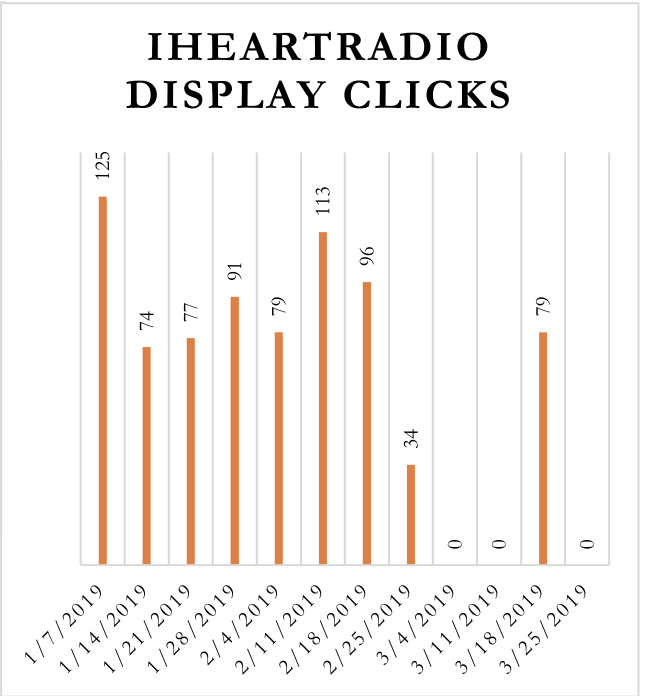
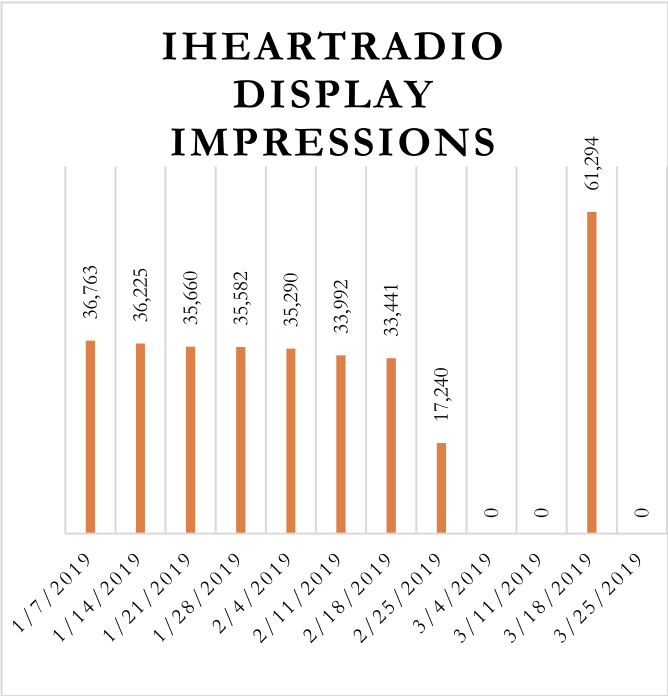
<sup>13</sup> <https://klientboost.com/ppc/facebook-ads-ctr/>

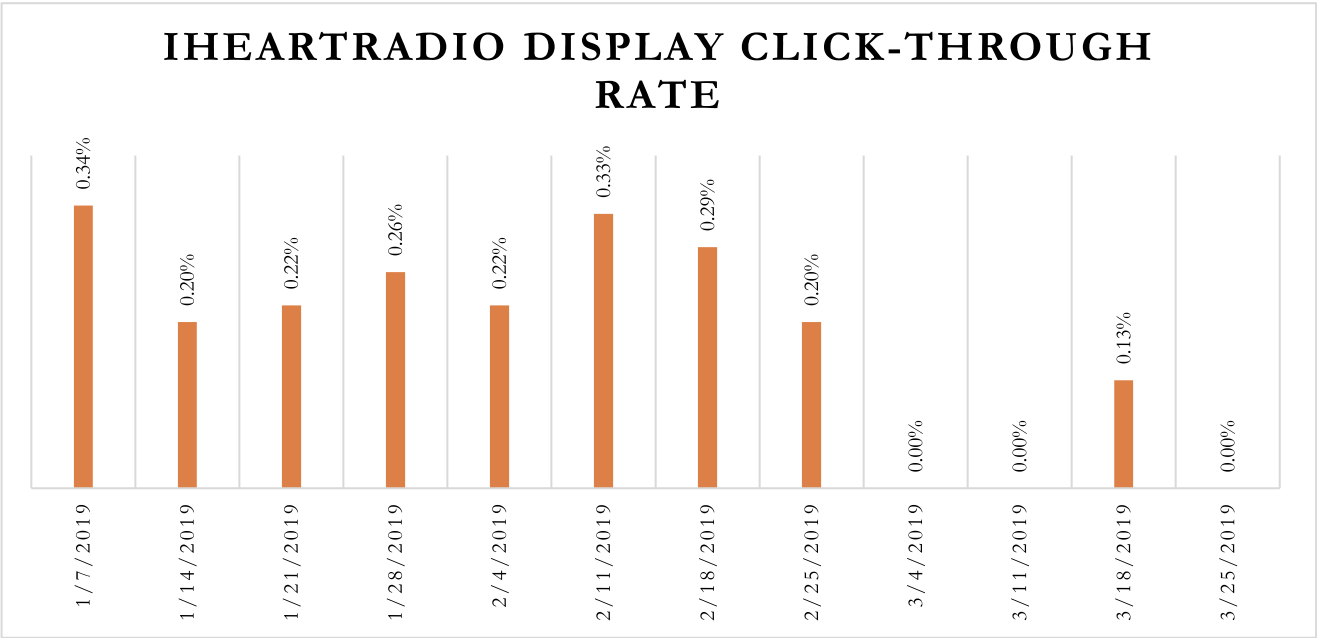
<sup>14</sup> <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<sup>15</sup> <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.

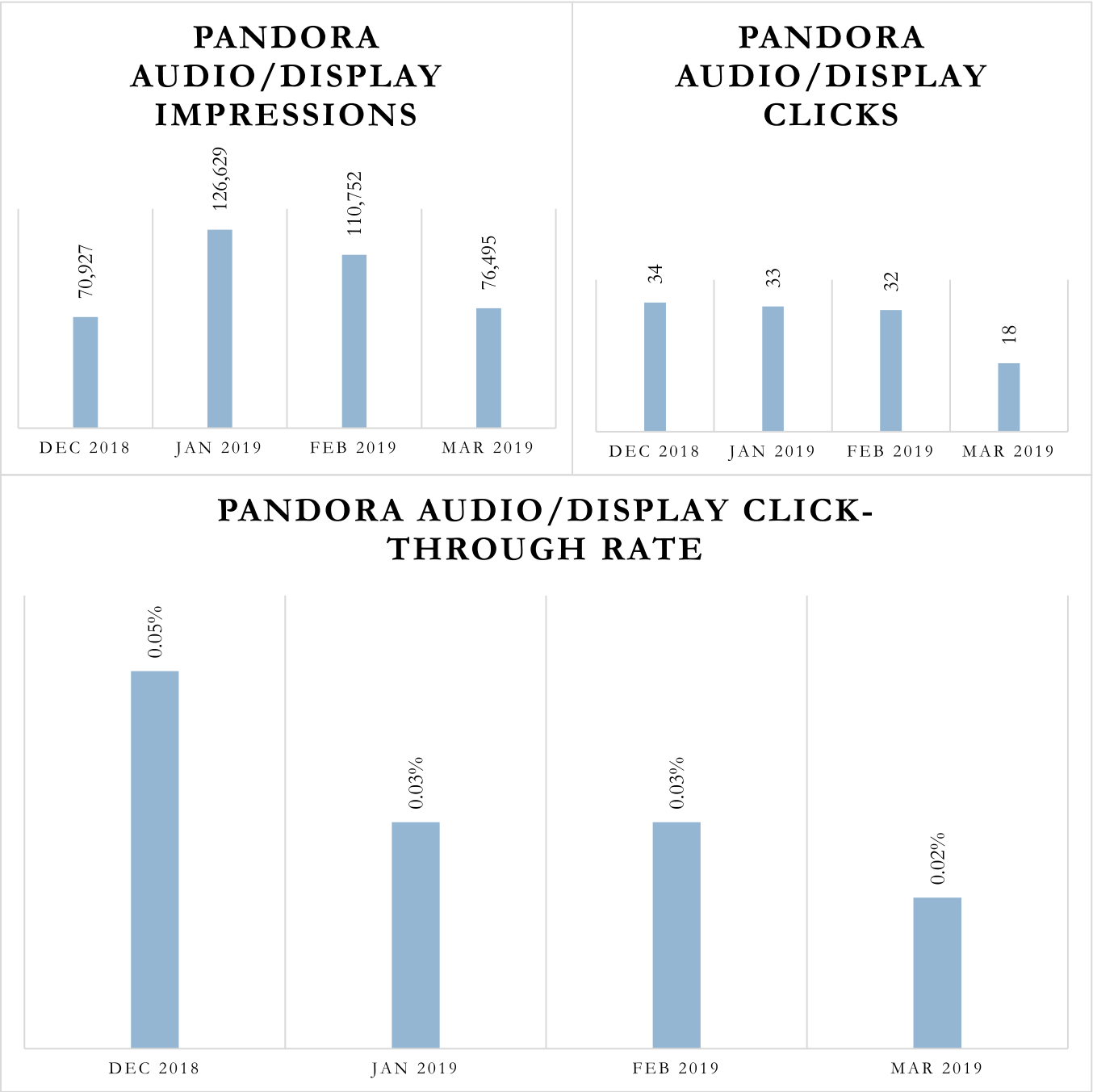




The CTR reported by iHeartRadio was lower than 0.35% at each point. While these rates are very similar to the industry standard CTR for displayed advertisements, they do not approach the 0.50% CTR that we could have expected using a combination of audio and visual elements. For instance, Pandora reports on its website a past media campaign that had a CTR of 1.54% to 1.79%<sup>16</sup>.

<sup>16</sup> <https://www.pandoraforbrands.com/article/powerful-advertising-solutions>

**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?**

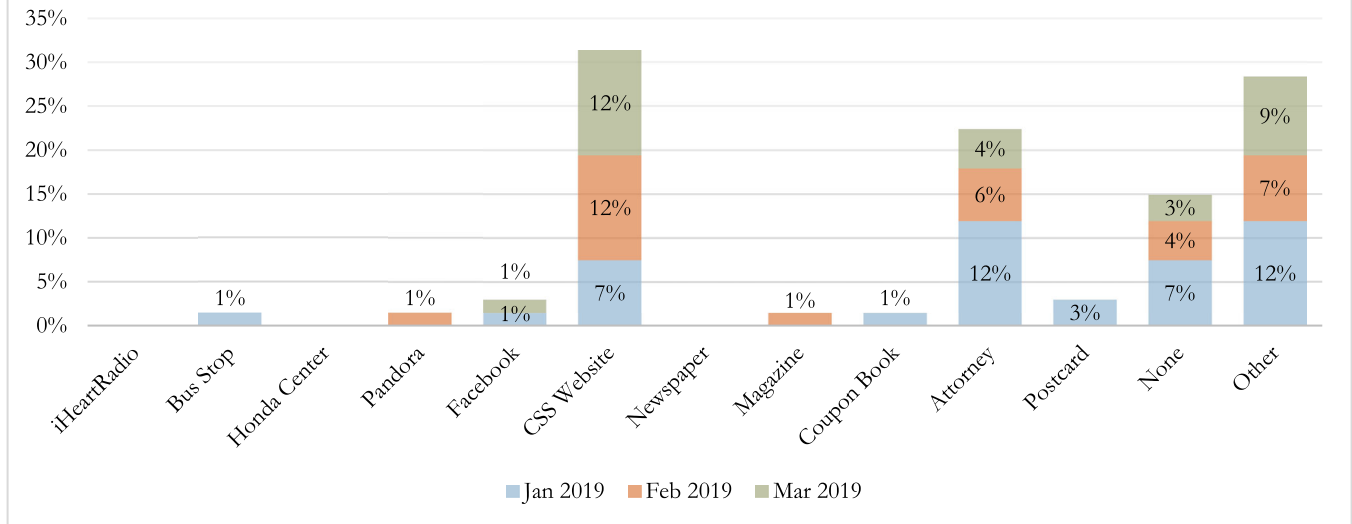


**Answer:** At less than 0.1% per month, the click-through rate on Pandora was much lower than on iHeartRadio.

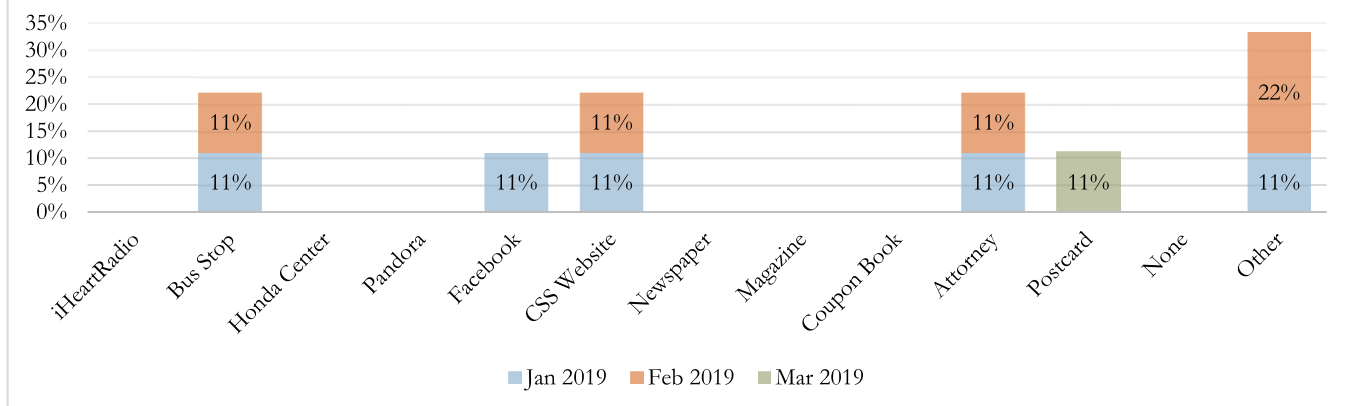
### NEW CASE OPENING SURVEY RESULTS

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

### NEW CASE EMAIL SURVEY RESULTS - ENGLISH (N = 67)



### NEW CASE EMAIL SURVEY RESULTS - SPANISH (N = 9)



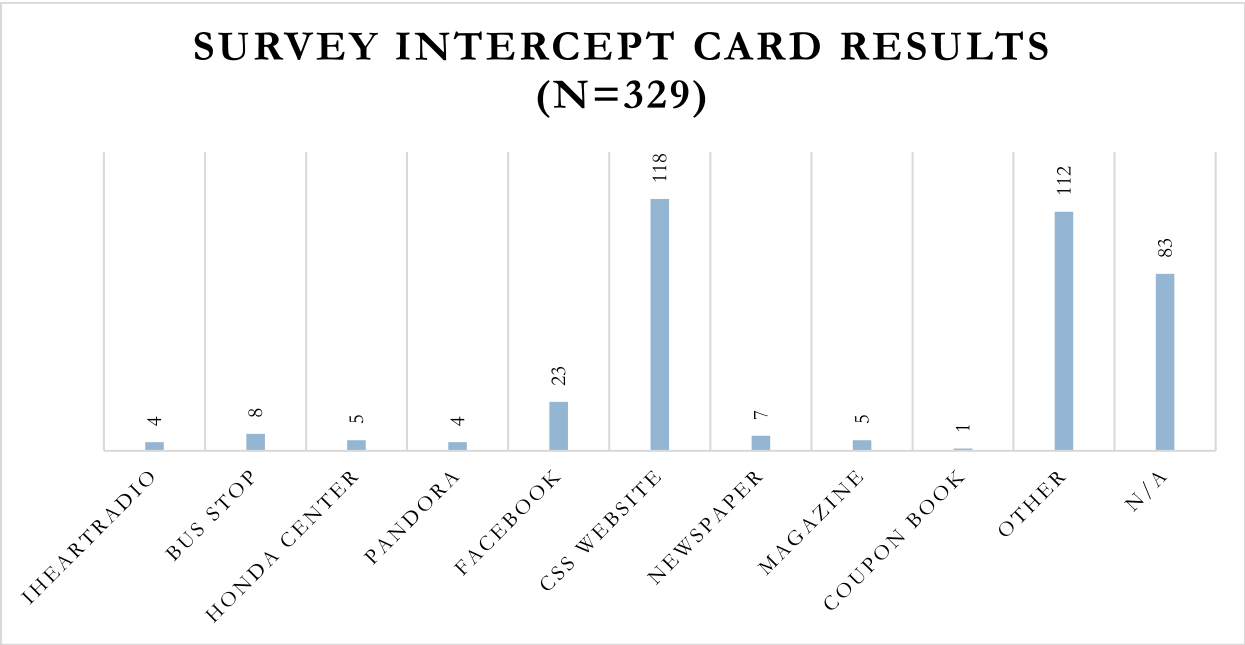
**Answer:** The majority of our new, non-Welfare cases did not report having heard or seen our advertisements on iHeartRadio or Pandora. A single customer reported hearing one of our digital advertisements – on Pandora.



Popular responses in the “Other” field included variations of “friend” or “family” (n=11), “internet search” or “Google” (n=3), “court” (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. Four customers out of 329 reported hearing our ads on Pandora, four customers reported hearing or seeing the iHeartRadio ad, and five customers reported seeing the Honda Center ad.

Many customers (n=112) 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.

## 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 Characteristics:

1. Case Financials
2. Due, Billed and Paid
3. Arrears
4. Ratio of Due to Wage (RDTW)
5. Federal Performance Measures 3 and 4
6. Income
7. Age
8. Language
9. Ethnicity
10. Address Count
11. Crossfiles
12. Employment

## RECOMMENDATIONS

Based on the results thus far reveal little to no impact of the ads, hence we recommend the following:

- Translate digital advertisements to Spanish for future interventions
- Expand reach by airing advertisements throughout the County rather than just in targeted zip codes
- Consider additional digital marketing techniques, such as purchasing ad space from Google, ad videos on YouTube, and ads on Instagram

## 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 329 reported hearing our ads on Pandora, four customers reported hearing or seeing the iHeartRadio ad, and five customers reported seeing the Honda Center ad. The Click-Through Rate (CTR) reported by iHeartRadio was 0.22%, 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 before, during, and after the ad campaign.

Likewise, the majority of our new, non-Welfare cases did not report having heard the advertisements. Just one of 108 English-language respondents reported hearing or seeing the digital marketing ads (on Pandora). None of the 14 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.

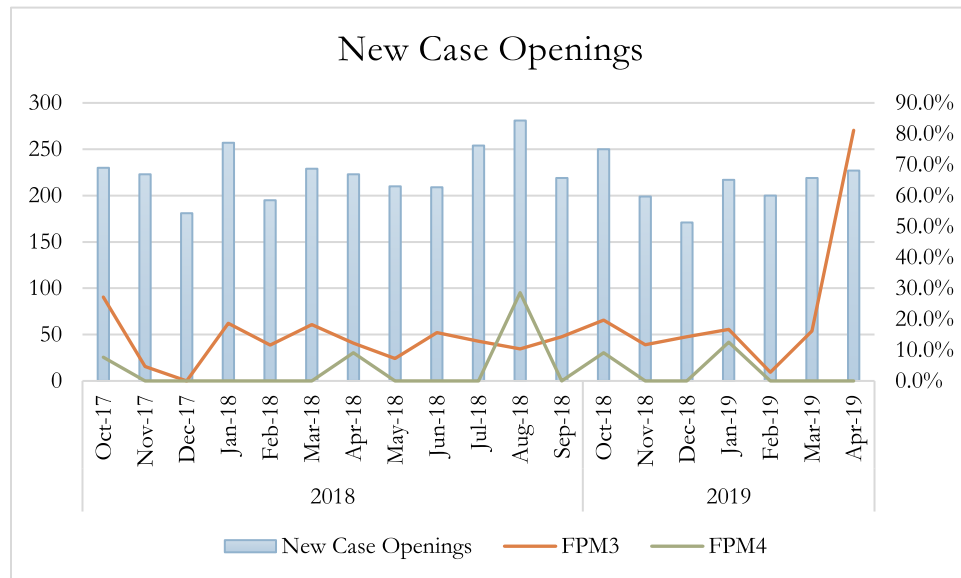
Given the low rates of reporting ad recognition and low response rate to surveys, it is not surprising that an analysis of case characteristics did not reveal any increases or decreases in year-over-year case openings. New cases did not differ from cases opened before or after the intervention in current 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 <sup>17</sup>	FPM4 <sup>18</sup>
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%

<sup>17</sup> Federal Performance Measure 3: Percent of Current Support Collected

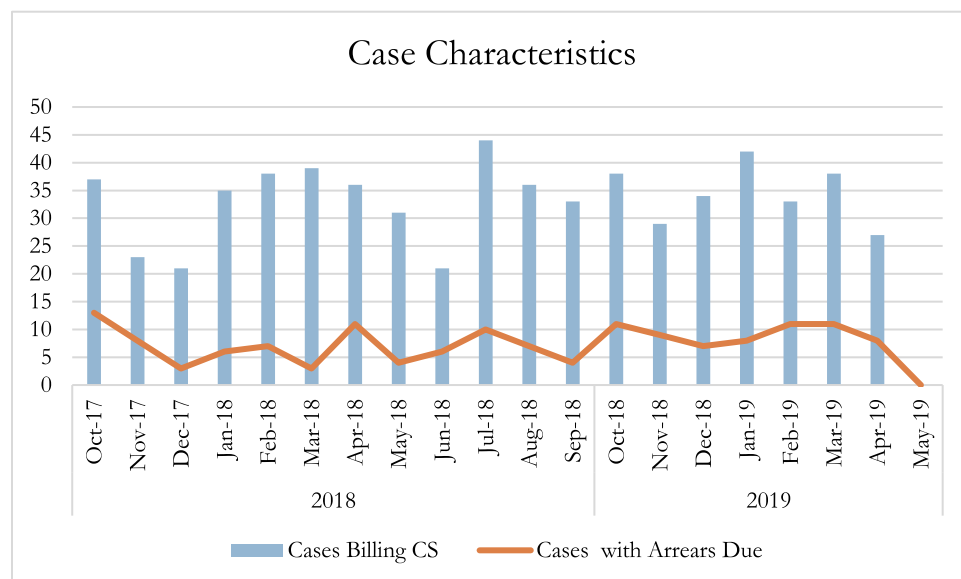
<sup>18</sup> Federal Performance Measure 4: Percent of Cases with Arrearage Collections

\*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, likely because many cases opened in April did not yet have an order established when this analysis was conducted in May.

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

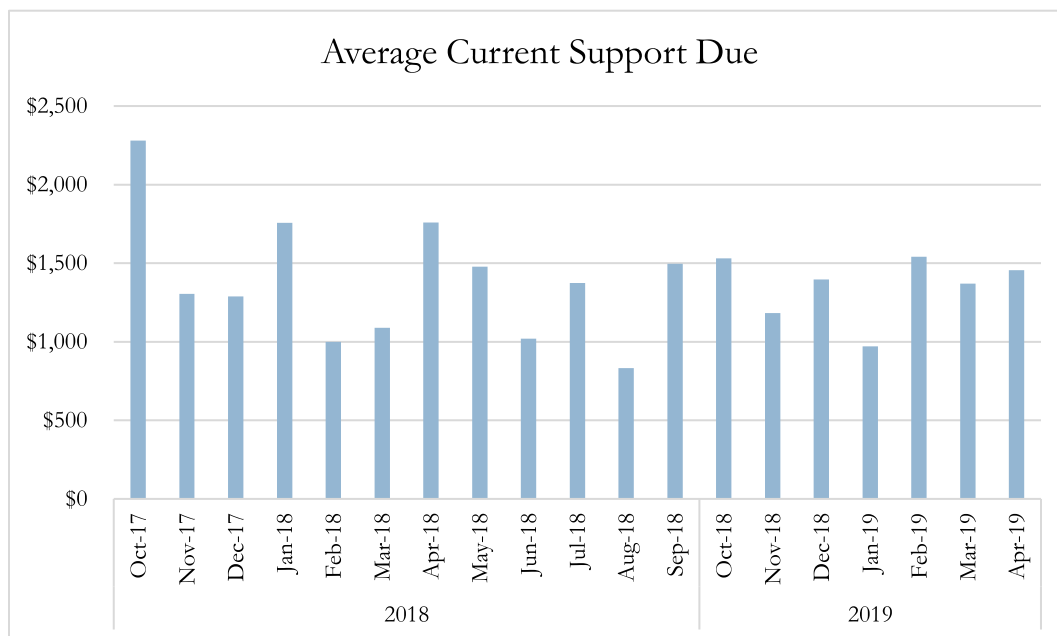


Month	Cases Billing CS	Cases with Arrears Due
Oct-17	37	13
Nov-17	23	8
Dec-17	21	3
Jan-18	35	6
Feb-18	38	7
Mar-18	39	3
Apr-18	36	11
May-18	31	4
Jun-18	21	6
Jul-18	44	10
Aug-18	36	7
Sep-18	33	4
Oct-18	38	11

<b>Nov-18</b>	29	9
<b>Dec-18</b>	34	7
<b>Jan-19</b>	42	8
<b>Feb-19</b>	33	11
<b>Mar-19</b>	38	11
<b>Apr-19</b>	27	8
<b>May-19</b>	0	0

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

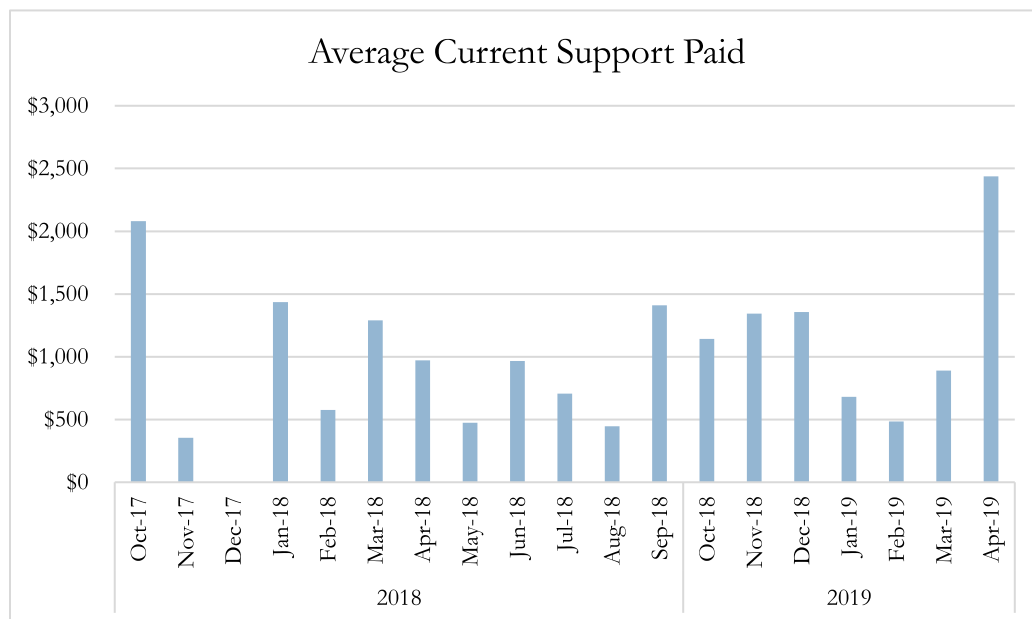


Month	Average CS Due	Median CS Due	Minimum CS Due	Maximum CS Due	Total CS Due
<b>Oct-17</b>	\$2,281	\$1,465	\$195	\$11,062	\$84,403
<b>Nov-17</b>	\$1,305	\$700	\$233	\$7,000	\$30,009
<b>Dec-17</b>	\$1,288	\$1,160	\$127	\$4,242	\$27,045
<b>Jan-18</b>	\$1,757	\$811	\$160	\$11,173	\$61,485
<b>Feb-18</b>	\$1,000	\$606	\$50	\$4,936	\$38,006
<b>Mar-18</b>	\$1,088	\$624	\$100	\$5,283	\$42,437
<b>Apr-18</b>	\$1,759	\$1,205	\$187	\$10,170	\$63,336
<b>May-18</b>	\$1,478	\$865	\$55	\$6,000	\$45,825
<b>Jun-18</b>	\$1,019	\$678	\$261	\$5,086	\$21,396
<b>Jul-18</b>	\$1,373	\$748	\$110	\$6,943	\$60,403
<b>Aug-18</b>	\$832	\$683	\$150	\$3,750	\$29,951
<b>Sep-18</b>	\$1,497	\$734	\$125	\$8,626	\$49,412

<b>Oct-18</b>	\$1,530	\$721	\$1	\$8,500	\$58,136
<b>Nov-18</b>	\$1,183	\$812	\$102	\$5,293	\$34,293
<b>Dec-18</b>	\$1,397	\$994	\$100	\$7,000	\$47,496
<b>Jan-19</b>	\$971	\$740	\$126	\$4,205	\$40,778
<b>Feb-19</b>	\$1,540	\$900	\$210	\$6,000	\$50,806
<b>Mar-19</b>	\$1,369	\$768	\$171	\$8,000	\$52,022
<b>Apr-19</b>	\$1,456	\$690	\$160	\$11,226	\$39,317

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



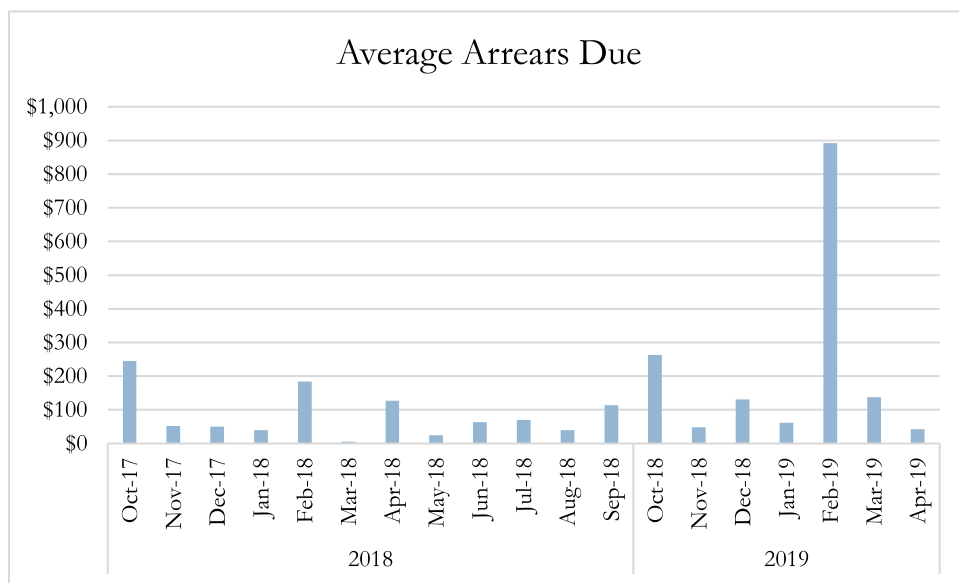
Month	Average CS Paid	Median CS Paid	Minimum CS Paid	Maximum CS Paid	Total CS Paid
<b>Oct-17</b>	\$2,081	\$1,463	\$167	\$8,019	\$22,890
<b>Nov-17</b>	\$354	\$258	\$100	\$800	\$1,416
<b>Dec-17</b>	\$0	\$0	\$0	\$0	\$0
<b>Jan-18</b>	\$1,435	\$650	\$150	\$5,587	\$11,480
<b>Feb-18</b>	\$575	\$675	\$76	\$1,900	\$4,027
<b>Mar-18</b>	\$1,291	\$1,038	\$138	\$2,438	\$7,745
<b>Apr-18</b>	\$970	\$445	\$150	\$2,813	\$7,757
<b>May-18</b>	\$475	\$323	\$33	\$1,000	\$3,328
<b>Jun-18</b>	\$967	\$500	\$500	\$1,900	\$2,900
<b>Jul-18</b>	\$705	\$450	\$59	\$2,449	\$7,758



<b>Aug-18</b>	\$446	\$330	\$185	\$857	\$3,120
<b>Sep-18</b>	\$1,410	\$1,612	\$300	\$1,951	\$7,052
<b>Oct-18</b>	\$1,143	\$878	\$100	\$3,300	\$11,428
<b>Nov-18</b>	\$1,343	\$929	\$453	\$2,647	\$4,028
<b>Dec-18</b>	\$1,356	\$1,377	\$354	\$2,586	\$6,782
<b>Jan-19</b>	\$680	\$547	\$205	\$1,450	\$6,797
<b>Feb-19</b>	\$484	\$451	\$100	\$900	\$1,451
<b>Mar-19</b>	\$890	\$396	\$100	\$5,000	\$8,007
<b>Apr-19</b>	\$2,438	\$1,900	\$250	\$8,971	\$21,939

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

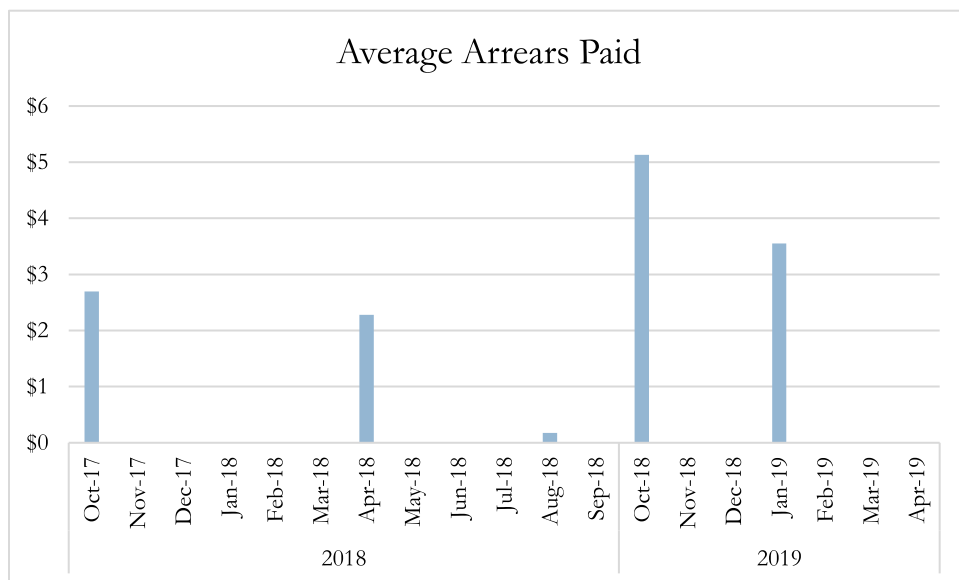


Month	Average Arrears Due	Median Arrears Due	Minimum Arrears Due	Maximum Arrears Due	Total Arrears Due
<b>Oct-17</b>	\$245	\$0	\$0	\$13,889	\$56,298
<b>Nov-17</b>	\$52	\$0	\$0	\$4,778	\$11,497
<b>Dec-17</b>	\$50	\$0	\$0	\$4,420	\$9,092
<b>Jan-18</b>	\$40	\$0	\$0	\$8,615	\$10,282
<b>Feb-18</b>	\$184	\$0	\$0	\$31,302	\$35,816
<b>Mar-18</b>	\$6	\$0	\$0	\$873	\$1,278
<b>Apr-18</b>	\$127	\$0	\$0	\$5,135	\$28,378
<b>May-18</b>	\$25	\$0	\$0	\$1,645	\$5,147

<b>Jun-18</b>	\$64	\$0	\$0	\$6,251	\$13,327
<b>Jul-18</b>	\$70	\$0	\$0	\$5,072	\$17,853
<b>Aug-18</b>	\$40	\$0	\$0	\$3,891	\$11,116
<b>Sep-18</b>	\$114	\$0	\$0	\$8,784	\$24,869
<b>Oct-18</b>	\$263	\$0	\$0	\$35,924	\$65,740
<b>Nov-18</b>	\$48	\$0	\$0	\$3,253	\$9,619
<b>Dec-18</b>	\$131	\$0	\$0	\$7,772	\$22,357
<b>Jan-19</b>	\$62	\$0	\$0	\$7,653	\$13,448
<b>Feb-19</b>	\$892	\$0	\$0	\$124,465	\$178,321
<b>Mar-19</b>	\$138	\$0	\$0	\$13,332	\$30,154
<b>Apr-19</b>	\$42	\$0	\$0	\$3,432	\$9,584

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

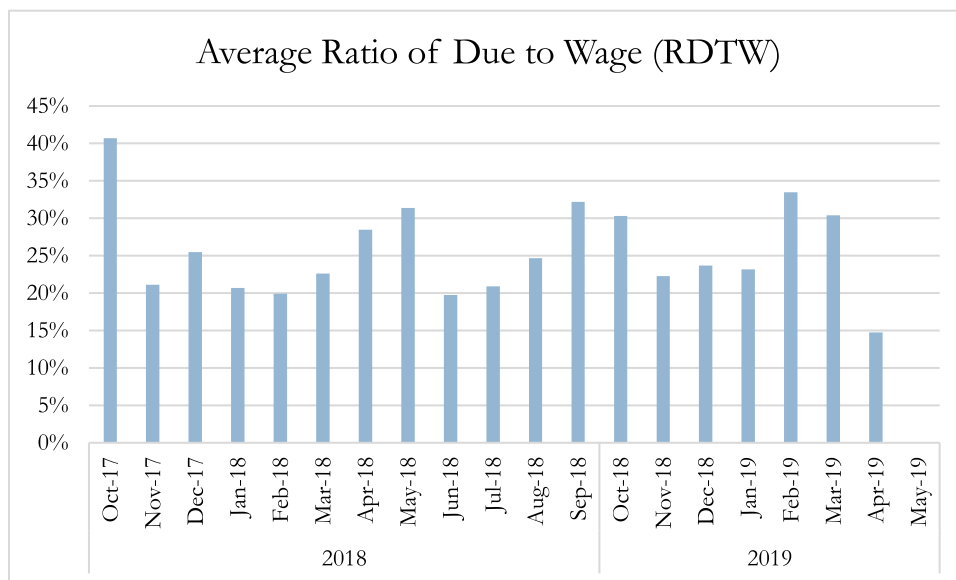


Month	Average Arrears Paid	Median Arrears Paid	Minimum Arrears Paid	Maximum Arrears Paid	Total Arrears Paid
<b>Oct-17</b>	\$3	\$0	\$0	\$619	\$619
<b>Nov-17</b>	\$0	\$0	\$0	\$0	\$0
<b>Dec-17</b>	\$0	\$0	\$0	\$0	\$0
<b>Jan-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Feb-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Mar-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Apr-18</b>	\$2	\$0	\$0	\$509	\$509
<b>May-18</b>	\$0	\$0	\$0	\$0	\$0

<b>Jun-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Jul-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Aug-18</b>	\$0	\$0	\$0	\$50	\$50
<b>Sep-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Oct-18</b>	\$5	\$0	\$0	\$1,282	\$1,282
<b>Nov-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Dec-18</b>	\$0	\$0	\$0	\$0	\$0
<b>Jan-19</b>	\$4	\$0	\$0	\$771	\$771
<b>Feb-19</b>	\$0	\$0	\$0	\$0	\$0
<b>Mar-19</b>	\$0	\$0	\$0	\$0	\$0
<b>Apr-19</b>	\$0	\$0	\$0	\$0	\$0

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)



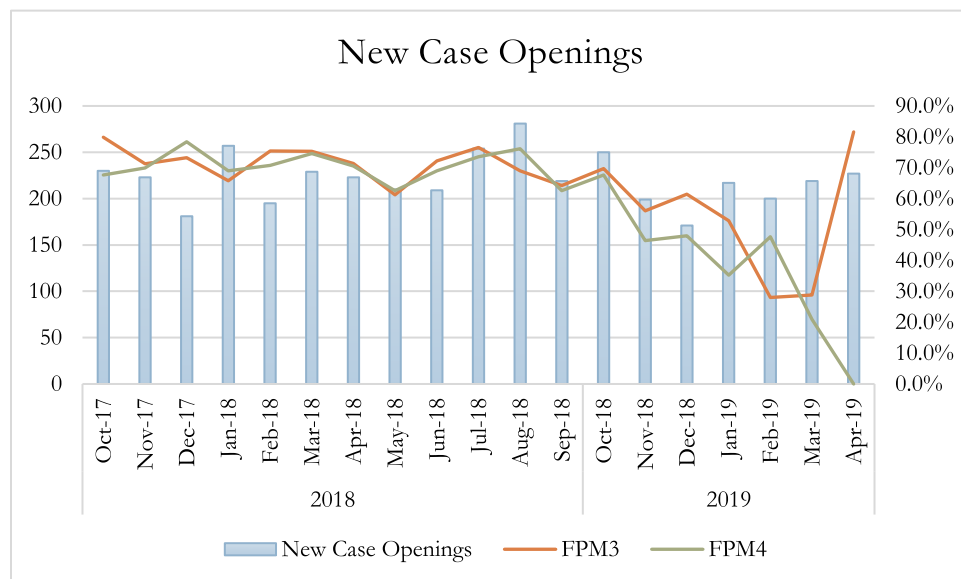
Month	Average RDTW	Average RDTW where wage >\$30	Median RDTW where wage >\$30
<b>Oct-17</b>	41%	38%	23%
<b>Nov-17</b>	21%	21%	28%
<b>Dec-17</b>	25%	25%	28%
<b>Jan-18</b>	21%	21%	25%
<b>Feb-18</b>	20%	20%	18%
<b>Mar-18</b>	23%	23%	20%
<b>Apr-18</b>	28%	28%	27%

<b>May-18</b>	31%	31%	34%
<b>Jun-18</b>	20%	20%	23%
<b>Jul-18</b>	21%	20%	18%
<b>Aug-18</b>	25%	25%	26%
<b>Sep-18</b>	32%	32%	28%
<b>Oct-18</b>	30%	30%	29%
<b>Nov-18</b>	22%	22%	26%
<b>Dec-18</b>	24%	22%	21%
<b>Jan-19</b>	23%	23%	21%
<b>Feb-19</b>	33%	33%	36%
<b>Mar-19</b>	30%	29%	19%
<b>Apr-19</b>	15%	14%	24%

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

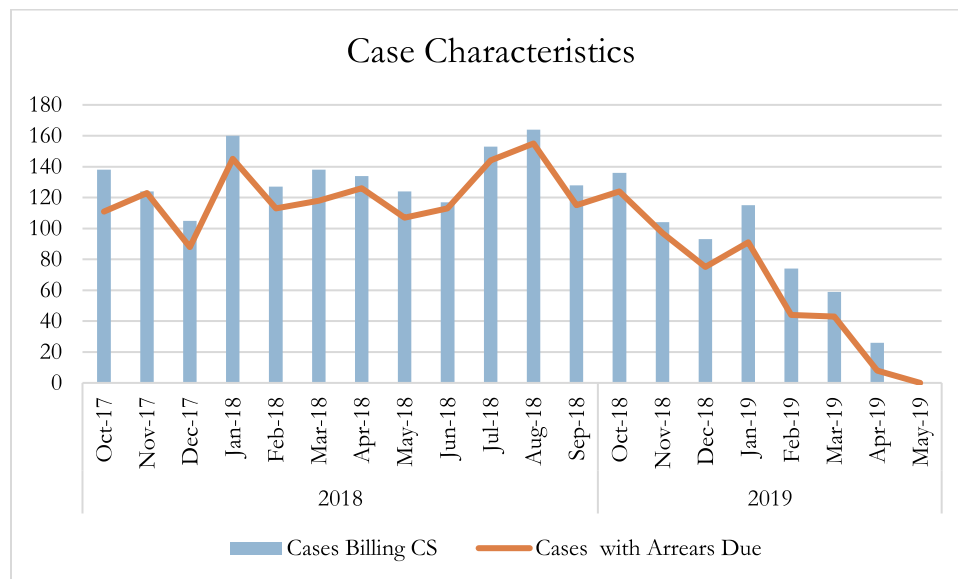


Month	New Case Openings	FPM3	FPM4
<b>Oct-17</b>	230	79.9%	67.6%
<b>Nov-17</b>	223	71.3%	69.9%
<b>Dec-17</b>	181	73.2%	78.4%
<b>Jan-18</b>	257	65.8%	69.0%
<b>Feb-18</b>	195	75.4%	70.8%
<b>Mar-18</b>	229	75.3%	74.6%
<b>Apr-18</b>	223	71.4%	70.6%
<b>May-18</b>	210	61.2%	62.6%

<b>Jun-18</b>	209	72.2%	69.0%
<b>Jul-18</b>	254	76.6%	73.6%
<b>Aug-18</b>	281	69.0%	76.1%
<b>Sep-18</b>	219	64.2%	62.6%
<b>Oct-18</b>	250	69.7%	67.7%
<b>Nov-18</b>	199	56.1%	46.4%
<b>Dec-18</b>	171	61.4%	48.0%
<b>Jan-19</b>	217	52.8%	35.2%
<b>Feb-19</b>	200	28.0%	47.7%
<b>Mar-19</b>	219	28.8%	20.9%
<b>Apr-19</b>	227	81.6%	0.0%
<b>May-19</b>	200		

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

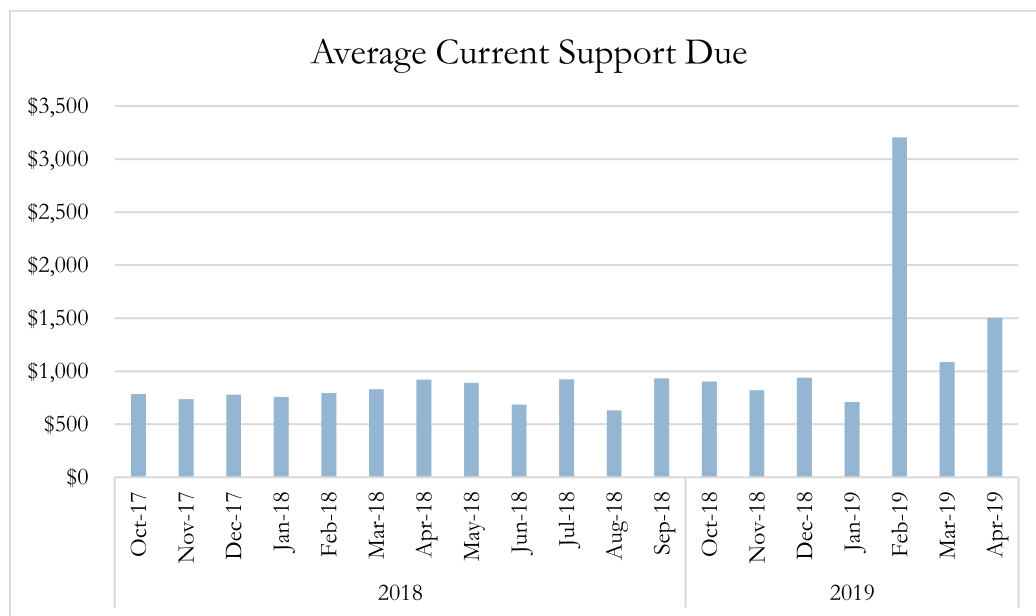


Month	Cases Billing CS	Cases with Arrears Due
<b>Oct-17</b>	138	111
<b>Nov-17</b>	124	123
<b>Dec-17</b>	105	88
<b>Jan-18</b>	160	145
<b>Feb-18</b>	127	113
<b>Mar-18</b>	138	118
<b>Apr-18</b>	134	126

<b>May-18</b>	124	107
<b>Jun-18</b>	117	113
<b>Jul-18</b>	153	144
<b>Aug-18</b>	164	155
<b>Sep-18</b>	128	115
<b>Oct-18</b>	136	124
<b>Nov-18</b>	104	97
<b>Dec-18</b>	93	75
<b>Jan-19</b>	115	91
<b>Feb-19</b>	74	44
<b>Mar-19</b>	59	43
<b>Apr-19</b>	26	8
<b>May-19</b>	0	0

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



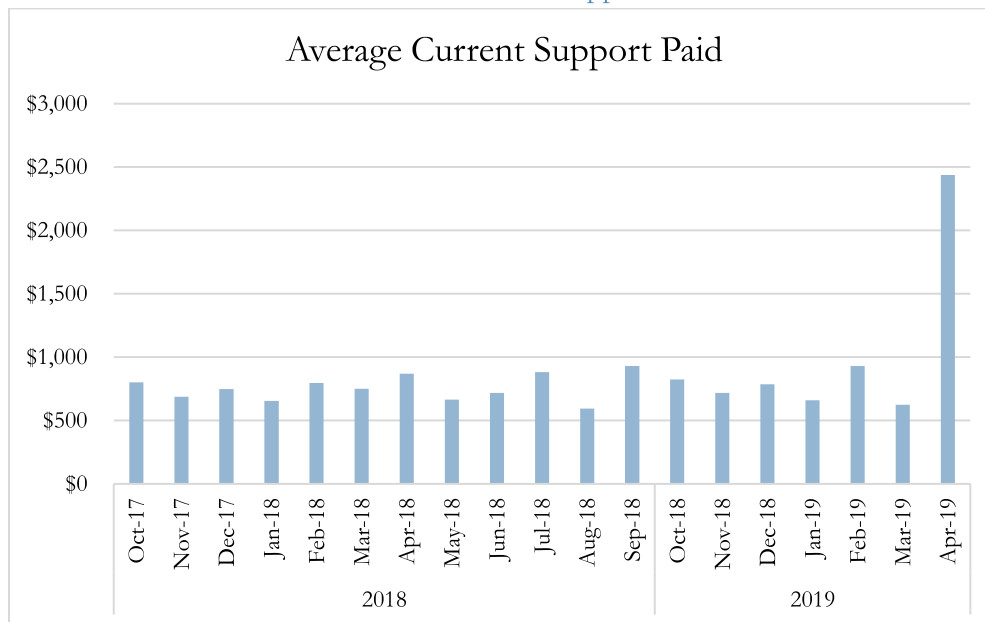
Month	Average CS Due	Median CS Due	Minimum CS Due	Maximum CS Due	Total CS Due
<b>Oct-17</b>	\$784	\$501	\$33	\$5,487	\$108,191
<b>Nov-17</b>	\$738	\$502	\$3	\$7,000	\$91,531
<b>Dec-17</b>	\$779	\$604	\$64	\$5,012	\$81,749
<b>Jan-18</b>	\$757	\$460	\$35	\$7,620	\$121,108
<b>Feb-18</b>	\$794	\$489	\$21	\$12,000	\$100,829

<b>Mar-18</b>	\$830	\$528	\$100	\$5,283	\$114,584
<b>Apr-18</b>	\$921	\$547	\$50	\$10,170	\$123,471
<b>May-18</b>	\$891	\$593	\$71	\$6,000	\$110,511
<b>Jun-18</b>	\$686	\$541	\$38	\$2,972	\$80,235
<b>Jul-18</b>	\$925	\$593	\$88	\$6,943	\$141,463
<b>Aug-18</b>	\$631	\$501	\$75	\$2,538	\$103,525
<b>Sep-18</b>	\$934	\$654	\$94	\$8,626	\$119,565
<b>Oct-18</b>	\$902	\$592	\$93	\$6,300	\$122,681
<b>Nov-18</b>	\$820	\$600	\$100	\$5,293	\$85,291
<b>Dec-18</b>	\$940	\$609	\$75	\$10,821	\$87,395
<b>Jan-19</b>	\$708	\$600	\$4	\$4,205	\$81,453
<b>Feb-19</b>	\$3,206*	\$569	\$133	\$162,295*	\$237,271*
<b>Mar-19</b>	\$1,087	\$590	\$160	\$8,000	\$64,147
<b>Apr-19</b>	\$1,503	\$761	\$0	\$11,226	\$39,085

\*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



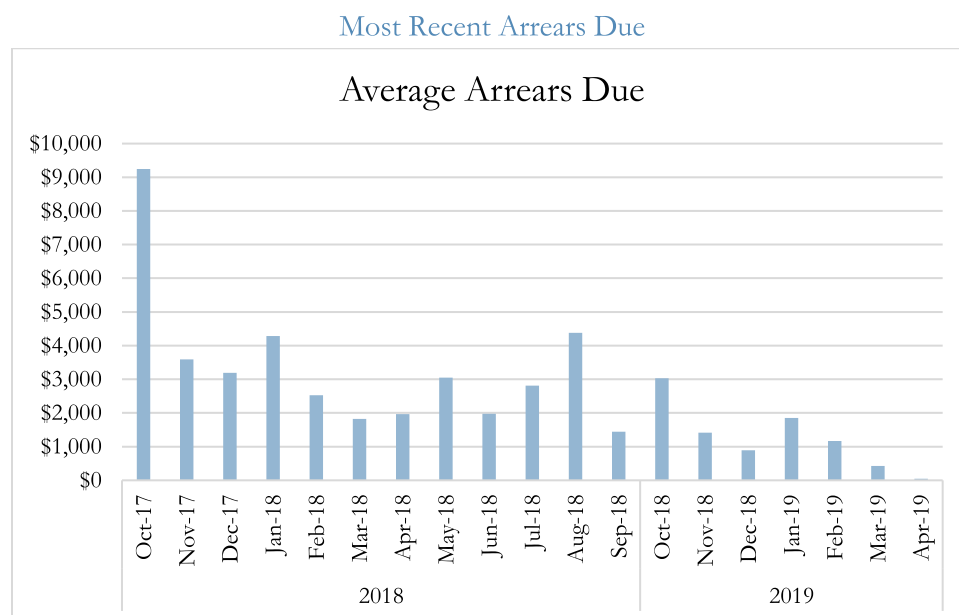
Month	Average CS Paid	Median CS Paid	Minimum CS Paid	Maximum CS Paid	Total CS Paid
<b>Oct-17</b>	\$800	\$500	\$2	\$5,487	\$80,816
<b>Nov-17</b>	\$687	\$508	\$1	\$3,308	\$62,473
<b>Dec-17</b>	\$747	\$541	\$64	\$5,012	\$57,551



<b>Jan-18</b>	\$654	\$449	\$12	\$7,620	\$75,862
<b>Feb-18</b>	\$796	\$590	\$54	\$12,000	\$68,487
<b>Mar-18</b>	\$751	\$504	\$43	\$4,120	\$80,398
<b>Apr-18</b>	\$870	\$548	\$86	\$10,170	\$87,007
<b>May-18</b>	\$666	\$419	\$7	\$4,049	\$58,630
<b>Jun-18</b>	\$717	\$550	\$38	\$2,747	\$55,189
<b>Jul-18</b>	\$882	\$560	\$20	\$5,969	\$104,004
<b>Aug-18</b>	\$593	\$467	\$41	\$2,745	\$71,144
<b>Sep-18</b>	\$930	\$532	\$80	\$5,000	\$78,096
<b>Oct-18</b>	\$824	\$584	\$51	\$4,860	\$87,397
<b>Nov-18</b>	\$719	\$525	\$6	\$5,293	\$51,745
<b>Dec-18</b>	\$787	\$562	\$80	\$2,863	\$55,884
<b>Jan-19</b>	\$660	\$588	\$40	\$3,366	\$46,877
<b>Feb-19</b>	\$929	\$420	\$30	\$5,285	\$42,716
<b>Mar-19</b>	\$624	\$474	\$100	\$2,503	\$21,207
<b>Apr-19</b>	\$2,438*	\$1,900*	\$250	\$8,971	\$21,939

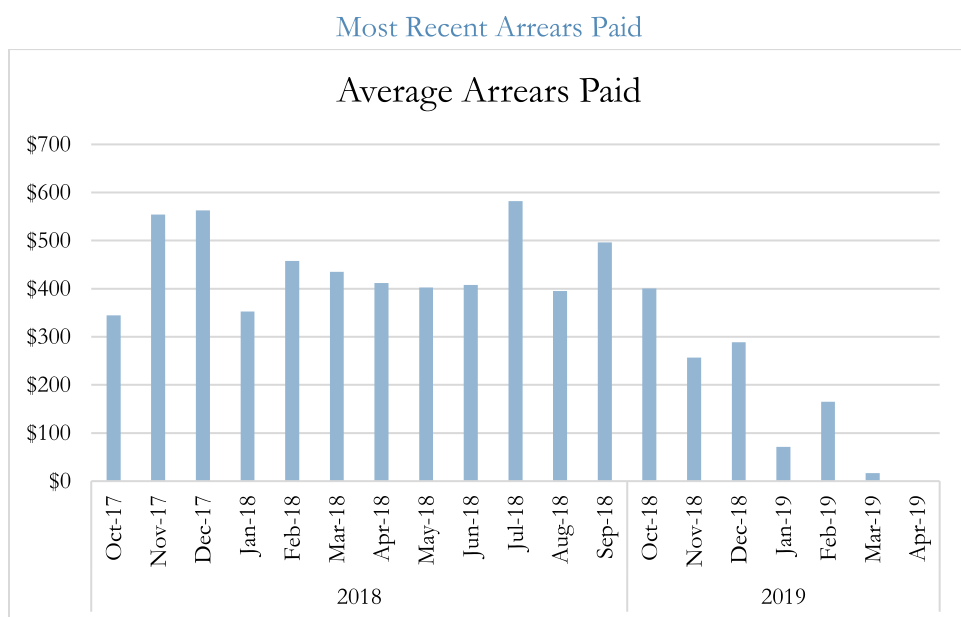
\*CS paid for cases opened April 2019 is atypically high, likely because many cases opened in April did not yet have an order established when this analysis was conducted in May. It is possible that the orders that were established tended to be higher orders, and so NCPs made larger payments, leading 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.



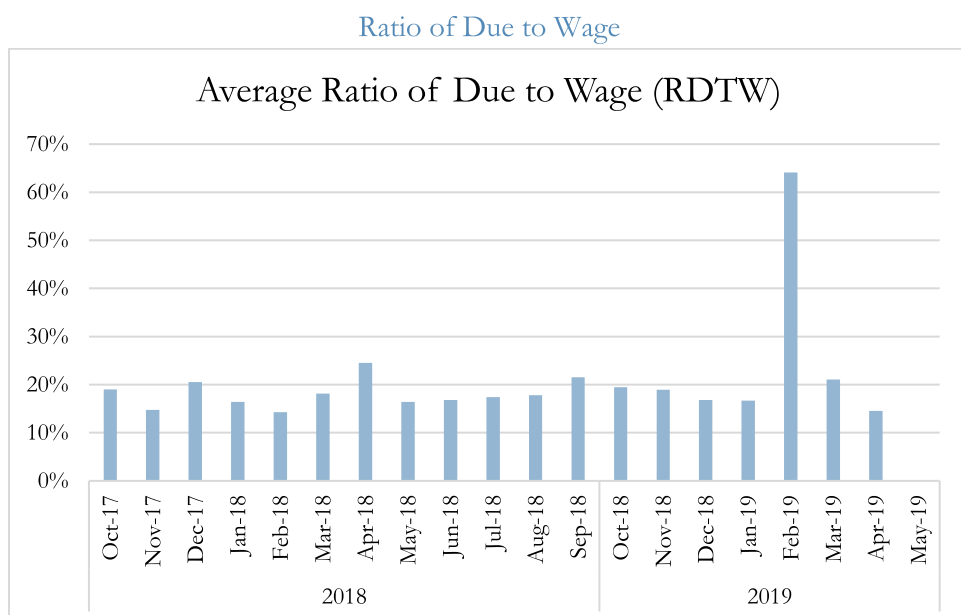
Month	Average Arrears Due	Median Arrears Due	Minimum Arrears Due	Maximum Arrears Due	Total Arrears Due
Oct-17	\$9,249	\$0	\$0	\$1,454,053	\$1,932,951
Nov-17	\$3,591	\$0	\$0	\$136,438	\$739,735
Dec-17	\$3,189	\$0	\$0	\$130,830	\$532,599
Jan-18	\$4,284	\$0	\$0	\$202,744	\$1,006,824
Feb-18	\$2,528	\$0	\$0	\$128,815	\$455,106
Mar-18	\$1,821	\$0	\$0	\$88,608	\$378,732
Apr-18	\$1,965	\$0	\$0	\$49,590	\$404,800
May-18	\$3,053	\$0	\$0	\$91,371	\$564,781
Jun-18	\$1,976	\$0	\$0	\$136,257	\$375,346
Jul-18	\$2,808	\$0	\$0	\$152,854	\$654,267
Aug-18	\$4,378	\$0	\$0	\$476,894	\$1,085,624
Sep-18	\$1,445	\$0	\$0	\$32,088	\$293,345
Oct-18	\$3,028	\$0	\$0	\$221,351	\$708,667
Nov-18	\$1,415	\$0	\$0	\$113,358	\$257,501
Dec-18	\$891	\$0	\$0	\$43,144	\$141,617
Jan-19	\$1,856	\$0	\$0	\$154,063	\$380,411
Feb-19	\$1,168	\$0	\$0	\$124,755	\$223,059
Mar-19	\$426	\$0	\$0	\$17,839	\$89,090
Apr-19	\$44	\$0	\$0	\$3,432	\$9,584

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.



Month	Average Arrears Paid	Median Arrears Paid	Minimum Arrears Paid	Maximum Arrears Paid	Total Arrears Paid
Oct-17	\$345	\$0	\$0	\$15,028	\$72,015
Nov-17	\$554	\$0	\$0	\$30,144	\$114,131
Dec-17	\$563	\$0	\$0	\$20,807	\$93,980
Jan-18	\$352	\$0	\$0	\$8,766	\$82,802
Feb-18	\$457	\$0	\$0	\$8,757	\$82,337
Mar-18	\$435	\$0	\$0	\$13,044	\$90,439
Apr-18	\$412	\$0	\$0	\$15,000	\$84,784
May-18	\$403	\$0	\$0	\$7,236	\$74,467
Jun-18	\$408	\$0	\$0	\$7,204	\$77,523
Jul-18	\$582	\$0	\$0	\$11,878	\$135,675
Aug-18	\$395	\$0	\$0	\$9,300	\$98,027
Sep-18	\$496	\$0	\$0	\$16,500	\$100,717
Oct-18	\$400	\$0	\$0	\$9,200	\$93,697
Nov-18	\$257	\$0	\$0	\$5,126	\$46,684
Dec-18	\$289	\$0	\$0	\$9,531	\$45,923
Jan-19	\$71	\$0	\$0	\$2,469	\$14,559
Feb-19	\$165	\$0	\$0	\$16,127	\$31,507
Mar-19	\$17	\$0	\$0	\$758	\$3,451
Apr-19	\$0	\$0	\$0	\$0	\$0

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.

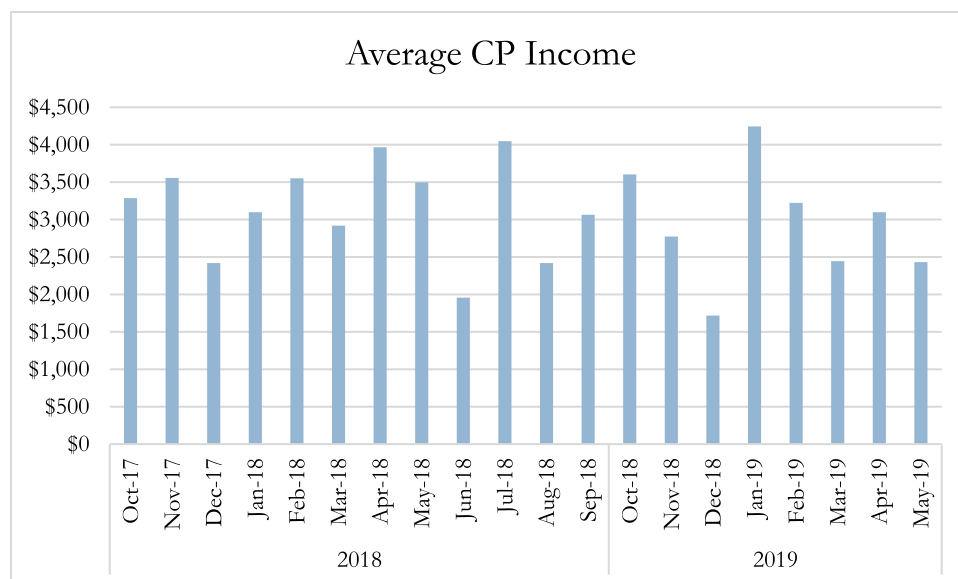


Month	Average RDTW	Average RDTW where wage >\$30	Median RDTW where wage >\$30
Oct-17	19%	19%	19%
Nov-17	15%	15%	20%
Dec-17	21%	20%	21%
Jan-18	16%	16%	20%
Feb-18	14%	14%	17%
Mar-18	18%	18%	20%
Apr-18	25%	24%	20%
May-18	16%	16%	21%
Jun-18	17%	17%	20%
Jul-18	17%	17%	19%
Aug-18	18%	18%	20%
Sep-18	22%	22%	18%
Oct-18	19%	19%	19%
Nov-18	19%	19%	20%
Dec-18	17%	16%	17%
Jan-19	17%	17%	17%
Feb-19	64%	63%	22%
Mar-19	21%	21%	17%
Apr-19	15%	14%	24%

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*

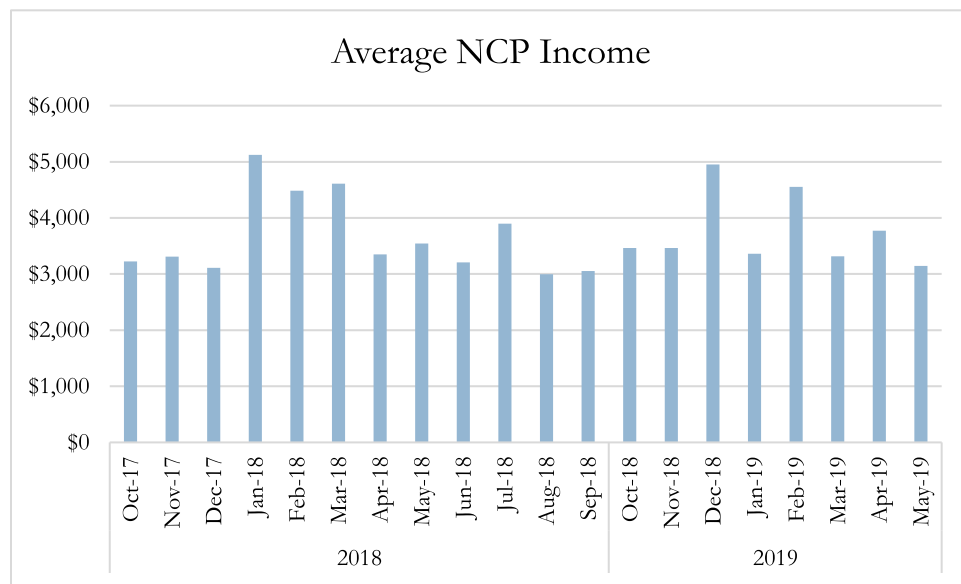
#### CP Income



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

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

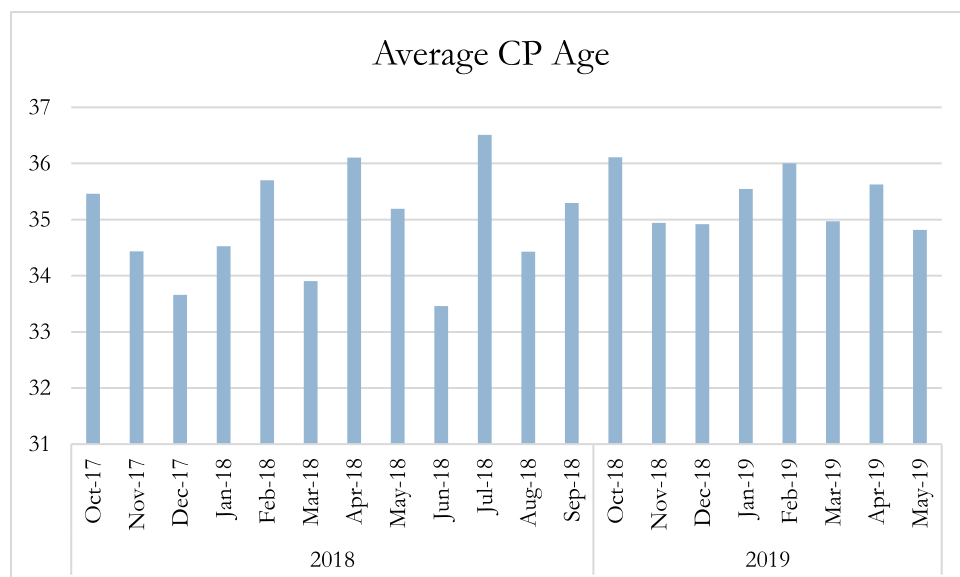
### NCP Income



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

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

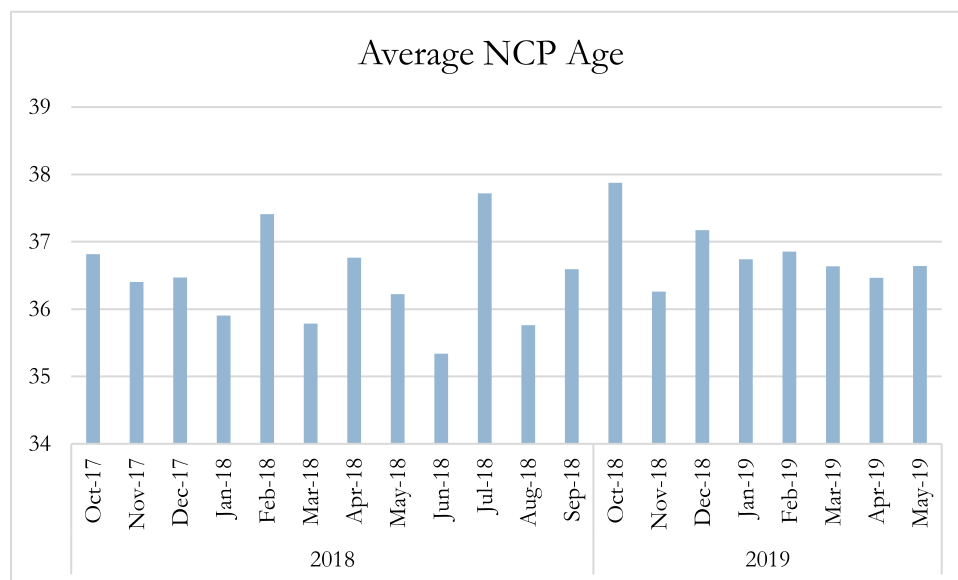
CP Age



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

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

### NCP Age



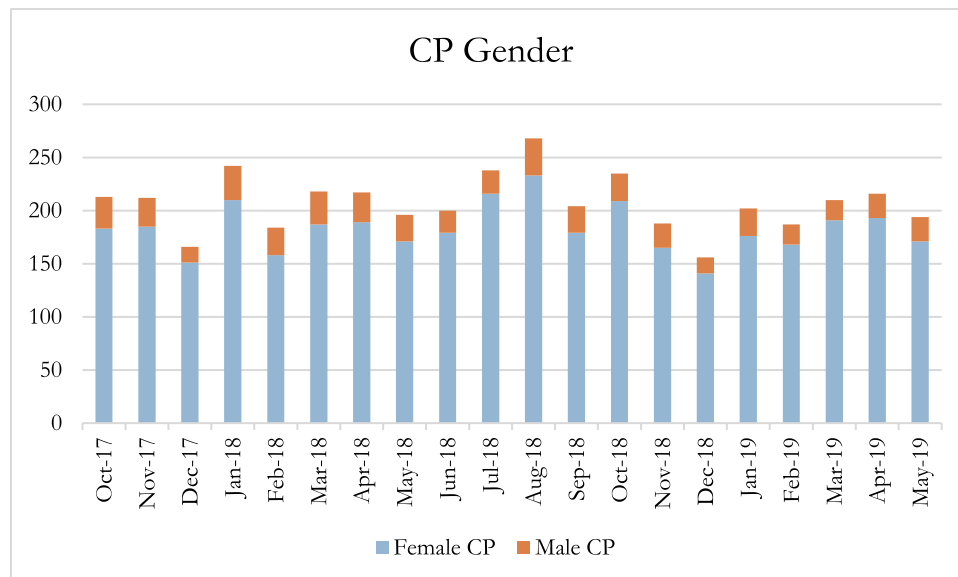
Month	Average NCP Age	Median NCP Age	Minimum NCP Age	Maximum NCP Age
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<b>Oct-17</b>	37	36	18	69
<b>Nov-17</b>	36	35	18	67
<b>Dec-17</b>	36	35	19	65
<b>Jan-18</b>	36	35	18	63
<b>Feb-18</b>	37	36	18	72
<b>Mar-18</b>	36	35	17	61
<b>Apr-18</b>	37	36	16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

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

### CP Gender

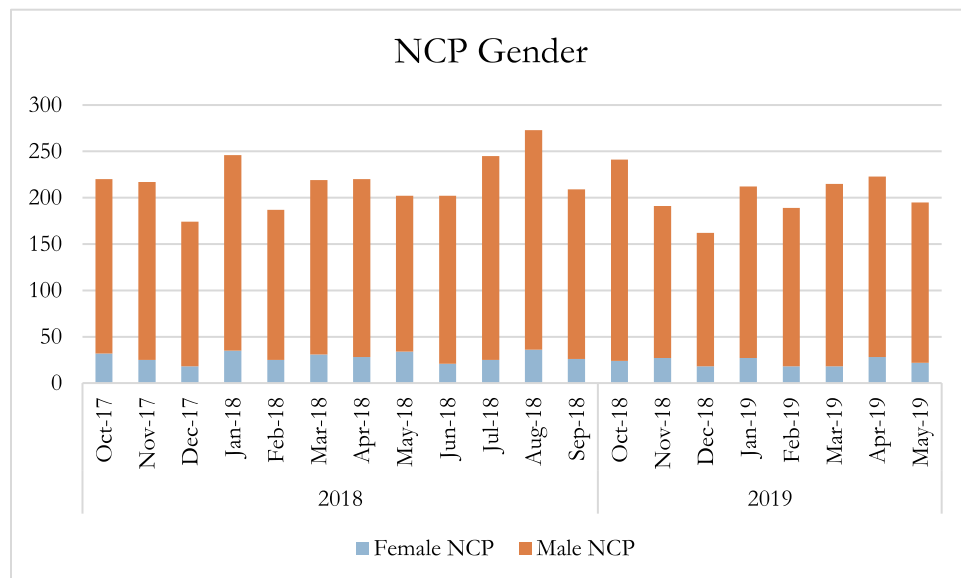


Month	Female CP	Percent Female CP	Male CP	Percent Male CP
<b>Oct-17</b>	183	80%	30	13%
<b>Nov-17</b>	185	83%	27	12%

<b>Dec-17</b>	151	83%	15	8%
<b>Jan-18</b>	210	82%	32	12%
<b>Feb-18</b>	158	81%	26	13%
<b>Mar-18</b>	187	82%	31	14%
<b>Apr-18</b>	189	85%	28	13%
<b>May-18</b>	171	81%	25	12%
<b>Jun-18</b>	179	86%	21	10%
<b>Jul-18</b>	216	85%	22	9%
<b>Aug-18</b>	233	83%	35	12%
<b>Sep-18</b>	179	82%	25	11%
<b>Oct-18</b>	209	84%	26	10%
<b>Nov-18</b>	165	83%	23	12%
<b>Dec-18</b>	141	82%	15	9%
<b>Jan-19</b>	176	81%	26	12%
<b>Feb-19</b>	168	84%	19	10%
<b>Mar-19</b>	191	87%	19	9%
<b>Apr-19</b>	193	85%	23	10%
<b>May-19</b>	171	86%	23	12%

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

### NCP Gender

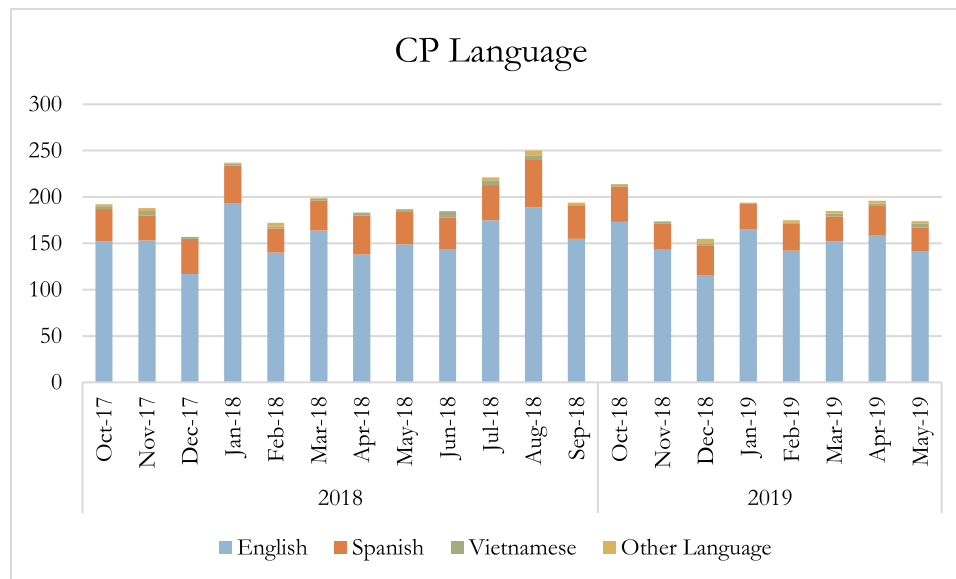


Month	Female NCP	Percent Female NCP	Male NCP	Percent Male NCP
<b>Oct-17</b>	32	14%	188	82%
<b>Nov-17</b>	25	11%	192	86%

<b>Dec-17</b>	18	10%	156	86%
<b>Jan-18</b>	35	14%	211	82%
<b>Feb-18</b>	25	13%	162	83%
<b>Mar-18</b>	31	14%	188	82%
<b>Apr-18</b>	28	13%	192	86%
<b>May-18</b>	34	16%	168	80%
<b>Jun-18</b>	21	10%	181	87%
<b>Jul-18</b>	25	10%	220	87%
<b>Aug-18</b>	36	13%	237	84%
<b>Sep-18</b>	26	12%	183	84%
<b>Oct-18</b>	24	10%	217	87%
<b>Nov-18</b>	27	14%	164	82%
<b>Dec-18</b>	18	11%	144	84%
<b>Jan-19</b>	27	12%	185	85%
<b>Feb-19</b>	18	9%	171	86%
<b>Mar-19</b>	18	8%	197	90%
<b>Apr-19</b>	28	12%	195	86%
<b>May-19</b>	22	11%	173	87%

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

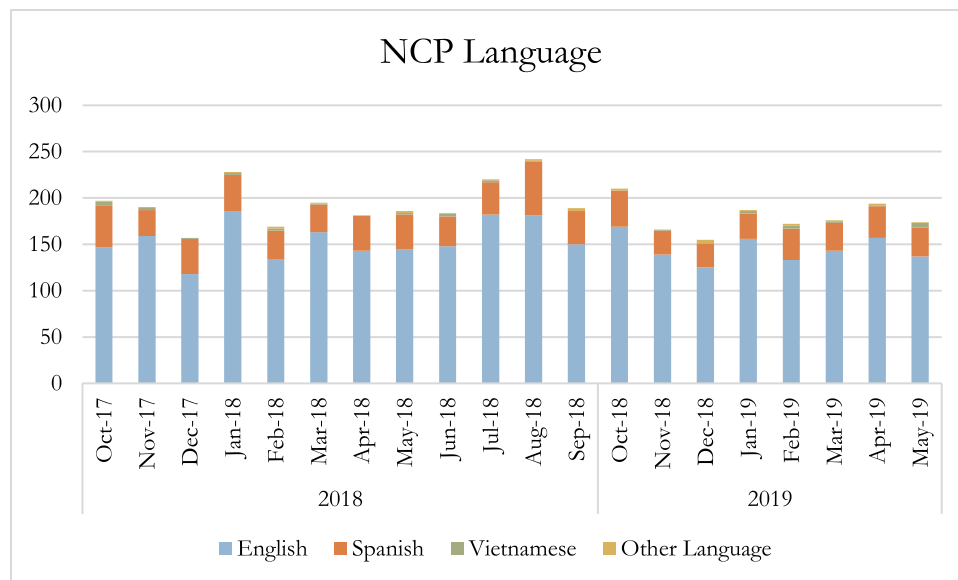


Month	English	Percent English	Spanish	Percent Spanish	Vietnamese	Percent Vietnamese	Other Language	Percent Other
<b>Oct-17</b>	152	66%	35	15%	3	1%	2	1%
<b>Nov-17</b>	153	69%	27	12%	5	2%	3	1%
<b>Dec-17</b>	117	65%	38	21%	2	1%	0	0%
<b>Jan-18</b>	193	75%	41	16%	2	1%	1	0%

<b>Feb-18</b>	140	72%	26	13%	2	1%	4	2%
<b>Mar-18</b>	164	72%	32	14%	2	1%	1	0%
<b>Apr-18</b>	138	62%	42	19%	3	1%	0	0%
<b>May-18</b>	149	71%	35	17%	2	1%	1	0%
<b>Jun-18</b>	143	68%	35	17%	6	3%	1	0%
<b>Jul-18</b>	175	69%	38	15%	5	2%	3	1%
<b>Aug-18</b>	189	67%	52	19%	4	1%	5	2%
<b>Sep-18</b>	155	71%	36	16%	0	0%	3	1%
<b>Oct-18</b>	173	69%	38	15%	2	1%	1	0%
<b>Nov-18</b>	143	72%	28	14%	2	1%	1	1%
<b>Dec-18</b>	116	68%	32	19%	2	1%	5	3%
<b>Jan-19</b>	165	76%	28	13%	1	0%	0	0%
<b>Feb-19</b>	142	71%	29	15%	1	1%	3	2%
<b>Mar-19</b>	152	69%	27	12%	3	1%	3	1%
<b>Apr-19</b>	159	70%	32	14%	2	1%	3	1%
<b>May-19</b>	141	71%	26	13%	4	2%	3	2%

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

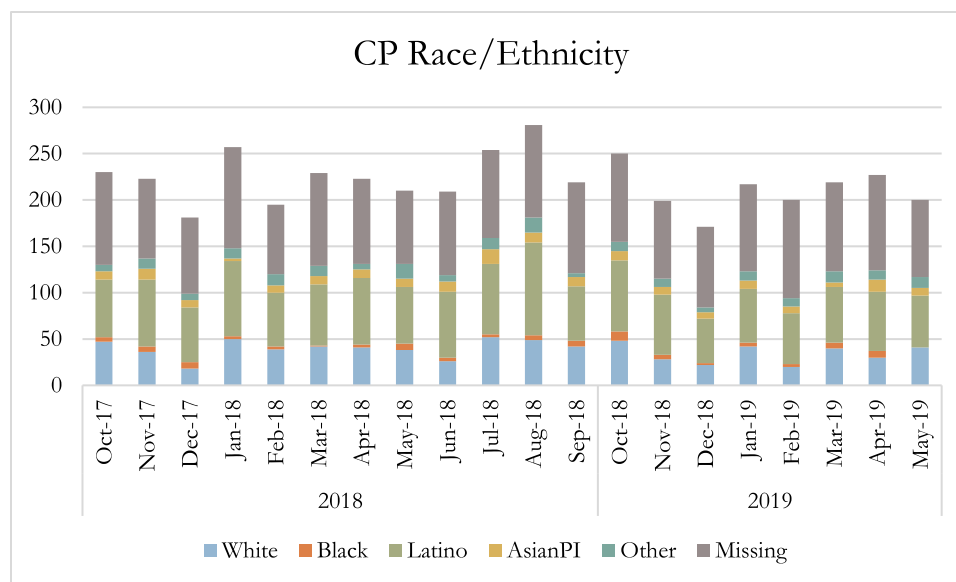


Month	English	Percent English	Spanish	Percent Spanish	Vietnamese	Percent Vietnamese	Other Language	Percent Other
<b>Oct-17</b>	147	64%	45	20%	4	2%	1	0%
<b>Nov-17</b>	159	71%	28	13%	3	1%		
<b>Dec-17</b>	118	65%	38	21%	1	1%		
<b>Jan-18</b>	186	72%	39	15%	2	1%	1	0%
<b>Feb-18</b>	134	69%	31	16%	2	1%	2	1%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

<b>Apr-18</b>	143	64%	38	17%				
<b>May-18</b>	145	69%	37	18%	2	1%	2	1%
<b>Jun-18</b>	148	71%	32	15%	3	1%	1	0%
<b>Jul-18</b>	182	72%	35	14%	2	1%	1	0%
<b>Aug-18</b>	181	64%	58	21%	1	0%	2	1%
<b>Sep-18</b>	150	68%	36	16%			3	1%
<b>Oct-18</b>	169	68%	39	16%			2	1%
<b>Nov-18</b>	139	70%	26	13%	1	1%		
<b>Dec-18</b>	125	73%	26	15%			4	2%
<b>Jan-19</b>	156	72%	27	12%	3	1%	1	0%
<b>Feb-19</b>	133	67%	34	17%	3	2%	2	1%
<b>Mar-19</b>	143	65%	30	14%	2	1%	1	0%
<b>Apr-19</b>	157	69%	34	15%	1	0%	2	1%
<b>May-19</b>	137	69%	31	16%	5	3%	1	1%

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

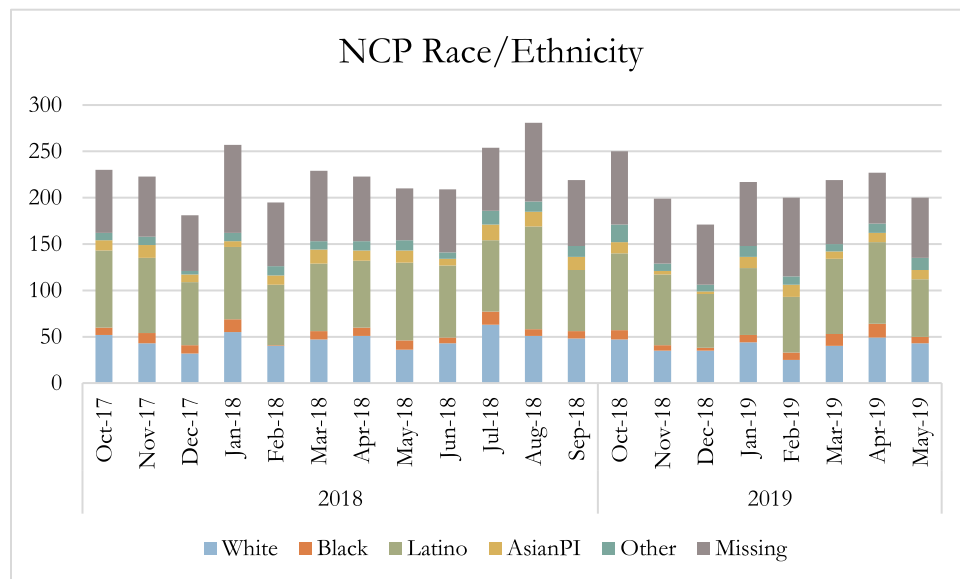


Month	White	Black	Latino	AsianPI	Other	Missing
<b>Oct-17</b>	47	5	62	9	7	100
<b>Nov-17</b>	36	6	72	12	11	86
<b>Dec-17</b>	18	7	59	8	7	82
<b>Jan-18</b>	50	3	81	3	11	109
<b>Feb-18</b>	39	3	58	8	12	75
<b>Mar-18</b>	42	1	66	9	11	100
<b>Apr-18</b>	41	3	72	9	6	92
<b>May-18</b>	38	7	61	9	16	79

<b>Jun-18</b>	26	4	71	11	7	90
<b>Jul-18</b>	52	3	76	16	12	95
<b>Aug-18</b>	49	5	100	11	16	100
<b>Sep-18</b>	42	6	59	10	4	98
<b>Oct-18</b>	48	10	77	10	10	95
<b>Nov-18</b>	28	5	65	8	9	84
<b>Dec-18</b>	22	2	48	7	5	87
<b>Jan-19</b>	42	4	58	9	10	94
<b>Feb-19</b>	20	3	55	7	9	106
<b>Mar-19</b>	40	6	60	5	12	96
<b>Apr-19</b>	30	7	64	13	10	103
<b>May-19</b>	41	0	56	8	12	83

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

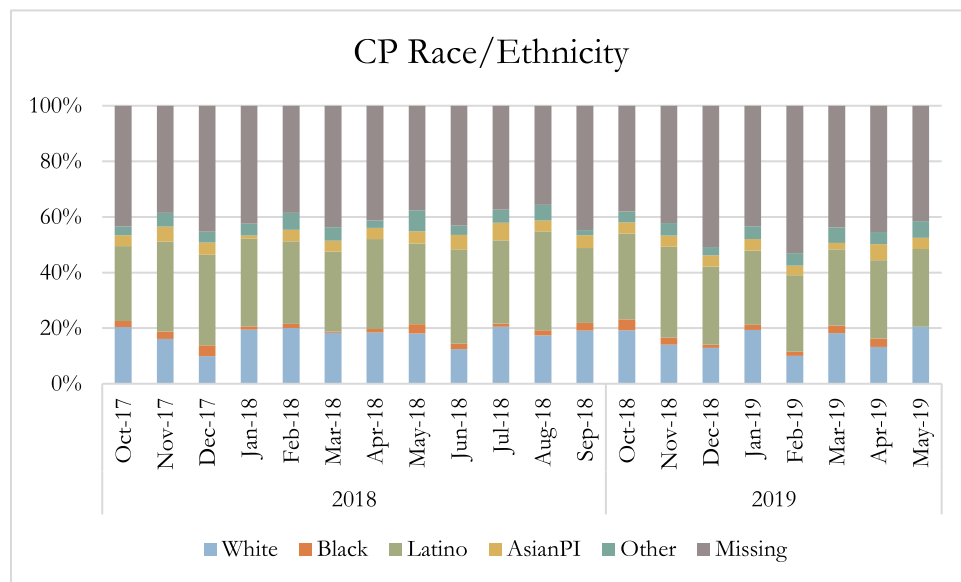


Month	White	Black	Latino	AsianPI	Other	Missing
<b>Oct-17</b>	52	8	83	11	8	68
<b>Nov-17</b>	43	11	81	14	9	65
<b>Dec-17</b>	32	9	68	8	4	60
<b>Jan-18</b>	55	14	78	6	9	95
<b>Feb-18</b>	40	1	65	10	10	69
<b>Mar-18</b>	47	9	73	15	9	76
<b>Apr-18</b>	51	9	72	11	10	70
<b>May-18</b>	36	10	84	13	11	56
<b>Jun-18</b>	43	6	78	7	7	68

<b>Jul-18</b>	63	14	77	17	15	68
<b>Aug-18</b>	51	7	111	16	11	85
<b>Sep-18</b>	48	8	66	14	12	71
<b>Oct-18</b>	47	10	83	12	19	79
<b>Nov-18</b>	35	6	76	4	8	70
<b>Dec-18</b>	35	3	58	3	7	65
<b>Jan-19</b>	44	8	72	12	12	69
<b>Feb-19</b>	25	8	60	13	9	85
<b>Mar-19</b>	40	13	81	8	8	69
<b>Apr-19</b>	49	15	88	10	10	55
<b>May-19</b>	43	7	62	10	13	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

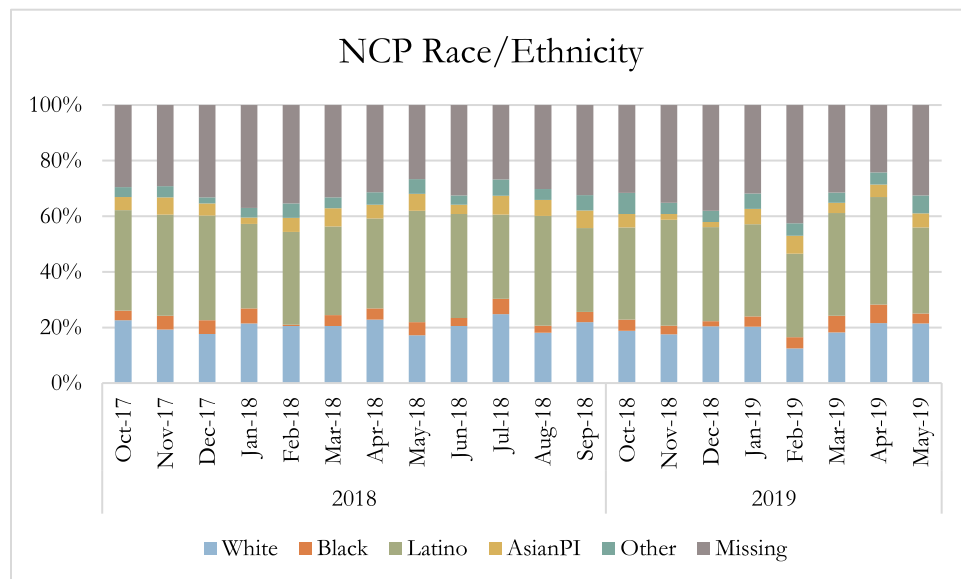


Month	White	Black	Latino	AsianPI	Other	Missing
<b>Oct-17</b>	20%	2%	27%	4%	3%	43%
<b>Nov-17</b>	16%	3%	32%	5%	5%	39%
<b>Dec-17</b>	10%	4%	33%	4%	4%	45%
<b>Jan-18</b>	19%	1%	32%	1%	4%	42%
<b>Feb-18</b>	20%	2%	30%	4%	6%	38%
<b>Mar-18</b>	18%	0%	29%	4%	5%	44%
<b>Apr-18</b>	18%	1%	32%	4%	3%	41%
<b>May-18</b>	18%	3%	29%	4%	8%	38%

<b>Jun-18</b>	12%	2%	34%	5%	3%	43%
<b>Jul-18</b>	20%	1%	30%	6%	5%	37%
<b>Aug-18</b>	17%	2%	36%	4%	6%	36%
<b>Sep-18</b>	19%	3%	27%	5%	2%	45%
<b>Oct-18</b>	19%	4%	31%	4%	4%	38%
<b>Nov-18</b>	14%	3%	33%	4%	5%	42%
<b>Dec-18</b>	13%	1%	28%	4%	3%	51%
<b>Jan-19</b>	19%	2%	27%	4%	5%	43%
<b>Feb-19</b>	10%	2%	28%	4%	5%	53%
<b>Mar-19</b>	18%	3%	27%	2%	5%	44%
<b>Apr-19</b>	13%	3%	28%	6%	4%	45%
<b>May-19</b>	21%	0%	28%	4%	6%	42%

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



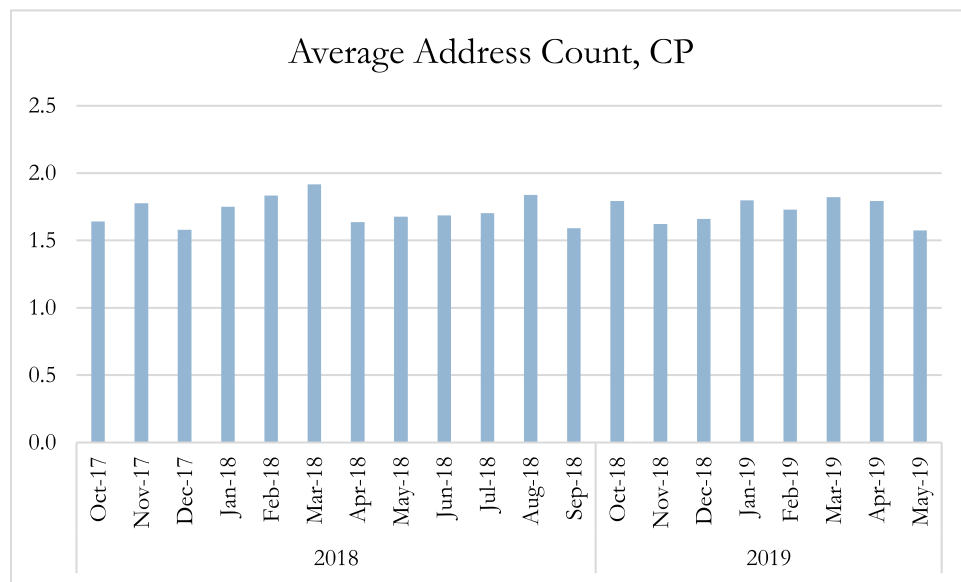
Month	White	Black	Latino	AsianPI	Other	Missing
<b>Oct-17</b>	23%	3%	36%	5%	3%	30%
<b>Nov-17</b>	19%	5%	36%	6%	4%	29%
<b>Dec-17</b>	18%	5%	38%	4%	2%	33%
<b>Jan-18</b>	21%	5%	30%	2%	4%	37%
<b>Feb-18</b>	21%	1%	33%	5%	5%	35%
<b>Mar-18</b>	21%	4%	32%	7%	4%	33%
<b>Apr-18</b>	23%	4%	32%	5%	4%	31%
<b>May-18</b>	17%	5%	40%	6%	5%	27%
<b>Jun-18</b>	21%	3%	37%	3%	3%	33%



<b>Jul-18</b>	25%	6%	30%	7%	6%	27%
<b>Aug-18</b>	18%	2%	40%	6%	4%	30%
<b>Sep-18</b>	22%	4%	30%	6%	5%	32%
<b>Oct-18</b>	19%	4%	33%	5%	8%	32%
<b>Nov-18</b>	18%	3%	38%	2%	4%	35%
<b>Dec-18</b>	20%	2%	34%	2%	4%	38%
<b>Jan-19</b>	20%	4%	33%	6%	6%	32%
<b>Feb-19</b>	13%	4%	30%	7%	5%	43%
<b>Mar-19</b>	18%	6%	37%	4%	4%	32%
<b>Apr-19</b>	22%	7%	39%	4%	4%	24%
<b>May-19</b>	22%	4%	31%	5%	7%	33%

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.

### CP Address Count

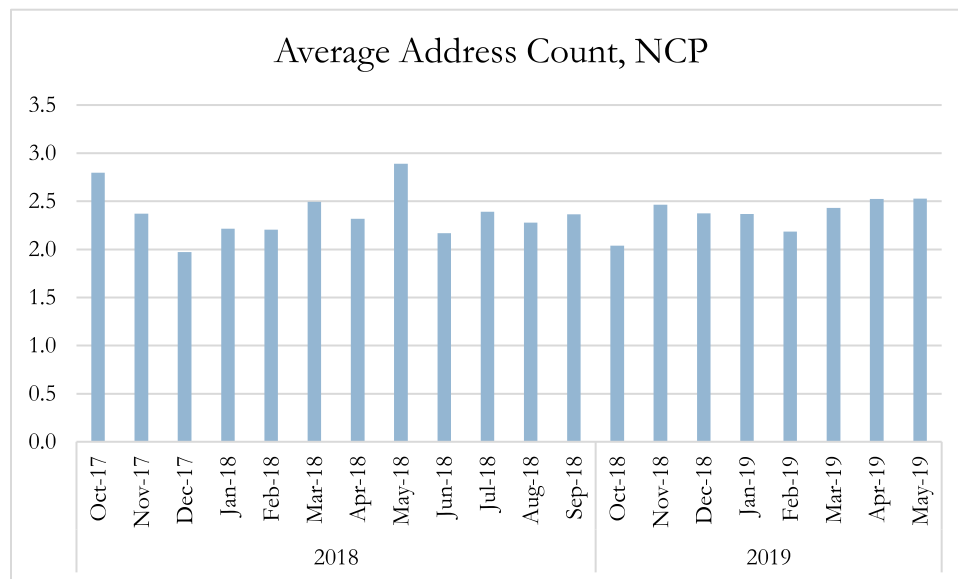


Month	Average Address Count	Median Address Count	Minimum Address Count	Maximum Address Count
<b>Oct-17</b>	1.6	1	1	14
<b>Nov-17</b>	1.8	1	1	15
<b>Dec-17</b>	1.6	1	1	11
<b>Jan-18</b>	1.8	1	1	14
<b>Feb-18</b>	1.8	1	1	9
<b>Mar-18</b>	1.9	1	1	11

<b>Apr-18</b>	1.6	1	1	10
<b>May-18</b>	1.7	1	1	12
<b>Jun-18</b>	1.7	1	1	14
<b>Jul-18</b>	1.7	1	1	13
<b>Aug-18</b>	1.8	1	1	13
<b>Sep-18</b>	1.6	1	1	13
<b>Oct-18</b>	1.8	1	1	9
<b>Nov-18</b>	1.6	1	1	10
<b>Dec-18</b>	1.7	1	1	10
<b>Jan-19</b>	1.8	1	1	10
<b>Feb-19</b>	1.7	1	1	14
<b>Mar-19</b>	1.8	1	1	13
<b>Apr-19</b>	1.8	1	1	16
<b>May-19</b>	1.6	1	1	7

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

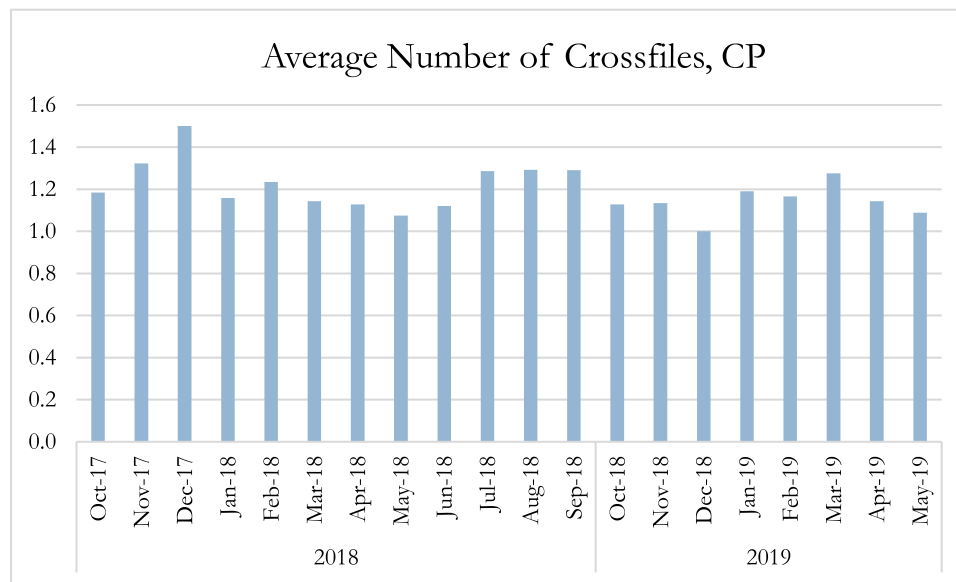


Month	Average Address Count	Median Address Count	Minimum Address Count	Maximum Address Count
<b>Oct-17</b>	2.8	1	1	22
<b>Nov-17</b>	2.4	1	1	14
<b>Dec-17</b>	2.0	1	1	14
<b>Jan-18</b>	2.2	1	1	18
<b>Feb-18</b>	2.2	1	1	20

<b>Mar-18</b>	2.5	1	1	17
<b>Apr-18</b>	2.3	1	1	13
<b>May-18</b>	2.9	1	1	22
<b>Jun-18</b>	2.2	1	1	13
<b>Jul-18</b>	2.4	1	1	15
<b>Aug-18</b>	2.3	1	1	18
<b>Sep-18</b>	2.4	1	1	17
<b>Oct-18</b>	2.0	1	1	15
<b>Nov-18</b>	2.5	1	1	14
<b>Dec-18</b>	2.4	1	1	17
<b>Jan-19</b>	2.4	1	1	23
<b>Feb-19</b>	2.2	1	1	15
<b>Mar-19</b>	2.4	1	1	15
<b>Apr-19</b>	2.5	1	1	15
<b>May-19</b>	2.5	1	1	17

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<sup>19</sup>



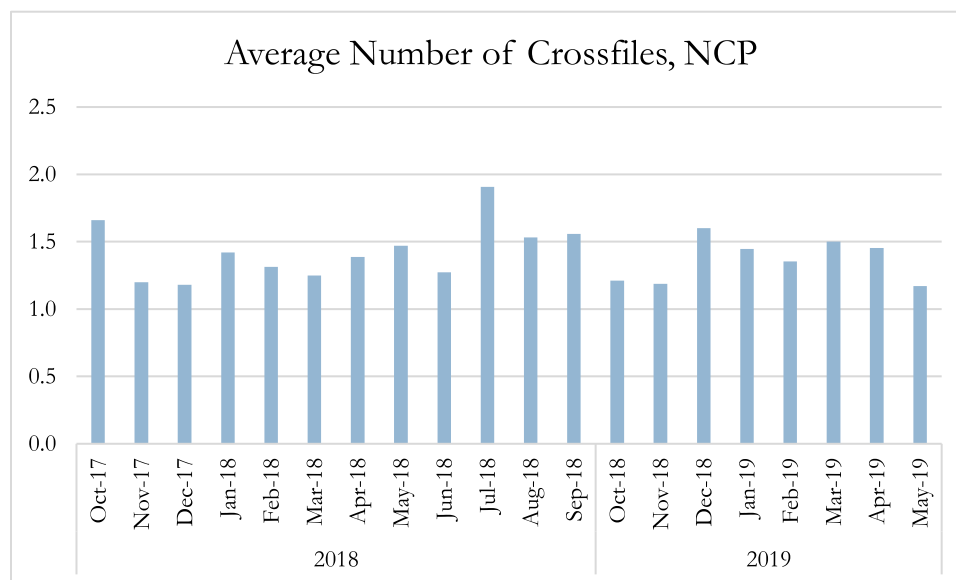
Month	Average Crossfiles	Median Crossfiles	Minimum Crossfiles	Maximum Crossfiles
<b>Oct-17</b>	1.2	1	1	3
<b>Nov-17</b>	1.3	1	1	3
<b>Dec-17</b>	1.5	1	1	5

<sup>19</sup> 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.

<b>Jan-18</b>	1.2	1	1	3
<b>Feb-18</b>	1.2	1	1	4
<b>Mar-18</b>	1.1	1	1	2
<b>Apr-18</b>	1.1	1	1	3
<b>May-18</b>	1.1	1	1	2
<b>Jun-18</b>	1.1	1	1	3
<b>Jul-18</b>	1.3	1	1	3
<b>Aug-18</b>	1.3	1	1	6
<b>Sep-18</b>	1.3	1	1	5
<b>Oct-18</b>	1.1	1	1	2
<b>Nov-18</b>	1.1	1	1	2
<b>Dec-18</b>	1.0	1	1	1
<b>Jan-19</b>	1.2	1	1	2
<b>Feb-19</b>	1.2	1	1	3
<b>Mar-19</b>	1.3	1	1	3
<b>Apr-19</b>	1.1	1	1	2
<b>May-19</b>	1.1	1	1	2

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

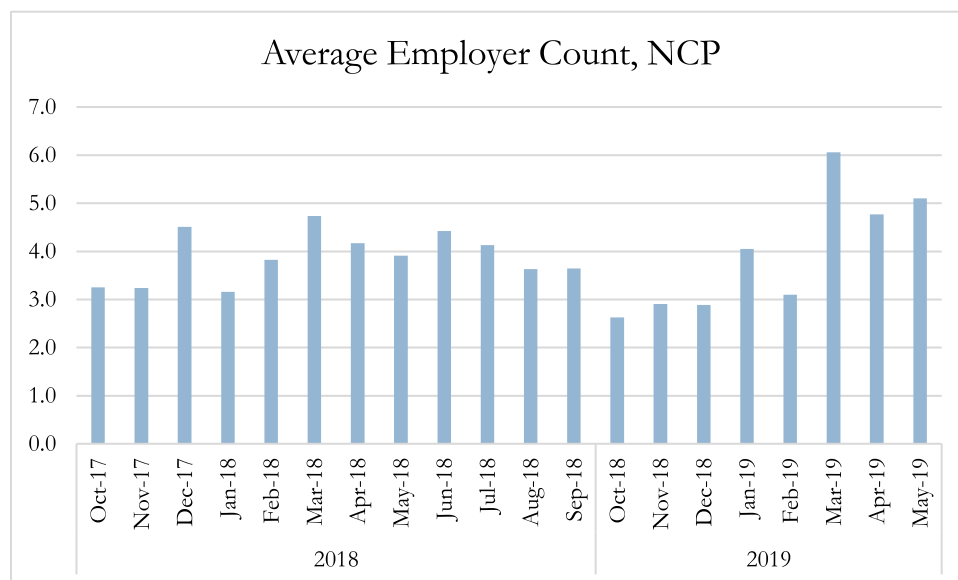


Month	Average Crossfiles	Median Crossfiles	Minimum Crossfiles	Maximum Crossfiles
<b>Oct-17</b>	1.7	1	1	8
<b>Nov-17</b>	1.2	1	1	3
<b>Dec-17</b>	1.2	1	1	2

<b>Jan-18</b>	1.4	1	1	4
<b>Feb-18</b>	1.3	1	1	3
<b>Mar-18</b>	1.3	1	1	3
<b>Apr-18</b>	1.4	1	1	5
<b>May-18</b>	1.5	1	1	5
<b>Jun-18</b>	1.3	1	1	4
<b>Jul-18</b>	1.9	1	1	7
<b>Aug-18</b>	1.5	1	1	5
<b>Sep-18</b>	1.6	1	1	6
<b>Oct-18</b>	1.2	1	1	3
<b>Nov-18</b>	1.2	1	1	4
<b>Dec-18</b>	1.6	1	1	5
<b>Jan-19</b>	1.4	1	1	3
<b>Feb-19</b>	1.4	1	1	4
<b>Mar-19</b>	1.5	1	1	6
<b>Apr-19</b>	1.5	1	1	5
<b>May-19</b>	1.2	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
<b>Oct-17</b>	3.3	2	1	20
<b>Nov-17</b>	3.2	2	1	14

<b>Dec-17</b>	4.5	3	1	20
<b>Jan-18</b>	3.2	2	1	28
<b>Feb-18</b>	3.8	3	1	14
<b>Mar-18</b>	4.7	3	1	44
<b>Apr-18</b>	4.2	3	1	25
<b>May-18</b>	3.9	3	1	18
<b>Jun-18</b>	4.4	3	1	26
<b>Jul-18</b>	4.1	3	1	19
<b>Aug-18</b>	3.6	2	1	27
<b>Sep-18</b>	3.6	3	1	14
<b>Oct-18</b>	2.6	2	1	17
<b>Nov-18</b>	2.9	2	1	18
<b>Dec-18</b>	2.9	2	1	11
<b>Jan-19</b>	4.0	2	1	25
<b>Feb-19</b>	3.1	2	1	14
<b>Mar-19</b>	6.1	3	1	37
<b>Apr-19</b>	4.8	3	1	27
<b>May-19</b>	5.1	3	1	24

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