

# Advocating on behalf of Survey Respondents

*Presentation for  
State Data Center and Census Information Center  
Steering Committees  
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# Respondent Interaction

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- I engage with respondents on all demographic surveys, though primarily ACS
- Most people have never heard of the American Community Survey
  - They remember the 2010 decennial census
  - They don't know what the ACS is and have never heard of it
  - ACS messaging focus groups in January 2014 confirmed this
  - The mandatory requirement to participate in ACS is troubling for some
- Sometimes there has been a bad experience with an interviewer
- Some have exceptionally strong and expressive political views
- Simple Process with resolution in 24 hours or less
  - Listen to respondent and figure out their concern
  - Research with sponsor to determine exactly what stage of survey respondent is in
  - Seek a resolve with respondent that often includes survey participation
- Nine out of ten agree to participate



# Congressional Interaction

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- I have met with 73 Congressional offices since position began
  - Most indicate 5-6 constituent calls per year regarding ACS
  - Most understand value of ACS data and use it for policy making and speeches
  - Most are impressed at the high response rates in their district
  - There are 50 co-sponsors of HR 1078 that would make the ACS voluntary (in the last Congress there were 70).
  - I discuss the impact of a voluntary ACS on smaller geographic areas, particularly rural areas, referencing Statistic Canada's recent experience in 2011, as well as the Census Bureau's 2003 study regarding impact of a voluntary ACS.
  - All express strong appreciation at having a "go to" Census person for difficult constituent situations
- Ongoing meetings with Congressional offices and other key stakeholders



# Congressional Meetings with Districts in Many States

Alabama	AL02	Martha	Roby	R	1/30/2014
Alabama	AL04	Robert	Aderholt	R	8/27/2013
Alabama	AL07	Terri	Sewell	D	11/12/2013
Alaska	AK00	Don	Young	R	11/21/2013
Arkansas	AR03	Steve	Womack	R	11/20/2013
California	CA04	Tom	McClintock	R	11/21/2013
California	CA21	David	Valadao	R	11/21/2013
California	CA40	Lucille	Roybal-Allard	D	11/21/2013
Colorado	CO04	Cory	Gardner	R	11/21/2013
Connecticut	CT02	Joe	Courtney	D	12/19/2013
Florida	FL01	Jeff	Miller	R	9/20/2013
Florida	FL08	Bill	Posey	R	8/26/2013
Florida	FL10	Daniel	Webster	R	11/14/2013
Florida	FL15	Dennis	Ross	R	9/19/2013
Florida	FL17	Thomas	Rooney	R	1/8/2014
Florida	FL24	Frederica	Wilson	D	11/25/2013
Florida	FL25	Mario	Diaz-Balart	R	9/20/2013
Georgia	GA01	Jack	Kingsston	R	11/19/2013
Georgia	GA02	Sanford	Bishop	D	1/7/2014
Georgia	GA03	Lynn	Westmoreland	R	8/22/2013
Georgia	GA04	Henry	Johnson	D	11/13/2013
Georgia	GA14	Tom	Graves	R	10/24/2013
Illinois	IL01	Bobby	Rush	D	11/12/2013
Illinois	IL15	John	Shimkus	R	10/22/2013
Indiana	IN04	Todd	Rokita	R	11/19/2013
Indiana	IN07	André	Carson	D	11/14/2013
Iowa	IA02	David	Loebsack	D	11/20/2013
Iowa	IA03	Tom	Latham	R	11/25/2013
Iowa	IA04	Steve	King	R	10/22/2013
Kansas	KS01	Tim	Huelskamp	R	9/3/2013
Kentucky	KY05	Harold	Rogers	R	11/22/2013
Louisiana	LA02	Cedric	Richmond	D	12/20/2013
Louisiana	LA04	John	Fleming	R	12/20/2013
Maryland	MD02	C.	Ruppersberger	D	11/22/2013
Massachusetts	MA02	James	McGovern	D	12/19/2013
Michigan	MI02	Bill	Huizenga	R	8/19/2013
Michigan	MI04	Dave	Camp	R	11/12/2013

Michigan	MI07	Tim	Walberg	R	8/22/2013
Michigan	MI10	Candice	Miller	R	11/14/2013
Michigan	MI11	Kerry	Bentivolio	R	1/13/2014
Michigan	MI13	John	Conyers	D	11/12/2013
Minnesota	MN02	John	Kline	R	10/22/2013
Minnesota	MN03	Erik	Paulsen	R	10/24/2013
Minnesota	MN04	Betty	McCollum	D	1/7/2014
Minnesota	MN05	Keith	Ellison	D	1/13/2014
Mississippi	MS01	Alan	Nunnelee	R	12/18/2013
Mississippi	MS04	Steven	Palazzo	R	9/19/2013
Missourri	MO02	Ann	Wagner	R	12/17/2013
Missourri	MO04	Vicky	Hartzler	R	9/20/2013
Missourri	MO06	Sam	Graves	R	10/22/2013
Missourri	MO07	Billy	Long	R	9/20/2013
Montana	MT00	Steve	Daines	R	8/22/2013
Nebraska	NE01	Jeff	Fortenberry	R	8/22/2013
New Hampshire	NH01	Carol	Shea-Porter	D	12/19/2013
New York	NY05	Gregory	Meeks	D	12/19/2013
North Carolina	NC01	G.	Butterfield	D	11/13/2013
North Carolina	NC02	Renee	Ellmers	R	8/28/2013
North Carolina	NC08	Richard	Hudson	R	11/25/2013
North Carolina	NC09	Robert	Pittenger	R	12/17/2013
Pennsylvania	PA15	Charles	Dent	R	11/22/2013
Rhode Island	RI02	James	Langevin	D	12/19/2013
South Carolina	SC01	Mark	Sanford	R	12/18/2013
South Carolina	SC03	Jeff	Duncan	R	8/28/2013
South Carolina	SC07	Tom	Rice	R	12/17/2013
Texas	TX02	Ted	Poe	R	11/22/2013
Texas	TX29	Gene	Green	D	11/25/2013
Utah	UT04	Jim	Matheson	D	11/21/2013
Wisconsin	WI01	Paul	Ryan	R	11/12/2013
Wisconsin	WI04	Gwen	Moore	D	12/17/2013
Wyoming	WY00	Cynthia	Lummis	R	8/22/2013



# “Are You In A Survey?”

A new improved website coming in Spring 2014

The screenshot shows the United States Census Bureau website interface. At the top, there is a search bar and navigation links for Topics, Geography, Library, Data, About, and Newsroom. The main content area features a large graphic with the word 'Topics' and various sub-topics like Population, Economy, Geography, etc. Below this, there are sections for 'Population Clock', 'QuickFacts', 'Latest News', and 'Stat of the Day'. A red arrow points to a banner that says 'Are You in a Survey? Learn more >>'.

- NEW SITE INCLUDES HOME PAGE NAVIGATION TO EASILY FIND HELP IF IN A SURVEY
- CONTENT UPDATED
- SURVEY SPECIFIC INFORMATION PROVIDED
- CLEAR ANSWERS TO THE WHY, HOW, WHO, WHEN, AND WHAT FOR EACH SURVEY

# Discussion Question with SDC/CIC Steering Committees

- How can the Census Bureau positively communicate the mandatory requirement of the ACS?

