

# 2020 Census: Findings From the 2016 and 2017 Census Tests

Jennifer Reichert  
U.S. Census Bureau

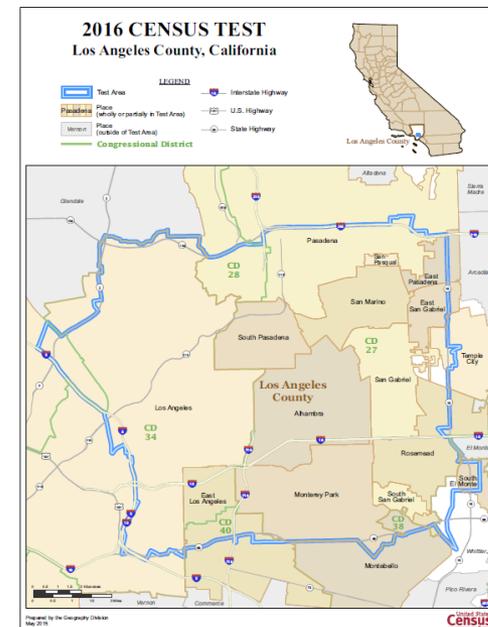
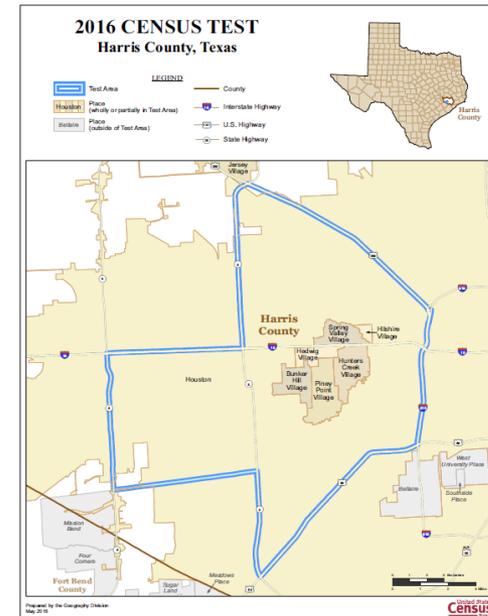
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# 2016 Census Test

# 2016 Census Test Overview

- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
  - Language diversity
  - Demographic diversity
  - High vacancy rates
  - Varying levels of Internet usage
  - Multiple locations across different time zones
  - Approximately 225,000 housing units in each test area



# 2016 Census Test

## Purpose

Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

### Self-Response:

- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
- Form partnerships and conduct outreach efforts to reach historically hard to count populations
- Refine Real Time Non-ID Processing methods
- Test languages utilizing non-Roman characters (Chinese and Korean) in all response modes

### Nonresponse Followup:

- Finalize the strategy for using administrative records in support of Nonresponse Followup
- Test multiple ratios of enumerators to supervisors
- Implement enhanced procedures for conducting interviews at multi-unit structures and via proxy
- Continue to refine our use of technology and automation to reengineer field operations

# 2016 Census Test

## Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Partnerships to reach demographically diverse populations
- Provide language support to Limited English Proficient populations
  - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
  - Multilingual brochures
  - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods

# 2016 Census Test

## Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure + URL	Postcard	Postcard	Mail Questionnaire + Brochure/URL	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

\*Weekly NRFU mailings will occur to any addresses removed from the NRFU workload as a result of our administrative records modeling process.

# 2016 Census Test

## Final Self-Response Rates

		Los Angeles County Site				Harris County Site			
	Panel	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1	Internet Push	34.4	2.9	12.3	49.7	30.4	2.1	8.0	40.5
2	Internet Push with Reminder Letter	35.7	2.6	12.1	50.4	31.1	2.3	7.9	41.2
3	Internet Push with Language Brochure	35.5	3.1	13.8	52.4	28.8	2.0	8.6	39.3
4	Internet Push with Language FAQ Insert	37.8	3.1	12.7	53.5	30.8	2.0	7.7	40.5
5	Internet Choice	18.9	1.1	33.9	53.9	13.5	0.8	17.1	31.4
<b>Total</b>		<b>32.4</b>	<b>2.6</b>	<b>17.4</b>	<b>52.5</b>	<b>28.2</b>	<b>1.9</b>	<b>9.2</b>	<b>39.3</b>

Note: sample assignment was based on a tract's characteristics using data from the ACS and FCC.  
Individual components may not add to total due to rounding.

# 2016 Census Test

## Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai

# 2016 Census Test

## Self-Response: Language Findings

- Internet

- English – 97.5 percent
- Spanish – 1.3 percent
- Chinese – 1.2 percent
- Korean – 0.1 percent

- Phone

- English – 82.1 percent
- Spanish – 12.1 percent
- Chinese – 5.8 percent
- Korean – 0.0 percent

The collage displays the 2016 Census Test materials. On the left is a letter from the U.S. Census Bureau dated March 21, 2016, addressed to a resident at 123 ANY STREET, ANY TOWN US 00123-9999. The letter explains that the resident has been randomly selected to participate in the 2016 Census Test, a 10-minute survey to help make the 2020 Census easier, more convenient, and less costly. It includes instructions on how to respond and provides contact information for the Census Bureau. In the center is a 'User ID' card with a barcode and the text 'Example User ID \*\*\*\*\*AULTON@DIGIT 64011 TO RESIDENT AT 123 ANY STREET ANY TOWN US 00123-9999'. On the right is a screenshot of the 2016 Census Test website in Korean. The website header includes the U.S. Census Bureau logo and the text '자주 묻는 질문들' (Frequently Asked Questions), '작성 안내' (Instructions), '작성 관련 부담' (Burden related to completion), and '한국어' (Korean). The main heading is '2016년 인구 센서스 시범 조사를 시작합니다' (Start the 2016 Census Test). Below this, it says '시작하려면 우편으로 보내 드린 자료가 필요합니다. 설문 조사에 응답하신 모든 내용은 철저하게 비밀로 보호됩니다.' (You need the materials we mailed to you to get started. All responses to the survey are kept strictly confidential.). There is a '로그인하십시오' (Log in) section with a '사용자 ID:' field and a '로그인' (Log in) button. A note below says '사용자 ID가 없는 경우, 여기를 클릭하십시오' (If you don't have a user ID, click here). The website also features a 'Start here OR go to http Use a blue or black pen.' section and a 'Before you answer Question 1, count the people in your household...' section. The bottom of the collage shows a '4. What is your telephone number?' question with a 'Telephone Number' field and a 'Submit' button.

# 2016 Census Test

## Reengineering Field Operations

The 2016 Census Test allowed us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up included:

- Determine the nonresponse followup strategy for the 2020 Census
- Refinement of the field management staffing structure
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

We also focused on quality control in this Test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality

# 2016 Census Test

## Nonresponse Followup Results

Field Data Collection Workload	Initial NRFU Workload	Nonresponse Validation	NRFU RI	NRFU Rework	Final Field Workload
Harris County, Texas	62,824	1,993	3,496	0	68,313
Los Angeles County, California	61,314	2,451	3,986	3,914	71,665
<b>Total</b>	<b>124,138</b>	<b>4,444</b>	<b>7,482</b>	<b>3,914</b>	<b>139,978</b>

Field Workload Resolution	Final Field Workload	Self-Response after Start of NRFU	Administrative Records Removal
Harris County, Texas	68,313	7,892	5,366
Los Angeles County, California	71,665	10,212	4,732
<b>Total</b>	<b>139,978</b>	<b>18,104</b>	<b>10,098</b>

	Field Complete	Max Attempt Removals	Unresolved Cases
Harris County, Texas	37,138	16,773	1,144
Los Angeles County, California	42,869	10,289	3,563
<b>Total</b>	<b>80,007</b>	<b>27,062</b>	<b>4,707</b>

# 2016 Census Test

## Field Perspective

- Staffing Ratios
- Training
- Enumeration at Multiunits
- Proxy interviews
- Operational Control System/Management Review
- Closeout Procedures

# 2016 Census Test

## In Summary

- Conducted a successful 2016 Census Test
  - Furthered our efforts to understand how to connect with people and encourage self-response
  - Continued our efforts to utilize and refine our approach to using administrative records and third-party data to reduce the Nonresponse Followup workload
  - Progressed along our path to leverage automation across the 2020 Census Program
  - Continued toward the definition of the 2020 Census operational design for Nonresponse Followup
- Going Forward: Priority Focus Areas
  - Operational/management reports
  - Operational Control System/Optimizer enhancements
  - Training
  - Closeout procedures
- Move to a platform solution provides an opportunity to develop solutions that meet our requirements and address previous challenges in support of our 2017 Census Test, 2017 Puerto Rico Census Tests, and the 2020 Census

# 2017 Census Test

# 2017 Census Test

## Overview

- April 1, 2017 Census Day
- A nation-wide self-response test of 80,000 housing units

## Purpose

- Test the integration of operations and systems for Self-Response
- Test the feasibility of collecting tribal enrollment information

# 2017 Census Test

## Data Collection Methodology

### National Sample

Mail materials to 80,000 housing units to test the tribal enrollment question

Contact Strategy for the National Sample					
Panel	#1 (March 20)	#2 (March 23)	#3* (April 3)	#4* (April 10)	#5* (April 20)
Internet Push	Letter	Letter	Postcard	Mail Questionnaire + Letter	“It’s not too late” postcard
Internet Choice	Mail Questionnaire + Letter	Letter	Postcard	Mail Questionnaire + Letter	“It’s not too late” postcard

\*Targeted only to nonrespondents

# 2017 Census Test Results

- Self-response rates

Panel	Internet	Telephone	Mail	Total
Internet Choice	37.4	2.8	13.0	53.2
Internet First	9.0	0.6	28.9	38.5

- Draft report on tribal enrollment question to be released later in 2018

# Look ahead to the 2020 Census

# 2020 Census Operations

## SUPPORT

### Program Management

Program Management

### Census/Survey Engineering

Systems Engineering & Integration

Security, Privacy, and Confidentiality

Content and Forms Design

Language Services

### Infrastructure

Decennial Service Center

Field Infrastructure

Decennial Logistics Management

IT Infrastructure

## FRAME

Geographic Programs

Local Update of Census Addresses

Address Canvassing

## RESPONSE DATA

Forms Printing and Distribution

Paper Data Capture

Integrated Partnership and Communications

Internet Self-Response

Non-ID Processing

Update Enumerate

Group Quarters

Enumeration at Transitory Locations

Census Questionnaire Assistance

Nonresponse Followup

Response Processing

Federally Affiliated Count Overseas

Update Leave

## PUBLISH DATA

Data Products and Dissemination

Redistricting Data Program

Count Review

Count Question Resolution

Archiving

## OTHER CENSUSES

Island Areas Censuses

## TEST AND EVALUATION

Coverage Measurement Design & Estimation

Coverage Measurement Matching

Coverage Measurement Field Operations

Evaluations and Experiments

# 2020 Census

A Complete and Accurate Count of the Population and Housing



# 2020 Census

## Self-Response Mail Strategy

	Mailing 1	Mailing 2	Mailing 3*	Mailing 4*	Mailing 5*
Internet First**	Letter with internet invitation	Reminder Letter	Reminder Postcard	Questionnaire with internet option	“It’s Not Too Late” Postcard
Internet Choice (about 20% of the country)	Questionnaire with internet option	Reminder Letter	Reminder Postcard	Questionnaire with internet option	“It’s Not Too Late” Postcard
<p>* Sent only to nonrespondents.  ** Internet First mailed in four cohorts (split over one week)</p>					

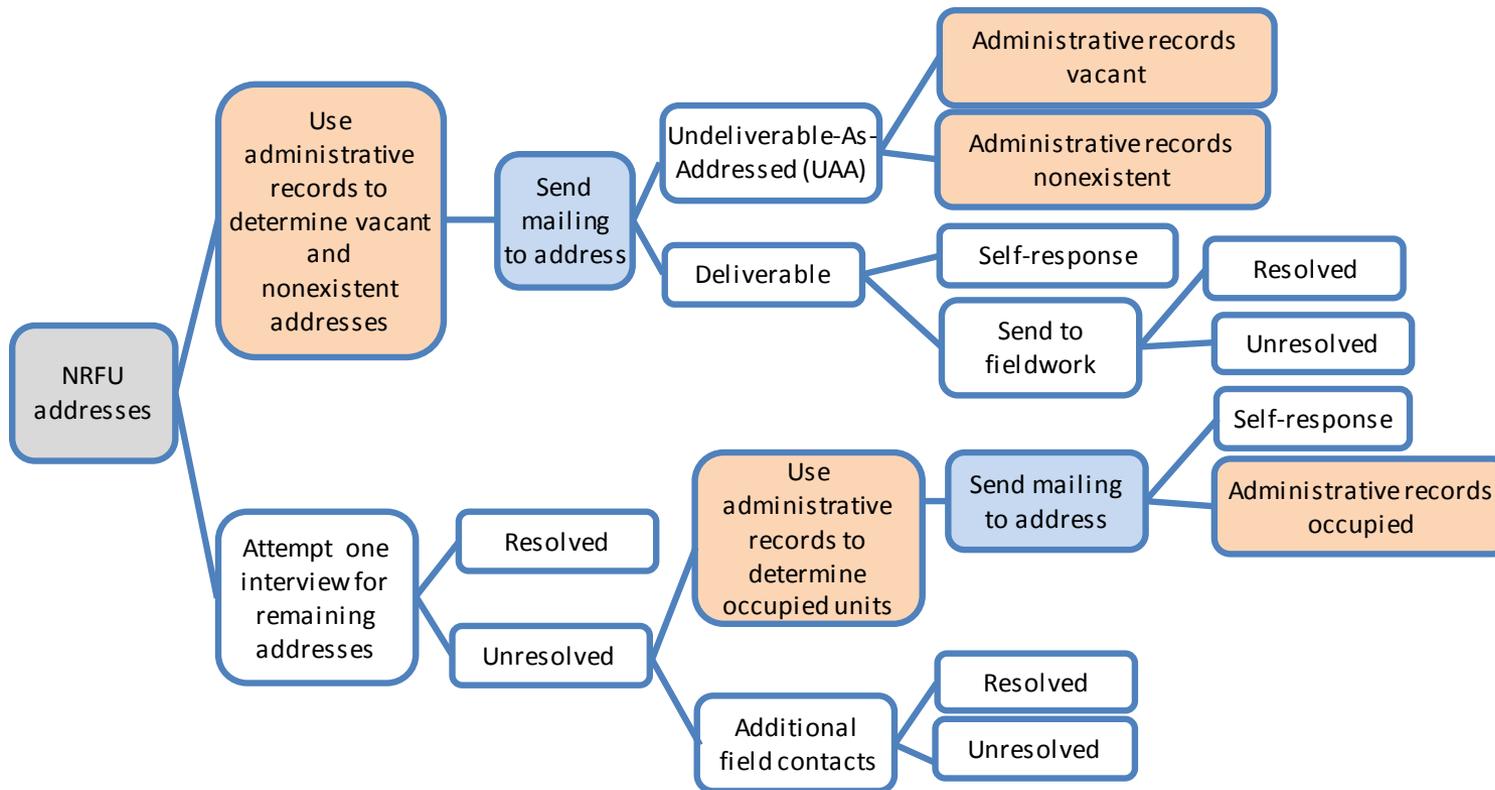
# 2020 Census

## Nonresponse Followup - Major Design Enhancements

- Use administrative records to inform and reduce the NRFU workload
  - Remove vacant and nonexistent housing units from the NRFU workload
  - Reduce contact attempts for housing units for which we have high-quality administrative records data
- Use of reengineered field automation and procedures
  - Optimization of work assignments
  - Automated recruiting, training, and payroll
  - More efficient staffing ratios
- Use of automated data collection tools
  - Case assignment and management
  - Data collection instrument

# 2020 Census

## Nonresponse Followup: Contact Strategy



# Contact Information

Jennifer W. Reichert

Assistant Division Chief, Nonresponse, Evaluations, & Experiments

Decennial Census Management Division

[jennifer.w.reichert@census.gov](mailto:jennifer.w.reichert@census.gov)

(301) 763-4298



Thank You!