

2020 Census Evaluations, Experiments, and Operational Assessments Periodic Report for CIG

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Status on Study Plan and Report releases in the 2020 Census *Internal Memorandum Series*

Program	Total Projects	Released Study Plans	Released Reports
2020 Census Evaluations and Experiments	17	16	0
2020 Census Operational Assessments	53	28 (53%)	0
2018 End-to-End Census Test Assessments	22	22	15 (68%)

2020 Census	TOTAL	Completed, as of November 24, 2020	FY 2021					FY 2022					Past due/ no Schedule		
			1Q	2Q	3Q	4Q	Total	1Q	2Q	3Q	4Q	Total	pd	ns	Total
Operational Assessment Study Plans	53	28	1	6	7	2	16	2	1	1	1	5	1	3	4

Fiscal Year Completion Timing for 2020 Census Evaluations, Experiments, and Operational Assessments

PROJECTS	TOTAL	FY 2021	FY 2022	FY 2023	FY 2024	*	Totals
Evaluations	13	23%	69%	8%	0%		100%
Experiments	3		100%				100%
Operational Assessments	53	11%	60%	15%	5%	9%	100%
FY TOTALS:	69	12%	62%	14%	4%	7%	100%

* IMS schedules are forthcoming for FOUR operational assessments. Also, the report for Self-Response Quality

Assurance will not be released. (Combined, 7% of total.) IMS data date: 10-24-2020.

Fiscal Year Quarter Completion Timing for 2020 Census Evaluations, Experiments, and Operational Assessments

PROJECTS	TOTAL	FY 2021					FY 2022					FY 2023					FY 2024					*	Totals
		1Q	2Q	3Q	4Q	%	1Q	2Q	3Q	4Q	%	1Q	2Q	3Q	4Q	%	1Q	2Q	3Q	4Q	%		
Evaluations	13	1		1	1	23%	1	4		2	54%	1		2	23%						0%	100%	
Experiments	3						2		1	100%												100%	
Operational Assessments	53			1	5	11%	10	7	9	6	60%	3	2	2	1	15%		1		1	5%	9%	100%
FY TOTALS:	69					12%					62%				14%						4%	7%	100%

* IMS schedules are forthcoming for FOUR operational assessments. Also, the report for Self-Response Quality Assurance will not be released. (Combined, 7% of total.) IMS data date: 10-24-2020.

Fiscal Year 2021 Expected Report Internal Memo Releases

Quarter 1

2020 Census Quantitative Creative Testing: December

Quarter 2

Quarter 3

Evaluating the 2020 Census Communications Campaign: Census Mindset Measures Before and After the Campaign: April

In-Office Address Canvassing Operational Assessment: June

Quarter 4

2020 Census Tracking Survey: July

In-Field Address Canvassing Operational Assessment: July

Nonresponse Followup Operational Assessment: August

Post Enumeration Survey Independent Listing (IL) Operational Assessment: August

Update Enumerate Operational Assessment: September

Update Leave Operational Assessment: September

2020 Census Evaluations and Experiments: COVID-19 Impact Summary

All evaluations and experiments impacted but one: *2020 Census Quantitative Copy Testing**.
Cancellation of one: *Evaluating the Effect of the Decennial Census on Self-Response to the American Community Survey (ACS)*.

- Limited greatly by disruptions in data collection activities for ACS resulting from the temporary closure of NPC.
- Decennial Research Objectives and Methods (DROM) Working Group approved proposal to cancel this study on November 19, 2020.

Delays release of final reports for the remaining 15 studies.

*—To test whether 2020 Census television and radio advertisements perform better than control ads that do not mention the 2020 Census on factors including message recall, message comprehension, ad likability and enjoyability, behavioral intention to respond to the census, and the Census Bureau's corporate image.

Studies with a primary impact of having delayed release of results

1. *Administrative Record Dual System Estimation*
2. *Evaluation of the Reengineered Address Canvassing Operation*
3. *Analysis of Census Internet Self-Response Paradata by Language*
4. *Evaluating the 2020 Census Communications Campaign: Census Mindset Measures Before and After the Campaign*
5. *2020 Census Tracking Survey*
6. *Investigating Digital Advertising and Online Self-Response*
7. *Group Quarters Advance Contact (GQAC): Refining Classification of College or University Student Housing*
8. *Matching 2018 Census Barriers, Attitudes, and Behaviors Study (CBAMS) Survey Sample to 2020 Census*
9. *Comparing 2019 Census Test and 2020 Census Self-Response Rates to Estimate "Decennial Environment"*
10. *Real-Time 2020 Administrative Record Census Simulation*

Studies that appear on the following slides (9-14) have encountered significant data collection and analysis problems.

These problems hinder the generalizability of results for use in future decennial census planning.

(These studies also experienced an impact of having delayed results, as well.)

The Undercount of Young Children: A Qualitative Evaluation of Census Materials and Operations: Part 2, PES and AdRec Match to 2020 Census

- To explore reasons for the undercount of young children by conducting focus groups and cognitive interviews to identify where existing roster questions and procedures are failing and how to improve them.

Placed on hold because data collection can only be conducted in-person given the study goals.

Aims to collect data from focus groups and cognitive interviews with respondents who omitted young children from their 2020 Census roster.

Experienced a difficult time recruiting similar participants for first part of study, which preceded COVID-19.

Research on Hard to Count Populations: Non-English Speakers and Complex Household Residents including Undercount of Children

-- To conduct both an evaluation and an experimental research project about hard-to-count populations such as non-English speakers and complex household residents.

Canceled fieldwork components due to safety concerns and logistical complications:

- Observations of enumerators and five-minute debriefing interviews with respondents for doorstep messaging study.
- Observation of Spanish-bilingual enumerators in control and test groups for the Spanish-bilingual enumerator training experiment.

Replaced doorstep observations and respondent debriefing interviews with bilingual enumerator focus groups.

Evaluating Privacy and Confidentiality Concerns (follow-up survey based on 2020 Census response data)

-- To assess respondent privacy and confidentiality concerns about the census, particularly in regard to the internet response option and administrative records use in a census environment.

Re-planned data collection activities (including sample selection strategy) due to changes in 2020 Census schedule and NPC closure:

- Paper questionnaire printed by NPC and delivered by USPS – delayed start by roughly three months (from early May to mid-August).
- Telephone and in-person interviews conducted by a contractor, Westat – delayed start by roughly four months (from June to late October/early November).

Extended period of performance for contract with Westat.

Evaluating Privacy and Confidentiality Concerns (follow-up survey based on 2020 Census response data) continued

Ability to conduct in-person interviews as planned was restricted due to the spread of COVID-19. At this time, Westat is conducting the interviews for the CAPI panel by phone only. Westat changes how they conduct CAPI interviews daily based on their COVID-19 metrics.

Began identifying limitations caused by COVID-19 and 2020 Census schedule delays:

- Portion of survey sample selected from 2020 Census paper questionnaire respondents limited by delays with 2020 Census Paper Data Capture operation.
- Recall bias due to increased time between completion of 2020 Census and receipt/completion of privacy and confidentiality survey.
- COVID-19 may introduce unobservable factors that influence data collection activities and survey responses, which may bias the study's findings.

Extending the Decennial Census Environment to the Mailing Materials (MM) and Optimization of Self-Response (OSR) in the 2020 Census

MM - To study the ability to increase self-response by tapping into the unique environment surrounding the decennial census through the materials we use to contact households and request self-enumeration.

OSR - Study to evaluate the net impacts of the Optimizing Self-Response innovation area in the 2020 Census through two experimental treatments: a sample of housing units will receive the 2010 Census mail strategy, and a sample of households will have their mail contact strategy switched between Internet Choice and Internet First.

Disrupted mailing strategy (both timing and content of materials) due to temporary closure of NPC.

- Most cases sampled for these studies did not receive the third mailing (first reminder postcard). Experimental materials were not sent after mailing 2 for most panels or mailing 3 for the 2010 panel.
- RR Donnelley became responsible for mailing production materials (as opposed to experimental materials) to sampled cases for fourth and fifth mailings (and later mailings).

Extending the Decennial Census Environment to the Mailing Materials and Optimization of Self-Response in the 2020 Census, continued

Two Every Door Direct Mailers (EDDMs) were planned. One promoted Census Day and the other promoted the ease of responding anywhere and at any time. The Census Day EDDM was mailed. Though the mail pieces were printed and bundled, NPC did not send the Anywhere/Anytime EDDM since its message and images were viewed as inappropriate at a time when the CDC was urging people to stay home.

Original experimental designs did not account for more than five mailings and an extension of the self-response period.

For the panel where stickers were mailed to selected housing units, they were designed to be worn or displayed by respondents. Shortly after housing units received the stickers, the CDC recommended reductions in the size of gatherings and for voluntarily self-isolation. This phenomena neutralized the intended purpose of the sticker.

COVID-19 may introduce unobservable factors that influence data collection activities and self-response, which may bias the study's findings.

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