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Report on Results of the Non-Response Follow-up Supplement
in the 1985 Test Censuses of Jersey City and Tampa

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Abstract

The Nonresponse Follow-up Supplement was planned and executed after the 1985 Test Censuses of Jersey City, New Jersey and Tampa, Florida were underway. Its purpose was to gather data from census nonrespondents about behaviors thought to affect the disappointing level of mail return of the census self-enumerative forms. Four explanations were initially offered for the low rates of mail return in the 1985 Test Censuses. They were:

1. census forms were thrown away;
2. respondents were turned off by the Jeffersonville return address;
3. respondents were turned off or intimidated by the design of the census form; and
4. we had the wrong kind of publicity, which was unable to overcome respondent apathy.

The Nonresponse Followup Supplement collected information about each of these hypothesized explanations.

Keywords: census non-response

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REPORT ON
RESULTS OF THE NONRESPONSE FOLLOWUP SUPPLEMENT IN THE
1985 TEST CENSUSES OF JERSEY CITY AND TAMPA

by

Michael P. Massagli and Theresa J. DeMaio

NOTE: The data in this report are preliminary and tentative in nature. Users of the research memoranda should understand that these documents are prepared for internal office use, with the aim of circulating information among Census Bureau staff members as quickly as possible. These memoranda, therefore, do not undergo the careful review and clearance normally associated with published census documents. Conclusions and recommendations contained herein essentially reflect the thoughts of certain staff members at the time of publication and should not be interpreted as statements of Census Bureau position.

I. BACKGROUND

The Nonresponse Followup Supplement was planned and executed after the 1985 Test Censuses of Jersey City, New Jersey and Tampa, Florida were underway. Its purpose was to gather data from census nonrespondents about behaviors thought to affect the disappointing level of mail return of the census self-enumerative forms.

Four explanations were initially offered for the low rates of mail return in the 1985 Test Censuses. They were:

1. census forms were thrown away;
2. respondents were turned off by the Jeffersonville return address;
3. respondents were turned off or intimidated by the design of the census form; and
4. we had the wrong kind of publicity, which was unable to overcome respondent apathy.

The Nonresponse Followup Supplement collected information about each of these hypothesized explanations. Attachment A is a copy of the questionnaire.

II. SUMMARY

Tabulation of the results of the Nonresponse Followup Supplement yields some suggestions about why people did not mail back their census forms. However, these should not be taken as conclusive results, or as representative of any population other than the survey respondents themselves. This is the case because there were problems with data collection that yielded a final database which is smaller than intended, which does not reflect the original sample design, and which was not selected randomly. With these caveats in mind the following statements related to the hypotheses that prompted the Supplement to be conducted can be made.

1. There appears to be some evidence that census forms were thrown away by respondents who did not open the envelope.
2. There is no indication that respondents were turned off by the Jeffersonville return address.
3. The number of cases is too small to know whether respondents were turned off or intimidated by the design of the form.
4. In general, respondents were exposed to publicity about the census, but not through multiple sources. More specific information about the nature of the publicity could not be obtained within the time constraints of the Nonresponse Followup Supplement interview.

In addition, these interviews suggest that nonreceipt of a census form may be a large contributor to nonmail return. Thirty-eight percent of the people interviewed said the form was not received; in approximately two-fifths of these (16 percent of the entire sample) there was some ambiguity about whether census forms may have been received in these households. The ambiguity was introduced because no household members other than the initial respondent were contacted in the survey. However, fully 22 percent of the people interviewed said that they definitely did not receive a form and that there was no one else who might have seen the envelope.

III. SURVEY DESIGN AND DATA COLLECTION

In the Nonresponse Followup Supplement, the mail response process was defined as having four stages: receipt of the census form, opening the envelope, starting to fill out the census form, and mailing it back. The Supplement contained a series of questions designed to ascertain which of these stages was responsible for dropout from the mail response process. In addition, questions that would shed light on the initial hypotheses about reasons for dropout were included. The questionnaire was designed to be administered in a two-minute interview.

Data for the Supplement were collected simultaneously with the beginning of Nonresponse Followup (hence the name). The sample was selected from the areas of the test census that had the lowest mail return rates. Twelve interviewer assignments were created in each test site: in Tampa, one followup assignment was selected at random from each of the twelve Census Block Numbering Areas (CBNAs) with the lowest mail return rates. In Jersey City, the six CBNAs with the lowest mail return rates were selected, and two followup assignments were selected within each one; the first was randomly selected from the twostage panel and the second was randomly selected from the modified 1980 panel. Interviewing was to continue within these assignments until 200 completed interviews had been obtained in each site.

In each of the selected assignments, an experienced interviewer was supposed to accompany a Nonresponse Followup enumerator and, at the end of each followup enumeration, to conduct the Supplement interview. In Tampa the interviewing was done by Group Quarters enumerators who had been hired to participate in an earlier census operation; in Jersey City the interviewing was done by followup enumerators and telephone questionnaire assistance enumerators, who had no interviewing experience prior to the beginning of Nonresponse Followup.

Data collection began on April 10 and continued until April 12 in Tampa and April 19 in Jersey City. No response rates were calculated for the survey, due to the quota nature of the sample.

In Tampa, 167 interviews were completed in nine enumerator assignments, but correct assignment could be verified (both were correct) for only two of nine interviewers. In Jersey City, 137 interviews were completed in nine of the twelve sampled enumerator assignments, and 29 interviews were completed in out-of-sample enumerator assignments.

No field edit was performed in the collection offices and interviewers had numerous problems in following the skip patterns in the questionnaire. As a result, nine cases were deleted in Tampa because of problems such as

inconsistent responses within the questionnaire. In Jersey City, 57 cases were deleted because of problems with the work of one enumerator who conducted over 40 percent of the total completed interviews, and whose interviews all had the same basic response pattern. To increase the number of cases for analysis, and in view of the already distorted sampling plan, the 29 out-of-sample interviews were included in the database.

Thus, the total database for these tabulations includes 267 cases: 153 from Tampa and 109 from Jersey City. Of these, 146 respondents from Tampa lived at the sampled address on Census Day, as did 105 respondents from Jersey City. These 251 Census nonrespondents who reported in the Nonresponse Followup Supplement that on Census Day they lived at the address where the interview occurred constitute the base of eligible respondents for the tables presented in this report.

IV. RESULTS

Tabulations showing frequencies and percentages are presented and discussed in the following section. Since some cell sizes are quite small and the percentages not very stable, some of the discussion is in terms of the raw numbers rather than percentages. Data are presented separately by test site but are generally discussed only in total, because between-site comparisons are generally unstable.

A. The Mail Response Process

Table 1 and Figure 1 present the distribution of self-reported participation in the mail response process. Twenty-three percent of the respondents interviewed said that they definitely did not receive a census form--that is, they themselves did not see one and there were no other household members who could have seen the form. An additional 16 percent of the respondents interviewed said they did not receive a census form; however, the receipt or non-receipt of forms at these households is ambiguous either because there were other household members who could have seen the envelope or because the interviewer did not establish whether there were any other household members.

About 13 percent of respondents claim to have mailed back the forms. About 15 percent of respondents reported they received the form but did not open the envelope; about 19 percent reported opening the envelope but failing to start the form, and 15 percent reported starting to fill out the form but never mailing it back. This distribution varied only slightly between the Jersey City and Tampa sites.

The majority of respondents (72 percent) were Black. The proportion of Blacks in both sites reporting nonreceipt of the form was slightly less than the total proportion, as was also true with reports of mailback; therefore, their proportion at other points in the response process is slightly greater than that observed for the total sample (see Table 2, top panel).

The top panel of Table 3 shows that the majority of respondents resided in multi-unit structures. However, there is little difference from the total in the distribution of the response behaviors by housing type.

The majority of respondents reported knowledge of the census prior to contact with Nonresponse Followup interviewers. However, only slightly less

than 50 percent of the respondents who claimed no prior knowledge of the census said they had not received a census form (see Table 4). The remainder reported response behaviors that were inconsistent with their claim of no prior knowledge ("before today") of the census, such as indicating receipt of the census form but failure to fill the form and mail it back. Also, some respondents reported prior knowledge of the census but no answers were recorded for specific sources of information.

Most respondents who did report prior knowledge of the census indicated only one source of information (see Table 5). No table of specific sources mentioned by respondents is included. However, there were 212 sources mentioned in total; 73 were mentioned by 63 respondents in Jersey City; 139 were mentioned by 90 respondents in Tampa. In both sites, most respondents mentioned only one source. In Jersey City, the most frequently mentioned source was the newspaper (29), followed by people talking (19) and TV (8). In Tampa, the most frequently mentioned source was TV (44), followed by newspaper (24), radio (24), and people talking (19). Overall, except for the mailback rates, there is little difference in response behavior between those who said they knew of the census before Nonresponse Followup and those who did not.

B. Nonreceipt of the Census Mailing Packet and Perception of the Envelope

Respondents who said they had not received a census form were asked whether anyone else in the household might have seen the envelope. However, in the interest of time, any other household members who might have seen it were not questioned directly. Some ambiguity about whether the form was actually received is apparent, and that ambiguity is categorized in Tables 6 and 7 as "possibly received by other household member."

About 40 percent of persons interviewed did not definitely acknowledge receiving a census form, i.e., they reported either not receiving the form themselves or not being sure whether they received the form. As Table 6 shows, this figure does not vary by site. However, in about 13 percent of the households there is a possibility that someone else may have receive a form without the survey respondent's knowledge. In an additional eight cases (3.2 percent of the eligible interviews) responses were not recorded to the question about other household members, so we cannot distinguish between "not received" and "possibly received by other household member" for these cases.

Table 7 shows that reports of definite receipt of the form were only slightly higher in single family dwellings than in multi-unit structures.

Table 8 contains impressions of the appearance of the census envelope among respondents who said they had not received a form in the mail. Among those who had not definitely received the form, about 70 percent thought the envelope looked important when the Nonresponse Followup Supplement interviewer showed it to them. About 15 percent thought it looked like junk mail.

C. Receiving the Form, But Not Opening the Envelope

As Table 9 shows, about 75 percent of those who reported receiving the form said they opened the envelope. The remaining 25 percent of respondents who reported receiving the form did not open the envelope or proceed to subsequent stages in the response process.

Respondents who reported not opening the envelope were asked what happened to it and why they didn't open the envelope. About 35 percent of these respondents reported doing nothing with the envelope and another 35 percent thought it had been lost, destroyed, or thrown away (see Table 10). The main reason respondents reported not opening the envelope was that they "never got around to it" (35 percent) (Table 11).

D. Opening the Envelope, But Not Starting to Fill Out the Form

Table 12 shows that of those who reported opening the envelope, about 40 percent (46/116) reported not starting to fill out the form. About 15 percent more respondents in Tampa said they started the form than in Jersey City.

Respondents who did not start filling out the form were asked what happened to the form and why it was not started. About 55 percent of those respondents said they did nothing with the form, while about 35 percent said the form was lost, thrown away, or accidentally destroyed (see Table 13).

About 36 percent of respondents said the reason they didn't start the form was that they never got around to it. This reason was mentioned by about 50 percent of those interviewed in Jersey City, but only 20 percent of those interviewed in Tampa. Only 5 of 47 persons who reported dropping out at this point said the form looked too hard, but 4 of these were in Tampa (Table 14). The majority of the remaining respondents reported "other" reasons such as illness, language problems or loss of the form.

E. Starting to Fill Out the Form, But Not Mailing It Back

Among those who started filling out the form, over half (about 54 percent) failed to mail it back or didn't know if they had mailed it back. There were 11 such respondents in Jersey City and 26 in Tampa (see Table 15). None of these respondents indicated "never hearing of the Jeffersonville, Indiana address" or "problems with the return envelope" as reasons for not returning the form. Among respondents who reached this point in the response process, most of the forms were lost, destroyed, left unfilled, or forgotten about.

F. Perceptions of the Census Form

Among those who dropped out of the response process prior to filling the form, about 13 percent thought the envelope or form looked like junk mail (see Table 16). Those who said they had not received the form and were shown the envelope by the interviewer gave this response more frequently than those who said they received the form but did not open it or start filling it.

Respondents who reported not receiving the form or not opening the envelope and who responded that the envelope looked like junk mail were asked about the specific characteristics of the envelope that elicited the junk mail response. Several alternatives were provided (e.g., Jeffersonville return address, bulk rate stamp, address label, color, print, other, DK) and interviewers were instructed to mark all that applied.

No table of detailed reasons mentioned is provided. However, the total number of reasons mentioned by those who reported they had not definitely received the mailing packet was 31, with 9 mentions by 9 respondents in Jersey City and 22 mentions by 15 respondents in Tampa. Among these respondents the Jeffersonville return address was not mentioned.

The bulk rate stamp, label, color, print, other and "DK" responses were mentioned with about equal (albeit low) frequency.

The total number of reasons mentioned by those who reported they had not opened the mailing packet was 4, with mentions by 3 respondents in Jersey City and 1 mention by 1 respondent in Tampa. Among these respondents, the bulk rate stamp was the only feature to be specifically mentioned.

The junk mail response is so infrequently observed that specific characteristics of the envelope or form which elicited this response cannot be studied with these data.

Table 1: Self-Reported Participation in the Various Stages of the Mail Response Process

	<u>Form Not Received</u>	<u>Receipt Ambiguous</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
Both Sites	22.7% (57)	15.9% (40)	15.1% (38)	18.7% (47)	14.7% (37)	12.7% (32)	100% (251)
Jersey City	21.6% (29)	11.4% (12)	17.1% (18)	21.9% (23)	10.5% (11)	11.4% (12)	100% (105)
Tampa	19.2% (28)	19.2% (28)	13.7% (20)	16.4% (24)	17.8% (26)	13.7% (20)	100% (146)

FIGURE 1: SELF-REPORTED PARTICIPATION IN MAIL RESPONSE PROCESS (BOTH SITES)
MAILED BACK (12.7%)

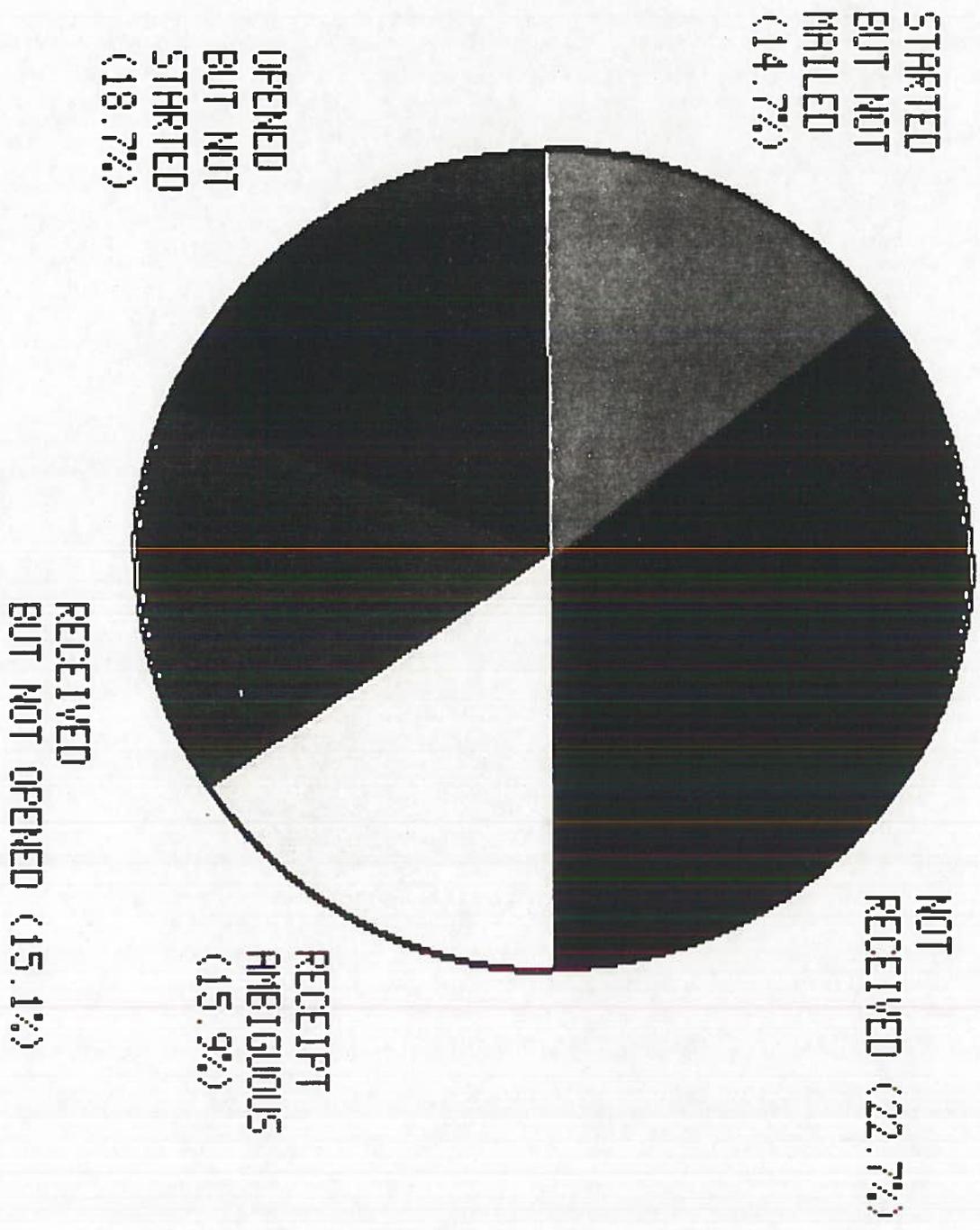


Table 2: Self-Reported Mail Response Behavior by Race/Ethnicity

BOTH SITES

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	38.6% (97)	15.1% (38)	18.7% (47)	14.7% (37)	12.7% (32)	100% (251)
White Not Hisp.	50.0% (20)	7.5% (3)	15.0% (6)	10.0% (4)	17.5% (7)	100% (40)
Black Not Hisp.	36.1% (65)	17.2% (31)	19.4% (35)	16.1% (29)	11.1% (20)	100% (180)
Spanish/ Hisp.	40.9% (9)	13.6% (3)	18.2% (4)	18.2% (4)	9.1% (2)	100% (22)
Other	100% (1)	100% (1)	-- (0)	-- (0)	-- (0)	100% (2)
DK	28.6% (2)	-- (0)	29.6% (2)	-- (0)	42.8% (3)	100% (7)

JERSEY CITY

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	39.0% (41)	17.1% (18)	21.9% (23)	10.5% (11)	11.4% (12)	100% (105)
White Not Hisp.	66.7% (4)	-- (0)	-- (0)	-- (0)	33.3% (2)	100% (6)
Black Not Hisp.	37.6% (32)	17.6% (15)	22.4% (19)	11.8% (10)	10.6% (9)	100% (85)
Spanish/ Hisp.	45.5% (5)	18.2% (2)	27.3% (3)	9.1% (1)	-- (0)	100% (11)
Other	-- (0)	100% (1)	-- (0)	-- (0)	-- (0)	100% (1)
DK	-- (0)	-- (0)	50.0% (1)	-- (0)	50.0% (1)	100% (2)

TAMPA

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	33.4% (56)	13.7% (20)	16.4% (24)	17.8% (26)	13.7% (20)	100% (146)
White Not Hisp.	47.1% (16)	8.9% (3)	17.6% (6)	11.8% (4)	14.7% (5)	100% (34)
Black Not Hisp.	34.7% (33)	16.3% (16)	16.8% (16)	20.0% (19)	11.6% (11)	100% (95)
Spanish/ Hisp.	36.4% (4)	9.1% (1)	9.1% (1)	27.3% (3)	13.2% (2)	100% (11)
Other	100% (1)	-- (0)	-- (0)	-- (0)	-- (0)	100% (1)
DK	40.0% (2)	-- (0)	20.0% (1)	-- (0)	40.0% (2)	100% (5)

Table 3: Self-Reported Mail Response Behavior by Housing Type

BOTH SITES

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	38.5% (97)	15.1% (38)	18.7% (47)	14.7% (37)	12.7% (32)	100% (251)
Single Family Dwelling Unit	36.7% (29)	16.5% (13)	20.2% (16)	15.2% (12)	11.4% (9)	100% (79)
Multi-unit Structure	40.4% (65)	14.9% (24)	17.4% (28)	14.3% (23)	13.0% (21)	100% (161)
Not Reported	27.2% (3)	9.1% (1)	27.2% (3)	18.2% (2)	18.2% (2)	100% (11)

JERSEY CITY

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	39.0% (41)	17.1% (18)	21.9% (23)	10.5% (11)	11.4% (12)	100% (105)
Single Family Dwelling Unit	38.9% (14)	11.1% (4)	25.0% (9)	11.1% (4)	13.9% (5)	100% (36)
Multi-unit Structure	39.7% (27)	20.6% (14)	20.6% (14)	8.8% (6)	10.3% (7)	100% (63)
Not Reported	-- (0)	-- (0)	-- (0)	100.0% (1)	-- (0)	100% (1)

TAMPA

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	38.4% (56)	13.7% (20)	16.4% (24)	17.8% (26)	13.7% (20)	100% (146)
Single Family Dwelling Unit	34.9% (15)	20.9% (9)	16.3% (7)	18.6% (8)	9.3% (4)	100% (43)
Multi-unit Structure	40.9% (38)	10.8% (10)	15.1% (14)	18.3% (17)	15.1% (14)	100% (93)
Not Reported	30.0% (3)	10.0% (1)	30.0% (3)	10.0% (1)	20.0% (2)	100% (10)

Table 5: Self-Reported Mail Return Behavior by Total Number of Sources of Information about the Census

BOTH SITES

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	38.6% (97)	15.1% (39)	18.7% (47)	14.7% (37)	12.7% (32)	100% (251)
No Knowledge	41.8% (41)	14.3% (14)	19.4% (19)	11.2% (11)	13.3% (13)	100% (98)
1 source	39.4% (43)	14.3% (16)	18.8% (21)	15.2% (17)	13.4% (15)	100% (112)
2 sources	29.0% (9)	19.4% (6)	22.6% (7)	19.3% (6)	9.7% (3)	100% (31)
3+ sources	40.9% (4)	20.0% (2)	-- (0)	30.0% (3)	10.0% (1)	100% (10)

JERSEY CITY

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	39.0% (41)	17.1% (18)	21.9% (23)	10.5% (11)	11.4% (12)	100% (105)
No Knowledge	45.2% (19)	16.7% (7)	16.7% (7)	9.5% (4)	11.9% (5)	100% (42)
1 source	39.6% (21)	17.0% (9)	22.6% (12)	9.4% (5)	11.3% (6)	100% (53)
2 sources	10.0% (1)	20.0% (2)	40.0% (4)	20.0% (2)	10.0% (1)	100% (10)
3+ sources	-- (0)	-- (0)	-- (0)	-- (0)	-- (0)	100% (0)

TAMPA

	<u>Form Not Received</u>	<u>Received But Not Opened</u>	<u>Opened But Not Started</u>	<u>Started But Not Mailed</u>	<u>Mailed Back</u>	<u>Total</u>
All Eligible Households	38.4% (56)	13.7% (20)	16.4% (24)	17.8% (26)	13.7% (20)	100% (146)
No Knowledge	39.3% (22)	12.5% (7)	21.4% (12)	12.5% (7)	14.3% (8)	100% (56)
1 source	37.3% (22)	11.9% (7)	15.3% (9)	20.3% (12)	15.3% (9)	100% (59)
2 sources	38.1% (8)	19.0% (4)	14.3% (3)	19.0% (4)	9.5% (2)	100% (21)
3+ sources	40.0% (4)	20.0% (2)	-- (0)	30.0% (3)	10.0% (1)	100% (10)

Table 6: Self-Reported Receipt Status

	<u>Definitely Received</u>	<u>Possibly Received By Other HH Member</u>	<u>Not Received</u>	<u>Missing*</u>	<u>Total</u>
Both sites	61.4% (154)	12.7% (32)	22.7% (57)	3.2% (8)	100% (251)
Jersey City	61.0% (64)	9.5% (10)	27.6% (29)	1.9% (2)	100% (105)
Tampa	61.6% (90)	15.1% (22)	19.2% (28)	4.1% (6)	100% (146)

*Includes cases in which responses to determine presence of other household members were not recorded, preventing classification into either "possibly received by other household member" or "not received".

Table 7: Self-Reported Receipt Status by Housing Type

BOTH SITES

	<u>Definitely Received</u>	<u>Possibly Received By Other HH Member</u>	<u>Not Received</u>	<u>Missing*</u>	<u>Total</u>
Single Family Dwelling Unit	63.3% (50)	15.2% (12)	19.0% (15)	2.5% (2)	100% (79)
Multi-unit Structure	59.6% (96)	12.4% (20)	24.2% (39)	3.7% (6)	100% (161)
Missing	72.7% (8)	-- (0)	27.3% (3)	-- (0)	100% (11)

JERSEY CITY

	<u>Definitely Received</u>	<u>Possibly Received By Other HH Member</u>	<u>Not Received</u>	<u>Missing*</u>	<u>Total</u>
Single Family Dwelling Unit	61.1% (22)	13.9% (5)	22.2% (8)	2.8% (1)	100% (36)
Multi-unit Structure	60.3% (41)	7.4% (5)	30.9% (21)	1.5% (1)	100% (68)
Missing	100% (1)	-- (0)	-- (0)	-- (0)	100% (1)

TAMPA

	<u>Definitely Received</u>	<u>Possibly Received By Other HH Member</u>	<u>Not Received</u>	<u>Missing*</u>	<u>Total</u>
Single Family Dwelling Unit	65.1% (28)	16.3% (7)	16.3% (7)	2.3% (1)	100% (43)
Multi-unit Structure	59.1% (55)	16.1% (15)	19.4% (18)	5.4% (5)	100% (93)
Missing	70.0% (7)	-- (0)	30.0% (3)	-- (0)	100% (10)

*Includes cases in which responses to determine presence of other household members were not recorded, preventing classification into either "possibly received by other household member" or "not received".

Table 8: Impressions of Envelope Appearance by Respondents Who Did Not Report Receiving a Form in the Mail

	<u>Important</u>	<u>Junk Mail</u>	<u>Other</u>	<u>DK</u>	<u>Missing</u>	<u>Total</u>
Both sites	69.1% (67)	16.5% (16)	3.1% (3)	6.2% (6)	5.1% (5)	100% (97)
Jersey City	70.7% (29)	19.5% (8)	-- (0)	4.9% (2)	4.9% (2)	100% (41)
Tampa	67.9% (38)	14.3% (8)	5.4% (3)	7.1% (4)	5.4% (3)	100% (56)

Table 9: Self-Reports of Opening the Envelope Among Households that Reported Receiving a Form in the Mail

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Total</u>
Both sites	75.3% (116)	16.9% (26)	7.8% (12)	100% (154)
Jersey City	71.9% (46)	23.4% (15)	4.7% (3)	100% (64)
Tampa	77.8% (70)	12.2% (11)	10.0% (9)	100% (90)

Table 10: Disposition Of Unopened Envelopes Among Households that Reported Receiving a Form in the Mail

	<u>Gave to someone to fill</u>	<u>Lost</u>	<u>Thrown Away</u>	<u>Accidentally Destroyed</u>	<u>Nothing; Left Unfilled</u>	<u>Other</u>	<u>DK</u>	<u>Total</u>
Both sites	2.6% (1)	10.5% (4)	21.0% (8)	5.3% (2)	36.8% (14)	2.6% (1)	5.3% (2)	100% (38)
Jersey City	-- (0)	5.6% (1)	22.2% (4)	11.1% (2)	50.0% (9)	-- (0)	11.1% (2)	100% (18)
Tampa	5.0% (1)	15.0% (3)	20.0% (4)	-- (0)	25.0% (5)	5.0% (1)	-- (0)	100% (20)

Table 11: Reason For Not Opening The Envelope Among Households that Reported Receiving a Form in the Mail

	<u>Locked Like Junk Mail</u>	<u>Info. Is None Of The Gov'ts. Busn.</u>	<u>Never Got Around To It</u>	<u>Totally Forgot About It</u>	<u>Opposed To Surveys</u>	<u>Other</u>	<u>DK</u>	<u>Missing</u>	<u>Total</u>
Both sites	7.9% (3)	-- (0)	34.2% (13)	7.9% (3)	-- (0)	26.3% (10)	13.1% (5)	7.9% (3)	100% (38)
Jersey City	16.7% (3)	-- (0)	33.3% (6)	11.1% (2)	-- (0)	22.3% (4)	-- (0)	16.7% (3)	100% (18)
Tampa	-- (0)	-- (0)	35.0% (7)	5.0% (1)	-- (0)	30.0% (6)	25.0% (5)	-- (0)	100% (20)

Table 12: Self-Reports of Starting to Fill Out the Form Among Households that Reported Opening the Envelope

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Total</u>
Both sites	59.5% (69)	39.6% (46)	0.9% (1)	100% (116)
Jersey City	50.0% (23)	47.8% (22)	2.2% (1)	100% (46)
Tampa	65.7% (46)	34.3% (24)	-- (0)	100% (70)

Table 13: Disposition of Unstarted Forms Among Households that Reported Opening the Envelope

	<u>Gave to someone to fill</u>	<u>Lost</u>	<u>Thrown Away</u>	<u>Accidentally Destroyed</u>	<u>Nothing; Left Unfilled</u>	<u>Missing</u>	<u>Total</u>
Both sites	8.5% (4)	12.8% (6)	12.8% (6)	10.6% (5)	55.3% (26)	4.2% (2)	100% (47)
Jersey City	4.3% (1)	8.7% (2)	13.0% (3)	4.3% (1)	60.9% (14)	8.7% (2)	100% (23)
Tampa	12.5% (3)	16.7% (4)	12.5% (3)	8.3% (4)	50.0% (12)	-- (0)	100% (24)

Table 14: Reasons For Not Starting to Fill Out the Form Among Households that Reported Opening the Envelope

	<u>Looked Too Hard</u>	<u>Would Take Too Long</u>	<u>Looked Like Junk Mail</u>	<u>Infor. is None of the Gov'ts. Busn.</u>	<u>Never Got Around To It</u>	<u>Forgot</u>	<u>Other</u>	<u>DK</u>	<u>Total</u>
Both sites	10.6% (5)	4.2% (2)	6.4% (3)	2.1% (1)	36.2% (17)	6.4% (3)	31.9% (15)	2.1% (1)	100% (47)
Jersey City	4.3% (1)	3.7% (2)	4.3% (1)	4.3% (1)	52.2% (12)	-- (0)	26.1% (6)	-- (0)	100% (23)
Tampa	16.7% (4)	-- (0)	8.3% (2)	-- (0)	20.8% (5)	12.5% (3)	37.5% (9)	4.2% (1)	100% (24)

Table 15: Self-Reports of Mailing Back the Census Form Mailback Status Among Households that Reported Starting to Fill out the Form

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Total</u>
Both sites	46.4% (32)	49.3% (34)	4.3% (3)	100% (69)
Jersey City	52.2% (12)	39.1% (9)	8.7% (2)	100% (23)
Tampa	43.5% (20)	54.3% (25)	2.2% (1)	100% (46)

Table 16: Perception Of Census Materials By Self-Reported Receipt Status

BOTH SITES

	<u>Looked Like Junk Mail</u>	<u>Other</u>	<u>Total</u>
Total	12.6% (22)	87.4 (152)	100% (174)
Not Received	17.4% (16)	82.6% (76)	100% (92)
Received but not opened	7.9% (3)	92.1% (35)	100% (38)
Opened but not started	6.8% (3)	93.2% (41)	100% (44)

JERSEY CITY

	<u>Looked Like Junk Mail</u>	<u>Other</u>	<u>Total</u>
Total	15.4% (12)	84.6% (66)	100% (78)
Not Received	25.6% (8)	79.4% (31)	100% (39)
Received but not opened	16.7% (3)	83.3% (15)	100% (18)
Opened but not started	4.8% (1)	95.2% (20)	100% (21)

TAMPA

	<u>Looked Like Junk Mail</u>	<u>Other</u>	<u>Total</u>
Total	10.4% (10)	89.6% (86)	100% (96)
Not Received	15.1% (8)	84.9% (45)	100% (53)
Received but not opened	-- (0)	100% (20)	100% (20)
Opened but not started	8.7% (2)	91.3% (21)	(23)

NOTICE — Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

SAMPLE

**NONRESPONSE FOLLOWUP
SUPPLEMENT
1985 CENSUS**

a. CO	b. ID	
c. CBNA	d. Block	
e. Address		
House number	Street name	Unit designation
City	State	ZIP code

f. Interviewer name	Code	g. Assignment number
----------------------------	-------------	-----------------------------

h. Outcome of this interview — Mark (X) one box

1 Complete 2 Partial 3 Refusal

i. Outcome of enumerator's interview — Mark (X) one box

1 Complete 2 Partial 3 Refusal

1. Were you living here on March 24, 1985?

1 Yes

2 No — **END INTERVIEW. SKIP to 17** and complete without asking.

7. Did anyone ever open the envelope?

1 Yes — **SKIP to 11**

2 No

9 DK

2. As far as you know, did a census form come to this (house/apartment) last month—around the 21st?

1 Yes — **SKIP to 7**

2 No

9 DK

8. As best you can remember, what happened to the form at that point?

1 Gave to someone else to fill out

2 Lost

3 Thrown away

4 Accidentally destroyed

5 Nothing; left unfilled

6 Other — *Specify* _____

9 DK

3. Just to be sure—did an envelope like this (Show envelope) come in the mail recently?

1 Yes — **SKIP to 7**

2 No

9 DK

9. Why didn't anyone open the envelope?

1 Looked like junk mail — *Continue with 10*

2 Information is none of the gov'ts business

3 Never got around to it

4 Totally forgot about it

5 Opposed to surveys

6 Other — *Specify* _____

9 DK

} **SKIP to 17**

4. Does an envelope like this (Show envelope) look important or like junk mail to you?

1 Important — **SKIP to 6**

2 Junk mail

3 Other — *Specify* _____

9 DK

5. What is it about the envelope that (makes/could make) it look like junk mail to you?

Mark (X) all that apply.

1 Jeffersonville return address

2 Bulk rate stamp

3 Address label

4 Color

5 Print

6 Other — *Specify* _____

9 DK

10. What is it about the envelope that made it look like junk mail to you?

Mark (X) all that apply.

1 Jeffersonville return address

2 Bulk rate stamp

3 Address label

4 Color

5 Print

6 Other — *Specify* _____

9 DK

} **SKIP to 7**

6. Is there someone else who lives here who might have seen the envelope without your knowing it?

1 Yes

2 No

} **SKIP to 17**

11. Did anyone start to fill out the form?

1 Yes — **SKIP to 14**

2 No

9 DK