

2015 Optimizing Self-Response Test (Non-ID Processing)

*National Advisory Committee
on Racial, Ethnic, and Other Populations
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Test Objectives

- ❖ Optimizing Self-Response
- ❖ Communications/Outreach
- ❖ Real-Time Non-ID Processing

Optimizing Self-Response

- ❖ Continue studying methods for increasing overall and internet response rates
 - ❖ Pre-Registration (“Notify Me”) to allow respondents to choose their contact mode
 - ❖ Non-ID Response to allow respondents to respond with or without a pre-assigned identification number
- ❖ Integrated Communications Strategy to promote participation and response
 - ❖ Traditional paid advertising
 - ❖ Targeted digital advertising
 - ❖ Partnership outreach

Communications/Outreach

- ❖ Promote awareness of “Notify Me” and Non-ID response option
- ❖ Assimilate digital, targeted advertising into pre-existing integrated communications campaign components
- ❖ Test microtargeted digital ads (targeting hard-to-count)
- ❖ Test differing levels of digital advertising

Test Milestones

- Begin communications campaign – mid-February 2015
- Open “Notify Me” for pre-registration – February 23, 2015
- Open internet self-response site – March 23, 2015
- Census Day – April 1, 2015
- Test close-out – May 31, 2015

Real-Time Non-ID Processing Presentation Overview

- ❖ Non-ID Processing: An Overview
- ❖ Progress to Date
- ❖ 2015 OSR Test Objectives

Non-ID Processing: An Overview

- ❖ Non-ID Processing: compares responses without a pre-assigned ID to our Census address database
- ❖ In the 2010 Census...
 - ❖ 1.3 million responses without an ID
 - ❖ Conducted via several process steps, introducing significant lag
- ❖ For 2020, we want to research real-time processing

Non-ID Processing: Progress to Date

❖ Initial Focus

- ❖ Exploration of a multi-faceted solution
 - ❖ Improving address collection
 - ❖ Improving our processing methodology

❖ Current Focus

- ❖ Readiness testing for 2014 (using 2010 workload)
- ❖ 2014 Census Test
- ❖ Preparation for 2015 testing

Non-ID Processing 2015 Objectives

- ❖ Pilot for Real-Time Non-ID Processing
 - ❖ An opportunity for a feedback loop to respondent if additional information is needed to match/geocode
 - ❖ Resolving cases during the response drastically improves the rate addresses are removed from nonresponse follow-up

Non-ID Processing 2015 Objectives (cont.)

Respondent geocoding via map interface

United States™
Census
Bureau

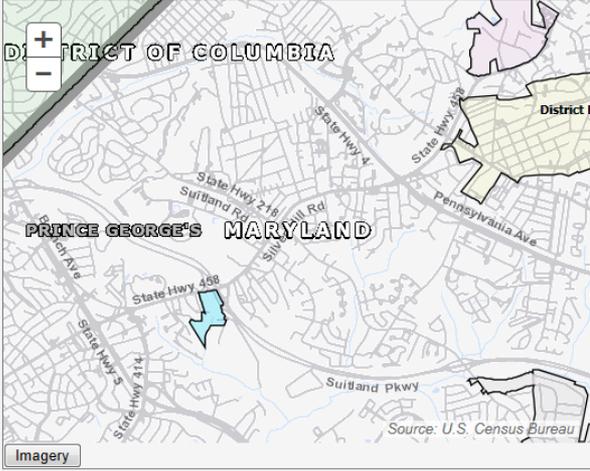
2014 Census Test

[Instructions](#) [FAQs](#) [Save and Log Out](#)

According to our database, the address you provided is located in the highlighted area on the map.

If you agree that the highlighted area is the correct location of your address, click on the "Area Confirmed" button.

If you cannot locate your area, click on the button labeled "Cannot Locate Area."



Imagery

block code

Form Number: DA-1 OMB No.: 0607-0979 Approval Expires: 5/31/2015

Accessibility Privacy Security

Non-ID Processing 2015 Objectives (cont.)

- ❖ Other opportunities
 - ❖ Continued learning about batch processing
 - ❖ Manual processing of ungeocoded cases
 - ❖ Use of online geographic reference sources to validate geocodes

Related Work:

Respondent Identity Validation

- Need driven by Non-ID Response
- Base plan: utilize existing administrative records
- Longer term: continue to explore other options
 - Collaboration on research with others
 - Pursue additional commercial and federal administrative records
 - Potential private sector solutions

Discussion Questions

- ❖ What messaging could be effective in encouraging respondents to pre-register their email or telephone number to allow the Census Bureau to use electronic notification methods?

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