

2016 Census Test

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Presentation to the Census Bureau's National Advisory Committee
October 8, 2015

2016 Census Test

- April 1, 2016 Census Day
- A site test in parts of Los Angeles County, CA and Harris County, TX
 - Language diversity
 - Demographic diversity
 - High vacancy rates
 - Varying levels of Internet usage
 - Multiple locations across different time zones
 - Approximately 250,000 housing units in each test area
- Objectives are to refine technologies and methods
 - To optimize self-response options
 - Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
 - Study partnerships and outreach efforts to reach historically hard to count populations
 - Real Time Non-ID processing methods
 - To improve plans for Nonresponse Followup
 - Adjust field staffing ratios
 - Enhanced operational control system
 - Fine tune administrative records usage in NRFU protocol
 - Improve the COMPASS application for special situations
 - Test device as a service

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Los Angeles County, California Test Site

2016 CENSUS TEST Los Angeles County, California



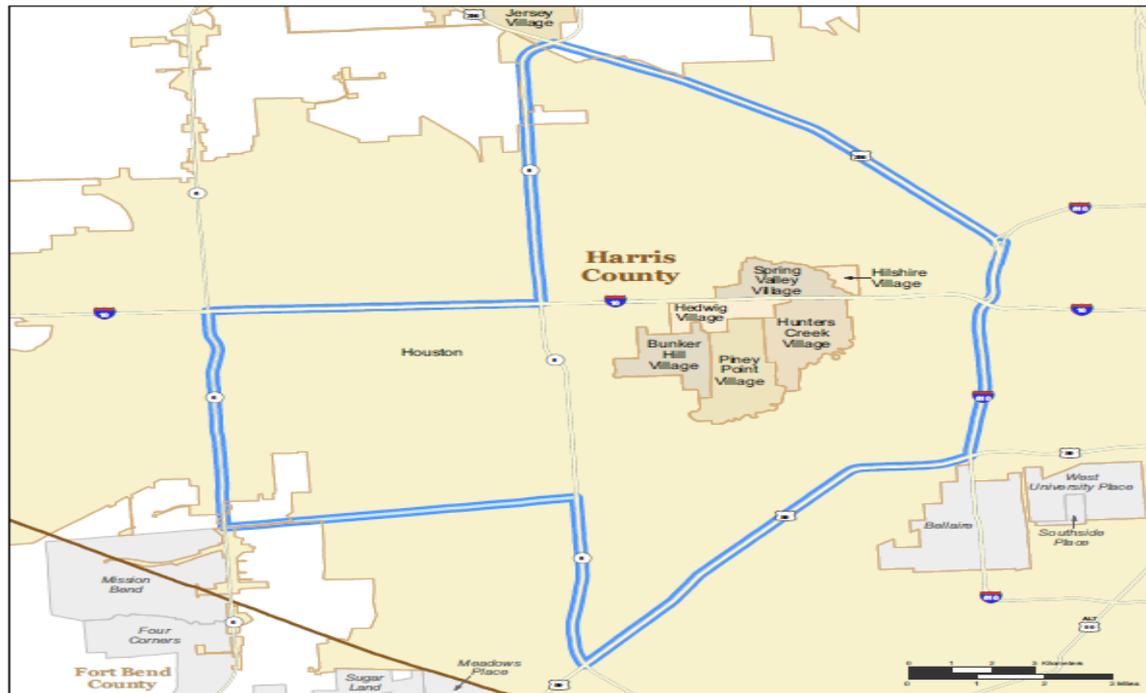
Prepared by the Geography Division
May 2015



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Harris County, Texas Test Site

2016 CENSUS TEST Harris County, Texas



Prepared by the Geography Division
May 2015



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Sample Size

250,000 Housing Units

- Two sites will be included in the initial sample mailout
- Subset of approximately 60,000 housing units will be part of the Nonresponse Followup (NRFU) Operation

Test Phases

- Self Response
- Partnerships
- Nonresponse Followup (with a reinterview component)
- Coverage Reinterview
- Focus Groups

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Self-Response

- Implement the “Internet Push” contact strategy
 - Send a letter inviting people to respond via the Internet
 - Send up to two postcard reminders to nonresponding addresses
 - Send a paper questionnaire to addresses that still have not responded
- Message content will be tested by varying the content of the mailing packages
 - Mail packages sent to targeting households with limited English proficiency
 - Internet Uniform Resource Locator (URL) on envelopes with messaging in multiple languages
- “Internet Choice” will also be tested
- Non-ID Processing
 - Response validation with administrative records
 - Response validation operation to recollect the response data
- Telephone questionnaire assistance will be available to all respondents

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Contact Strategies

Panel	1 Mailout March 21	2 (3 days later) March 24	3* April 4	4* April 11
1 Internet Push	Letter	Postcard	Postcard	Questionnaire and Letter
2 Internet Push with Reminder Letter	Letter	Letter	Postcard	Questionnaire and Letter
3 Internet Push with Language Brochure	Brochure and URL	Postcard	Postcard	Questionnaire and Brochure
4 Internet Push with Language Insert	Letter and Insert	Postcard	Postcard	Questionnaire and Letter/Insert
5 Internet Choice	Questionnaire	Postcard	Postcard	Questionnaire

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Partnership

- Use lessons learned from the 2015 OSR Census Test regarding partnership activities
- Implement a robust partnership plan that includes:
 - Identifying geographic locations within the test site to focus activities
 - Having a trusted mobile van outreach initiative
 - Using kiosks for respondents to easily self-respond
 - Localized outreach materials
 - Materials in different languages

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Content Testing

- Questionnaire will include questions on
 - Housing tenure
 - Household roster
 - Age
 - Sex/Gender
 - Date of birth
 - Race and Hispanic origin
 - Relationship
- Combined race and Hispanic origin question
- Test variation in terminology by comparing “Am.” with “American” in the response category “Black or African Am.” on the Internet instrument
- Variations in question wording associated with “non-relatives”
- Response categories for opposite-sex and same-sex husband/wife/spouse households, and for the category for unmarried partner
- Question on the Internet instrument that will allow respondents to report that a housing unit they own is vacant as of Census Day
- Research on how best to present and explain the residence rule

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Nonresponse Followup

- Determine our 2020 Census methods for conducting Nonresponse Followup (NRFU) Operations
- Collect housing unit status and enumerate the occupants of households that do not respond to the self-response phase of the Census using automated enumeration software on standard smartphone devices
- Continue to operationally test the field data collection application
- Test a newly redesigned portion of our quality assurance activities – the NRFU Reinterview Program (NRFU-RI)
- Test a newly re-engineered field infrastructure
- Continue to test our implementation of an ‘adaptive design’ contact strategy
- Refine and evaluate our use of administrative records to reduce the NRFU workload

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Coverage Reinterview

- Evaluate the different residence rule approaches used in the different questionnaire panels
- Questions about potentially missed roster members and other places than any household members may stay
- Reinterview will be a Computer Assisted Telephone Interview operation conducted in the Census Bureau's call centers

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Focus Groups

- Following the end of data collection, the Census Bureau will conduct focus groups with 2016 Census Test participants to ask about their experience
- Topics will include their opinions on the use of administrative records
- Participants will be asked about their general concerns with government data collection and the government's ability to protect confidential data

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Milestones

Date	Milestone
June/July 2015 (Completed June 30, 2015)	2016 Site Selection Announcement
July 2015 (Published August 4, 2015)	Federal Register Pre-Submission Notice Published
September 2015	Open Regional Census Centers
October 2015 – April 2016	Conduct Recruiting
December 30, 2015	Receive OMB Approval
January 2016	Open Area Census Offices
March 2016	Begin Self-Response Data Collection
March 2016 – July 2016	Conduct 2016 Census Test
April 1, 2016	Census Day
April 2016 – May 2016	Conduct Training
May 2016	Begin Nonresponse Followup (NRFU)

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