



American Community Survey

National Advisory Committee on Racial, Ethnic, and Other Populations

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Agenda

1. Responses To Working Group Recommendations On Small Populations
2. 2016 Content Test
3. Communications Plan

Responses To Working Group Recommendations On Small Populations

- Small Population-Based Studies
- Sexual Identity in the ACS
- Outreach and Public Engagement
- Improve Data Collection

Small Populations in the American Community Survey Working Group Report

August 2014

***ACSO AND POP RESPONSES TO SUGGESTIONS
FINAL - March 2016***

Prepared for:
US Census Bureau

Prepared by:
National Advisory Committee on Racial, Ethnic and Other Populations (NAC)
Working Group on Small Populations in the American Community Survey (ACS)

Responses To Working Group Recommendations On Small Populations

Small Population-Based Studies - Each of the papers listed below can be found at [census.gov/acs](https://www.census.gov/acs):

- *Analysis of the ACS and Puerto Rico Community Survey Coverage (2013)*
- *ACS: Sample Representivity for the Nation and Puerto Rico (2013)*
- *ACS: Sample Representivity for American Indian Areas (2013)*
- *ACS Response and Nonresponse Rates for AIAN Geographic Areas (2014)*
- *Reliability of ACS 5-Year Estimates of Race Groups and AIAN Populations (2015)*

Responses To Working Group Recommendations On Small Populations

Sexual Identity in the ACS

- Office of Management and Budget (OMB) and OMB's Federal Interagency Group on Improving Measurement of Lesbian, Gay, Bisexual Transgender (LGBT) populations in Federal Surveys
- The Census Bureau continues to work with OMB and other Federal agencies to examine the changing requirements and data recommended for program implementation.

Responses To Working Group Recommendations On Small Populations

Outreach and Public Engagement

- Development of outreach materials and updating ACS website
 - Materials - <http://www.census.gov/programs-surveys/acs/about/language-brochures.html>
 - ACS Library - <http://www.census.gov/programs-surveys/acs/library.html>
- Communication with small populations
- Recruiting and training a diverse staff

Responses To Working Group Recommendations On Small Populations

Improve Data Collection

- **2015 National Content Test**
 - Evaluating and comparing different content, including race and Hispanic origin, relationship, and within-household coverage.
 - Testing different contract strategies for optimizing self response.
- **2016 American Community Survey Content Test**
 - March - June 2016 for data collection.
 - Test wording changes proposed by an Interagency Committee

2016 Content Test

Field test of changes to many questions that were proposed by Federal agencies in 2013. Test topics:

- Telephone Service
- Computer and Internet
- Relationship
- Hispanic Origin and Race
- Health Insurance
- Journey to Work: Commute to Work
- Number of Weeks Worked
- Class of Worker
- Industry and Occupation
- Retirement Income
- Health Insurance Premiums and Subsidies
- Journey to Work: Time Leave for Work

2016 Content Test

Cognitive testing in preparation for the 2016 ACS Content Test confirmed these challenges

- Technical terms for types of devices and types of Internet services evolve quickly and are out-of-date
- Revisions developed during cognitive testing were found to be effectively understood

2016 Content Test - Example

Revisions to Internet Access

2015 Production Version

- 10** At this house, apartment, or mobile home – do you or any member of this household access the Internet?
- Yes, with a subscription to an Internet service
 - Yes, without a subscription to an Internet service → *SKIP to question 12*
 - No Internet access at this house, apartment, or mobile home → *SKIP to question 12*

2016 Production Version

- 9** At this house, apartment, or mobile home – do you or any member of this household have access to the Internet?
- Yes, by paying a cell phone company or Internet service provider
 - Yes, without paying a cell phone company or Internet service provider → *SKIP to question 11*
 - No access to the Internet at this house, apartment, or mobile home → *SKIP to question 11*

2016 Content Test - Forward

March through May 2016

- Conduct data collection for the field test via Internet, mail, CATI, and CAPI (Content Follow-Up Reinterview continues into June)

April – June 2017

- Brief stakeholders on results from field test

October – December 2017

- Propose 2019 content changes via a *Federal Register* notice

March 1, 2018

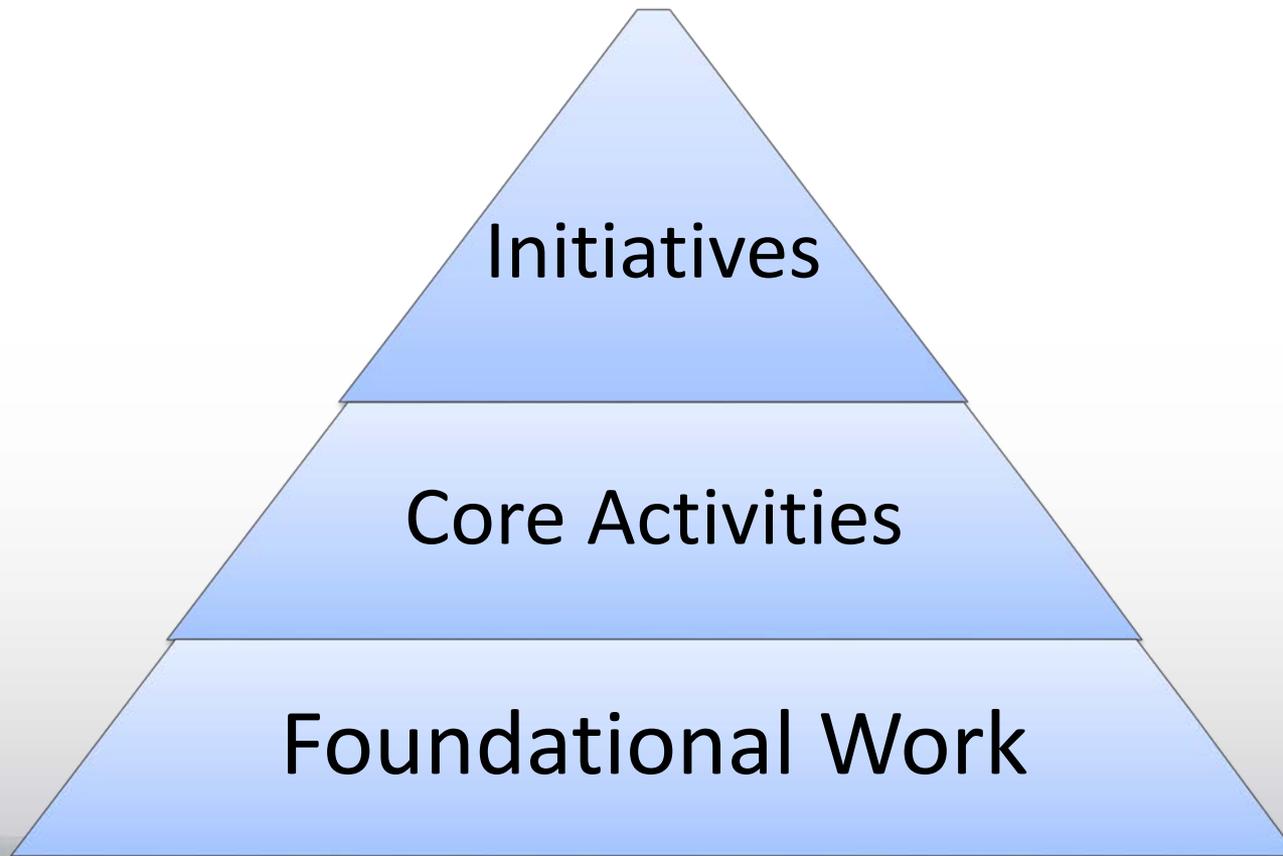
- Deadline for receiving OMB clearance for 2019 ACS forms

January 2019

- Implement revised content into the production ACS

Communications Plan

3 Types of ACS Communications Activities



Communications Plan

Foundational Work – Necessary activities to better integrate ACS communications efforts enterprise-wide, such as:

- ACS Integrated Communications Team
- Stakeholder Plan
- Tribal Outreach

Communications Plan

Core Activities – Activities that are ongoing and fundamental to the specialized function of each office, such as:

- Social and Media Outreach
- 10 year Anniversary of ACS
- “Stats In Action” Videos
- 5 Year Data Releases
- Twitter Activity

APRIL 21, 2016

Asian/Pacific American Heritage Month: May 2016

In 1978, a joint congressional resolution established Asian Pacific American Heritage Week. The first 10 days of May were chosen to coincide with two important milestones in Asian/Pacific American history: the arrival in the United States of the first Japanese immigrants (May 7, 1843) and contributions of Chinese workers to the building of the transcontinental railroad, completed May 10, 1869.

In 1992, Congress expanded the observance to a monthlong celebration. Per a 1997 U.S. Office of Management and Budget directive, the Asian or Pacific Islander racial category was separated into two categories: one being Asian and the other Native Hawaiian and Other Pacific Islander. Thus, this Facts for Features contains a section for each.

Asians

20.3 million

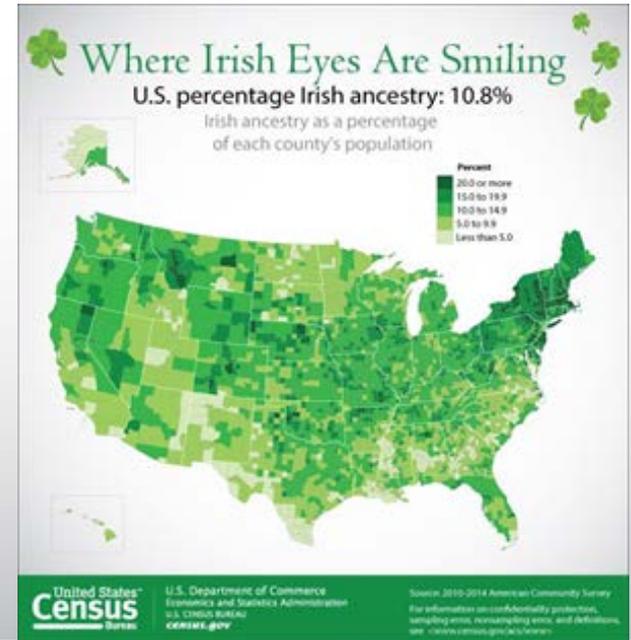
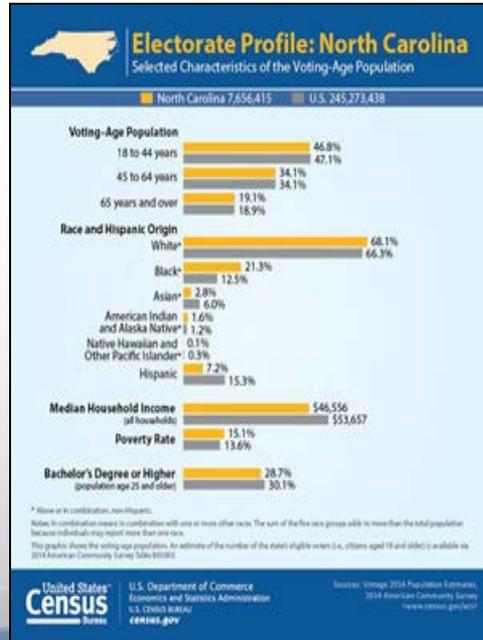
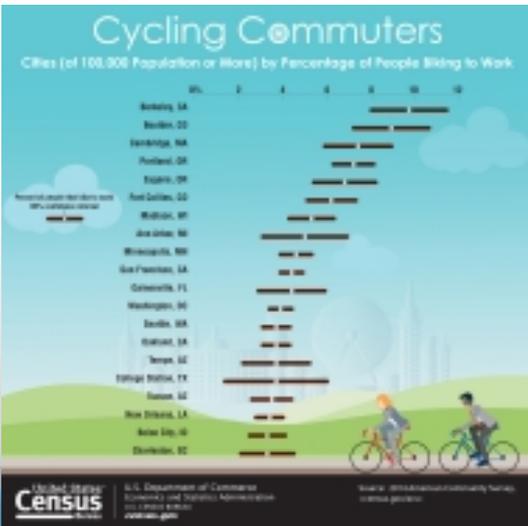
Estimated number of U.S. residents in 2014 who were Asian alone or in combination.
Source: Vintage 2014 Population Estimates
http://factfinder.census.gov/bkna/tables/1.0/en/PEP/2014/PEPSRSH*nlcice*Year=est72014

6.3 million

Asian alone or in combination population in California in 2014. The state had the largest Asian population, followed by New York (1.8 million). The Asian alone or in combination population represented 56.1 percent of the total population in Hawaii.
Source: Vintage 2014 Population Estimates
http://factfinder.census.gov/bkna/tables/1.0/en/PEP/2014/PEPSRSH*nlcice*Year=est72014

4.5 million

Number of Asians of Chinese, except Taiwanese, descent in the U.S. in 2014. The Chinese (except Taiwanese) population was the largest Asian group, followed by Asian Indians (3.8 million), Filipinos (3.8 million), Vietnamese (2.0 million), Koreans (1.8 million) and Japanese (1.4 million). These estimates represent the number of people who reported a specific detailed Asian group alone, as well as people who reported that detailed Asian group in combination with one or more other detailed Asian groups or another race(s).
Source: 2014 American Community Survey, Table B02018
http://factfinder.census.gov/bkna/tables/1.0/en/ACS/14_1YR/B02018



Communications Plan

Initiatives – Targeted short-term activities designed to address known or perceived gaps and barriers to the success of the program. Some of ACS current initiatives are:

- State and Local Government Partnerships
- Third Party Attributions,
- Digital Materials



Communications Plan

Next Steps

- Expert Guidance:
 - National Academy of Sciences (NAS) Engagement
 - White House - Social and Behavioral Sciences Team
- Additional Ideas:
 - Look for ways to increase self-response rates.
 - Develop materials to reach hard-to-count populations.

Questions for the Committee

Small Populations

Question: What primary issue should we focus our attention as it relates to the hard-to-count or small populations?

2016 Content Test

Question: What do you hope to learn from the 2016 Content Test?

Communications Plan

Question: What are some types of communication tools or activities ACS should implement to increase self-response rates among hard-to-count populations?