

# 2016 Census Test Preliminary Findings

Maryann Chapin, Decennial Census Management Division

Presentation to the National Advisory Committee  
Fall Meeting

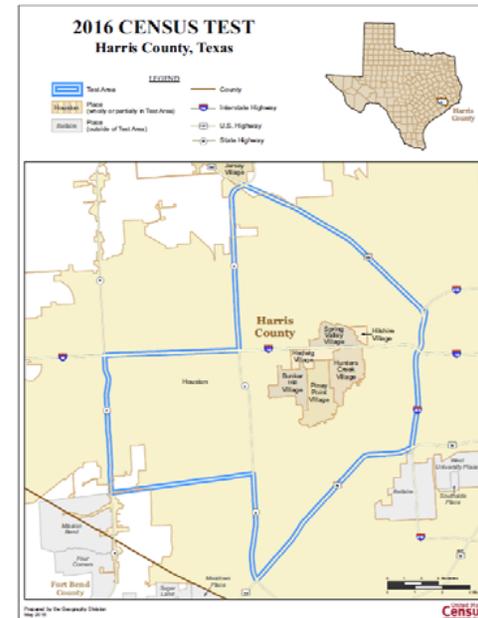
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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
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# 2016 Census Test Overview

- April 1, 2016 Census Day
- A site test in parts of Harris County, TX and Los Angeles County, CA
  - Language diversity
  - Demographic diversity
  - High vacancy rates
  - Varying levels of Internet usage
  - Multiple locations across different time zones
  - Approximately 225,000 housing units in each test area



# 2016 Census Test

## Purpose

Refine technologies and methods associated with Self-Response and Nonresponse Followup operations

### Self-Response:

- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
- Form partnerships and conduct outreach efforts to reach historically hard to count populations
- Refine Real Time Non-ID Processing methods
- Test languages utilizing non-Roman characters (Chinese and Korean) in all response modes

### Nonresponse Followup:

- Finalize the strategy for using administrative records in support of Nonresponse Followup
- Test multiple ratios of enumerators to supervisors
- Implement enhanced procedures for conducting interviews at multi-unit structures and via proxy
- Continue to refine our use of technology and automation to reengineer field operations

# 2016 Census Test

## Self-Response: Overview

- Five Self-Response Contact Strategy Panels
- Multiple mailings to encourage self-response
- Partnerships to reach demographically diverse populations
- Provide language support to Limited English Proficient populations
  - Non-English questionnaires (Internet, paper, Census Questionnaire Assistance, Nonresponse Followup)
  - Multilingual brochures
  - Envelopes with messages written in non-English languages
- New Internet software application PRIMUS
- Refinement of Real-Time Non-ID Processing methods

# 2016 Census Test

## Self-Response: Contact Strategies

Five Self-Response Contact Strategy Panels with Multiple Mailings

Panel	Contact 1 March 21, 2016	Contact 2 March 24, 2016	Contact 3 April 4, 2016	Contact 4 April 11, 2016	Contact 5 Nonresponse Followup
1 Internet Push	Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*
2 Internet Push with reminder letter	Letter	Letter	Postcard	Mail Questionnaire + Letter	Postcard*
3 Internet Push with language brochure	Brochure	Postcard	Postcard	Mail Questionnaire + Brochure	Postcard*
4 Internet Push with language insert	Letter + Insert	Postcard	Postcard	Mail Questionnaire + Letter/Insert	Postcard*
5 Internet Choice	Mail Questionnaire + Letter	Postcard	Postcard	Mail Questionnaire + Letter	Postcard*

\*Weekly NRFU mailings will occur to any addresses removed from the NRFU workload as a result of our administrative records modeling process.

# 2016 Census Test

## Preliminary Self-Response Rates

		Los Angeles County Site				Harris County Site			
	Panel	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1	Internet Push	33.4%	3.0%	13.5%	49.9%	29.6%	2.2%	8.9%	40.7%
2	Internet Push with Reminder Letter	34.5%	2.7%	13.4%	50.6%	30.2%	2.4%	8.9%	41.5%
3	Internet Push with Language Brochure	34.3%	3.2%	15.7%	53.2%	28.0%	2.0%	9.6%	39.6%
4	Internet Push with Language FAQ Insert	36.6%	3.2%	14.3%	54.0%	29.9%	2.1%	8.6%	40.6%
5	Internet Choice	18.4%	1.2%	36.7%	56.2%	13.2%	0.8%	18.5%	32.5%
<b>Total</b>		<b>31.4%</b>	<b>2.7%</b>	<b>19.3%</b>	<b>53.4%</b>	<b>27.4%</b>	<b>2.0%</b>	<b>10.2%</b>	<b>39.6%</b>

\*Individual components may not add to total due to rounding.

# 2016 Census Test

## Partnership and Outreach

- Partners for the 2016 Census Test Sites
  - Harris County, Texas - 258 Partners
  - Los Angeles County, Texas - 262 Partners
- Partnership Commitment Activities for the 2016 Census Test Sites
  - Harris County, Texas - 364 Activities
  - Los Angeles County, California - 596 Activities
- Partnership specialists have also provided recruiting support for the Field staff



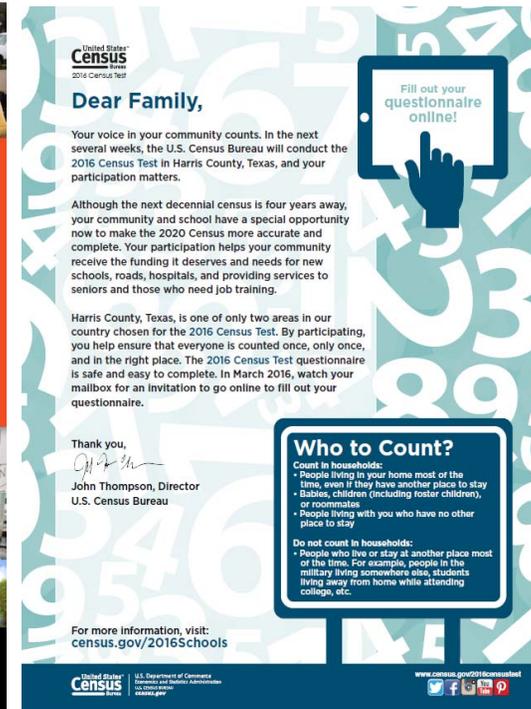
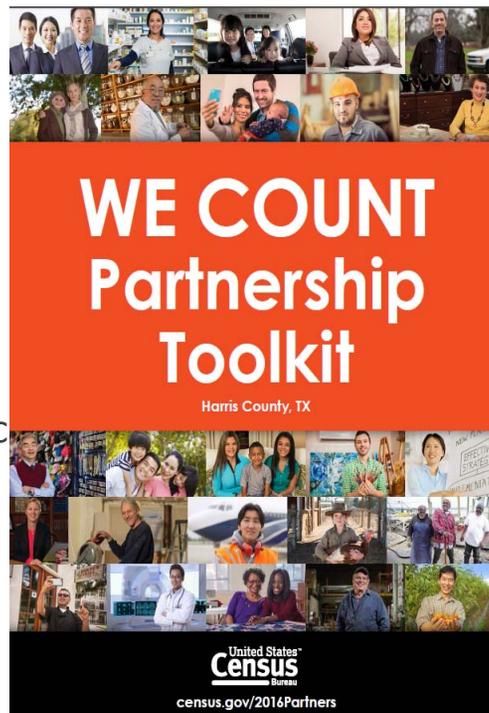
# 2016 Census Test Partnership and Outreach

## Partnerships Toolkit

Partnership Toolkits were developed for both Harris County, TX and Los Angeles County, CA

### Contents included:

- Fast facts about the 2016 Census Test
- Email Samples
- Article Samples
- Event Hosting Tips
- Social Media Content
- A list of places with public computers
- Internet URLs



# 2016 Census Test

## Self-Response: Language Materials

Language Materials Provided for the 2016 Census Test

Operation/Materials	Non-English Languages
Internet Questionnaire	Spanish, Chinese (Simplified), Korean
Paper Questionnaire (and mailing materials)	Spanish, Chinese (Simplified), Korean
Nonresponse Followup Questionnaire (and field materials)	Spanish, Chinese (Simplified), Korean
Census Questionnaire Assistance Interview	Spanish, Chinese (Mandarin, Cantonese), Korean, Vietnamese, Tagalog, Arabic, French
Web Pages with Fact Sheet and FAQs	Spanish, Chinese (Simplified), Korean, Vietnamese, Japanese, Tagalog, Arabic, Farsi, Dari, French, Burmese, Thai

# 2016 Census Test

## Self-Response: Preliminary Language Findings

- Internet
  - English – 97.5 percent
  - Spanish – 1.3 percent
  - Chinese – 1.2 percent
  - Korean – 0.1 percent
- Phone
  - English – 82.1 percent
  - Spanish – 12.1 percent
  - Chinese – 5.8 percent
  - Korean – 0.0 percent

The collage displays various components of the 2016 Census Test:

- Letter from the Census Bureau:** A letter dated March 21, 2016, addressed to a resident. It explains that the resident has been randomly selected to participate in the 2016 Census Test. The letter includes instructions on how to respond and provides contact information for the Census Bureau.
- Login Page:** A page titled "2016년 인구 센서스 시범 조사를 시작합니다" (Start the 2016 Census Test). It features a login form with fields for "사용자 ID" (User ID) and "비밀번호" (Password). A "로그인" (Login) button is visible.
- Survey Form:** A form titled "Start here OR go to http://www.census.gov/censtest" with instructions on how to use a blue or black pen. It includes a section for "4. What is your telephone number?" and a "Printed at Census of 2016" footer.

# 2016 Census Test

## Reengineering Field Operations

The 2016 Census Test allowed us to operationalize our new methods and new technology across multiple locations and time zones during nonresponse followup.

Our objectives related to nonresponse follow up included:

- Determine the nonresponse followup strategy for the 2020 Census
- Refinement of the field management staffing structure
- Enhancements to the Operational Control System and COMPASS
- Refinement of the path in COMPASS to conduct proxy interviews
- Automated applications for field recruiting and administration
- Multi-unit accessibility and contact procedures

We will also focused on quality control in this Test:

- Use of paradata and GPS points collected during interview
- Reinterview functionality

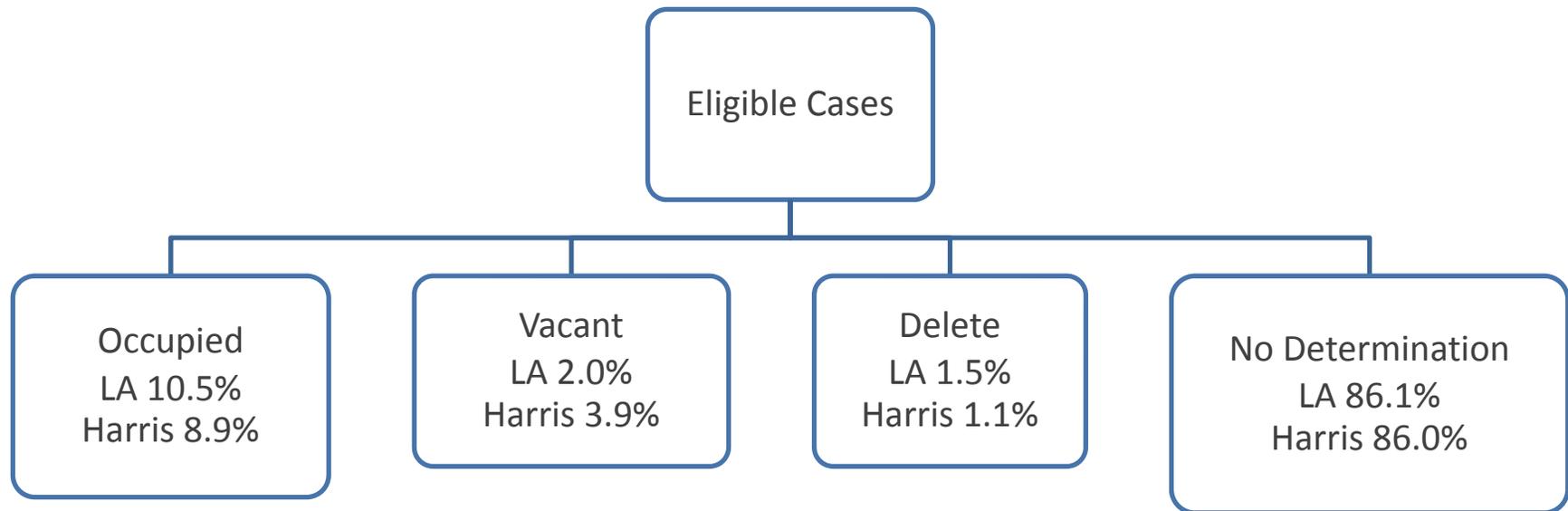
# 2016 Census Test

## Engagement with the United States Postal Service

- Qualitative information about USPS postal carrier determination of Undeliverable-As-Addressed for Census mailings
- Focus Group with Postal Carriers
  - Los Angeles County, California: April 19, 2016
  - Harris County, Texas: April 26, 2016
- Observe Post Office and Mail Processing Facilities

# 2016 Census Test

## Preliminary Administrative Records Processing Results



### Phase 2

- Identified an additional 308 cases on June 9, 2016

### Evaluation

- For administrative record occupied, vacant and delete cases, a 1-in-5 sample was sent to the field to allow comparisons of administrative record determination and census fieldwork enumeration

# 2016 Census Test

## Nonresponse Followup Results

Field Data Collection Workload	Initial NRFU Workload	Nonresponse Validation	NRFU RI	NRFU Rework	Final Field Workload
Harris County, Texas	62,824	1,993	3,496	0	68,313
Los Angeles County, California	61,314	2,451	3,986	3,914	71,665
<b>Total</b>	<b>124,138</b>	<b>4,444</b>	<b>7,482</b>	<b>3,914</b>	<b>139,978</b>

Field Workload Resolution	Final Field Workload	Self-Response after Start of NRFU	Administrative Records Removal
Harris County, Texas	68,313	7,892	5,366
Los Angeles County, California	71,665	10,212	4,732
<b>Total</b>	<b>139,978</b>	<b>18,104</b>	<b>10,098</b>

	Field Complete	Max Attempt Removals	Unresolved Cases
Harris County, Texas	37,138	16,773	1,144
Los Angeles County, California	42,869	10,289	3,563
<b>Total</b>	<b>80,007</b>	<b>27,062</b>	<b>4,707</b>

# 2016 Census Test

## Field Perspective

- Staffing Ratios
- Training
- Operational Control System/Management Review
- Optimizer and Operational Control System
- Closeout Procedures

# 2016 Census Test

## In Summary

- Conducted a successful 2016 Census Test
  - Furthered our efforts to understand how to connect with people and encourage self-response
  - Continued our efforts to utilize and refine our approach to using administrative records and third-party data to reduce the Nonresponse Followup workload
  - Progressed along our path to leverage automation across the 2020 Census Program
  - Continued toward the definition of the 2020 Census operational design for Nonresponse Followup
- Going Forward: Priority Focus Areas
  - Operational/management reports
  - Operational Control System/Optimizer enhancements
  - Training
  - Closeout procedures
- Move to a platform solution provides an opportunity to develop solutions that meet our requirements and address previous challenges in support of our 2017 Census Test, 2017 Puerto Rico Census Tests, and the 2020 Census



Thank You!