

NAC Discussion of 2016 Census Test Preliminary Findings

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What Was Covered

- 2016 Census Test areas: LA (CA) and Harris (TX) counties
- Selection reasons
- Purpose of 2016 Test (Self-response and Non-response follow up)
- 5 contact strategy panels
- Partnerships
- Language materials
- Field perspectives
- Postal service engagement

Questions for Discussion

1. To what does Census attribute the total response rate difference between LA and Harris counties?
2. Are the non-English response rates in web self-administration at the levels Census would have predicted? How do Spanish rates compare with Spanish ACS for instance?
3. What (if anything) was planned to continue the 2016 efforts in the 2017 Census Test that was cancelled?
4. How will these findings inform plans for the 2018 test?



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%
Total		31.4%	2.7%	19.3%	53.4%	27.4%	2.0%	10.2%	39.6%

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