

2014 Census Test



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Overview

- Test self-response and non-response field components to obtain results to answer research questions to inform preliminary design decisions for the 2020 Census
- Scope of the test includes:
 - Incorporating the testing of the self-response modes and the contact strategies for pre-registration
 - Email and automated voice invitations
 - Testing of the mobile devices that are used for follow-up enumeration with non-responders in the field

Overview (cont.)

- Scope of the test includes (cont.):
 - Testing of alternative contact strategies (telephone or personal visit) for non-responders
 - Using administrative records to remove cases from the non-responding workload
 - Applying adaptive design methodologies in managing the way field enumerators are assigned their work

Overview (cont.)

- Scheduled to begin in July 2014 in the Washington, DC area
 - Housing units selected from portions of Montgomery County, MD and DC
- Test area of approximately 300,000 housing units
 - Select approximately 200,000 of those housing units for the test
 - Approximately 46,000 will receive personal visits as follow-up
- Use findings from 2014 Census Test, in addition to the cost/benefit analysis, to inform the larger test scheduled for FY 2015 that will provide the basis for operational design decisions

Self-Response Operation

- Eight panels to compare response rates, cost, and data quality across contact/enumeration strategies
- Test strategies with a continuum of Internet access options and a variety of contact strategies to:
 - Determine respondent behavior when offered the opportunity to select a contact strategy in advance through a registration website or portal
 - Allow respondents to provide data via Internet without Census ID

Self-Response Operation (cont.)

- Test strategies with a continuum of Internet access options and a variety of contact strategies to (cont.):
 - Continue research on Mail Push Internet contact strategy
 - Introduce email as a mechanism for initial contact and reminder
 - Promotion of Telephone Questionnaire Assistance for data collection for respondents with and without Census ID

Questionnaire Content

- Race and Hispanic Origin: Continued research related to separate vs. combined questions
 - Internet self-response
 - One separate and two combined versions included to further examine findings from the 2012 National Census Test
 - Paper self-response, nonresponse followup, and telephone questionnaire assistance
 - Combined question only

Questionnaire Content (cont.)

- Relationship: Research into the use of same-sex and opposite-sex husband/wife/spouse and unmarried partner response categories
 - Internet and paper self-response
 - Test new categories against the traditional categories
 - Nonresponse followup
 - New version only

Nonresponse Followup (NRFU) Operation

- Compare completion rates, cost, and data quality across several strategies aimed at reducing the cost of NRFU
 - Modify contact strategies by reducing the number of contacts, making more use of telephone for contact, and applying adaptive design methods to manage field work
 - Use administrative records to enumerate cases

NRFU Operation (cont.)

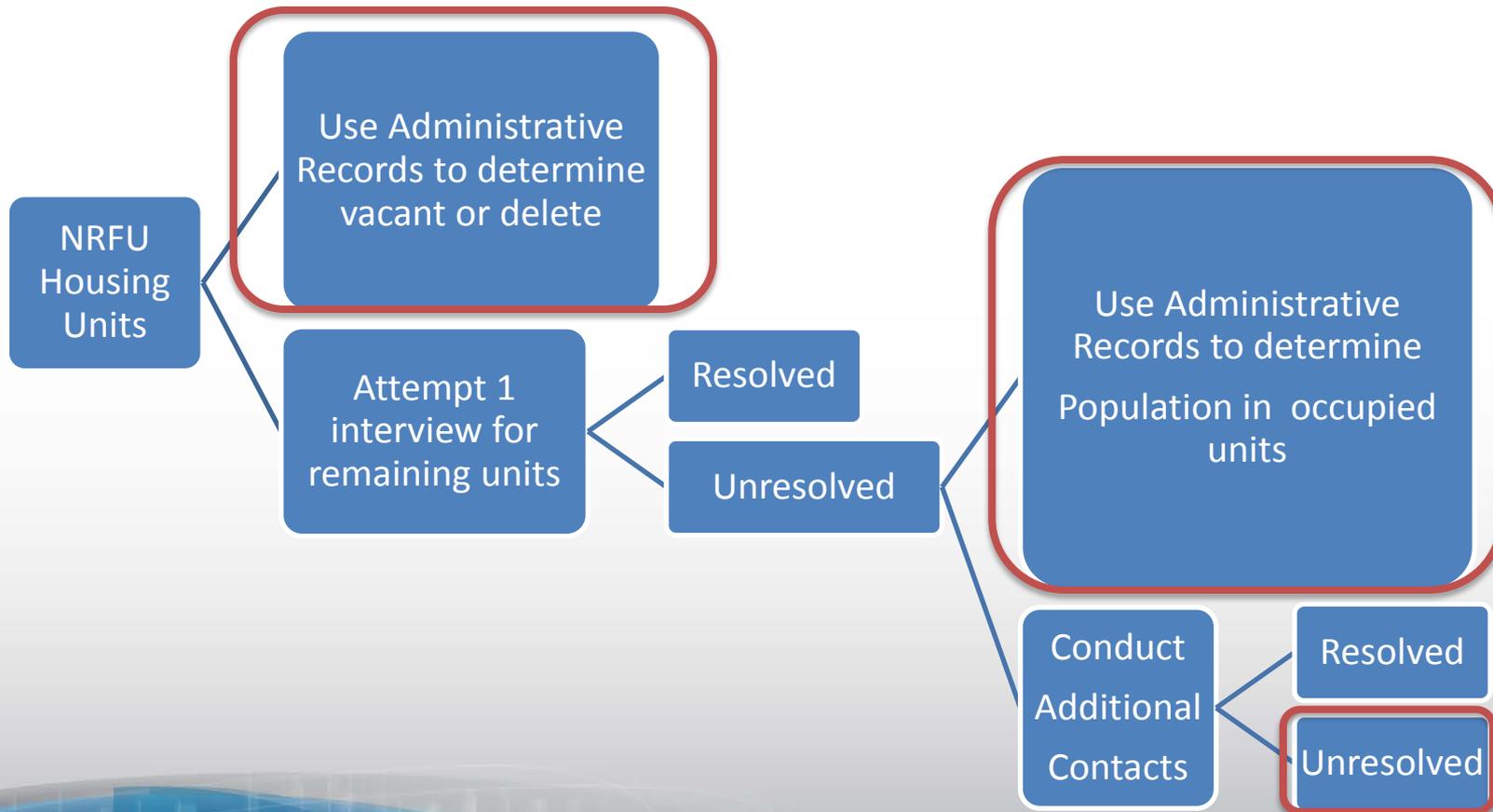
- Send a request to housing units (selected for this test) to complete a census questionnaire online
 - A subset of housing units that do not respond to repeated reminders to complete an online questionnaire will be eligible for the NRFU operation (via administrative records, telephone, or personal visit)

NRFU Operation (cont.)

- Four panels
 - One control panel (closely resembling NRFU strategy from 2010)
 - Three experimental panels
- Experimental panels will test the main effects and selected interactions among the following treatments:
 1. Use of a reduced contact strategy
 2. Use of administrative records data to enumerate NRFU cases
 3. Use of an adaptive strategy for managing the NRFU workload

Administrative Record Usage

An Approach Being Researched



Questions & Answers