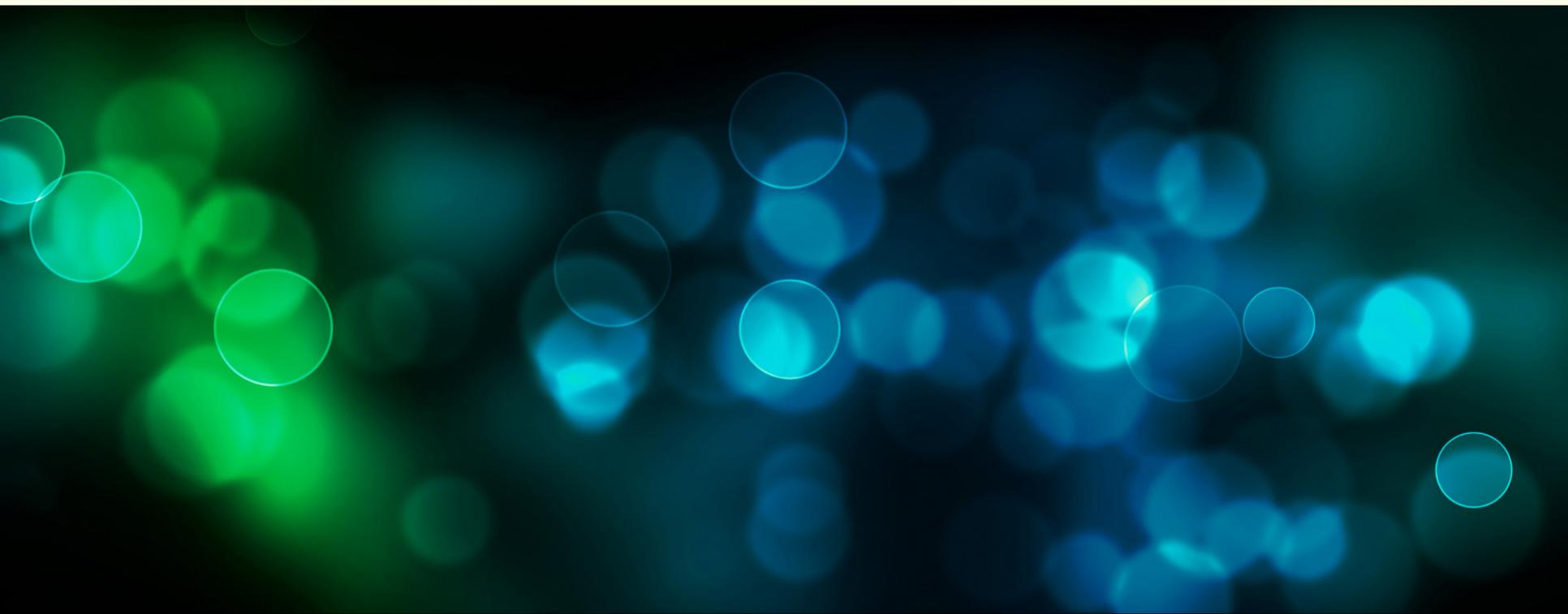




Discussion of 2014 Census Test



Sharon Lohr, Westat

Designed Experiments

- Self-Response
- Questionnaire Content
- Nonresponse Follow-up

- 2014 Census Test
- Much larger than 2013 Test
- Well conceived
- Well designed



2013: Productivity in Adaptive Design

- Interviewers 22% more efficient, 4 more contacts/day
- Adaptive group: cases prioritized by
 - Availability of administrative records
 - High propensity for contact
- Low-hanging fruit

- Bias?
- Find predicted propensities in control group

Self-Response Experiment

- Eight treatment groups
- Give respondents choice of mode
- Different options for internet response
- First contact by e-mail
 - What is source of e-mail address?
 - Quality?
 - Multiplicity of e-mail addresses?
- E-mail investigation alternative:
 - Start with set of households with known composition, then test the quality of information from e-mail

Nonresponse Follow-up Experiment

- Four treatment groups
- Administrative Records
- Adaptive Design

- Primary response: Interviewer productivity
- Bias?

2014 Test: Common Theme

- Use of models to predict
 - Contact strategies with higher probability of success for self-response, online response
 - Which nonresponding HUs are vacant
 - Priority of NRFU efforts
- Concerns
 - May increase differential undercount and bias
 - What is source of e-mail information? Could this be manipulated in future?
 - Accuracy and timeliness of administrative records

More Robustness

- Strategies rely entirely on models
- Administrative Records: vacant or delete
- Right now, models can be evaluated because within experimental setting.
- What is the external quality check once the models are adopted?
- Couple predictions with probability sampling methods to increase robustness