

Decennial Directorate American Community Survey and 2020 Census: Internet Implementation and Research

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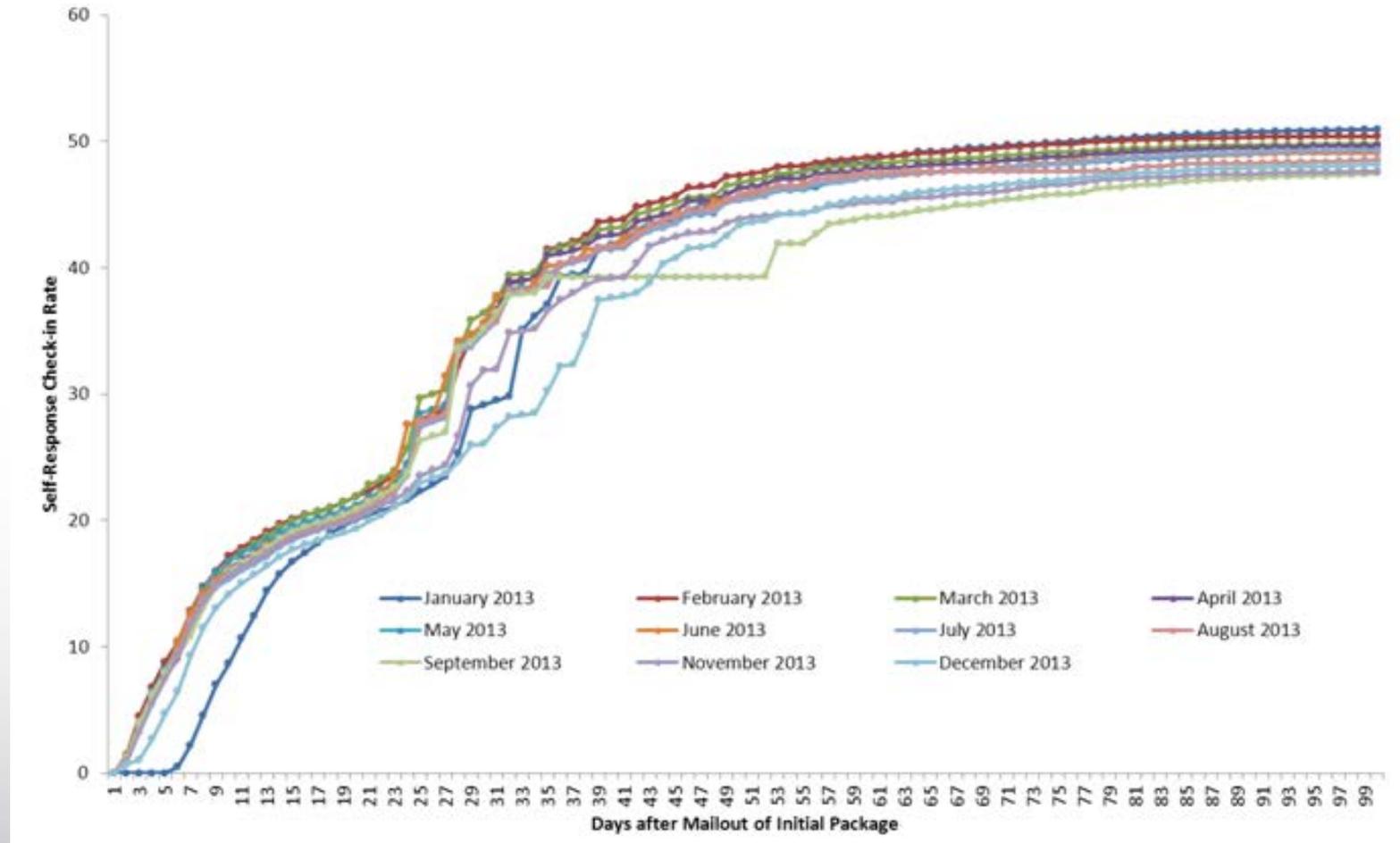
Census Scientific Advisory Committee

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ACS Internet Data Collection

- First used in production in January 2013
- Initial mail package has invitation to complete on the Internet and no paper questionnaire
- Replacement mail package has paper questionnaire but still encourages on-line completion
- Released updated help screens with “why we ask” information in September 2013
- Over half of self-response comes from Internet
- Received our 1,000,000th ACS Internet response on February 28, 2014

ACS Self-Response Check-In Rates



ACS 2014 Internet Test

- Reduce breakoffs by
 - Collecting e-mail address at the beginning and sending breakoffs a reminder e-mail. Treatments:
 - E-mail contains the survey name in the subject line and in the body of the email
 - E-mail excludes survey name from both the subject line and the body of the email (except the acronym in the survey URL)
 - E-mail link to access the survey is embedded in text that says, “Click here” so the respondent does not see the URL

ACS 2014 Internet Test

- Reduce breakoffs by
 - Combining transition screens between different people within household and modifying language to encourage respondents to answer questions for other household members
- Highlighting on questions with multiple tasks to reduce error messages and make the questions more user friendly
- Larger ancestry box to encourage multiple responses
- Sample size: 12,000 per treatment, 60,000 total

Internet Use for the 2020 Census

- The 2020 Census **will** include an internet response option
- Respondents will be “pushed” to respond via the internet prior to receiving a paper questionnaire (similar to ACS approach)
- Internet response option will be available for respondents with and without Census IDs

Internet Data Collection Research for the 2020 Census

- The current research agenda and testing for the use of internet in the 2020 Census is primarily focused on contact strategies to maximize response via the internet:
 - Preregistration to allow respondents to select contact modes (email, text)
 - Use of email (with link to internet data collection site) as initial contact mode
 - Internet response option for respondents without Census IDs
 - Internet-Push strategy with paper questionnaires delivered only as a last resort
 - Optimizing internet data collection for mobile devices

Mobile Application for Field Data Collection for 2020 Census Research

- Development ongoing of the Census Operations Mobile Platform for Adaptive Services and Solutions (COMPASS).
- Application designed to function on a variety of mobile platforms including iPhones, Android phones and Windows phones.
- Google Maps is currently used as the mapping solution.
- The first production test of COMPASS occurs this summer during the 2014 Census Test. During this test COMPASS will be deployed to as many as 1000 Census Bureau furnished iPhones for use during Non Response Follow Up.