

Advocating on behalf of Survey Respondents

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The Respondent Advocate After One Year

- **Advocate** for and represent the respondent's perspective throughout the survey lifecycle, including survey design and data collection.
- **Resolve** household survey respondent concerns.
- **Improve** key stakeholder experience in relation to respondent concerns.

American Community Survey focus

- 3.54 million households in ACS each year
- Most respond on their own (**59.76%**)
- Phone and field interviews boost response (**97.38%**)
- Less than 8,000 refusals in 2012
- 233 Congressional letters on behalf of constituents since April 2012 (**0.00343%**)

Activities include

1. Providing direct assistance to respondents
2. Meeting with Congressional offices
3. Fine-tuning data collection procedures to reduce respondent burden
4. Participating in the ACS Content Review
5. Engaging with ACS messaging research

Respondent Interaction

- Engagement with respondents on all demographic surveys, though primarily ACS
- Most people have never heard of the American Community Survey
 - They remember the 2010 decennial census
 - They don't know what the ACS is and have never heard of it
 - ACS messaging focus groups in January 2014 confirmed this
- Some have had a bad experience with an interviewer
- Some have exceptionally strong and expressive political views
- Some are worried about identity theft
- Simple Process with resolution in 24 hours or less
 - Listen to respondent and figure out their concern
 - Research with sponsor to determine exactly what stage of survey respondent is in
 - Seek a resolve with respondent that often includes survey participation
- Nine out of ten agree to participate

Congressional Interaction

- I have met with 97 Congressional offices since position began
 - Most indicate 5-6 constituent ACS complaints each year.
 - Most are surprised to learn that approximately 8,000 addresses within their district are part of the ACS each year (650 per month). Put another way, for every 10,000 addresses in their district, 22 are in the ACS sample each month.
 - Most are impressed at the high response rates in their district.
 - Many understand the value of ACS data and use it for policy making and speeches.
 - HR 1078 would make the ACS voluntary and has 52 co-sponsors (in the last Congress there were 70).
 - I discuss the impact of a voluntary ACS on smaller population areas, particularly rural areas, referencing Statistic Canada's recent experience in 2011, as well as the Census Bureau's 2003 study regarding impact of a voluntary ACS.
 - All express strong appreciation at having a "go to" Census person for difficult constituent situations.
- Ongoing meetings will continue with Congressional offices and other key stakeholders

“Are You In A Survey?”

A new improved website coming in Spring 2014

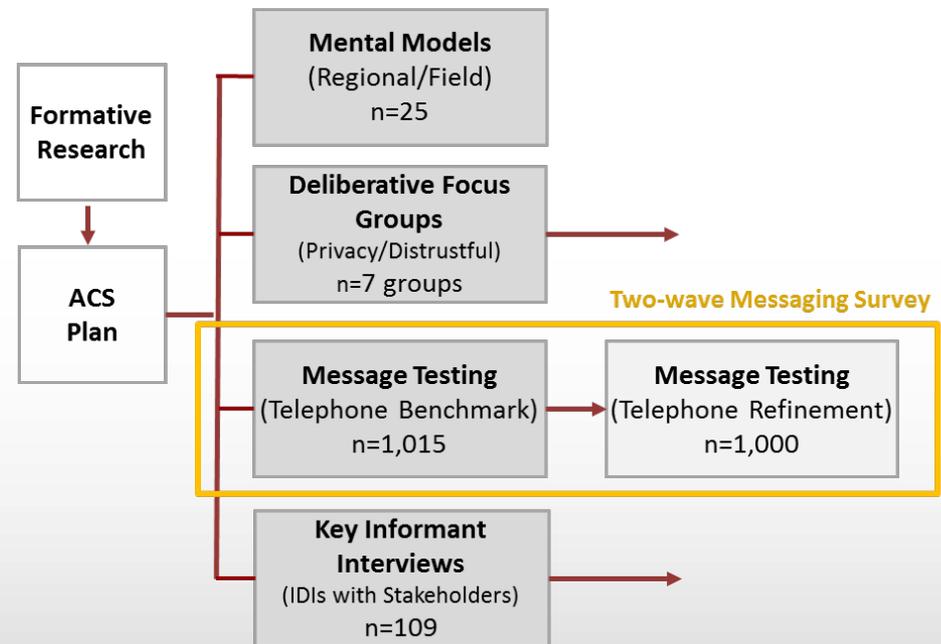
The screenshot shows the new Census Bureau website interface. At the top, there is a navigation bar with the United States Census Bureau logo and a search bar. Below the navigation bar, there are several sections: 'Topics' (Population, Economy), 'Geography' (Maps, Data, Resources), 'Library' (Infographics, Publications), 'Data' (Tools, Developers), 'About' (Research, Surveys), and 'Newsroom' (News, Events, Blogs). A large banner area features a word cloud with terms like 'Topics', 'Population', 'Economy', 'Geography', 'Library', 'Infographics', 'Maps', 'Resources', 'Publications', 'Tools', 'Data', 'About', 'Newsroom', 'Developers', 'Surveys', 'DataNews', 'Blogs', 'Events', and 'Research'. A 'Tell Us What You Think' box is also present. Below the banner, there are several widgets: 'Population Clock' showing U.S. and World population, 'QuickFacts' with a map of the U.S., 'U.S. Census Bureau Economic Indicators' showing various economic data points, 'Latest News' with several news items, 'Stat of the Day' featuring the Homeownership Rate, and 'The Week Ahead' with a calendar for the week of Feb 7-13. A red arrow points from a blue callout box to a 'Are You in a Survey?' button in the 'Stat of the Day' section.

- NEW SITE INCLUDES HOME PAGE NAVIGATION TO EASILY FIND HELP IF IN A SURVEY
- CONTENT UPDATED
- SURVEY SPECIFIC INFORMATION PROVIDED
- CLEAR ANSWERS TO THE WHY, HOW, WHO, WHEN, AND WHAT FOR EACH SURVEY

ACS Messaging Research

- Purpose is to determine best public-facing messaging to increase ACS self-response.
 - This may result in changes to envelope messaging, respondent letters, or online response messaging.
 - Earliest to incorporate revised messaging would be calendar year 2015.
- Recent focus groups (7) said...
 - “ACS? Never heard of it”
 - “Why would you possibly need to know this?”
 - “They already have this information.”
 - “What have you done for me?”
 - “No hablo Inglés”

ACS Comprehensive Message Testing Approach



CAPI Contact Attempts Research

- Primary question – is there a defined point when a field interviewer should stop contact attempts with ACS nonresponders?
- If so, what method should be used to establish “stopping guidelines”?
 - Raw number of contact attempts universally applied to all field interviewers
 - Formula that incorporates “hard” versus “soft” contact attempts
 - A hybrid respondent burden score per address
 - Variable formula based on prior ACS respondent contact
 1. Mail only
 2. Mail and CATI
 3. No prior contact to CAPI
 - Other method

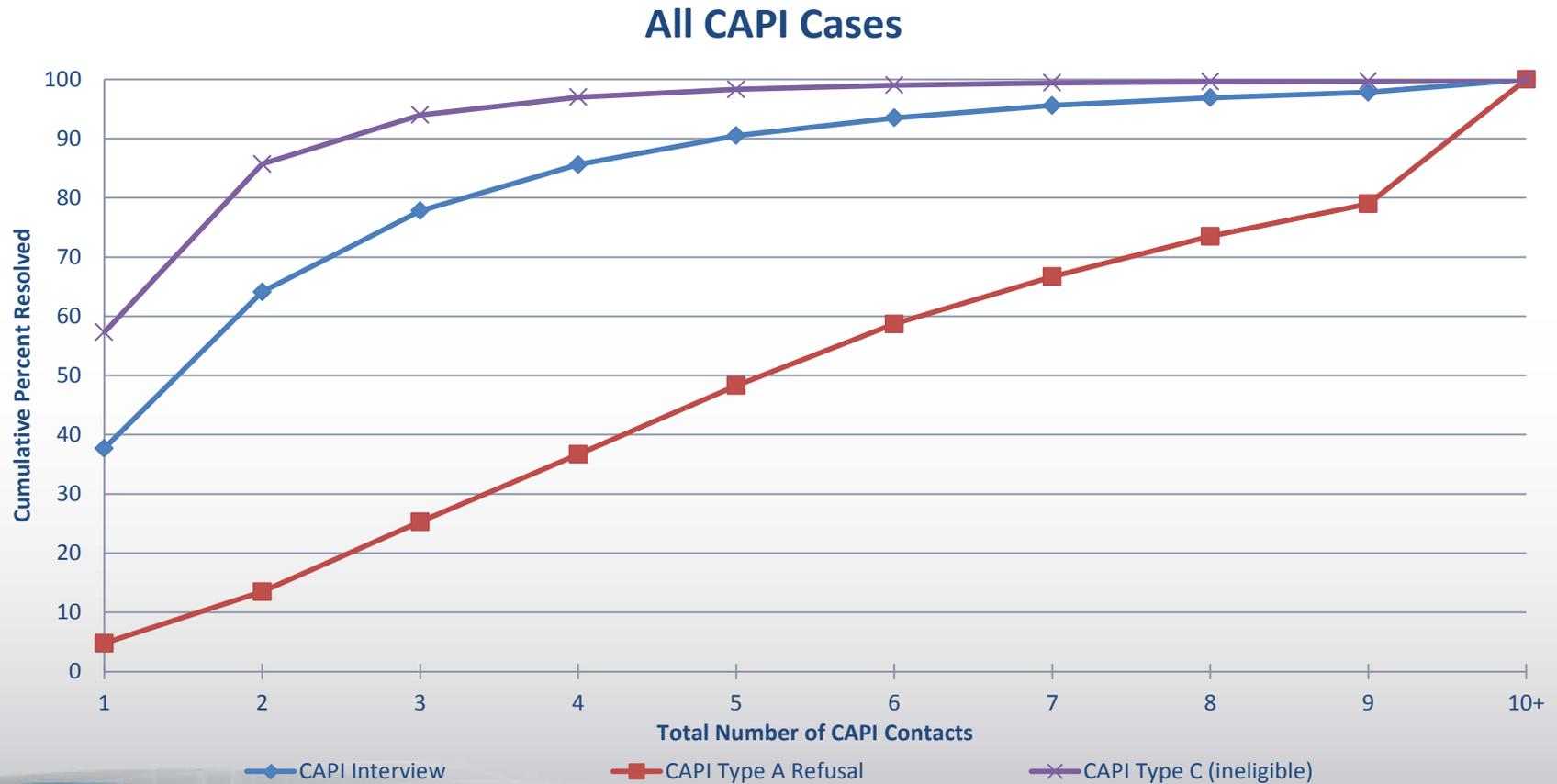
What Prior ACS Contacts have Respondents Had Leading Up To a Field Interview Attempt?

Number of Cases in CAPI and Percent of CAPI Workload by Case History <i>(average month, unweighted)</i>		
	Number of Cases in CAPI	Percent of CAPI Workload
CAPI is 1st contact mode (no mail, no CATI)	6,414	11.6%
CAPI is 2nd contact mode (ACS mail, no CATI [no number or bad number])	42,746	77.3%
CAPI is 3rd contact mode (ACS mail plus CATI contacts that resulted in CATI refusal [4.4%]; CATI maximum of 15 calls [4.0%]; or other CATI non-interview such as insufficient partial, language barrier, or hearing barrier [2.7%])	6,131	11.1%

How Many Field Contact Attempts Are Made To Resolve Each Address?

Number of CAPI Contacts	Number of CAPI Cases	Percentage of CAPI Cases Resolved	Cumulative Percentage of CAPI Cases Resolved
1	20,974	37.9	37.9
2	14,266	25.8	63.7
3	7,260	13.1	76.9
4	4,222	7.6	84.5
5	2,650	4.8	89.3
6	1,739	3.1	92.5
7	1,197	2.2	94.6
8	819	1.5	96.1
9	593	1.1	97.2
10+	1,571	2.8	100.0
Total	55,291	100.0	100.0

What are the Results of CAPI Contact Attempts?



Questions For Committee

If you were a respondent...

- What advice can you give related to the ACS CAPI “stopping guidelines” research?
- What insights can you provide regarding the ACS messaging research?

