

Comment on Non-ID Processing Test

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- When people self-respond on the Internet, it is necessary to link them to the Master Address File (MAF) to make sure the address is accounted for.
- If they have a pre-assigned Census ID (received through the mail) the link is automatic.
- Respondents who do not have an ID must be geocoded based on their address.
- If a match is found, the address can be crossed off the list for non-response followup.

Comment on Non-ID Processing Test

- To the extent possible, addresses entered by respondents should be automatically matched to the MAF in real time, so that if a match cannot be found, respondents can be immediately prompted to provide additional information.
- This reduces the need for expensive manual geocoding and for non-response follow-up in the event that the case cannot be coded.

2014 census test

- Federal Register: “the 2014 Census Site Test provides an opportunity for the Census Bureau to test potential enhancements to its automated processing of responses lacking a pre-assigned Census identification (ID) number. ”
- Testing of automated processing did not occur. The 2014 census test did allow respondents to enter an address if no ID number was available, but did not attempt to do any real-time matching of addresses.

Plans for the 2015 census test

- Software will attempt a match of respondent's address to the MAF
- If a match is not found, what prompts will be used to try to get better address information?
- What variations of the user interface will be tested?

Broader Questions

- What are the main obstacles to real-time processing? Is this just a computing bottleneck, or are there other concerns?
- Who is writing the software? Is this strictly in-house? What are the software deliverables? What is the schedule for software deliverables?

Potential for academic collaboration

Daniel W. Goldberg, Texas A&M, has created the best software I have seen for cleaning and automatically geocoding dirty addresses. It works amazingly well. Maybe Census should talk with him.

Daniel W. Goldberg, PhD

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Broader Questions

- What are the plans for Non-ID responses on mobile devices?
- Are there additional user interface obstacles for people responding to the census via their mobile devices?
- Is there any possibility of using phone location services (GPS) to help identify address?

Discussion Questions

“What messaging could be effective in encouraging respondents to pre-register their email or telephone number to allow the Census Bureau to use electronic notification methods?”

In 2006, the Internet response option was dropped for 2010, partly because of concern over “phishing.”

If the Census Bureau uses electronic notification, how will it prevent phishing scams from people who pretend to be the Census Bureau in order to collect private information?

Discussion Questions

“What are effective methods for validating responses received without a pre-assigned Census identification number? How do we know that the person responding is who they say they are and that they really live at the address they provide?”