

2015 Optimizing Self-Response Test (Non-ID Processing)

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Test Objectives

- ❖ Optimizing Self-Response
- ❖ Communications/Outreach
- ❖ Real-Time Non-ID Processing

Optimizing Self-Response

- ❖ Continue studying methods for increasing overall and internet response rates
 - ❖ Pre-Registration (“Notify Me”) to allow respondents to choose their contact mode
 - ❖ Non-ID Response to allow respondents to respond with or without a pre-assigned identification number
- ❖ Integrated Communications Strategy to promote participation and response
 - ❖ Traditional paid advertising
 - ❖ Targeted digital advertising
 - ❖ Partnership outreach

Communications/Outreach

- ❖ Promote awareness of “Notify Me” and Non-ID response option
- ❖ Assimilate digital, targeted advertising into pre-existing integrated communications campaign components
- ❖ Test microtargeted digital ads (targeting hard-to-count)
- ❖ Test differing levels of digital advertising

Test Milestones

- Begin communications campaign – mid-February 2015
- Open “Notify Me” for pre-registration – February 23, 2015
- Open internet self-response site – March 23, 2015
- Census Day – April 1, 2015
- Test close-out – May 31, 2015

Real-Time Non-ID Processing Presentation Overview

- ❖ Non-ID Processing: An Overview
- ❖ Progress to Date
- ❖ Near-term Work
- ❖ 2015 OSR Test Objectives

Non-ID Processing: An Overview

- ❖ Non-ID Processing: compares responses without a pre-assigned ID to our Census address database
- ❖ In the 2010 Census...
 - ❖ 1.3 million responses without an ID
 - ❖ Conducted via several process steps, introducing significant lag
- ❖ For 2020, we want to research real-time processing

Non-ID Processing: Progress to Date

❖ Initial Focus

- ❖ Exploration of a multi-faceted solution
 - ❖ Improving address collection
 - ❖ Improving our processing methodology

❖ Current Focus

- ❖ Readiness testing for 2014 (using 2010 workload)
- ❖ 2014 Census Test
- ❖ Preparation for 2015 testing

Non-ID Processing 2015 Objectives

- ❖ Pilot for Real-Time Non-ID Processing
 - ❖ An opportunity for a feedback loop to respondent if additional information is needed to match/geocode
 - ❖ Resolving cases during the response drastically improves the rate addresses are removed from nonresponse follow-up

Non-ID Processing 2015 Objectives (cont.)

Respondent geocoding via map interface

Prototype

Census Usability Data Collection

1. Where did you live on June 1, 2013?

4600 Silver Hill Road, Suitland md

Submit Address

Your Address

4600 Silver Hill Rd
Suitland, MD 20746

2. Is the address displayed above your correct address?

Yes

No (Re-enter your address in the top box and click Submit address again.)

3. Is your address located within the highlighted area on the map?

Yes

No (Click on the area of the map where your address is located.)

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Non-ID Processing 2015 Objectives (cont.)

❖ Other opportunities

- ❖ Continued learning about batch processing
- ❖ Manual processing of ungeocoded cases
- ❖ Use of online geographic reference sources to validate geocodes

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?
- ❖ 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?

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