



2020 Census Program: Optimizing Self-Response

Michael Bentley, Chief
Census Experiments Branch
Decennial Statistical Studies Division

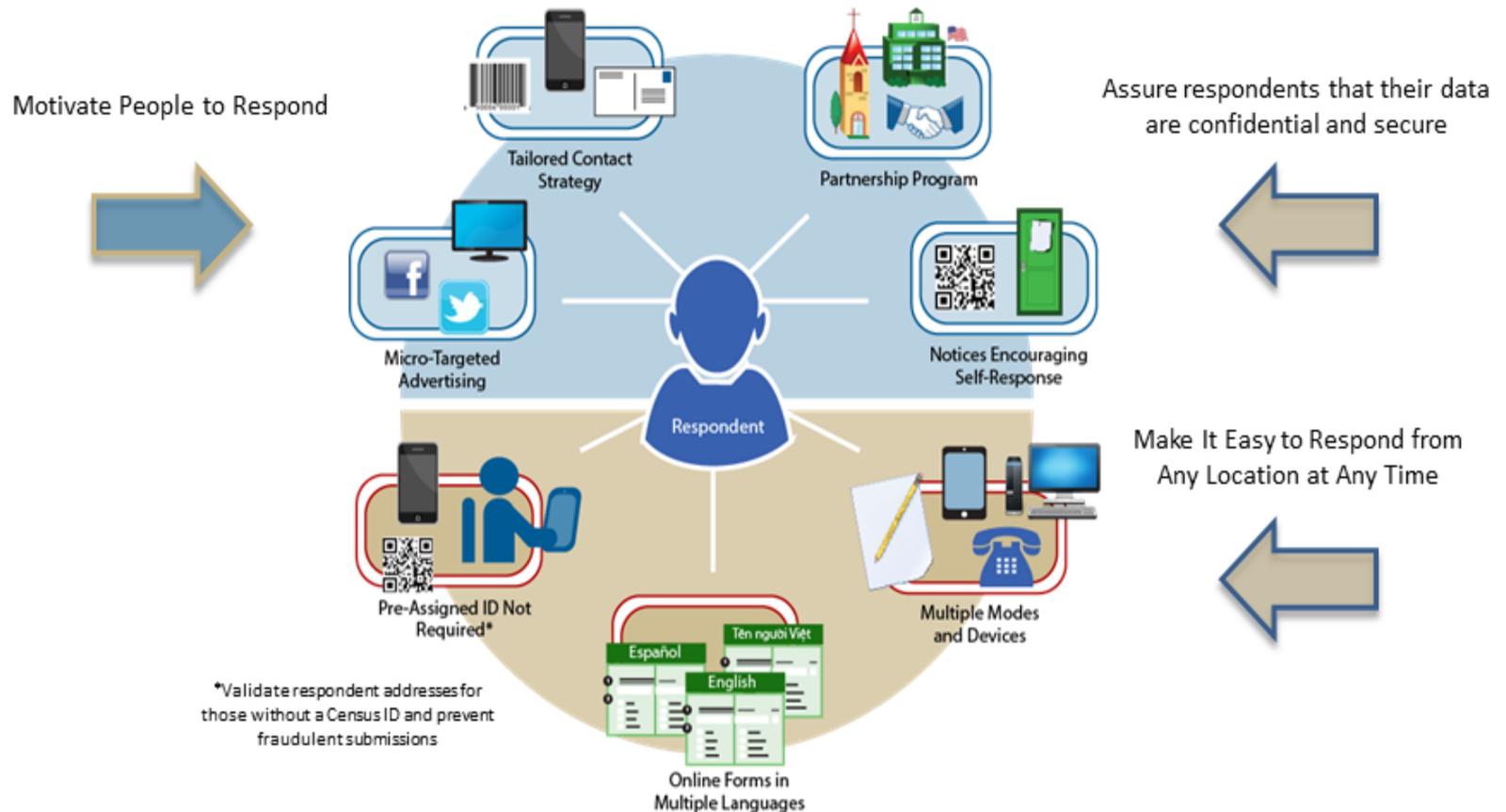
Presentation to the Census Scientific Advisory Committee
Spring Meeting

April 14, 2016

The 2020 Census

Optimizing Self Response

Generate the largest possible self-response, reducing the number of households requiring follow-up



2015 National Content Test

Contact Strategy Design

Panel	1	2	3*	4*	5*
1 Internet Push (Control)	Letter	Postcard	Postcard	Questionnaire	
2 Internet Push with Early Postcard	Letter	Postcard (3 days sooner)	Postcard	Questionnaire	
3 Internet Push with Early Questionnaire	Letter	Postcard	Questionnaire	Postcard	
4 Internet Push with Even Earlier Questionnaire (Low response stratum only)	Letter	Questionnaire	Postcard	Postcard	
5 Internet Choice (Low response stratum only)	Questionnaire	Postcard	Postcard	Questionnaire	
6 Internet Push with Postcard as 3 rd Reminder	Letter	Postcard	Postcard	Questionnaire	Postcard
7 Internet Push Postcard	Postcard	Postcard	Letter	Questionnaire	
8 Internet Push with Early Postcard and 2 nd Letter Instead of Mail Questionnaire	Letter	Postcard (3 days sooner)	Postcard	Letter	
9 Internet Push with Postcard and Email as 1 st Reminder (Same time)	Letter	Postcard and Email (3 days sooner)	Postcard	Questionnaire	

2015 National Content Test

Preliminary Response Rates

Panel		Internet	Telephone	Mail	Total
1	Internet Push (Control)	37.5 (0.19)	6.5 (0.09)	9.5 (0.11)	53.6 (0.18)
2	Internet Push with Early Postcard	37.1 (0.16)	6.5 (0.09)	9.8 (0.11)	53.4 (0.18)
3	Internet Push with Early Questionnaire	33.7 (0.17)	5.1 (0.08)	14.3 (0.12)	53.1 (0.17)
4	Internet Push with Even Earlier Questionnaire (Low response stratum only)	16.8 (0.23)	3.2 (0.10)	17.5 (0.23)	37.5 (0.28)
5	Internet Choice (Low response stratum only)	10.8 (0.17)	2.1 (0.09)	29.8 (0.28)	42.6 (0.29)
6	Internet Push with Postcard as 3 rd Reminder	38.1 (0.18)	6.8 (0.09)	10.4 (0.10)	55.2 (0.18)
7	Internet Push Postcard	36.1 (0.17)	6.1 (0.09)	9.9 (0.11)	52.1 (0.18)
8	Internet Push with Early Postcard and 2 nd Letter Instead of Mail Q	41.0 (0.18)	7.4 (0.10)	N/A	48.5 (0.17)
9	Internet Push with Postcard and Email as 1 st Reminder (Same time)	37.8 (0.18)	6.3 (0.09)	9.8 (0.10)	53.9 (0.19)

2016 Census Test

Summary of Test Design for Self-Response

- Five contact strategy panels
 - Control panel ((1) Letter → (2) Postcard → (3) Postcard → (4) Paper Questionnaire)
 - Letter instead of postcard

The following three panels include bilingual English/Chinese and English/Korean in addition to the English/Spanish used throughout the five panels:

- Multi-lingual brochure (4 languages)
 - FAQ insert (4 languages)
 - Internet choice (send paper questionnaire in the first mailing)
-
- Provide non-English support for respondents with limited English proficiency – both in terms of our contact strategies and response options
 - Form partnerships and conduct outreach efforts to reach historically hard to count populations
 - Refine Real Time Non-ID processing methods
 - Test languages utilizing non-Roman characters (Chinese and Korean) in all modes

2016 Census Test

Self-Response: Internet (CEDCaP System)

New Internet Software Application PRIMUS

United States Census Bureau

FAQ Instructions Burden Statement

Select Language Save and Logout

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address

Rural Route

P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

City

Anytown

State

District Of Co

ZIP Code

00000 x

Previous Next

73° ?

United States Census

Home > Household > Residence

Where will you be living on April 1, 2016 (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address

Rural Route

P.O. Box

Address Number

000

Street Name

Main Street

Apt/Unit

Apt#

2016 Census Test

Preliminary Response Rates as of April 13, 2016

Panel	Los Angeles County Site				Harris County Site			
	Internet	Telephone	Mail	Total*	Internet	Telephone	Mail	Total*
1 Internet Push	24.69%	2.14%	0.00%	26.83%	20.64%	1.46%	0.00%	22.10%
2 Internet Push with Reminder Letter	25.95%	1.93%	0.00%	27.88%	21.42%	1.56%	0.00%	22.98%
3 Internet Push with Language Brochure	25.34%	2.24%	0.00%	27.58%	19.58%	1.34%	0.00%	20.92%
4 Internet Push with Language FAQ Insert	27.21%	2.24%	0.00%	29.46%	21.18%	1.40%	0.00%	22.58%
5 Internet Choice	11.57%	0.45%	21.85%	33.87%	7.34%	0.29%	9.91%	17.55%
Total	22.87%	1.80%	4.72%	29.39%	19.04%	1.30%	1.24%	21.57%

*Individual components may not add to total due to rounding.

2017 Census Test

Encouraging Self-Response in Update/Enumerate Areas

- Focus of 2017 Census Test is in Update/Enumerate Areas - where self-response has historically not been an option
- Developing strategies to encourage self-response in these areas for the first time:
 - Include a mail contact strategy in advance of U/E field work to addresses with USPS delivery and address consistent with physical location
 - Researching the usability of address entry for non-ID
 - Engaging with US Postal Service for delivery of mail in areas where service is not usually provided
 - Direct mailing to post office boxes
- Additional testing through a nation-wide self-response test

Optimizing Self-Response

Selected Decisions to Be Made

Release the Internet Self-Response Detailed Operational Plan in September 2016

What is the optimal combination of mail contact strategies and how will these be targeted based on demographic and geographic areas?

- **Approach:** Currently researching using ACS data, 2015 NCT data, and data on internet access at the census tract level
- **Decision by:** 2018

In what languages will Internet self-response be available?

- **Approach:** Determined in conjunction with Language Services using ACS data and input from advisory committees, taking into consideration CEPcAP capabilities
- **Decision by:** 2018

How can USPS barcode technology be used to optimize the respondent access to Internet in mail materials?

- **Approach:** Actively engaged with USPS, including USPS/Census Interagency Working Group to determine options and feasibility
- **Decision by:** 2018

Optimizing Self-Response

Selected Decisions to Be Made (Continued)

What type of Internet form design will facilitate high quality self-response data collection in GQ?

- **Approach:** Testing in small GQ test; working with Internet developers and usability experts
- **Decision by:** 2018

What are the response rate projections for all self-response modes?

- **Approach:** Refine estimates using ACS data, 2015 NCT data, and other sources
- **Decision by:** 2018

Optimizing Self-Response

Discussion Questions

- What are some ways we can engage with the USPS and incorporate USPS technology to optimize respondent online access?
- How can we best optimize response for people in some GQs (such as college dorms)?
- Are there other self-response strategies or ideas we should be considering now, or in the future?

Connect with Us



Sign up for and manage alerts at
<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



facebook.com/uscensusbureau



More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



twitter.com/uscensusbureau



youtube.com/user/uscensusbureau



More information on the 2020 Census:
<http://www.census.gov/2020Census>



instagram.com/uscensusbureau



More information on the American Community Survey:
<http://www.census.gov/programs-surveys/acs/>



pinterest.com/uscensusbureau