

Discussion of *2018 End-to-End
Census Test: Nonresponse
Follow-up*

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Non Response Follow Up

Non Response Follow Up (NRFU) is critically important for the census:

- In 2010: ~50 million units followed up on at a cost of \$1.6 billion
- Better targeting of follow up (and in particular enumerator follow up) is key to to simultaneously reduce per household costs while producing a high quality Census
- An area of particular innovation for the 2020 census – requires careful attention to results of testing and planning
 - Administrative data
 - Paperless systems
 - Etc.

2018 End-to-End Test

Similarly, seems hard to overstate the importance of the 2018 test in preparation for 2020

Presentations to CSAC set out the all the moving pieces really well and there are a *lot* of them

Will group my comments/questions around strategy and implementation related to NRFU, but first the big question:

What are the impacts of paring down the test on key learnings?

- Reduction in geographic scope
- Update and leave

Geographic Scope

Tradeoffs had to be made, but worrying to only truly test end to end in one location:

- No control against any location specific risks (Acts of God, etc.)
- Do we have enough geographic and demographic diversity for this to be a true test, or will Census have to 'extrapolate'
- Scale is often required to truly test systems

Comments/Questions around NFRU: Strategy

Overall – out of this test, a view into the relative magnitudes would be very useful to understanding what the key levers here are for the NFRU workload:

- Predicted reduction in required follow ups due to administrative records vs multiunit manager follow ups vs better training on proxy procedures for enumerators

Contact Strategy:

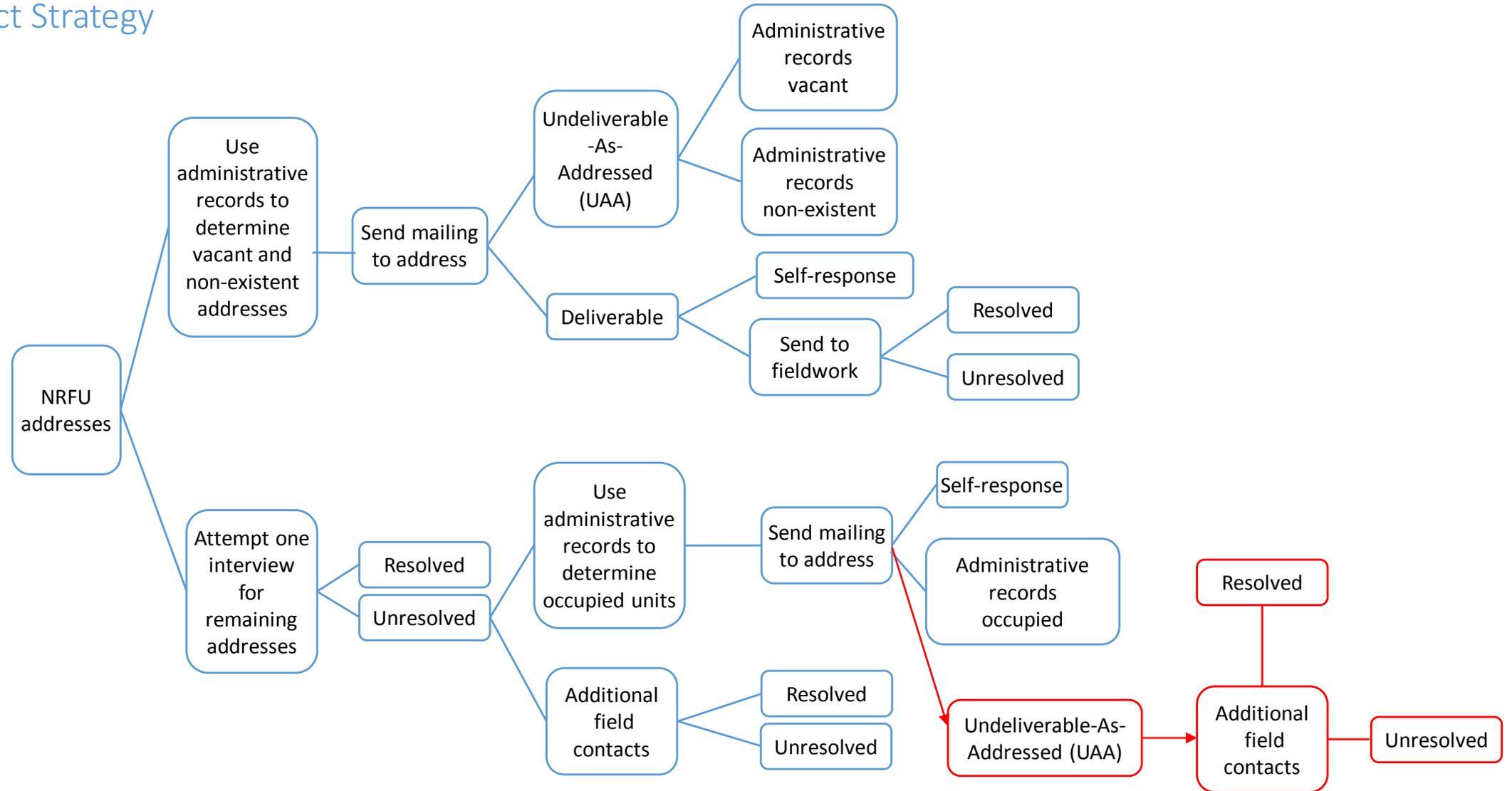
- Changes to contact strategy from initial proposal? (See next slide)

Mailing Strategy:

- How do we think about large difference in non response rates across mailing strategies (internet first vs internet choice) – and how that might flow into the contact strategy?

2018 End-to-End Census Test

Contact Strategy



Comments/Questions around NFRU: Implementation

Staffing/Training:

- Recall experimentation of right ratio of supervisors to enumerators in the 2016 test - pinned down or still requires testing?
 - Really important for maintaining the balance between cost control and high quality data
- Given issue highlighted with enumerators following proxy procedures – will move to blended/online learning help or hurt?

IT:

- Operational Control System alerts are useful – but only if they trigger action. How does the Census ensure they do?