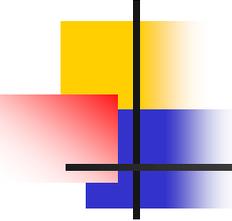


Discussion:

2020 CBAMS Study Findings

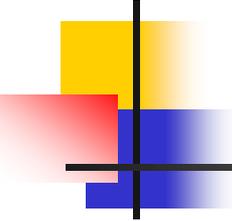
Jay Breidt

Department of Statistics
Colorado State University
March 28, 2019



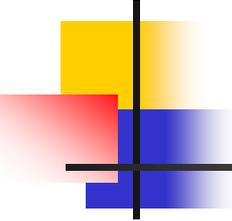
CBAMS Qualitative Focus Groups

- Useful supplement to quantitative survey
- While not generalizable, gives useful “existence” results
- Provides further context, support and illustrative information: helps understanding of quantitative results
- Adapts to new circumstances, unlike fixed questionnaire



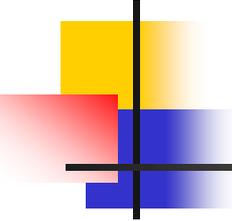
CBAMS Quantitative Survey

- National address-based sample of 50K households: fielded spring 2018
- Stratified at the tract level by mode push and race/ethnicity
- Oversampling of minorities to ensure sufficient responses
- Careful nonresponse bias analysis
- Inverse probability weighting, nonresponse adjustment, raking to population controls



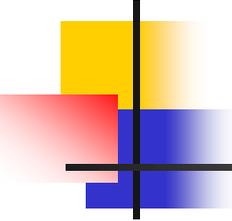
No news here...

- Census Bureau adhering to its usual impeccable standards of statistical practice
- Gold standard of survey design, implementation, estimation, and reporting
- Careful description of methodology, results, and limitations



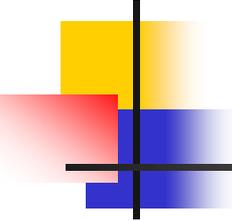
Limitation: nonresponse

- *Results involving householders' intention to fill out a census form could be biased by the fact that responses were received only from those willing to fill out the 2020 CBAMS Survey; 2020 CBAMS Survey nonrespondents may be less willing to complete the census than respondents.*



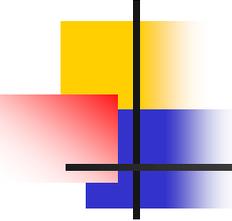
Nonresponse concerns

- Failure to account for differential nonresponse causes bias
- *Bias increases if response probability is correlated with variable of interest*
- Standard nonresponse adjustment reduces bias under a plausible assumed model
- Nonresponse for CBAMS warrants further investigation



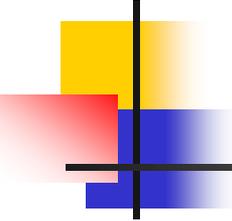
CBAMS has addressed its key research questions

- 1. Who intends to respond to the census?
- 2. Where do gaps in knowledge about the census exist?
- 3. What barriers would prevent people from completing the census?
- 4. What would motivate people to complete the census?



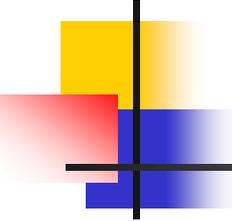
Goal is to act on this information

- Use CBAMS *“to develop a research-based communications plan with the objective of motivating self-response to the decennial census”*
- Use CBAMS to help set research agenda during 2020 and beyond
- These uses reflected in questions for CSAC



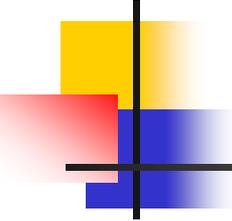
Question #1:

- *The CBAMS Survey found that concerns about data security and confidentiality may be a barrier to decennial response, especially for racial and ethnic minorities. What **data security and confidentiality innovations** should census implement and partners highlight when communicating with concerned residents?*



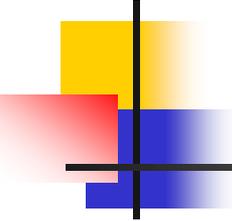
My reaction...

- Making **further** security/confidentiality innovations will not help
 - Not likely to be able to explain current security/confidentiality convincingly
- Assurances from trusted sources external to Census seems to be the best possible approach



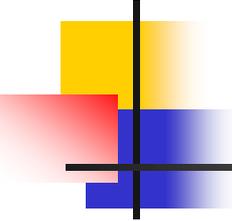
Question #2:

- *During the 2020 Census, what strategies should we use to evaluate whether different communications strategies worked (for example, whether messages to different audiences were effective in promoting self-response)?*



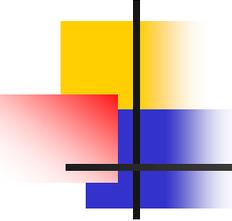
Possible evaluation strategies

- CBAMS follow-up via Census
- CBAMS follow-up via new survey
- Census “case-control” studies?
- Tracking surveys
- Tracking analytics
- Media experiments



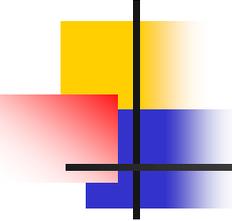
CBAMS follow-up via Census, I

- CBAMS is a randomized “treatment”
- Households randomly not selected for CBAMS treatment
 - Control cases of self-response behavior
- For CBAMS respondents, have self-reported likelihood of response to Census
 - Did they self-respond? When?



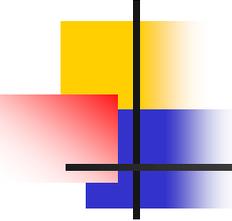
CBAMS follow-up via Census, II

- For CBAMS non-respondents, have
 - a model projecting their response behavior, used in non-response adjustment
 - a corresponding prediction of their Census response likelihood
- Did they self-respond? When?
- Might suggest a modified nonresponse model/prediction for future iterations



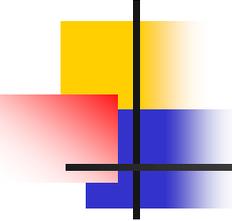
CBAMS follow-up via survey, I

- CBAMS I for 2010 Census was followed up post-census by CBAMS II
 - Second cross-section
 - No overlap with CBAMS I (?)
- Repeat 2020 CBAMS, without overlap?
 - Measure exposure to Census communications
 - Is exposure associated with self-response?



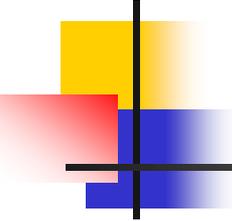
CBAMS follow-up via survey, II

- Repeat 2020 CBAMS, with overlap?
 - Measure exposure to Census communications
 - CBAMS respondents had previously reported likelihood of Census response
 - Did communications exposure affect self-response?



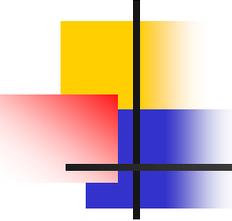
“Case-Control” studies, I

- Select n cases = self-responders
- Select m controls = similar geographic/demographic characteristics, but did not self-respond



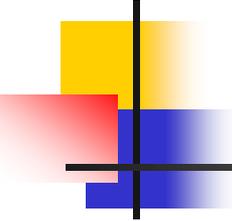
“Case-Control” studies, II

- For cases and controls, interview to determine exposure to Census communication
- Estimate odds ratio: is exposure to Census communication associated with higher odds of self-response?



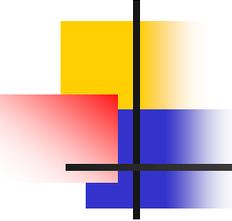
Tracking surveys

- Small surveys repeated regularly throughout the communications campaign
- Conducted independently of Census?
- Measure exposure to various types of communications
- Measure self-response
- Track evolution of “mind-sets”, if any?



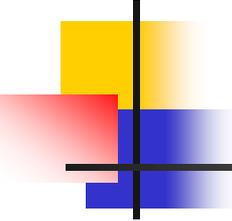
Tracking analytics

- Aside from representative surveys, try non-representative but readily-available “analytics” data
- Auxiliary sources, especially from social media
- Might have some use in combination with survey data to produce small-domain estimates



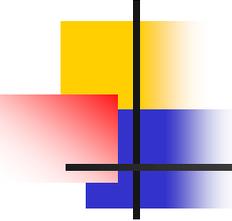
Media experiments

- Match market “segments” by characteristics predictive of response propensity
- Randomly assign half the segments to Version A communication, half to Version B communication
- Does self-response differ across Versions A and B in some measurable way?



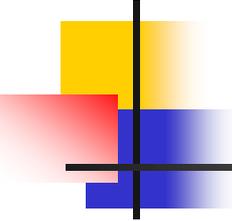
Social media experiments

- Easy and fast to test small modifications of communication strategy
- Marketers routinely do “A/B Testing”
 - Version A is base/control
 - Version B is modification of Version A
- Does self-response differ across Versions A and B in some measurable way?



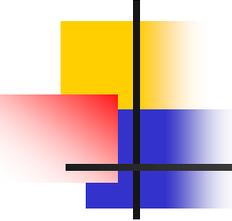
Question #3:

- *After 2020, what gaps in understanding the public's mind-sets, motivations, and barriers to the decennial census response could be addressed in mid-decade testing?*



General reaction

- CBAMS showed unfamiliarity, distrust, misconceptions, and concerns with Census
- Need continuous, consistent “branding” of Census products and their uses, throughout the decade
- Monitor Census brand throughout the decade, not just decennial ramp up and down



Questions, repeated

- Q1: What data security and confidentiality innovations should census implement and partners highlight when communicating with concerned residents?
- Q2: During the 2020 Census, what strategies should we use to evaluate whether different communications strategies worked?
- Q3: After 2020, what gaps in understanding the public's mind-sets, motivations, and barriers to the decennial census response could be addressed in mid-decade testing?