



# 2020 Census Program for Evaluations and Experiments (CPEX)

Census Scientific Advisory Committee Fall 2019 Meeting

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# 2020 Census Program for Evaluations and Experiments (CPEX)

- The CPEX program is designed to document and evaluate the current decennial census and facilitate planning efforts for the next one. We use four types of studies to do this:
  - Experiments
  - Evaluations
  - Operational Assessments
  - Quality Control Profiles
- The 2020 CPEX scope currently includes 3 experiments, 7 evaluations, 51 operational assessments, and 5 quality control profiles
  - Additional evaluations related to the 2020 communications program have been proposed and are in the review and approval process

# 2020 CPEX Projects

## Experiments (3)

- Extending the Census Environment to the Mailing Materials
- Optimization of Self-Response in the 2020 Census
- Real-Time 2020 Administrative Record Census Simulation

## Experiment: *Extending the Census Environment to the Mailing Materials*

- Purpose: To study the ability to increase self-response by tapping into the unique environment surrounding the decennial census through the materials we use to contact households and request self-enumeration.
- Experimental Treatments/Data Collection:
  - Panel (households and geographic areas) to receive wearable nonmonetary insert (sticker) that promotes the 2020 Census
  - Panel (households) to receive mailing materials that incorporate elements and images developed by the 2020 Census communications campaign
  - Panel (geographic areas) to receive an every door direct mailer sent on Census Day

## Experiment: *Optimization of Self-Response in the 2020 Census*

- Purpose: To understand the net impacts of the OSR innovation area in the 2020 Census -- the mailing strategy and of the overall influence of the internet response option.
- Experimental Treatments/Data Collection:
  - Panel to receive 2010 Census mail strategy (2020 questionnaire, no internet option)
  - Panel to receive 2020 mail strategy, but without mention of the internet response option
  - Panel to have the mail strategy switched between Internet First and Internet Choice
  - Panel to receive NO mail materials (will go into NRFU if no response received)

## Experiment: *Real-Time 2020 Administrative Record Census Simulation*

- Purpose: To conduct an administrative record census in real time in 2020 to show how the population statistics compare between an administrative record census and survey-style collection, in the same time frame; and to show how long it takes to execute an administrative record census and including identifying the most time-consuming parts of the process.
- Experimental Treatments/Data Collection: None

# 2020 CPEX Projects

## Evaluations (7)

- Reengineered Address Canvassing
- Administrative Record Dual System Estimation
- Evaluating Privacy and Confidentiality Concerns
- The Undercount of Young Children: A Qualitative Evaluation of Census Materials and Operations
- Research on Hard to Count Populations: Non-English Speakers and Complex Household Residents, including Young Children
- Analysis of Census Internet Self-Response Paradata by Language
- Evaluation of the Group Quarters Advance Contact Operation

## Evaluation: *Reengineered Address Canvassing*

- Purpose: To evaluate the redesign of the Address Canvassing operation, including the use of in-office address canvassing and interactive review
- Experimental Treatments/Data Collection:
  - Use of “salted” and “suppressed” addresses to measure error in field canvassing

## Evaluation: *Administrative Record Dual System Estimation*

- Purpose: To study if dual system estimates could be generated without conducting an independent post-enumeration survey (PES). The Census would continue to serve as the first source, but administrative records would serve as the second source, rather than PES results.
- Experimental Treatments/Data Collection: None

## Evaluation: *Evaluating Privacy and Confidentiality Concerns*

- Purpose: To assess respondents' privacy and confidentiality concerns about responding to the census generally, as well as assessing concerns of certain types of respondents with a follow-up questionnaire.
- Experimental Treatments/Data Collection:
  - Telephone Follow-Up with Census self-respondents
  - In-Person Follow-Up with NRFU respondents and Telephone Follow-Up nonrespondents

# **Evaluation:** *The Undercount of Young Children: A Qualitative Evaluation of Census Materials and Operations*

- Purpose: To explore reasons for the undercount of young children.
  
- Experimental Treatments/Data Collection:
  - Focus groups
  - Cognitive interviews

## **Evaluation:** *Research on Hard to Count Populations: Non-English Speakers and Complex Household Residents, including Undercount of Children*

- Purpose: To conduct both an evaluation and an experimental research project about hard-to-count populations such as non-English speakers and complex household residents.
- Experimental Treatments/Data Collection:
  - NRFU observations and respondent debriefings
  - Bilingual enumerator training experiment

## **Evaluation:** *Analysis of Census Internet Self-Response Paradata by Language*

- Purpose: To study paradata from the internet self-response instrument to learn about issues associated with language.
- Experimental Treatments/Data Collection: None

## Evaluation: *Evaluation of the Group Quarters Advance Contact (GQAC) Operation*

- Purpose: To evaluate the implementation of the “502” group quarters (GQ) type code during the GQAC operation and understand the magnitude of the mismatch between census coding of college and university student housing and the true status of an address.
- Experimental Treatments/Data Collection: None

# 2020 Census Operational Assessments

- 51 Operational Assessments covering nearly all of the 35 operations for the 2020 Census
- Document key production and performance metrics for 2020 Census operations (planned vs. actual)
  - Workload volumes
  - Production rates
  - Operational costs
- Serve as valuable historical information for future census planning

# 2020 Census Quality Control Profiles

- 2020 Census Operations – Quality control results produced for Address Canvassing, Nonresponse Followup, and Update/Leave
- 2020 Post-Enumeration Survey – Quality control results produced for Independent Listing and Person Interview operations

# Questions?