2019 Census Test

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2019 Census Test

Background

• In March 2018, Secretary Ross made the decision to reinstate a citizenship question on the 2020 Census.

• After the reinstatement of the citizenship question to the 2020 Census, the Census Bureau decided to measure the operational effect of including this question on self-response rates in order to inform the Nonresponse Followup (NRFU) operation and the Integrated Partnership and Communications Campaign.

• In order to do the test, the Census Bureau is utilizing existing American Community Survey platforms and processes.
  • The American Community Survey has the infrastructure and resources to conduct this type of test.
  • Allows the 2020 Census staff to continue to focus on the execution of the 2020 Census.
2019 Census Test

Overview

Purpose
• Results will help plan for the Nonresponse Followup operation, the operation designed to collect a response in person from housing units that do not self-respond.
• The test will inform the Integrated Partnership and Communications Campaign.

Design
• July 1, 2019 Census Day
• Designed to measure the operational effect of reinstating a citizenship question on self-response rates
  • Treatment 1 includes all planned 2020 Census questions – the number of people, tenure, sex, age, date of birth, Hispanic origin, race, citizenship, relationship, and coverage questions
  • Treatment 2 includes all planned 2020 Census questions except the question on citizenship
• This test will mirror the design of the 2020 Census, to the extent possible.
• Responses will be accepted via internet, paper questionnaire, or telephone.
• Telephone Questionnaire Assistance will be available in 10 of the 12 non-English languages that will be supported during the 2020 Census. Those languages include: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, French, Haitian Creole, and Portuguese.
2019 Census Test
Sample Design

- A nationwide self-response test of approximately 480,000 housing units.
  - Excludes Remote Alaska, Puerto Rico, and the population living in Group Quarters.
  - The Nonresponse Followup and the Integrated Partnership and Communications operations will not be conducted for this test.
- Designed to measure a 0.5 percentage point difference in self-response rates at the national level.
- Designed to oversample housing units in areas with high proportions of non-citizens and historically low self-response.
- The sample will support limited analysis for race and Hispanic origin subpopulations.
2019 Census Test
Contact Strategy: National Sample

Internet First
1. Letter
2. Letter
3*. Postcard
4*. Paper Questionnaire + Letter
5*. “It’s not too late” Postcard
* Mailed only to nonrespondents

Internet Choice
1. Paper Questionnaire + Letter
2. Letter
3*. Postcard
4*. Paper Questionnaire + Letter
5*. “It’s not too late” Postcard

Mailing 1
Letter (Internet First) or Letter + Questionnaire (Internet Choice)  
June 13, 2019

Mailing 2
Letter  
June 17, 2019

Mailing 3*
Postcard  
June 27, 2019

Mailing 4*
Letter + Questionnaire  
July 10, 2019

Mailing 5*
“It’s not too late” Postcard  
July 22, 2019
2019 Census Test
High-Level Timeline for Data Collection and Analysis

- **Mailout for the 2019 Census Test**
  - Mailing 1: June 13, 2019
  - Mailing 2: June 17, 2019
  - Mailing 3: June 27, 2019
  - Mailing 4: July 10, 2019
  - Mailing 5: July 22, 2019

- **Preliminary Response Rates**
- **Analysis and Reporting (Preliminary Results by October 2019)**
- **Recruitment Begins for the 2020 Census**
  - Census Peak Operations Begins
- **Final Results from Analysis and Reporting**
- **NRFU Training Begins for the 2020 Census**

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<td>CENSUS DAY</td>
<td>NRFU Training Begins for the 2020 Census</td>
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<td>July 1, 2019</td>
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<td>Data Collection Ends</td>
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<td>Deliver Analysis Files</td>
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<td>Preliminary Response Rates</td>
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# 2019 Census Test

## Key Activities

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<td>Kick-off of the 2019 Census Test</td>
<td>November 1, 2018</td>
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<td>Finalize sample design</td>
<td>November 19, 2018</td>
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<tr>
<td>Finalize design of the 2019 Census Test questionnaires and mail materials</td>
<td>December 12, 2018</td>
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<td>Award print contract</td>
<td>January 2, 2019</td>
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<td>Publish 30-day Federal Register Notice</td>
<td>February 28, 2019</td>
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<td>Data Collection Period</td>
<td>June 13 – August 15, 2019</td>
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<td>Census Day</td>
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<td>Preliminary response rates for the test</td>
<td>August 15 – 30, 2019</td>
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<td>Preliminary results for the test</td>
<td>October 2019</td>
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<td>Inform 2020 Census operations using test results</td>
<td>Fall 2019</td>
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QUESTIONS?