

2020 Census Program Management Review

Content and Outreach Related Projects

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8.106 – Contact Frame

4.103 – Optimizing Self Response

8.104 – Privacy and Confidentiality Study

March 8, 2013



WBS 8.106 - Contact Frame (Cont.)

Research Questions:

1. How can we identify or develop alternative contact frames that can be associated with an address?
2. What is the coverage of the alternative contact frame over different demographic and geographic characteristics?
3. Could the contact information be identified on the frame (e.g., best phone, alternate phone)?

WBS 8.106 - Contact Frame (Cont.)

Recent Accomplishments:

- Conducted pre-survey phone validation through a contractor.
 - Allowed us to eliminate landline phone numbers that were not in service
- Conducted the 2013 National Census Contact Test.
 - to validate a sample of the third party phone numbers and email addresses



WBS 8.106 - Contact Frame (Cont.)

Challenges:

- New data buys needed in June 2013 to continue research.
- Tests must use phones/emails to determine if data is useful.



WBS 8.106 - Contact Frame (Cont.)

Near-term Project Focus:

- Conducting analysis of 2013 National Census Contact Test – key measures:
 - % of housing units for which we have a valid phone number
 - % of housing units for which we have a valid email address
 - How to prioritize (order) several phone numbers for use
- Determining next steps to validate current third party data
 - Conduct a dependent interview
 - Match current third party phone numbers to known valid numbers
 - 2010 Census – respondent provided and contact history from coverage follow-up
 - 2010-2012 ACS - respondent provided and contact history from CATI mode
- Determine needs for data refresh – which files, which vendors

WBS 4.103 - Optimizing Self Response (Cont.)

Near-Term Project Focus:

- Design testing strategies to explore contacts with respondents with and without user ID or access codes.
- Pursue contact and message testing for email and social media to optimize self-response without diminishing The Census brand and legitimacy.



WBS 8.104 - Privacy and Confidentiality

Project Description:

- Understanding how new contact and response modes and the use of administrative records will impact the public's perception of the Census Bureau's commitment and ability to protect privacy and confidentiality.

Recent Accomplishments:

- Completed one year of public opinion data collection about the use of administrative records. Have planned for 6 months of additional experimental testing.
- Acquired social media software and conducted literature review.

Challenges:

- Unknown policy regarding the use of alternate contact strategies in this program is delaying testing.
- Infrastructure for small-scale iterative testing is still being worked out.
- Discuss the challenges facing the project.

Near-term Project Focus:

- Begin social media data collection.
- Continue to work on infrastructure for small scale testing.