

2020 Census Program Management Review

2013 Census Test

Peter V. Miller

**Center for Adaptive Design
Center for Survey Measurement**

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Objectives

- An operational study of NRFU procedures
- Use administrative records to “enumerate” some housing units
- Try an adaptive design approach for cases not enumerated with records
- Compare with a fixed enumeration approach
- Examine two telephone methods

Use Existing Infrastructure

- Laptops
- Modified ACS systems
- Modified ACS questionnaire
- Modified ACS training materials
- Contact History Instrument
- Propensity Models
- Time and Travel Cost Information

Administrative Records

- Identify cases that could be enumerated with information from records
- Remove half of these cases from the NRFU workload; use other half for comparison
- For cases not removed, use information to help manage fieldwork in adaptive design treatment

Adaptive Design Treatment

- Use data to prioritize cases for FR contact
- Communicate priorities to FRs daily
- Update priorities based on contact history
- Use CATI for initial contacts
- Direct FRs to make personal visits or personal visit/proxy contacts

Fixed Treatment

- FRs provided with batch of cases and told to work them efficiently
- Cap on the number of contacts that can be made for any given case
- FRs make phone calls first, then personal visits and personal visit/proxy contacts

Sample

- Two matched groups of housing units, 1000 each, in the Philadelphia area
- Units selected from a universe of 2010 NRFU HHs

Field Implementation

- Two FR groups – one for each sample (8-10 in each group)
- Previous AHS interviewers
- One group follows adaptive design procedures and the other follows fixed procedures
- Separate supervision for the two groups

Analysis

- Descriptive analysis of ADREC workload reduction
- Descriptive analysis of telephone contact approaches
- Descriptive analysis of fixed and adaptive contact approaches
- Cost differences among treatments
- Data quality differences among treatments

Milestones

Activity	Date
2013 Census Pre-Test PRD	6/18/2013*
Obtain OMB DOC Approval	7/02/2013*
Inputs required for systems test	7/29/2013*
Obtain OMB Approval Number	8/15/2013*
Systems Test Keying	8/28/2013-9/04/2013*
CATI Interviewer Training	Week of 9/30/2013
Mail Pre-Notification Letters	10/01/2013
TQA available	10/01/2013
CAPI Interviewer Training	Week of 10/07/2013
CATI Interviewing	10/15/2013-10/29/2013
CAPI Interviewing	10/15/2013-11/25/2013

Study in a Nutshell

	Adaptive Design	Fixed
ADRECs used for “enumeration”	TREATMENT 1 (N=500) -Use administrative records to remove cases before going to field - CATI telephone -Models determine Number/Type of Contacts	TREATMENT 3 (N=500) -Use administrative records to remove cases before going to field -Decentralized telephone -Fixed Number of Contacts
ADRECs not used for “enumeration”	TREATMENT 2 (N=500) -Use administrative records to inform business rules for contacts -CATI telephone -Models determine Number/Type of Contacts	TREATMENT 4 (N=500) -No use of administrative records -Decentralized telephone -Fixed number of Contacts