

2020 Census Program Management Review

2012 National Census Test Courtney Reiser, DSSD

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Objectives

- **Assess relative self-response rates and Internet self-response rates**
 - Across various contact strategies
 - Utilizing Internet Push methodology
- **Evaluate the performance of combined race and origin questions on the Internet**
- **Assess the Telephone Questionnaire Assistance (TQA) operation**
 - Workload
 - Reasons for Calls

2012 National Census Test (NCT) Treatments

- **Six Contact Strategies**

- Removal of the advance letter
- Additional reminder
- New motivational wording
- Various timing strategies for mailouts

2012 National Census Test (NCT) Treatments

- **Two versions of a combined Hispanic origin and race question**
 - **“Streamlined” version**
 - Removed all national origin checkboxes; Provided examples and write-in areas for each major response category
 - **“Very streamlined” version**
 - Removed all national origin checkboxes; Provided one shared write-in area for all detailed responses

“Streamlined” Race/Origin Question

What is JOHN A DOE's race or origin? Select one or more boxes **AND** enter the specific race(s) or origin(s). [\(Help\)](#)

White — Enter origin(s), for example, German, Irish, Lebanese, Egyptian, and so on.

Black or African Am. — Enter origin(s), for example, African American, Haitian, Nigerian, and so on.

Hispanic, Latino, or Spanish origin — Enter origin(s), for example Mexican, Mexican Am., Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

American Indian or Alaska Native — Enter name of enrolled or principal tribe(s), for example, Navajo, Mayan, Tlingit, and so on.

Asian — Enter origin(s), for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.

Native Hawaiian or Other Pacific Islander — Enter origin(s), for example, Native Hawaiian, Guamanian or Chamorro, Samoan, Fijian, Tongan, and so on.

Some other race or origin — Enter race(s) or origin(s).

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“Very Streamlined” Race/Origin Question (cont.)

Please answer BOTH questions on race and origin.

What is JOHN A DOE's race or origin? *Select one or more boxes.* [\(Help\)](#)

- White
- Black or African Am.
- Hispanic, Latino, or Spanish origin
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race or origin

Enter JOHN A DOE's specific race, origin, or enrolled or principal tribe - *For example, African Am., Argentinean, Chinese, Egyptian, German, Marshallese, Mexican, Mexican Am., Mongolian, Native Hawaiian, Navajo, Nigerian, Tlingit, and so on.* [\(Help\)](#)

Enter the specific race(s), origin(s), or tribe(s).

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Implementation Details

- **Data collection:** August 30, 2012 through October 18, 2012
- **Sample:** 80,000 housing units; randomly assigned to one of six contact strategies and one of two race/origin questions

Internet Instrument

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

2012 National Census Test

United States[™]
Census
Bureau
Measuring America

Please Log In

Example
Access Code



Please enter the 10-digit access code from
your address label in order to begin.

Access Code: -

Login

The U.S. Census Bureau estimates that, for the average household, this survey will take about 10 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0960-C, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0960-C" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Form Number: TBD OMB No.: TBD Approval Expires: TBD

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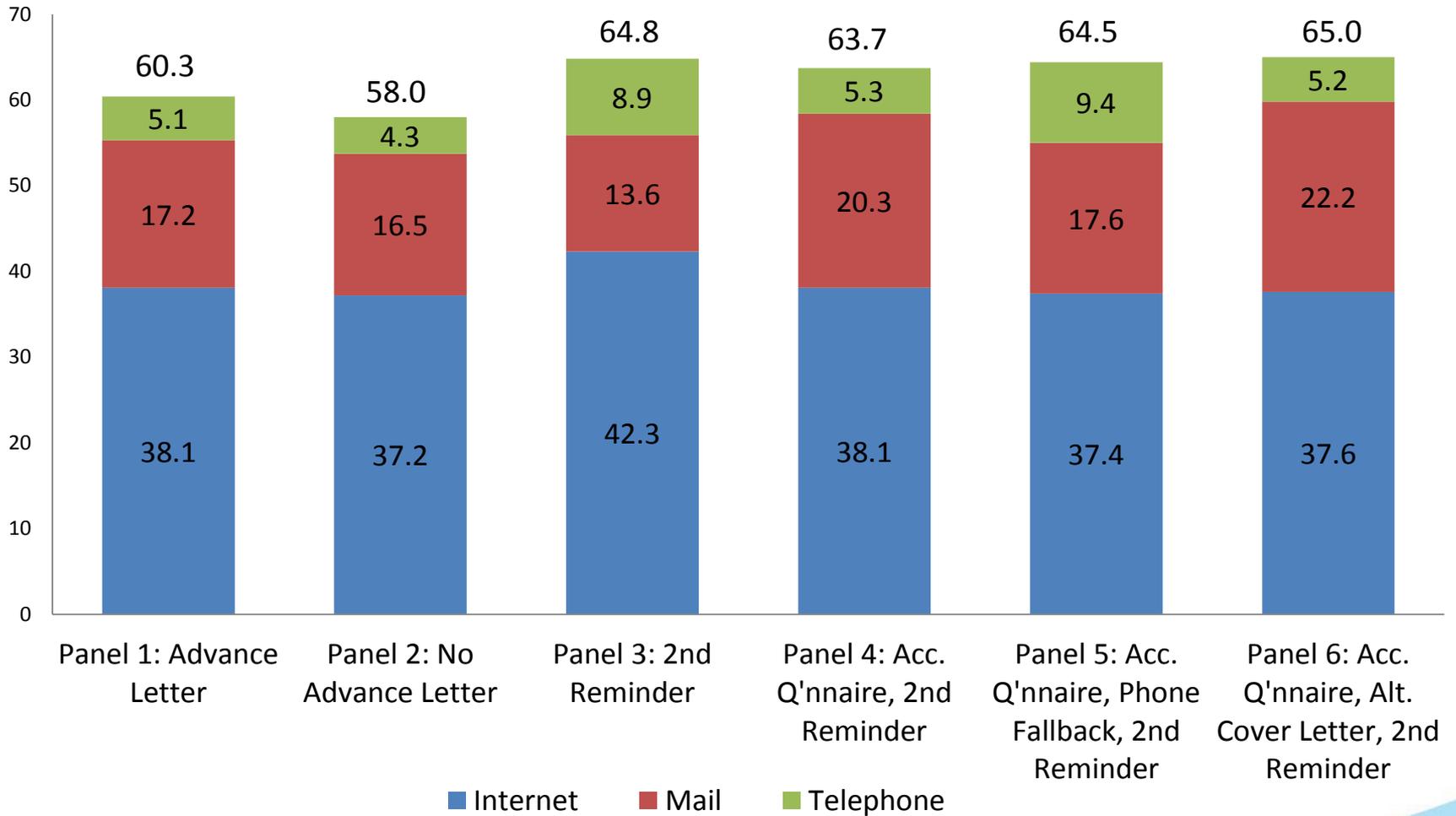
Design Features

- **Data prefills:** Address, Names from roster
- **Soft Edits:** Prompted respondents to respond to unanswered questions
- **Respondent Assistance:** FAQs, Help links
- **PIN:** Allowed respondents to return to the survey at a later time
- **Verification Questions:** Allowed respondents to return to survey without PIN
- **Review Screen:** Allowed respondents to review/edit responses to census data items before submitting the survey
- **Predictive Text:** Dynamic drop-down list of suggested races/origins

Contact Strategy Panels

- **Panel 1:** Advance Letter
- **Panel 2:** Absence of Advance Letter
- **Panel 3:** Second Reminder (Prior to Paper Questionnaire)
- **Panel 4:** Accelerated Paper Questionnaire Followed by Second Reminder
- **Panel 5:** Telephone Number at Initial Contact (Accelerated Paper Questionnaire Followed by Second Reminder)
- **Panel 6:** Content Tailored to Nonrespondents (Accelerated Paper Questionnaire Followed by Second Reminder)

Self-Response Rates by Panel



Contact Strategy Results

- **Second Reminder:**
 - Performed well, across multiple treatments
 - Sending 2nd reminder prior to mailing a paper questionnaire resulted in significant gains in both overall self-response and Internet response; increase in telephone interviews
- **Advance Letter:**
 - No significant difference in overall self-response compared to No Advance Letter
- **Telephone Number in Initial Mailing:**
 - No significant difference in overall response
 - Increase in telephone interviews
 - Operationally inefficient not to include
- **Content Tailored to Nonrespondents:**
 - No significant difference in overall response
 - Recommend continued research

Race and Origin

- **Response Distributions**
 - Similar across the two question versions
 - Item nonresponse lower in the two-part version than the one-part version
- **Detailed Reporting**
 - Some differences across the two question versions
 - Noticeably less detailed reporting in 2012 NCT Internet than in 2012 NCT paper
 - Noticeably less detailed reporting in 2012 NCT Internet than in 2010 Alternative Questionnaire Experiment (AQE) (paper)
- **Results did not indicate expected benefit of enhanced reporting of detailed race and origin groups**
 - Additional research needed

Race and Origin (Cont.)

- **Predictive Text**

- **Hypothesis:** Decrease typos and extraneous characters; Lower rate of residual coding
- **Results not as expected:** NCT resulted in a relatively higher rate of residual coding compared to 2012 NCT paper responses

Hispanic, Latino, or Spanish origin — *Enter origin(s), for example Mexican, Mexican Am., Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

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- Cold Lake First Nations
- Cold Springs Rancheria of Mono Indians
- Coldwater Band
- Colombian
- Colombian Indian
- Colorado River Indian Tribes
- Columbia
- Columbia River Chinook

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Telephone Questionnaire Assistance Workload and Reasons for Call

- **TQA available throughout data collection**
 - Agents answered questions and took interviews
- **6,226 calls to TQA (roughly 8% of sample)**
 - 65% resulted in interviews
- **Reasons for calls**
 - Reasons recorded for 81% of calls
 - 69% of those were because respondent did not have computer and/or Internet access



Recommendations/Next Steps

- **Continued testing of response rates and optimal contact strategies**
 - Second reminder
- **Further study of the collection of detailed race and origin groups in national mailout test**
 - Reinterview to evaluate detailed race and origin reporting in two different modes
 - Further analysis of Internet data to more closely examine race and origin responses

Thank you

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