

2020 Census Program Management Review

2015 Census Testing Activities: Non-Response Follow-Up

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2015 Census Test

- Reengineer the roles, responsibilities, and infrastructure for field operations
- Utilize the advantages of technology, automation, and real-time data to transform the efficiency and effectiveness of data collection operations
- Use adaptive design and administrative records to determine housing unit status and contact strategies
- Planned for an April 1, 2015 Census Day



Adaptive Design

- Methodology is being developed real-time.
 - Will use results from the 2014 Census Test to help determine adaptive design approach.
 - Will evaluate feasibility of using real-time data through leverage information about responses received during the data collection by first modeling different approaches using 2010 Census data.
- Varying the number of contact attempts made at each housing unit based on information we have about that housing unit



Administrative Records

- Evaluating the feasibility of using real-time data through:
 - Leveraging information from the United States Postal Service about mail delivery to help determine occupancy status of a housing unit.
 - Using an April 1 Census Day to replicate a census environment to better evaluate the removal of cases using administrative records.
- Using information from administrative records to help determine occupancy status of a housing unit.
- Using information from administrative records to help determine characteristics about people residing in occupied housing units.



NRFU Design

- 2015 Census Test is proposed to include approximately 60,000 non-responding cases
- These non-responding cases will be relatively evenly split between three panels – one control panel and two experimental panels
- The adaptive design and administrative record treatments will be applied to the two experimental panels
- Main objective is to determine data quality and cost differences when varying timing of removing cases that can be enumerated using administrative records



Control Panel

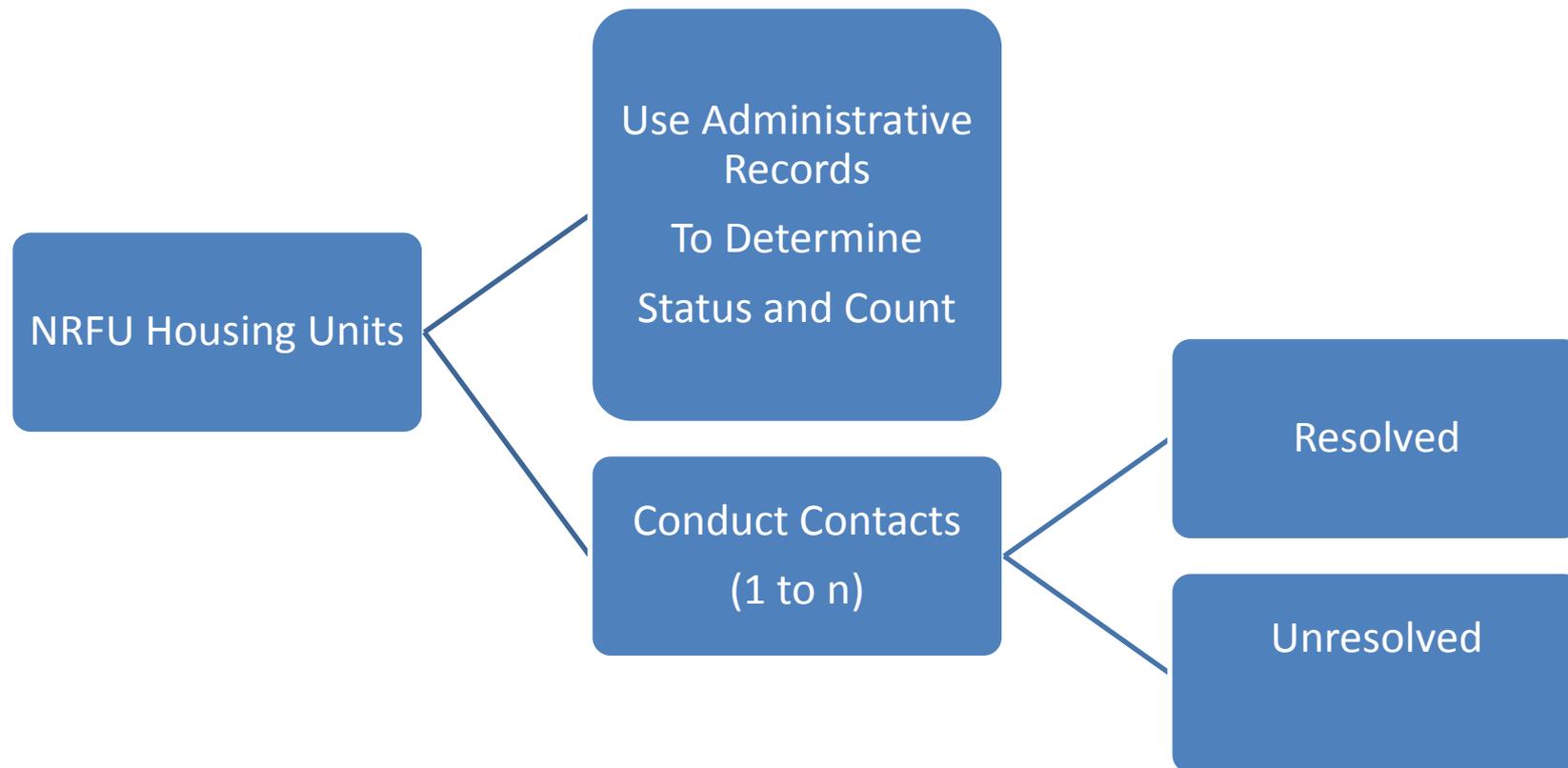
- Will use as similar field procedures possible as to those employed in the 2010 Census
 - Major differences from the 2010 Census include:
 - Use of automated data collection instrument
 - Onboarding (fingerprinting, etc.) will be contracted out
- Will employ a maximum of six contact attempts, with first attempt an in-person visit and allowing proxies after the third contact attempt
- Will use same operational control system employed in 2014 Census Test



Full Administrative Records Removal Panel

- Will employ an adaptive design contact strategy that is being developed real-time (e.g., varying the number of contact attempts made at each housing unit, varying when/if proxies will be allowed)
- Will remove all housing units that can be enumerated with administrative records (unoccupied and occupied) from the NRFU workload prior to conducting any contact attempts at those housing units
- Will employ new operational control system being developed by ROCKIT team

Full Administrative Records Removal Panel

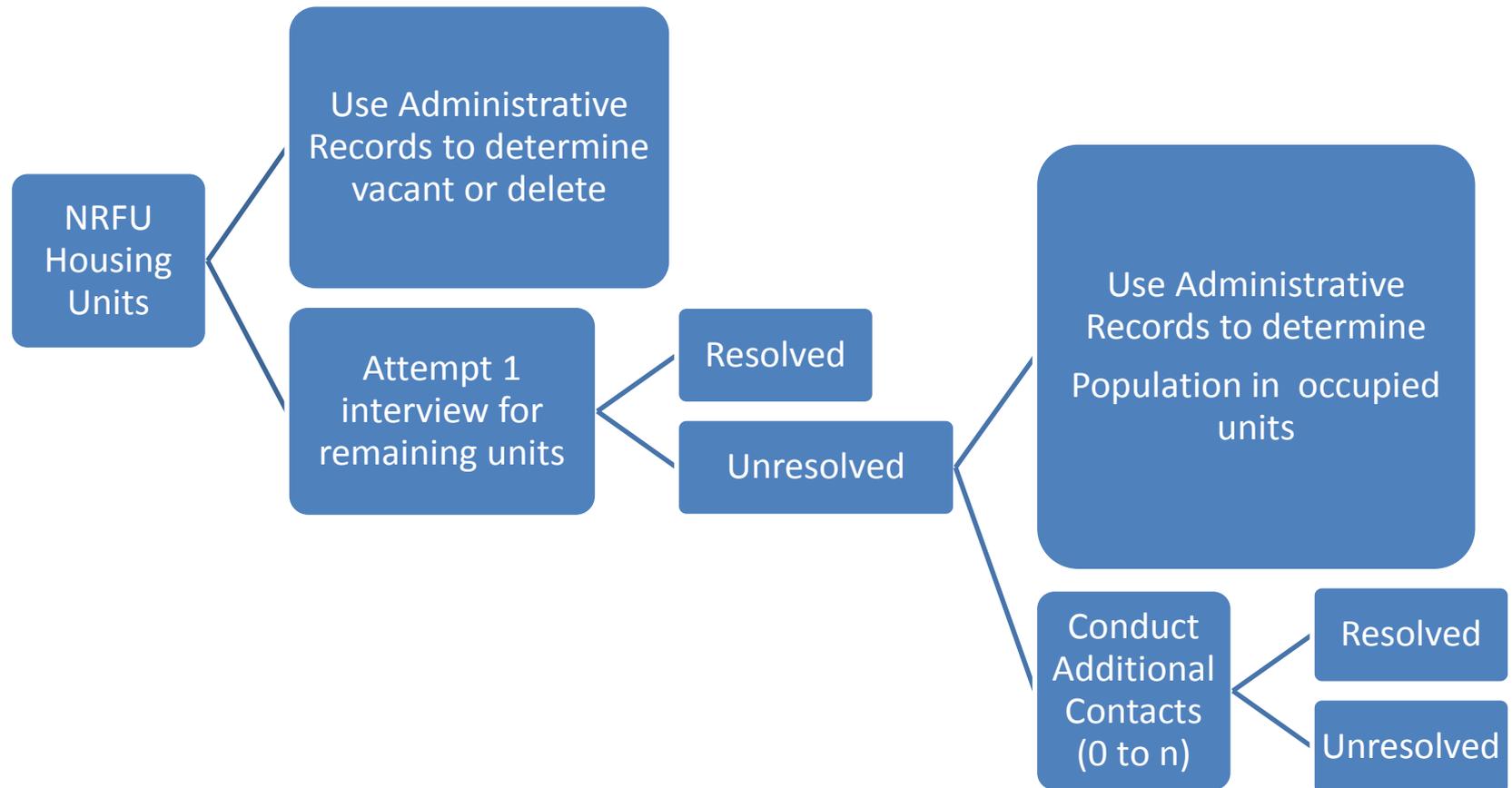




Partial Administrative Records Removal Panel

- Will employ the same adaptive design contact strategy that is being developed real-time
- Will remove unoccupied housing units that can be enumerated with administrative records from the NRFU workload prior to any contact attempts being made at those housing units
- Will remove occupied housing units that can be enumerated with administrative records from the NRFU workload after one contact attempt is made at those housing units
- Will employ new operational control system being developed by ROCKIT team

Partial Administrative Records Removal Panel



Questions

- Send questions to the email address below.

census.2020.program.management.review@census.gov