

2020 Census Program Management Review

2015 Optimizing Self-Response (OSR) Test Update

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Optimizing Self-Response

Communicate the importance of the 2020 Census to generate the largest possible Self-Response, reducing the amount of costly nonresponse followup

- Communications – traditional and digital advertising, outreach, and partnership
- Contact strategies – mail, e-correspondence (text and email) and Non-ID Processing
- Self-Response modes – Internet, telephone, paper

Our goal is to meet or exceed the Self-Response rate of 74 percent from the 2010 Census

- Internet Self-Response represents one mode of survey self-administration
- We aim to have 55 percent of U.S. housing units responding via the Internet in 2020

Lessons Learned from the 2014 Census Test

- Successful in generating Internet response by mailing invitations that direct respondents to a web survey (“Internet Push”)
 - Letter → Postcard → Postcard → Paper Questionnaire
- Mixed results from an early announcement offer (“Notify Me”)
 - Initial letter mailing was preceded by a postcard invitation
 - Allowed us to test technical procedures and system functionality
 - Response was low with 3 percent of housing units opting to be notified
- Response rates for housing units without a Census ID (“Non-ID”) are impacted by our ability to match to the Master Address File (MAF)

Purpose of the 2015 OSR Test

Continue efforts to increase Self-Response through research and testing of communications strategies prior to awarding a communications contract

- Test the use of digital targeted advertising methods to engage and motivate respondents
- Assess effectiveness of early announcement offer (“Notify Me”) when paired with advertising

Improve the usability and respondent experience with improved Internet response functionality

- Provide a mobile-optimized application for Internet self-response
- Study the extent to which encouraging responses without a Census ID will contribute to the national Self-Response and Internet response rates (“Non-ID”)

No Nonresponse Followup

Overview of the 2015 OSR Test

Location

- Savannah, Georgia media market
 - Includes 20 counties (17 in GA; 3 in SC)
 - Medium-sized media market
 - Racial/Ethnic diversity
 - Varying levels of Internet access and use
 - Mixture of address types

Timeline

- February – May 2015
- Census Day was April 1, 2015

Overview of the 2015 OSR Test

Panel Design

- Savannah Designated Media Market includes \approx 400,000 housing units
- Digital advertising panels targeting \approx 340,000 housing units
- Auto-dialed “local influencer” telephone calls to 60,000 housing units
- “Internet Push” approach for contacts
 - (1) Letter \rightarrow (2) Postcard \rightarrow (3) Postcard \rightarrow (4) Paper Questionnaire
- Mailings to 90,000 sampled housing units
 - Early announcement offer postcard panel of 30,000 housing units (“Notify Me”)
 - Opt-in respondents receive a text message or email for contacts 1-3
 - Non-ID panel: 30,000 housing units
 - Census ID panel: 30,000 housing units

Overview of the 2015 OSR Test

Overarching goal is to promote self-response

Provide Multiple Response Options

- Internet
 - Optimized for mobile devices
- Mailed back paper questionnaire
- Telephone
 - Respondents are provided a toll-free number to call
 - Conduct computer assisted telephone interviews with respondents who called into Census Bureau Telephone Contact Centers and who may or may not have a Census ID
 - Provide additional support to callers

Overview of the 2015 OSR Test

Language Support

Language options based on prevalence of languages spoken in test area

- Internet and paper questionnaires available in English and Spanish
- Telephone interviewing in English, Spanish, Vietnamese, Chinese, German, and Korean
- Translated fact sheets available on test website in Spanish, Vietnamese, Chinese, German, and Korean

Focus Groups

- Collect qualitative data from nonrespondents
- Topics will include respondent burden, communications campaign, influencer telephone calls and Non-ID option

2015 OSR Test Schedule

- ✓ February 17: OMB clearance received
- ✓ February 23: “Notify Me” postcards mailed
- ✓ March 20: First notice to complete survey mailed
- ✓ March 22: “Notify Me” registration period ended
- ✓ March 23: Internet data collection began
- ✓ March 27: First reminder postcard mailed
- ✓ March 30 – April 1: Wave 1 Influencer calls
- ✓ April 1: Census Day
- ✓ April 3: Second reminder mailed
- April 10: Paper questionnaire mailing
- May 4-7: Focus groups with nonrespondents
- May 18: Wave 2 Influencer calls
- May 31: Internet data collection ends

Preliminary Results

“Notify Me”

- During the early announcement sign-up period (2/23/15 – 3/22/15), we received 1,925 requests for notification of survey availability
 - Stated contact preference
 - E-mail: 1,640
 - Text message: 285
 - Early submissions that have been geocoded: 1,341
- Savannah Results: 1,203 requests
 - Stated contact preference
 - E-mail: 1,039
 - Text message: 164
 - 48 percent received postcard invitation as part of the panel design
 - 75.3 percent completed survey (as of April 3, 2015)

Upcoming Presentations

- Communication, Advertising, and Partnerships
- Real-Time Non-ID Processing

Questions

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