

# 2020 Census Program Management Review

## 2015 Optimizing Self-Response (OSR) Preliminary Test Results

Jessica Graber, Decennial Census Management Division  
Michael Bentley, Decennial Statistical Studies Division  
Frank McPhillips , Decennial Census Management Division

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V1.0 Final

# 2015 Optimizing Self-Response Test Objectives

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Engage and motivate respondents to complete Census form online

- Partnership and outreach activities
- Multiple and varied contact attempts
- Opportunities for early engagement with “Notify Me”
- Response without a Census ID

# Original Mail Panel Design

|                         | “Notify Me” | Non-ID | ID (Control) |
|-------------------------|-------------|--------|--------------|
| Panel Size              | 30,000      | 30,000 | 30,000       |
| Contacts                |             |        |              |
| Pre-Invitation Postcard | ●           | ○      | ○            |
| Invitation              | ●           | ●      | ●            |
| Reminder 1              | ●           | ●      | ●            |
| Reminder 2              | ●           | ●      | ●            |
| Paper Questionnaire     | ●           | ●      | ●            |

# Revised Mail Panel Design

|                         | “Notify Me” | Non-ID | ID (Control) | Postcard Only |
|-------------------------|-------------|--------|--------------|---------------|
| Panel Size              | 30,000      | 30,000 | 30,000       | 30,000        |
| Contacts                |             |        |              |               |
| Pre-Invitation Postcard | ●           | ○      | ○            | ○             |
| Invitation              | ●           | ●      | ●            | ○             |
| Reminder 1              | ●           | ●      | ●            | ○             |
| Reminder 2              | ●           | ●      | ●            | ○             |
| Paper Questionnaire     | ●           | ●      | ●            | ○             |
| “It’s not too late...”  | ○           | ○      | ○            | ●             |

# Respondent Validation

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- New data collection activity
- Designed to authenticate people/addresses who self-responded either with or without a Census ID
- In-person (n = 1,000) and telephone (n = 4,000) interviews

# Timeline

|                        | Activity   |
|------------------------|--|
| February 23 – March 22 | “Notify Me” registration period                      |
| March 23 – May 31      | Official data collection period                      |
| April 1                | Census Day   |
| May 4 – 7              | Focus groups with nonrespondents                     |
| May 18                 | Postcard invitation mailed to non-sampled households |
| June 26                | Last day internet responses accepted                 |
| July 15 – August 7     | Re-interview data collection period                  |

# Preliminary Self-Response Results

## Mail Panel Design

- In control panel, weighted 47.9 percent of sample has responded
- Significantly lower internet and total response rate for Internet Push without an ID and Notify Me postcard panels

|                            | Internet        | Phone          | Mail            | Total           |
|----------------------------|-----------------|----------------|-----------------|-----------------|
| Internet Push<br>(Control) | 33.6%<br>(0.32) | 5.8%<br>(0.16) | 8.5%<br>(0.20)  | 47.9%<br>(0.35) |
| Non-ID Internet<br>Push    | 28.3%<br>(0.30) | 5.7%<br>(0.16) | 10.3%<br>(0.21) | 44.3%<br>(0.34) |
| Notify Me Postcard         | 32.4%<br>(0.31) | 5.8%<br>(0.16) | 8.7%<br>(0.20)  | 46.8%<br>(0.34) |

\*preliminary results, as of June 29, 2015

# Preliminary Self-Response Results

## Other Responses in Savannah

- Additional postcard mailing resulted in about 8.3 percent response

|                     | Internet       | Phone          | Mail | Total          |
|---------------------|----------------|----------------|------|----------------|
| Additional Postcard | 7.7%<br>(0.15) | 0.7%<br>(0.05) | NA   | 8.3%<br>(0.16) |

\*preliminary results, as of June 29, 2015

- Outside of the mail panels, more than 35,000 non-ID responses received – due to advertising and promotional efforts

# Preliminary Self-Response Results

## Notify Me

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- Low participation
  - 1,925 participants “pre-registered”; of these 1,341 signed up before the cutoff date and were matched, and of those 1,203 were in the Savannah area
  - Majority selected email as their preferred contact mode
  - 93.0 percent of Notify Me participants ultimately responded
- Additional burden may depress response

# Preliminary Results for Non-ID Processing

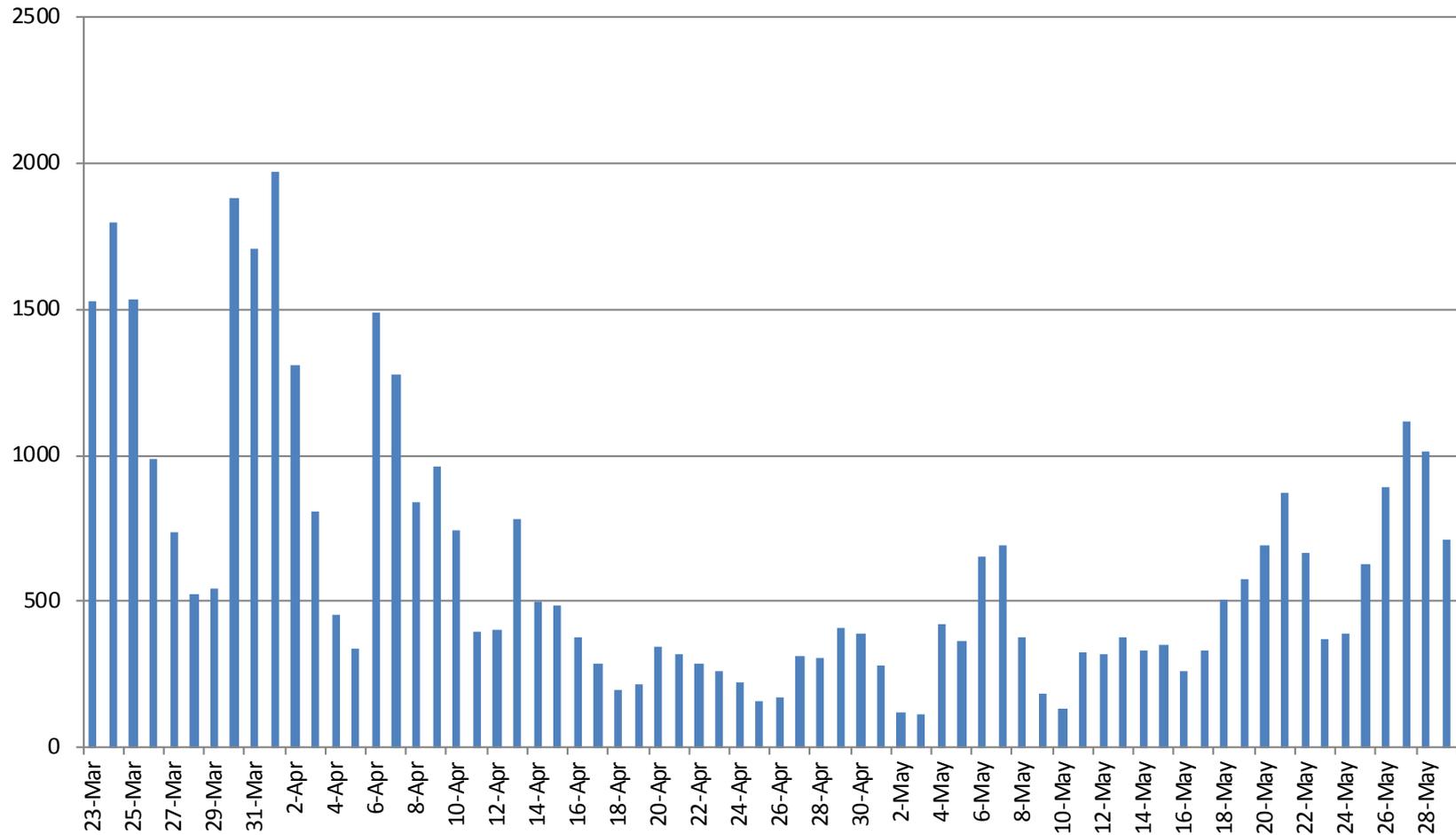
## 2015 OSR Test

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### Outline

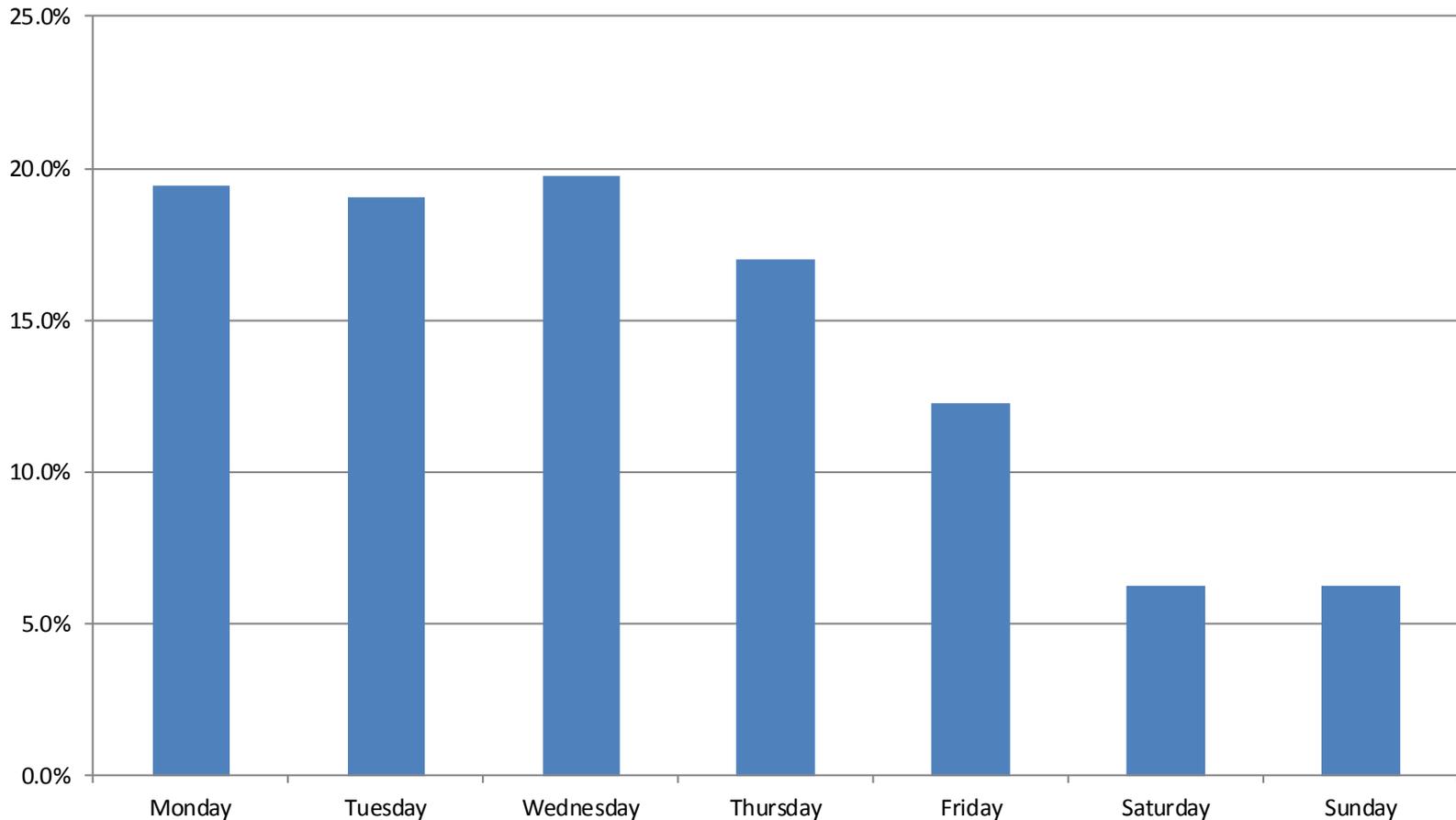
- Results so far and initial impressions
  - Charting when we got non-ID responses
  - Address matching in real time
  - Address matching using administrative records data
- Additional data tabulations planned

# Preliminary Results for Non-ID Processing 2015 OSR Test



# Preliminary Results for Non-ID Processing 2015 OSR Test

## Non-ID Response by Days of the Week



# Preliminary Results for Non-ID Processing 2015 OSR Test

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Address matching and geocoding occurred in real time (during response) and then for addresses that did not match, another attempt was made after Administrative Records data were used to update the addresses by correcting or adding address elements.

The Administrative Records Composite is composed of the following sources:

## **Federal**

- Internal Revenue Service (IRS) Individual Tax Returns (Form 1040)
- IRS Information Returns (Form 1099)
- Housing and Urban Development (HUD) Public and Indian Housing Center Database
- HUD Tenant Rental Assistance Certification System Database
- Indian Health Service Patient Registration File
- Selective Service System Registration File
- Centers for Medicare and Medicaid Services, Medicare Enrollment Database
- 2020 Census

## **Commercial**

- Targus Federal Consumer
- Targus Pure Wireless
- VSIG – Name and Address Resource (NAR)
- VSIG – Tracker Plus (TRK)

# Preliminary Results for Non-ID Processing 2015 OSR Test

| Type of Match                    | Real-Time GEO Matching Results, Before CARRA Processing |              | Results of Additional GEO Matching ,After CARRA Processing |              | Final Results |              |
|----------------------------------|---|--------------|--|--------------|---------------|--------------|
|                                  | Number  | Percent      | Number   | Percent      | Number        | Percent      |
| Matched and Geocoded             | 32,860  | 77.6         | 541  | 39.7         | 33,401        | 78.9         |
| Matched Ungeocoded/Other Geocode | 8,101   | 19.2         | 189  | 14.9         | 8,290         | 19.6         |
| Not Matched to a MAF Record      | 1,362   | 3.2          | 632  | 46.4         | 632           | 1.5          |
| <b>Total</b>                     | <b>42,323</b>   | <b>100.0</b> | <b>1,362</b>   | <b>100.0</b> | <b>42,323</b> | <b>100.0</b> |

# Preliminary Results for Non-ID Processing 2015 OSR Test

| Type of Match  | Real-Time GEO Matching Results,<br>Before CARRA Processing |              |                       | GEO Matching Results, After<br>CARRA Processing |              |                       |
|--|--|--------------|-----------------------|---|--------------|-----------------------|
|  | Count  | Percent      | Cumulative<br>Percent | Count   | Percent      | Cumulative<br>Percent |
| Matched and Geocoded                                       | 32,860   | 77.6         | 77.6                  | 541   | 39.7         | 39.7                  |
| Matched, unacceptable<br>Geocode                           | 6,876  | 16.2         | 93.9                  | 136   | 10.0         | 49.7                  |
| Matched, but<br>Ungeocoded                                 | 1,192  | 2.8          | 96.6                  | 38  | 2.8          | 52.5                  |
| Matched, Ungeocoded,<br>but Obtained Geocode<br>from TIGER | 33   | 0.1          | 96.7                  | 15  | 1.1          | 53.6                  |
| Unmatched, but<br>Geocoded                                 | 502  | 1.2          | 97.9                  | 232   | 17.0         | 70.6                  |
| Unmatched,<br>Ungeocoded                                   | 860  | 2.0          | 100.0                 | 400   | 29.4         | 100.0                 |
| <b>Total</b>   | <b>42,323</b>  | <b>100.0</b> | <b>100.0</b>          | <b>1,362</b>                                    | <b>100.0</b> | <b>100.0</b>          |

# Preliminary Results for Non-ID Processing 2015 OSR Test

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Work ahead for the 2015 Analysis:

- Demographics of non-ID respondents
- Comparison of Non-ID Processing results from the 2015 Census Test Site (Maricopa County, AZ)
- Assessment of workload that would have been processed manually

# Questions

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[2020.census.pmr@census.gov](mailto:2020.census.pmr@census.gov)