

2019 Census Test

Dr. Victoria A. Velkoff
Associate Director, Demographic Programs

2019 Census Test

Background

- In March 2018, Secretary Ross made the decision to reinstate a citizenship question on the 2020 Census.
- After the reinstatement of the citizenship question to the 2020 Census, the Census Bureau decided to measure the operational effect of including this question on self-response rates in order to inform the Nonresponse Followup (NRFU) operation and the Integrated Partnership and Communications Campaign.
- In order to do the test, the Census Bureau is utilizing existing American Community Survey platforms and processes.
 - The American Community Survey has the infrastructure and resources to conduct this type of test.
 - Allows the 2020 Census staff to continue to focus on the execution of the 2020 Census.

2019 Census Test

Overview

Purpose

- Results will help plan for the Nonresponse Followup operation, the operation designed to collect a response in person from housing units that do not self-respond.
- The test will inform the Integrated Partnership and Communications Campaign.

Design

- July 1, 2019 Census Day
- Designed to measure the operational effect of reinstating a citizenship question on self-response rates
 - Treatment 1 includes all planned 2020 Census questions – the number of people, tenure, sex, age, date of birth, Hispanic origin, race, citizenship, relationship, and coverage questions
 - Treatment 2 includes all planned 2020 Census questions except the question on citizenship
- This test will mirror the design of the 2020 Census, to the extent possible.
- Responses will be accepted via internet, paper questionnaire, or telephone.
- Telephone Questionnaire Assistance will be available in 10 of the 12 non-English languages that will be supported during the 2020 Census. Those languages include: Spanish, Chinese (Mandarin and Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, French, Haitian Creole, and Portuguese.

2019 Census Test

Sample Design

- A nationwide self-response test of approximately 480,000 housing units.
 - Excludes Remote Alaska, Puerto Rico, and the population living in Group Quarters.
 - The Nonresponse Followup and the Integrated Partnership and Communications operations will not be conducted for this test.
- Designed to measure a 0.5 percentage point difference in self-response rates at the national level.
- Designed to oversample housing units in areas with high proportions of non-citizens and historically low self-response.
- The sample will support limited analysis for race and Hispanic origin subpopulations.

2019 Census Test

Contact Strategy: National Sample

Internet First

- 1 Letter
- 2 Letter
- 3* Postcard
- 4* Paper Questionnaire + Letter
- 5* "It's not too late" Postcard

*Mailed only to nonrespondents

Internet Choice

- 1 Paper Questionnaire + Letter
- 2 Letter
- 3* Postcard
- 4* Paper Questionnaire + Letter
- 5* "It's not too late" Postcard

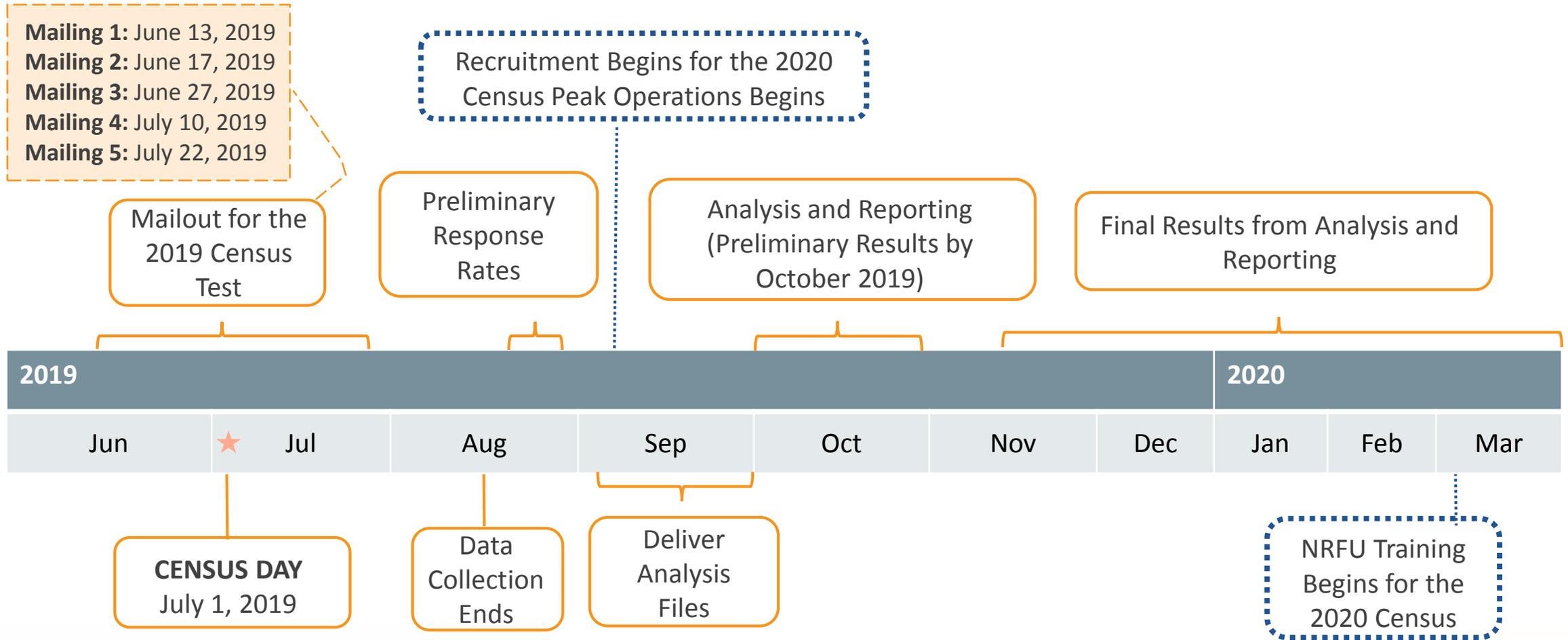
June							July						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1		①	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)	Mailing 2 Letter	Mailing 3* Postcard	Mailing 4* Letter + Questionnaire	Mailing 5* "It's not too late" Postcard
June 13, 2019	June 17, 2019	June 27, 2019	July 10, 2019	July 22, 2019

2019 Census Test

High-Level Timeline for Data Collection and Analysis

— 2019 Census Test Activities
 2020 Census Activities



2019 Census Test

Key Activities

Activity	Date
Kick-off of the 2019 Census Test	November 1, 2018 ✓
Finalize sample design	November 19, 2018 ✓
Finalize design of the 2019 Census Test questionnaires and mail materials	December 12, 2018 ✓
Award print contract	January 2, 2019 ✓
Publish 30-day Federal Register Notice	February 28, 2019
Data Collection Period	June 13 – August 15, 2019
Census Day	July 1, 2019
Preliminary response rates for the test	August 15 – 30, 2019
Preliminary results for the test	October 2019
Inform 2020 Census operations using test results	Fall 2019

QUESTIONS?