SUPPORTING STATEMENT
U.S. Department of Commerce
U.S. Census Bureau
2010 Census Coverage Measurement Person Interview and Person Interview Reinterview Operations
OMB Control # 0607-XXXX

B. Collections of Information Employing Statistical Methods

1. Sample Design

Person Interview

The 2010 Census Coverage Measurement (CCM) sample design has been developed to produce a general purpose sample to support the various objectives of the program, which includes the new objective of estimating erroneous enumerations and omissions in addition to net error for the 2010 Census. The CCM is designed to measure the coverage of housing units and persons, excluding group quarters and persons residing in group quarters. Remote areas of Alaska are out-of-scope for CCM.

The CCM Operation sample is a multi-phase probability sample of housing units comprising a number of distinct processes from forming block clusters for the two sites, selecting sample block clusters where the CCM survey will be conducted, to eventually selecting addresses for interviewing. Two samples will be selected to measure census coverage of housing units and the household population: the population sample (P sample) and the enumeration sample (E sample). The P sample is a sample of housing units and persons obtained independently from the census for a sample of block clusters, while the E sample is a sample of census housing units and enumerations in the same block cluster as the P sample.

The independent roster of housing units is obtained during the CCM Independent Listing Operation, the results of which will be matched to census housing units in the sample block clusters and surrounding blocks. After the CCM Independent Listing and matching operations have taken place, some cases with discrepancies between the CCM Independent Listing and the Census will be identified and receive the CCM Housing Unit Followup Interview. The results of this interview will again be matched to the list of census housing units. The results of the housing unit matching operations will be used to determine which CCM and Census addresses will be eligible to go to the CCM Person Interview (PI) Operation. After data collected from the PI operation is matched to data collected by the census enumeration in the CCM sample areas, certain cases will be sent for another CCM interview called the

Person Followup Interview. A separate Federal Register notice will be issued for that operation. A separate Federal Register Notice has already been issued for the CCM Independent Listing and CCM Housing Unit Followup operations.

Person Interview Reinterview - Quality Control

The person interview reinterview universe will consist of a random sample that is approximately 10 percent of the original PI enumerator workload (approximately 36,225 cases).

Response Rate

The Census Bureau expects a response rate of 90-95% for the operation.

2. Data Collection

Person Interview

During PI, interviewers use a computer assisted data collection instrument to obtain information about the current residents of the sample housing unit and certain persons who moved out of the sample housing unit between Census Day and the time of the CCM interview. The PI will also be conducted for some cases not in the P sample in order to obtain information which may help to resolve their census enumeration status earlier than if they were included in the E sample cases sent to Person Followup.

Person Interview Reinterview (PIRI)

For the Person Interview Reinterview (PIRI) operation, cases will be selected from the Person Interview work as it is returned. All cases are eligible for reinterview except cases where the outcome of the PI was a refusal (since we assume a Crew Leader followed up on any refusals), language problem, no knowledgeable respondent or more than one enumerator completed the original PI case.

We will select cases systematically within each enumerator's workload, starting with the first case they complete that is eligible and every 12th case thereafter (an 8 percent random sample). We will also select cases based on outlier characteristics. For example, an enumerator with a significantly high number of vacant cases compared to his/her Regional Office average will have three cases selected for reinterview that are vacant. We expect the outlier reinterview to consist of about 1 percent of the PI workload. We also allow 1 percent of supplemental reinterview cases. As a result, each enumerator will have about 10 percent of their workload reinterviewed.

After PIRI cases are selected, the case is made available to the Regional Office for assignment to a reinterviewer. The reinterviewer will complete the PIRI questionnaire with the original PI

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household respondent, the original proxy respondent, or a new respondent, depending on the unit status, respondent type and the availability of contact information from the PI case. The reinterview instrument will collect information about the unit status on the PI date, whether the original respondent was contacted, and household roster for cases determined to be occupied on the PI date.

Data collected from the original interview and the reinterview is evaluated to determine if the original interviewer falsified data. The Census Bureau utilizes a three-stage approach to match the original interview and reinterview to evaluate the cases. The first stage uses an automated system to determine if the original interview and reinterview information matches. If it doesn't match, the case is forwarded to NPC. In this second stage, clerks in NPC review the case information and try to determine if the discrepancies can be explained (such as discrepancies created by the transposition of letters or misspellings). If the NPC clerks can't explain the differences by only reviewing the information, the cases are forwarded to the RCCs. In the third stage, clerks in the RCCs will followup with respondents if necessary to determine the reasons for the discrepancies on those cases. The clerks will use a brief telephone script to corroborate the original interview information to determine if the original enumerator falsified the data. Based on the clerks' followup with respondents, they will code these cases accordingly.

3. Methods to Maximize Response

The PI and PIRI questionnaire contains the minimum number of questions necessary to obtain the data required for the evaluations, and the interviewer will make multiple contact attempts in order to obtain an interview (six attempts for personal visit interviews). The interviewer will explain the reason the Census Bureau is conducting this operation and respondents will be informed of their legal responsibility to answer the questions. In addition, respondents will be assured that their answers are confidential. If a respondent refuses to answer the questions, the interviewer's Crew Leader may attempt to obtain an interview or may assign the case to another interviewer (refusal conversion - personal visit interviews only).

4. Testing of Procedures

We conducted cognitive testing on the 2006 Person Interview questionnaire (English in 2006 and Spanish in 2007) in order to help us improve the efficacy of the 2009 instrument and questions. An operational test of CCM Person Interview and Person Interview Reinterview Operations was held in 2009 and was the main basis of the 2010 operation.

5. Contacts for Statistical Aspects and Data Collection

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Definition of Terms

Alternate Addresses
These are respondent provided addresses obtained during the CCM PI for other places where household members may have been counted on Census Day.

Components of Coverage Error
The two components of census coverage error are census omissions (missed persons or housing units) and erroneous inclusions (persons or housing units enumerated in the census that should not have been). Examples of erroneous inclusions are: housing units built after Census Day and persons or housing units enumerated more than once (duplicates).

Net Coverage Error
Reflects the difference between census omissions and erroneous inclusions. A positive net error indicates an undercount, while a negative net error indicates an overcount.

List of Attachments
    A. Introductory Letter, (Privacy Act Notice),
    B. Computer Specification for the Person Interview
    C. Computer Specification for the Person Interview Reinterview Instrument
    D. Comments from Brookings Institution to the Supporting Statement, August 10, 2007

Attachment A – Introductory Letter

See Separate File 50693 – CCM PI .wpd

Attachment B - Computer Specification for the Person Interview

See Separate File ATTACHB – PI Instrument Specifications.doc

Attachment C - Computer Specification for the Person Interview Reinterview Instrument

See Separate File ATTACHC – PIRI Instrument Specification.doc

Attachment D - The Brookings Institution Comments to the Supporting Statement, August 03, 2010

See separate file ATTACHD-Brookings Comments.pdf