

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). The overall goal of the proposed research is to improve coverage of the population and minimize mode differences in a cost-effective manner for the 2020 Census. A major goal of the 2020 Census is to reduce data collection costs by reducing the need for follow up due to incomplete or incorrect data from the initial Census questionnaire. We can begin to achieve this by cognitive interviews designed to reduce measurement error in all phases of data collection, but particularly at the initial Census enumeration. The specific objectives of this research are twofold:

- To cognitively test residence questions on all primary Census forms to assess respondent comprehension and understanding of the forms in paper and electronic modes.
- To gather qualitative information on the usability of electronic versions of all forms, including respondent perceptions of security.

This study will consist of three iterative rounds. This letter seeks clearance for the first round only. The first round of this study will include 80 cognitive interviews with census questionnaires across a range of data collection modes (paper, Smartphones, and tablets) and with a range of populations who would be possible respondents to a self-response household census questionnaire, a Be Counted questionnaire or a Nonresponse Followup (NRFU) interview. A total of 5 questionnaires will be tested in Round 1: two versions of the Household and NRFU (Census day versus current day start) and one version of Be Counted (Census Day start). Household and Be Counted will be tested both on paper and electronically, whereas only an electronic version of NRFU will be tested. Included in Round 1 is an experimental comparison of two approaches to the household and NRFU electronic form – one that starts gathering a census day roster (mimicking what is typically done on paper) and one that starts with a current day roster (like census coverage questionnaires sometimes do). We are testing using a single electronic form as both a self-enumeration and an interviewer enumeration (i.e., testing whether the same questionnaire could be used for either purpose). Also included in Round 1 is an electronic version of the self-administered Be Counted form as well as paper versions of the household form and the Be Counted form for comparison purposes. All the paper forms will start by gathering a census day roster, as has been traditionally done. The Smartphone V1 and Tablet V1 for Household and NRFU are identical questionnaires, as are the Smartphone V2 and Tablet V2 for Household and NRFU.

All five unique questionnaires are attached. The Household/NRFU Version 1 questionnaire is the “baseline” questionnaire. For ease of review, other questionnaires have highlights that show the differences between the questionnaires.

Table 1 shows the distribution of respondents by mode and questionnaire type.

Round 1 Targets for Questionnaire Type by Mode

Questionnaire Type	Paper and pencil	Smartphone V1	Smartphone V2	Tablet V1	Tablet V2	Totals
Household	15	5	5	5	5	35
Be Counted	15	5	-	5	-	25
NRFU	-	5	5	5	5	20
Totals	30	15	10	15	10	80

In January through May of 2012, under the direction of the Census Bureau, staff from RTI, International and RSS will conduct a maximum of 80 cognitive interviews with respondents in the Raleigh-Durham, NC, Chicago, IL, Southern California and Washington, DC areas. The contractor will recruit using the following criteria, in addition to demographic diversity:

- Household and NRFU questionnaires –
 - Complex households including households with the following types of members:
 - temporary or tenuously attached people,
 - college students living away,
 - people on military deployment,
 - people who maintain other residences to be closer to work,
 - non-family such as housemates or roommates, and
 - non-nuclear family members (other than parents and children).
 - Respondents who have a seasonal or second home, and
 - Those who have moved within 1-2 months of the interview.
- Be Counted –
 - Persons who are experiencing homelessness,
 - Persons who are highly mobile or tenuously attached who might be omitted from a household census questionnaire,
 - Respondents living in a household that could be missed in the census (such as a basement apartment attached to a single-family home unnoticeable from the outside).
 - Respondents who may have difficulty providing address information, including,
 - Doubled up families who share an address, but not living space,
 - Persons using a PO Box for mail, who do not have a street address that accepts mail, and
 - Persons with a rural route address.

Cognitive interviews will be tape-recorded, with the participants' permission, to facilitate summary of the results. For interviews conducted with mobile devices, the devices will be hooked up to laptop computers for screen-capture, to facilitate the interview and for analysis. All participants will be informed that their response is voluntary and that the information they provide is confidential. Respondents will receive \$40 for their participation.

The estimated time for completion of each of the cognitive interviews is an hour. Thus, the estimated burden for this research is 80 hours.

The contact person for questions regarding data collection and study design is:

Jennifer Hunter Childs
Center for Survey Measurement
U.S. Census Bureau
Room 5K020A
Washington, D.C. 20233
(301) 763-4927
jennifer.hunter.childs@census.gov