

SUPPORTING STATEMENT
U.S. Department of Commerce
U.S. Census Bureau
Generic Clearance for 2020 Census Field Tests to Automate Field Data Collection
Activities
OMB Control Number 0607-~~XXXX~~

Part B – Collections of Information Employing Statistical Methods

Question 1. Universe and Respondent Selection

The data collected will be used for researching messages in survey invitations and reminders and the functionality of technology in field data collection activities rather than to produce information about the population. For the most part, the small-scale testing activities undertaken as part of this clearance will occur in areas and populations that meet technical requirements and resource availability rather than any demographic subgroup. A description of the plans for selecting respondents for each individual test will be provided to the Office of Management and Budget at the time the individual activity request is submitted.

Question 2. Procedures for Collecting Information

Data collection for the testing conducted under this clearance may include qualitative research (e.g. focus groups), usability tests and experimental manipulation of respondent invitations and reminders in small-scale Web surveys with telephone follow up. Data collection may employ telephone, mobile computing devices such as tablets, smartphones, or laptops to record the data collected. More specific information about data collection procedures will be contained in the description provided to OMB at the time the individual activity request is submitted.

Question 3. Methods to Maximize Response

In general, callbacks will be used to maximize participation rates, either by personal visit or by telephone. In some activities performed under this clearance, there may be proxy rules developed for housing units that are vacant or otherwise not able to participate in the activity. More information that is specific will be contained in the activity description provided to OMB at the time the activity request is submitted.

Question 4. Tests of Procedures or Methods

This entire submission consists of testing data collection instruments, devices, applications, and software. We expect that all the tests conducted under this clearance will inform the Census Bureau on methodology to improve field data collection activities, reduce costs, improve quality, and lead to reduced respondent burden.

Question 5. Contacts for Statistical Aspects and Data Collection

Demographic data collected from respondents during these tests are for testing the functionality of an electronic questionnaire, mobile computing devices, applications, and software. There will not be an analysis of respondent data beyond technical reviews that respondent data are being recorded and transferred accurately by devices and applications. Address and mapping data collected during these tests may be used to update the Master Address File (MAF) and mapping databases. For more information, contact Jason Machowski, (301) 763-4173 or Jason.d.machowski@census.gov.