

Attitudes Towards the Use of Administrative Records

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U.S. Census Bureau



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Research Questions

- Under what circumstances do people support of the use of administrative records for statistical purposes?
- How does varying the source of an administrative record effect a respondent's attitude?
- How does varying the social benefit of use of the record effect the respondent's attitude?
- How does varying the monetary impact of the use effect the respondent's attitude?
- What demographics and/or attitudes are related to a respondent's opinion of their use?



Data Collection

- Gallup Nightly Survey
 - 200 responses daily
 - Subsample of National RDD Sample
 - Landline and Cellphone
- Initial Gallup contract was 25 questions collected Feb. 2012
 - September 2013
 - 19 question core, 6 rotating questions
- Contract extension was 10 questions collected October 2013 – March 2014
 - 5 question core, 5 rotating questions

GALLUP
GALLUP



Administrative Records Modules

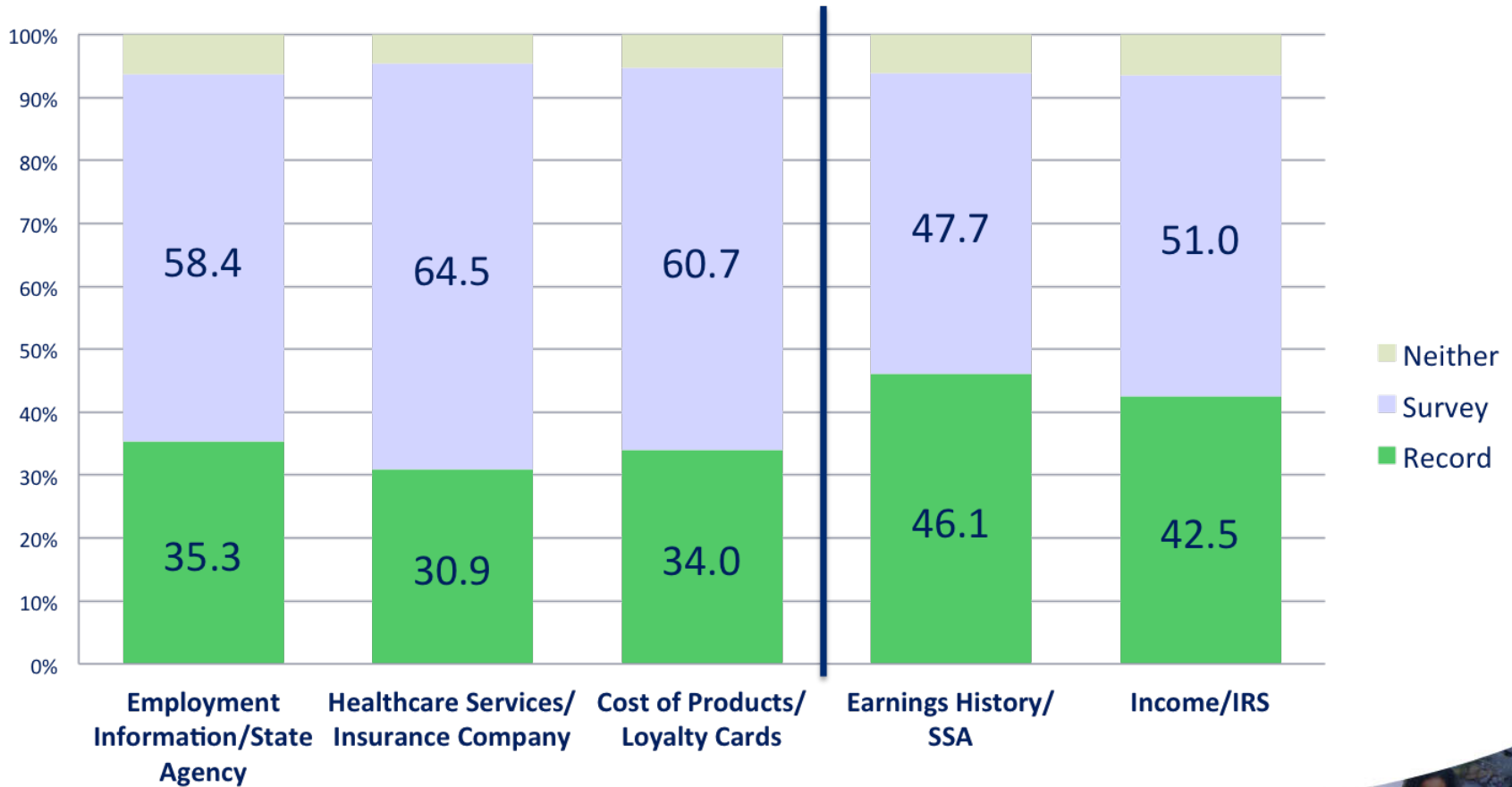
- Module 1
 - Data collected for 25 weeks
 - 23,511 total responses
- Module 2
 - 3 sets of questions
 - 2 sets collected for 4 weeks
 - 5,557 and 5,537 total responses
 - 1 set collected for 6 weeks
 - 8725 total responses



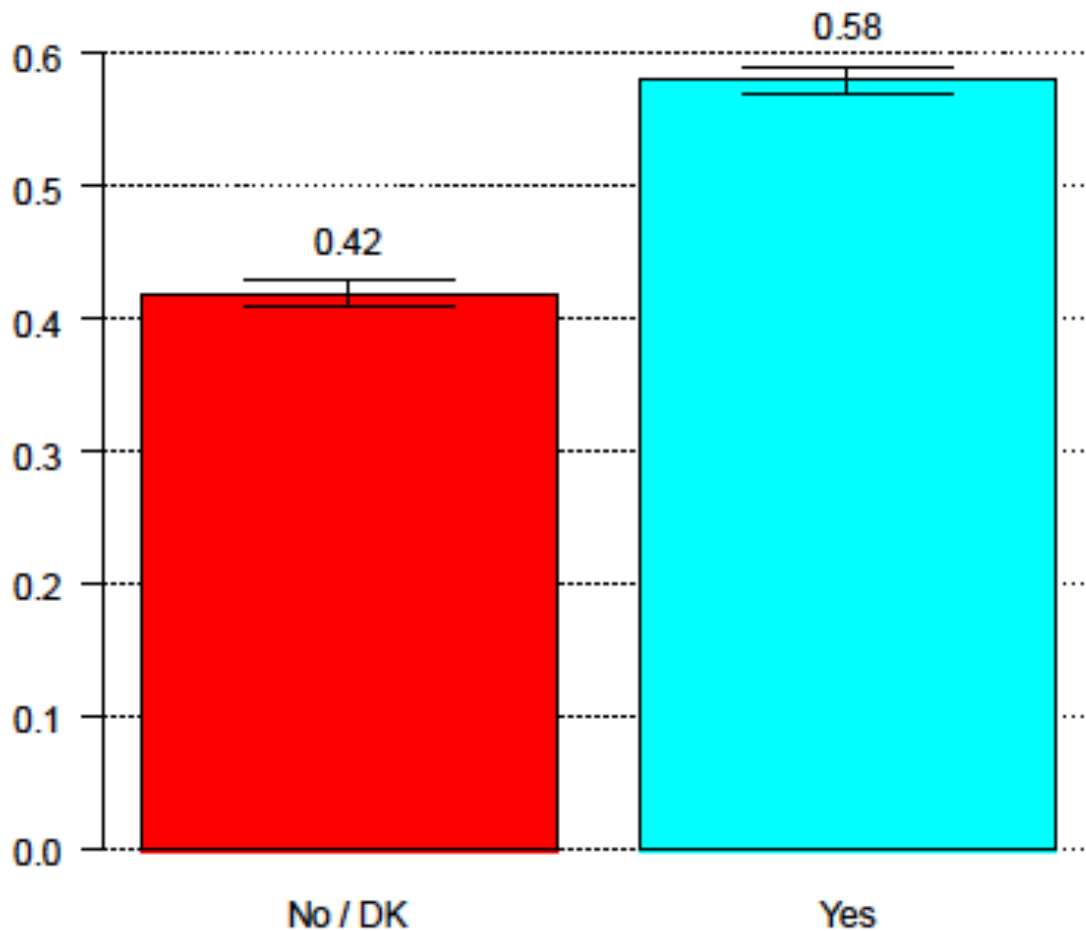
Module 1

- In order to produce statistics, federal agencies can ask people for information in a survey or get it from another source. If you knew your name and other information would never be singled out and would only be used for statistics, would you prefer that FSA's:
- Ask you for your employment information in a survey -- or ask a state agency, like the employment or workforce office for it?
- Ask you for information on your use of healthcare services in a survey -- or ask your insurance company for it?
- Ask you about the cost of products you buy in a survey -- or use commercial records, like grocery store loyalty cards?
- Ask you for your earnings history information from you in a survey -- or ask the Social Security Administration for it?
- Ask you for your income information from you in a survey -- or ask the IRS for it?

Percent Reporting Preferring Data From Administrative Record or Survey



Percent of Respondents Reporting that Fed Gov shares a Common Database of Name, Address and DOB



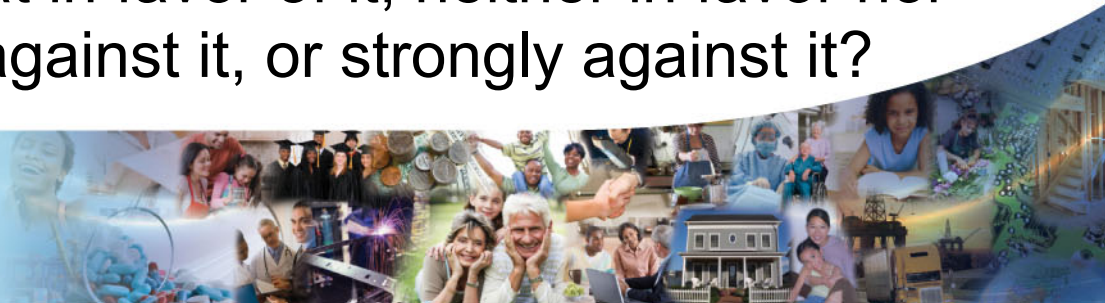
Module 2

- Initial “Cold Ask”
- Framed the question “why some people like the idea of getting data from other sources”:
 - Saving Government Money
 - Saving Respondent Time
 - Improving Accuracy
 - For Social Good



“Cold Ask”

- The National Center for Health Statistics, or the NCHS, collects information on people’s health and medical care through a variety of surveys. The NCHS could obtain some of your medical information from your health care provider instead of asking you on a questionnaire. If you knew that this information was only being obtained to produce statistics, and that your personal information would remain unavailable to the public, how would you feel about the NCHS obtaining your medical information from your health care provider? Would you be strongly in favor of it, somewhat in favor of it, neither in favor nor against it, somewhat against it, or strongly against it?



Frames

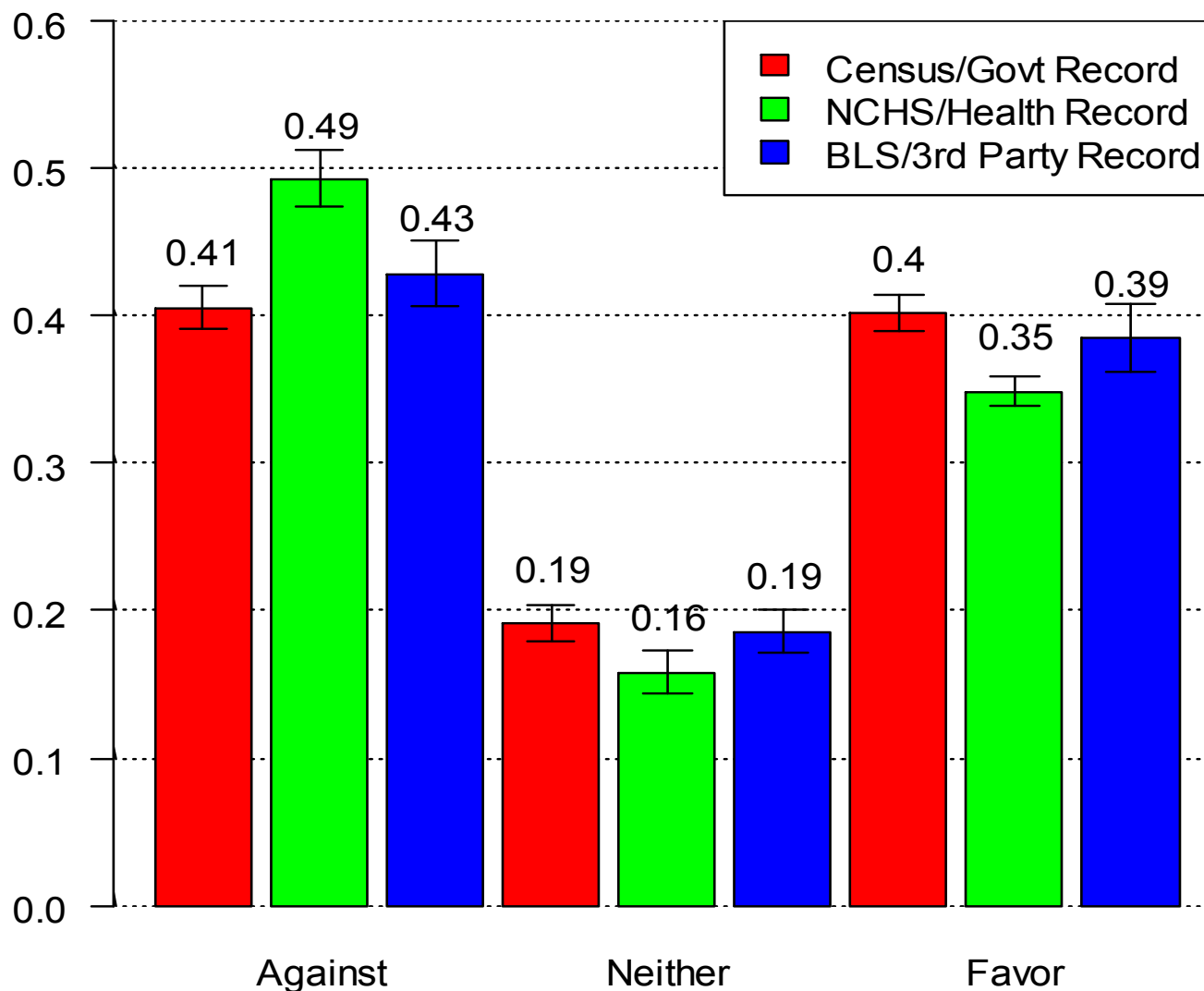
- Now I will read you some benefits of the NCHS obtaining medical information from health care providers. For each statement, please tell me if these social benefits would make you strongly in favor of this....
- **SAVE MONEY** - Getting information from healthcare providers would help save some of the \$100 million in government money that the NCHS spends on surveys every year
- **SAVE TIME** - Getting information from healthcare providers would reduce the time and effort it takes people like you to participate in NCHS surveys that require people to recall detailed medical histories, doctors' visits, and treatments
- **IMPROVE ACCURACY** - Getting information from healthcare providers would improve the accuracy of NCHS numbers, especially for people who have difficulty accurately recalling their medical history.
- **SOCIAL GOOD** - Getting information from healthcare providers would help NCHS get a better idea of the health care needs of the nation which would allow them to make better funding decisions for cancer research, elderly medical care and hospitals

Experimental Design

	Rotation 1	Rotation 2	Rotation 3
Requesting Agency	Census	NCHS	BLS
Record Source	SSA	Health Care Provider	Loyalty Card
Data	Name and Age	Medical Information	Information About Purchases



Reported Preference for Use of Administrative Records in "Cold Ask" Context



Relative Effectiveness of Frames



Logistic Modeling Reported Views Towards Use of Administrative Records

- More Likely To Report Favor Use of Admin Records
 - All Rotations
 - Reporting trust in federal statistics
 - Reporting belief that agencies will keep data confidential
 - Census/BLS
 - Reporting that one can easily find out how federal statistics are produced (Transparency)
 - NCHS
 - Reporting that policy makers need good statistics (Relevance)
 - Data users
 - BLS
 - Hispanic vs. White/Other (but not Hispanic vs. Black)

Logistic Modeling Reported Views Towards Use of Administrative Records (2)

- Less Likely To Report Favor Use of Admin Records
 - All Rotations
 - Reporting little confidence in newspapers/
universities
 - Don't Know/Refuse to report income



Reasons Given for Favoring Use of Administrative Records

- Census/Government Record
 - Save Money ~ 23%
 - Save Time ~ 19%
 - Improve Accuracy ~ 18%
- NCHS/Health Record
 - Social Good ~ 29%
 - Improve Accuracy ~ 19%
- BLS/Commercial Record
 - Social Good ~ 21%
 - Improve Accuracy ~ 21%

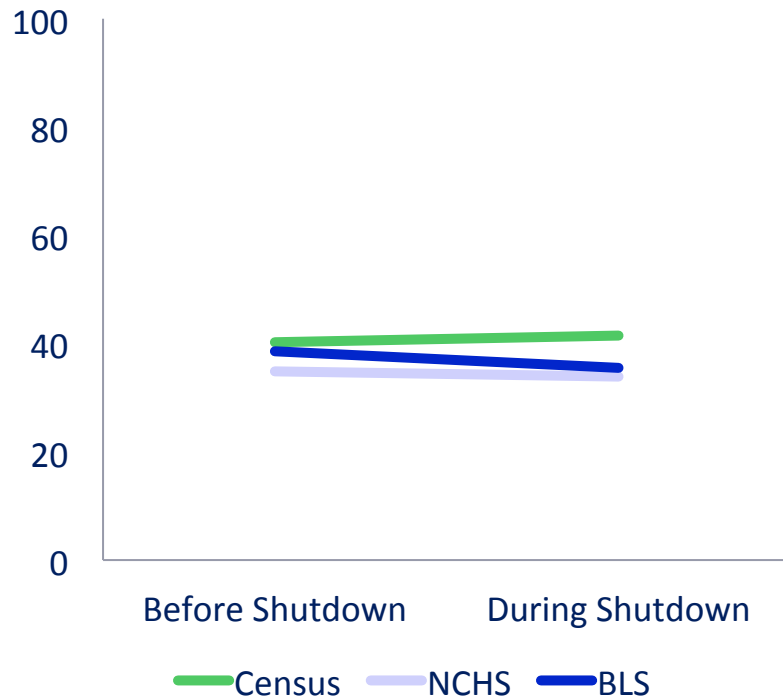


Reasons Given for Not Favoring Use of Administrative Records

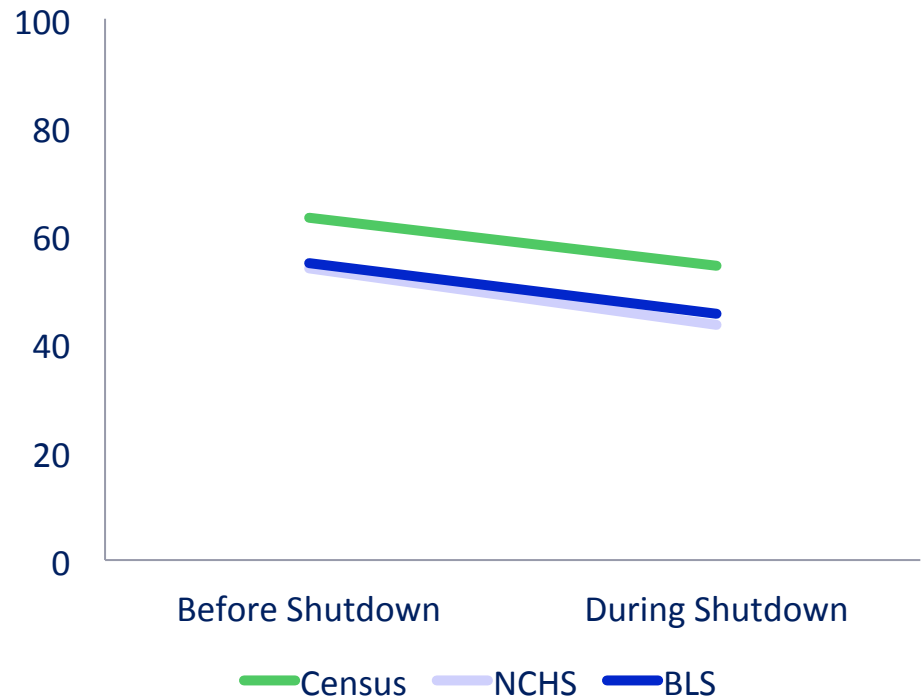
- Census/Government Record
 - Privacy ~ 39%
 - Trust ~ 20%
- NCHS/Health Record
 - Privacy ~ 56%
 - Trust ~ 20%
- BLS/Commercial Record
 - Privacy ~ 53%
 - Trust ~ 20%
- Few respondents (1-6%) mentioned accuracy as a concern

Did the Shutdown Impact Views towards Admin Records?

“Cold Ask”



Save Money Frame



Conclusions

- Even with the observed increases in likeliness to favor use of records when informed of cost savings and social benefit, we still only observe nominal gains in favorability and continue to see favorability hover around 50%.
- Likeliness to support the use of administrative records continues to correlate with overall trust in the government.
- Consistent with other independent research currently going on at the Census Bureau, pleas that involve the local social good seem to be more effective than focusing on the national good.

