Generic Information Collection Request (ICR) Amendment:
2020 Census Integrated Communications Campaign (ICC) –2020 Census
Tracking Survey Implementation

Request: The U.S. Census Bureau requests an extension of research under the Generic Clearance for Internet Nonprobability Panel Pretesting (OMB Control Number 0607-0978). The Census Bureau's Integrated Partnership and Communications (IPC) program is conducting a public opinion tracking survey as part of the 2020 Integrated Communications Campaign (ICC). Results from the field test from September through December (under a previously approved collection) formed baseline of measurement for the 2020 Tracking Survey. In the referenced submission, we conducted the main portion of the data collection from January 2020 through June 2020. This amendment seeks to continue data collection at a lower level through mid-September, because of the delays to the 2020 Census because of COVID-19.

Purpose: The goal of the 2020 Census Tracking Survey is twofold:

- To track US public sentiment concerning matters that may bear upon 2020 Census participation;
- To examine how attitudes and perceptions change during the Census.

Populations of Interest: The Tracking Survey aims to reflect the general U.S. population.

Timeline: July – September 20, 2020.

Language: English and Spanish only

Addendum Background:

In the original clearance package for the Tracking Survey Field test in September – December 2019 requested a total burden of 14,000 respondents and 4667 hours. In total, we used 14,059 respondents and 1799 hours (because our estimated time per case was significantly higher than the actual time per case. This yields 2868 unused hours.

In the clearance package for the Tracking Survey Implementation from January through June, we estimated 91,000 respondents and 13,347 hours. We have used 77,507 respondents and 11,617 hours to date. This yields 1730 unused hours.

Summing across packages, we have 13,434 unused respondents and 4598 unused hours.

To continue collection through September, we need access to 23,100 respondents and 1838 hours. As you can see, we have enough hours when combining the unused hours from the aforementioned packages.

Methods

This amendment requests continuation of only the nonprobability web supplement from July 1 – September 20.

The Census Bureau requires the delivery of supplemental nonprobability sampled data which will focus on representativeness of the hard-to-survey populations as needed for campaign optimization. These data shall be collected parallel to the 2020 weekly probability-based data collections for comparison purposes.

The nonprobability supplement shall include the following characteristics:
- Using the same questions as the probability survey, though modified for self-administration and prescreening to apply quotas
- Fully cross-sectional, meaning that no sample participant is re-interviewed throughout the course of the data collection
- Quotas that reflect nationally representative populations across the following characteristics:
  o Age/gender
  o Race and Hispanic Origin
  o Census Region
  o Education
  o Language (English and Spanish)
- Weighting will be based on 3-day rolling average using the following variables:
  o Age/gender
  o Education/gender
  o Census Region
  o Age/Education
  o Race/Education
  o Race/Age
  o Rent/Own
  o Race and Hispanic origin
  o Density
  o Telephone status
- Sample sizes
  o 2100 per week (300/day) in the 2020 time period
  o Reflecting a composition of approximately 15% Hispanic, 12% Black or African American, 11% Asian, 62% White
- Data Quality controls including:
  o Digital Fingerprinting – checking IP address for multiple responses from the same respondent
  o Checks for speeding, straight-lining, and other relevant quality checks and edits (some additional questions may be added into the online survey for the purpose of verifying that the respondent is a real person and not a "bot.")
- Data may be reported as 3-day rolling averages

Additional Survey Questions: The Contractor shall have the capability of adding up to 3 open-ended and up to 5 close-ended into the survey for one week with 24-hour's notice. These are included in the burden estimate. OMB will receive the request for additional questions, documented in an excel spreadsheet as an addendum to this request not requiring additional burden hours. The excel spreadsheet containing these rotating questions to date is attached to this request.

Incentives:

For the non-probability web supplement, the contractor will enlist several nonprobability panel providers to recruit and distribute invitations to participate. Panels incentivize their panel members to complete studies via a points-based incentive system. Panel members redeem points earned over time for a variety of prizes or cash incentives. The average range for the points-based incentive value is $0.75-$3.00 for a general population sample, and up to $3-$5 for the hard-to-count sample. All incentives are distributed upon completion via virtual currency in the form of a correlated point value.

Average Length of Interview: Refined estimates based on interviews to date suggests an average burden of 4.77 minutes per interview.

Burden:
This burden can be subsumed under the already approved burden estimates for the prior two 2020 Tracking Survey Packages. This section documents expected collection rates in July, August and September 2020.

	n	Minutes per interview	Total Time (min)	Total Time (hr)
Jul-20	9300	4.77	44361	740
Aug-20	9300	4.77	44361	740
September 2020 (assuming half of Sept)	4500	4.77	21465	358

Enclosures:
 Attachment A: July-September Web Questionnaire
 Attachment B: Additional Question Tracking Sheet January - June

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

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