

SUPPORTING STATEMENT A
U.S. Department of Commerce
U.S. Census Bureau
Census Household Panel
OMB Control No. 0607-XXXX

Abstract

Previous research and development work conducted by the Census Bureau (Control No. 0607-0978) demonstrated the value of a high-quality panel to improve representativeness and significantly reduce burden on households in the collection of high-frequency data. This notice outlines plans for the development of the Census Household Panel (CHP) consisting of a pool of households carefully selected and recruited by the Census Bureau to reflect the diversity of our Nation's population. Panel participants will respond to a screener/baseline survey and a series of different survey requests (topical surveys). Importantly, some of these surveys will essentially function as the same survey over time to produce longitudinal data that measure change over time. Development of the CHP at the Census Bureau allows the use of internal Census data to identify and select representative samples accurately and quickly, responding to the need for timely insights on an array of topics and improving data outputs inclusive of historically undercounted populations.

The CHP will become integral to rapidly providing insight on national events that may impact social, economic, or demographic characteristics of the population. Traditionally, Federal surveys are designed to collect and disseminate data on a slower timetable to produce statistically robust key measures of the society and economy. In keeping with growing needs for more timely information, however, the Census Bureau seeks to complement these important, established surveys with new mechanisms such as the CHP which can produce data much closer to real time as the information needs develop. The continued success of the Census Bureau's Household Pulse Survey demonstrates the need for a wider variety of survey products to inform public and private decision-making. The CHP will also help us research questions related to surveys. For example, the CHP will allow us to conduct nationally representative field tests to test content changes in an efficient and reliable fashion, serving the Census Bureau and the broader Federal community in support of other

surveys.

Leveraging its experience reaching and engaging households, and its reputation for statistical rigor and transparency in the production of Federal statistics, the Census Bureau will build the CHP in-house in a manner that affords users a full understanding of the methodology in keeping with Federal statistical standards, including response rates and weighting. This transparency into the way in which the statistics are developed will provide Federal agencies the confidence necessary to evaluate the appropriate use of the data in their policy making.

Justification

- 1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

The CHP will recruit a probability-based nationwide survey panel to test the methods to collect data on a variety of topics of interest, and for conducting experimentation on alternative question wording and methodological approaches. The goal of the CHP is to ensure availability of frequent data collection for nationwide estimates on a variety of topics for a variety of subgroups of the population, meeting standards for transparent quality reporting of the Federal Statistical Agencies and the Office of Management and Budget (OMB).

The initial goal for the size of the CHP is 15,000 panelists. Households will be selected from the Census Bureau's gold standard Master Address File. This ensures the CHP is rooted in this rigorously developed and maintained frame and available for linkage to administrative records securely maintained and curated by the Census Bureau. This foundation and the incorporation of the CHP into the Title 13 infrastructure at the Census Bureau allows for the Census Bureau and partner agencies to leverage administrative records and other non-survey data in combination with data from the CHP to create a platform for a high-quality integrated data program. Initial invitations to enroll in the CHP will be sent by mail and post-recruitment panel questionnaires will be mainly internet self-response. The CHP will maintain representativeness by allowing respondents who do

not use the internet to respond via in-bound computer-assisted telephone interviewing (CATI). All panelists will receive an incentive for each complete questionnaire. Periodic replenishment samples will maintain representativeness and panelists will be replaced after a period of three years.

2. Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

Data products for the CHP are expected to be comparable to those developed for high-frequency survey programs (e.g., the Household Pulse Survey). Examples include Tables in Excel format posted on the Census Bureau's Experimental Data page, a Public Use Microdata File (PUF), and reports. To maximize timeliness, processing will include minimal edits and basic weighting.

Specific data products will be negotiated with topical survey sponsors. As with all Census Bureau products and public use data files, data will be reviewed and approved for release by the Census Bureau Disclosure Review Board (DRB). Census Bureau staff with appropriate business need to know can receive raw data if requested.

3. Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also, describe any consideration of using information technology to reduce burden.

The Census Bureau will conduct this information collection primarily online using Qualtrics as the data collection platform. Qualtrics provides the necessary agility to deploy the CHP quickly and securely. It operates in the Gov Cloud, is FedRAMP authorized at the moderate level, and has an Authority to Operate from the Census Bureau to collect personally identifiable and Title 13-protected data.

Qualtrics is an online data collection platform that allows survey invitations to be distributed

electronically via email and/or SMS. Survey invitations for the CHP will be distributed to sampled participants via letter, email, and SMS, and data collection will occur on the web (via self-response or with the assistance of a CATI operator). The data collection platform is optimized for use on a mobile device, so may be used via any type of internet access.

4. Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in Question 2.

The content of each survey will be evaluated for duplication with existing information, and for suitability for this data collection. The purpose of this clearance is to create a structure that can expand the types of research that the Census Bureau and other Federal agencies are able to conduct using a Title 13 frame and for Title 13 benefits. The Census Household Panel is sampled from the Census Bureau's Master Address File (MAF), which contains an accurate, up to date inventory of all known living quarters in the United States, Puerto Rico, and associated island areas. This foundation of the CHP in the Title 13 infrastructure at the Census Bureau allows for the Census Bureau and partner agencies to leverage administrative records and other non-survey data, in combination with data from the CHP to create a platform for high-quality integrated data. This is vital for both quality adjustments to collected CHP data, and to supplement/combine with CHP data to provide a unique data resource to address critical Census and partner agency questions.

This research will involve collaboration with staff from other agencies. All efforts would be collaborative in nature, and no duplication in this area is anticipated.

To the maximum extent possible, we will make use of previously-collected data by agencies, external data sources, and results from previous collections of survey.

5. If the collection of information impacts small businesses or other small entities, describe any methods used to minimize burden.

While this research may encounter small business owners as members of the population, the target population is neither small businesses nor other small entities. We designed the survey questions to obtain the required information with minimal respondent burden. Further, there are no legal issues that influence respondent burden.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing burden.

The CHP will become integral to rapidly providing insight on national events that may impact social, economic, or demographic characteristics of the population. Without mechanisms such as the CHP, the Census Bureau will miss out on the many benefits of a Panel survey, including the ability to produce data close to real time as the events develop, research questions related to surveys, and enhance data with administrative and other external data sources. The Bureau would also lose a critical platform for developing adaptive design procedures that use auxiliary data sources, a method proven to reduce costs, improve data quality, and maintain and improve representativeness in the data we collect and use.

Any federal agency or consortium of groups including a federal agency may submit a proposal to conduct a topical survey to the Census Household Panel, which includes the purpose and goals of the topical; proposed questions (if developed) and question testing results or a plan for developing and/or testing questions; and the request fielding period. For inclusion in the CHP, the following criteria must be met: the subject matter must be in the public interest and appropriate for inclusion in a government-run survey; the inquiry must not have an adverse effect on the CHP or on the image of the Census Bureau; sensitive populations and topics must be addressed thoughtfully; inclusion of content must be feasible without jeopardizing resources and infrastructure needed to support other Panel operations; all topical surveys must abide by the Census Bureau's enabling legislation; the release of the topical survey data is governed by OMB Statistical Policy Directive, and the data should be released in a timely matter.

If the Census Household Panel is deemed the appropriate vehicle for meeting the sponsoring agency's needs, the Census Bureau will work with the agency to prepare an Interagency Agreement (IAA). The IAA shall include language articulating the purpose, features, benefits, and limitations of the Panel. By signing the IAA, the sponsoring agency accepts the characteristics, including the limitations, of data produced under the CHP.

The Census Bureau will maintain the authority and responsibility under the PRA and other relevant statutes for the content of the CHP. Topical surveys will be submitted to OMB for review and

approval as substantive revisions to this ICR, with 30 days of public comment. If a topical survey meets the requirements for an emergency clearance described in 5 CFR 1320.13, it will be submitted for emergency review under a new control number and this ICR will be updated with a change request that lists the control number and describes the topical survey.

7. Explain any special circumstances that would cause an information collection to be conducted in a manner:

- **requiring respondents to report information to the agency more often than quarterly;**
- **requiring respondents to prepare a written response to a collection of information in fewer than 30 days after receipt of it;**
- **requiring respondents to submit more than an original and two copies of any document;**
- **requiring respondents to retain records, other than health, medical, government contract, grant-in-aid, or tax records for more than three years;**
- **in connection with a statistical survey, that is not designed to produce valid and reliable results that can be generalized to the universe of study;**
- **requiring the use of a statistical data classification that has not been reviewed and approved by OMB;**
- **that includes a pledge of confidentiality that is not supported by authority established in statute or regulation, that is not supported by disclosure and data security policies that are consistent with the pledge, or which unnecessarily impedes sharing of data with other agencies for compatible confidential use; or**
- **requiring respondents to submit proprietary trade secret, or other confidential information unless the agency can demonstrate that it has instituted procedures to protect the information's confidentiality to the extent permitted by law.**

Respondents are not required to participate as participation is voluntary. The CHP will be designed to produce valid and reliable results that can be generalized to the intended universe, or it will be clearly noted otherwise. The CHP will not require the use of a statistical data classification that has

not been reviewed and approved by OMB. The information to be collected is protected under the confidentiality provisions of Title 13 U.S.C. No respondents will be asked to submit proprietary trade secret information. All data will have all applicable, legally required confidentiality protections applied.

- 8. If applicable, provide a copy and identify the date and page number of publications in the Federal Register of the agency's notice, required by 5 CFR 1320.8 (d), soliciting comments on the information collection prior to submission to OMB. Summarize public comments received in response to that notice and describe actions taken by the agency in response to these comments. Specifically address comments received on cost and hour burden.**

Consultation with representatives of those from whom information is to be obtained or those who must compile records should occur at least once every 3 years - even if the collection of information activity is the same as in prior periods. There may be circumstances that may preclude consultation in a specific situation. These circumstances should be explained.

The Census Bureau published a notice in the Federal Register on February 6, 2023 soliciting public comments on our plans to submit this request (88 FR 7681). There were no substantive or relevant comments to this data collection.

- 9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.**

Because retention is critical to a longitudinal panel design, incentives will be offered to respondents. As incentives remain one of the most effective ways to encourage survey participation, we informed our panel incentive structure by reviewing existing longitudinal surveys and panels (Table 4.1) and adjusting based on burden.

The current incentive design for the CHP includes the following:

- Initial Invitation: \$5 visible prepaid incentive with the initial invitation to complete the screener.
- Baseline Questionnaire: \$20 baseline contingent incentive after initial recruitment field period.
- Topical Surveys: \$10 for each topical survey.

Respondents will be mailed cash incentives for survey completion. The incentive structure could be amended to facilitate ongoing engagement of panelists, particularly for groups of panelists that are rare or historically undercounted.

Table 4.1 Incentive Structure in Longitudinal Federal Surveys and Nonprofit Panels

Survey	Enrollment Incentive/Wave 1	Panel	
		Incentive	Maintenance
SIPP (historical)	\$40*	\$40	none
PSID	\$75-150	\$1/minute	Unknown
ECLS-B	\$50	\$30/survey + children's book	none
NLSY	\$40	\$70 \$100 early bird	none
NSCAW	\$50 caregiver \$10-20 children	\$10-20 children \$50 young adults	none
ANES 2008-2009	\$2 prepaid + \$10 promised \$5 NRFU	\$10/month + free internet access if needed	Unknown
HRS	\$100	\$80	Unknown
American Trends (Pew)	\$10	\$10/survey	none
National Survey Project Cohort of the American Life Panel (RAND)	\$200	\$25/month	none
FDA Tobacco Panel	\$35	\$15/survey	none
GALLUP	none	none	none
Understanding America (USC)	\$5 prepaid \$15 promised \$15 welcome package	\$20/survey (30 min) \$10 bonus for sleepers	none

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy. If the collection requires a systems of records notice (SORN) or privacy impact assessment (PIA), those should be cited and described here.

All respondents who participate in research under this clearance will be informed that the information they provide are protected from disclosure by 13 U.S.C. Section 9. This disclosure will

be made prior to any data collection. The creation of the baseline panel and the collection of Census Bureau-sponsored topical surveys is authorized by Title 13, United States Code, Sections 141, 182 and 193. The collection authority for the Census Bureau to collect data for topical surveys sponsored by other federal agencies may differ depending on the agency. Respondents will be informed of the applicable authorities for each topical survey prior to data collection for that topical survey.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior or attitudes, religious beliefs, and other matters that are commonly considered private. This justification should include the reasons why the agency considers the questions necessary, the specific uses to be made of the information, the explanation to be given to persons from whom the information is requested, and any steps to be taken to obtain their consent.

Most of the questions that are included on the CHP questionnaires are not of a sensitive nature and should not pose a problem to the respondents. However, it is possible that some potentially sensitive questions may be included in questionnaires that are tested under this clearance. One of the purposes of the testing is to identify such questions, determine sources of sensitivity, and alleviate them insofar as possible before a larger production survey (independent of the CHP) is administered.

For information collections involving questions of race/ethnicity, the agency will ensure that the OMB Standards for the Classification of Federal Data on Race and Ethnicity are followed, unless we are specifically testing these questions. In that situation, OMB will be made aware of the proposed changes and the related research agenda.

12. Provide estimates of the hour burden of the collection of information.

- **Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated. Unless directed to do so, agencies should not conduct special surveys to obtain information on which to base hour burden estimates. Consultation with a sample (fewer than 10) of potential respondents is desirable. If the hour**

burden on respondents is expected to vary widely because of differences in activity, size, or complexity, show the range of estimated hour burden, and explain the reasons for the variance. Generally, estimates should not include burden hours for customary and usual business practices.

- If this request for approval covers more than one form, provide separate hour burden estimates for each form and aggregate the hour burdens.
- Provide estimates of annualized cost to respondents for the hour burdens for collections of information, identifying and using appropriate wage rate categories. The cost of contracting out or paying outside parties for information collection activities should not be included here. Instead, this cost should be included under 'Annual Cost to Federal Government' (Item #14).

The Census Bureau estimates that, for the average household, each survey will take about 20 minutes to complete. This estimate includes the time for reviewing the instructions and providing answers. For the screener instrument, we expect to receive 22,500 responses for a total of 7,493 burden hours (22,500 x 0.33hours). For the baseline instrument, we anticipate 15,000 respondents will complete the survey. This burden is estimated at 4,995 hours (15,000 x 0.33 hours). For each monthly collection period, we anticipate receiving 15,000 responses per month (total responses = 180,000). The total burden is estimated to be 59,940 hours (180,000 x 0.33 hours) for one year of data collection.

We calculate the cost of a respondent's time to complete this survey to be \$8.49. The estimated total annual respondent cost burden based on these hours is \$614,909. For individuals, the wage rate is \$25.72 per hour based on hourly earnings for employees as reported by the Bureau of Labor Statistics.

Information Collection Instrument	Type of Respondent	Expected Number of Respondents	Average Burden per Response	Total Burden Hours	Hourly Wage Rate	Total Respondent Cost
Screener	Household Member	22,500	0.333	7,493	\$25.72	\$192,707
Baseline Instrument	Household Member	15,000	0.333	4,995	\$25.72	\$128,471
Monthly Survey	Household Member	180,000	0.333	59,940	\$25.72	\$1,541,657
Totals		217,500	0.333	72,428	\$25.72	\$1,862,835

13. Provide an estimate for the total annual cost burden to respondents or record keepers resulting from the collection of information. (Do not include the cost of any hour burden already reflected on the burden worksheet).

We do not expect respondents to incur any costs other than that of their time to respond.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses (such as equipment, overhead, printing, and support staff), and any other expense that would not have been incurred without this collection of information.

The government cost for the CHP is approximately \$2M per year. This assumes data collection would continue monthly starting in August 2023. CHP include subscriptions costs for Qualtrics and costs of monetary incentives.

Annualized Costs	Total
Project Management	\$ 403,568
Incentives	\$ 175,000
Sample Design, Management and Estimation	\$ 311,759
Instrument Design and Development	\$ 171,240
Data Product Development and Review	\$ 217,665
Data Processing and Dissemination	\$ 310,517
Mailout Operations	\$ 227,928
Telephone Operations	\$ 208,117
	\$ 2,025,794

15. Explain the reasons for any program changes or adjustments reported in ROCIS.

N/A - This is a new information collection

16. For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.

Data products for the CHP are expected to be comparable to those developed for high-frequency survey programs (e.g., the Household Pulse Survey). Examples include Tables in Excel

format posted on the Census Bureau's Experimental Data page, a Public Use Microdata File (PUF), and reports. Processing will include minimal edits and basic weighting.

Specific data products will be negotiated with topical survey sponsors. As with all Census Bureau products and public use data files, data will be reviewed and approved for release by the Census Bureau Disclosure Review Board (DRB).

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.

The OMB expiration date will be displayed within the data collection instrument.

18. Explain each exception to the certification statement identified in "Certification for Paperwork Reduction Act Submissions."

The agency certifies compliance with [5 CFR 1320.9](#) and the related provisions of [5 CFR 1320.8\(b\)\(3\)](#)

Attachment A: Census Household Panel Screener and Baseline Questionnaire

Attachment B: Privacy Act/Paper Reduction Act Statement

Attachment C: Respondent Contact Language

Attachment D: Guiding Principles for Experimental Statistical Products