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**Evaluating the Decennial Census Call-in Option:  
Results from an Interviewer Debriefing of the 2016 Census Test**

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## Abstract

In 2016, the U.S. Census Bureau conducted the 2016 Census Test. Sample households could report online, by paper, or call a toll-free number and report their data over the telephone with a Census Bureau interviewer. Interviewers used an online instrument to administer the questions and record the answers respondents gave. This online instrument was similar to the one available to respondents who wanted to report online without any interviewer assistance.

This report documents the findings from interviewer debriefings about the call-in operation. Interviewers who participated in the debriefings had taken calls for both the 2016 Census Test, and the prior census test, called the 2015 National Content Test which was conducted eight months earlier. The discussion during the debriefings focused on the online instrument used during the 2016 call-in operation and whether the instrument had improved since the 2015 National Content Test. According to these interviewers, the instrument had improved. Interviewers found the questions to collect the names of the people living at the household less burdensome than the ones used in 2015. Interviewers appreciated using one question to collect race and Hispanic origin instead of separate questions to collect that information. They also liked the design of the 2016 instrument with the ability to quickly navigate between people. Other suggestions to further improve the interview for a telephone mode were also made. The main suggestions were to provide information about re-entering the survey only if the respondent wants to end the survey prematurely and to allow respondents to report on the status and occupancy of other residences where they are caretakers.

**Keywords:** Telephone agent, person-based design; topic-based design; 2020 Census; telephone questionnaire assistance; CATI

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## **Executive Summary**

In 2016, the U.S. Census Bureau conducted the 2016 Census Test. Sample households could report online, by paper, or call a toll-free number and report their data over the telephone with a Census Bureau interviewer. Interviewers used an online instrument to administer the questions and record the answers respondents gave. This online instrument was similar to the one available to respondents who wanted to report online without any interviewer assistance.

This report documents the findings from interviewer debriefings about the call-in operation. Interviewers who participated in the debriefings had taken calls for both the 2016 Census Test, and the prior census test, called the 2015 National Content Test which was conducted eight months earlier. The discussion during the debriefings focused on the online instrument used during the 2016 call-in operation and whether the instrument had improved since the 2015 National Content Test. According to these interviewers, the instrument had improved. Interviewers found the questions to collect the names of the people living at the household less burdensome than the ones used in 2015. Interviewers appreciated using one question to collect race and Hispanic origin instead of separate questions to collect that information. They also liked the design of the 2016 instrument with the ability to quickly navigate between people. Other suggestions to further improve the interview for a telephone mode were also made. The main suggestions were to provide information about re-entering the survey only if the respondent wants to end the survey prematurely and to allow respondents to report on the status and occupancy of other residences where they are caretakers.

## 1. Introduction

In preparation for the 2020 Census, the U.S. Census Bureau conducts surveys and operations to test methods and technology to improve the data collection and processes. One of the primary goals of the 2016 Census Test (CT) was to test mailing strategies and data collection instruments in other languages, in addition to English. The sample areas selected for this test were Harris County, Texas and Los Angeles County, California. These areas have high concentrations of Spanish, Chinese, and Korean language speakers. In addition to English, Spanish, Chinese, and Korean were the main languages tested in the 2016 CT. The sample was divided into panels. Different bilingual/multilingual mailing materials and mailing strategies were tested in order to determine the effect of different materials on the response rate to the survey request.

For each residential address, the 2020 Census will collect names and basic demographic information for each person living in the United States as of April 1, 2020. The 2016 CT collected the same information, but as of April 1, 2016. Residents in selected addresses could report their data by completing the census online, by paper, or by telephone with an interviewer. If they did not respond by late May in one of those ways, an enumerator would make a personal visit to the residential address to collect the survey data.

The telephone operation was conducted in the three Census Bureau call centers— the Hagerstown Contact Center (HCC) in Maryland, the Jeffersonville Contact Center (JCC) in Indiana, and the Tucson Contact Center (TCC) in Arizona. For the 2016 CT, the interviewers answered calls directed to the Telephone Questionnaire Assistance (TQA) toll-free number lines. Interviewers provided callers responses to Census Bureau and 2016 CT survey-related questions. If the caller needed help completing the census questionnaire, the interviewers used the TQA online 2016 Census Test questionnaire that was programmed using an inhouse development application called “Primus” to collect the data.

One of the strategies used to evaluate the 2016 CT TQA was interviewer debriefings. Debriefings are one type of qualitative research where nonstatistical methods are used to uncover “general understanding” or the “why” about processes and procedures, or about participant perspectives. Other types of qualitative research include focus groups, in-depth or ethnographic interviews, and cognitive interviews. Qualitative methods investigate a topic using a smaller number of participants, and the methods are interactive and in-person (Richie and Lewis, 2003).

For this study, debriefings were held with staff at the three contact centers who conducted 2016 CT TQA Primus instrument interviews. There were two main purposes of the debriefing. One was to collect data on how the TQA Primus instrument worked for the interviewer and for the respondent during a TQA call. The other was to determine if the TQA instrument had improved since the previous census test conducted eight months earlier. That test was called the 2015 National Content Test (NCT) and its TQA instrument was programmed in a different inhouse development application called “Centurion.” Primus was used for the first time in the 2016 Census Test to test its ability to handle the larger volume of submissions expected in the 2020 Census.

A debriefing with interviewers was conducted after the conclusion of the 2015 NCT TQA operation (Nichols, Olmsted-Hawala, and Katz, 2016). The same questions were asked in both the 2015 NCT TQA and the 2016 CT TQA debriefings so that a comparison could be made across tests to see whether there was an improvement in the TQA online instrument design. The interviewers who participated in the 2016 CT TQA debriefings also conducted interviews for the 2015 NCT TQA, but did not participate in the 2015 NCT TQA debriefings. This report describes the methods used to gather the feedback from the 2016 CT TQA interviewers and the results of the debriefing in comparison to the 2015 NCT TQA.

## 2. Background

### 2.1 The 2016 Census Test

To notify the sampled addresses of the 2016 CT, on March 21, 2016, the Census Bureau sent letters to approximately 453,425 U.S. addresses with information instructing the recipient to respond by answering questions for the 2016 CT. Figure 1 shows one of the letter invitations tested. In all correspondence, the URL for the online questionnaire was first, followed by a paragraph providing a telephone number for those who needed assistance or could not complete the census online.

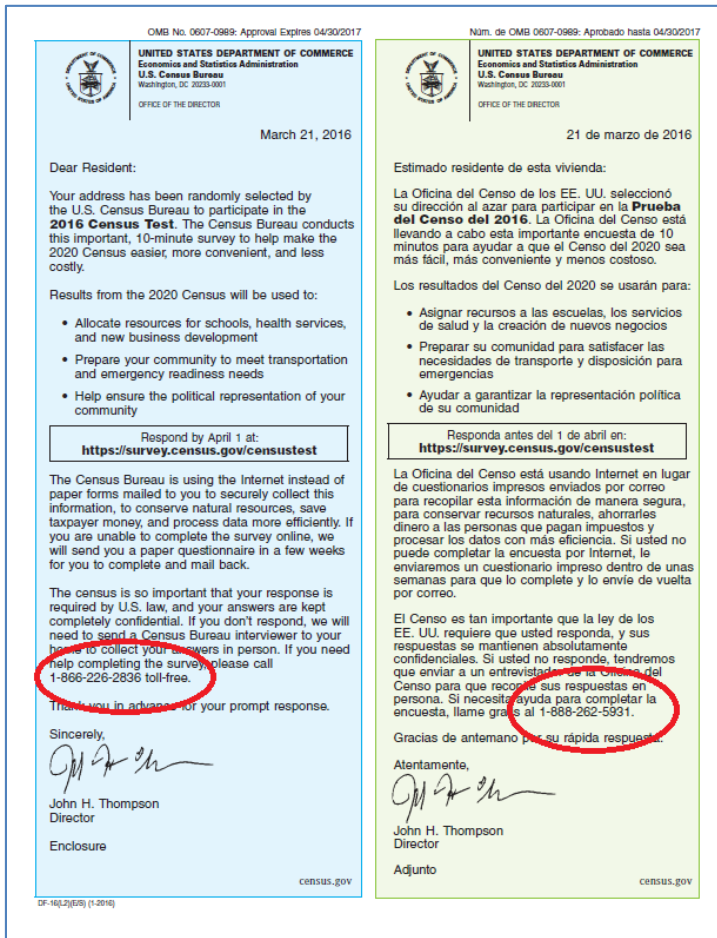


Figure 1: An example of a letter inviting the recipient to complete the 2016 Census Test online. This letter is in English and Spanish. The red circled area is the TQA phone number.

In the ideal situation, letter recipients completed the online questionnaire by themselves. However, contact centers were open to receive calls March 21 through June 30 of 2016 for those needing assistance. In addition to the letter, a TQA insert (Figure 2) was in the initial mailing as was an “Internet Invitation Card” (Figure 3). On the TQA insert, unique telephone numbers were provided for different languages so that the caller would be routed immediately to a speaker in his or her preferred language.<sup>1</sup>

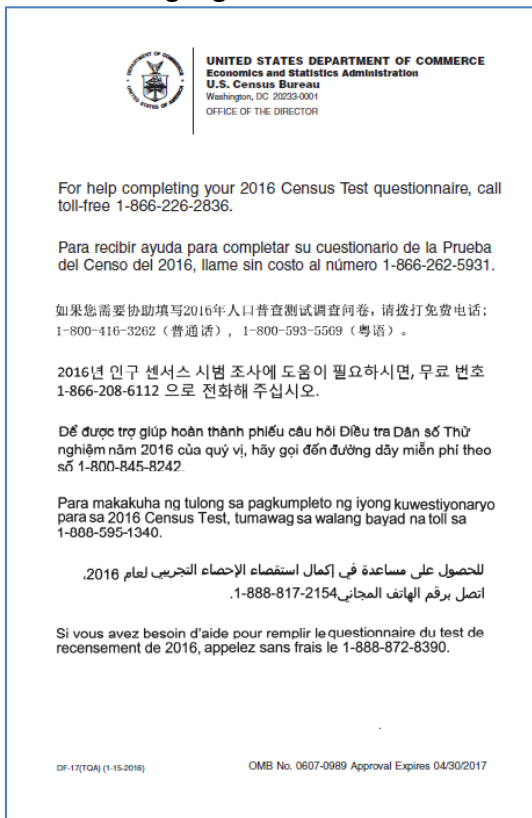


Figure 2: TQA insert with the languages available (English, Spanish, Chinese-Cantonese, Korean, Vietnamese, Tagalog, Arabic, and French)

The Internet Invitation Card contained a unique 14-digit user identification number or User ID (circled in red in Figure 3). Respondents who called in were asked to provide this User ID for authentication purposes. The Primus instrument contained provisions for conducting the interview in lieu of having a User ID in the event that respondents could not find the card or threw it away. It was rare that the respondent could not provide a User ID and hence the debriefings pertain only to cases where a User ID was provided.

<sup>1</sup> Additionally, a TDD line for Spanish and a TDD line for English were available. The call center staff could also accommodate Chinese-Mandarin. However, the 2016 CT TQA Primus instrument only had translations for Spanish, Chinese, and Korean. For the other languages, interviewers would translate the English version on-the-fly.



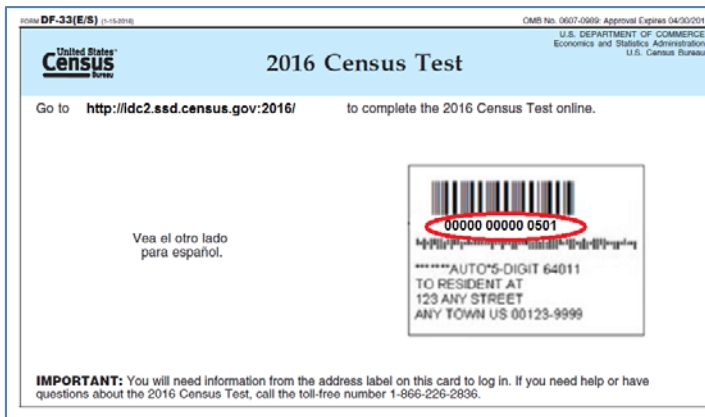


Figure 3: An example of the Internet Invitation Card for the 2016 Census Test. The red circled area is the User ID. This User ID was created for test purposes only as was the URL and telephone number on this card.

## 2.2 2016 Census Test TQA Primus instrument design compared to the 2015 National Content Test TQA Centurion instrument design

The 2016 CT TQA Primus was designed to take approximately 10 minutes and covered all the content planned for the 2020 Census: address, housing status (owned, rented, vacant, etc.) and then for occupied units the name, sex, age and date of birth, race/origin, ethnicity of all current occupants, and any other addresses where the current occupants lived or stayed around census day for each member of the household. Within the instrument, experimental paths for collecting names, relationships, and other addresses were available. Each address was systematically assigned to a particular sequence of questions to collect these data based on the User ID entered into the instrument. In these ways (the type of questions and the experimentation within the questions), the 2016 TQA Primus was similar to the 2015 TQA Centurion.

However, the design of the 2016 CT TQA Primus was quite different from the design used for the 2015 NCT TQA Centurion. In 2015, questions were asked in a “topic-based” format. After verifying the address and collecting the names of the people living or staying at the residence, the interviewer asked questions about a topic for all persons on the roster before moving on to the next topic. For example, in a 3-person household, where “Jane Doe” was listed first, followed by Bob and Susie Doe, the interviewer asked, “Is Jane Doe male or female?” and then “Is Bob Doe male or female?” followed by “Is Susie Doe male or female?” After asking about sex for all three household members, the interviewer would move on to the next topic: “What is Jane Doe’s date of birth” and so on. The remainder of topics (e.g., race, ethnicity/ancestry, and other addresses where each person could have stayed) were asked in this same way. The design used a linear navigation path. This means that to get to a previous question, the interviewer had to navigate back question by question. There was no ability to jump to a particular screen. To proceed to the next question, the interviewer would use the forward navigation button within the instrument.

In contrast to the topic-based approach, in 2016, a “person-based” approach was used, where all demographic questions were asked about one person before moving on to the next person. In our

three-person household example, the interviewer would ask the full set of demographic questions (relationship<sup>2</sup>, sex, age and date of birth, race/origin, ethnicity/ancestry, and other recent addresses) first about Jane, then Bob, then Susue. For example: “Is Jane Doe male or female?”, “What is Jane Doe’s date of birth?” etc., through the end of the series and then: “Is Bob Doe male or female?”, “What is Bob Doe’s date of birth?” etc. and then the same series for Susie. To navigate between people, the 2016 Primus instrument included a dashboard menu design (Figure 4) to control the flow of questions. The dashboard included one button for the household questions and one button for each person on the roster. Interviewers would select the first name on the dashboard, collect data on that person, and then be redirected back to the dashboard with that name having a check mark next to it. Interviewers would then select the next name and continue the process until data were collected for all names. Although there were next and previous navigational buttons within a person’s pages, the dashboard in the 2016 instrument allowed interviewers more flexible navigation between people. Interviewers could use the dashboard to go back to people they had already collected data about in order to make any corrections or add information.

Although the dashboard and the person-based design was not the only change between 2015 and 2016, we wanted to find out from the interviewers which design worked better for them--a person-based design with a dashboard or a topic-based design with the linear navigational path. Previous research comparing topic-based to person-based designs showed that a topic-based design reduced the time to administer the interview, resulted in a more standardized interview (less interviewer variance in reading the question wording), and lowered item nonresponse rates for in-person interviews and outbound calls (where the interviewer calls the household) (Hess et al., 2001; Moore and Moyer, 2002; Hunter and Landreth, 2005).

See Table 1 for an overview of the 2016 question flow for cases with a User ID and Appendix A for the screens shots of the instrument. See Table 2 for an overview of the question differences between 2015 and 2016 tests.

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<sup>2</sup> Relationship to the householder, who was the first person on the dashboard in the 2016 CT, is asked for everyone except the householder.

## 2016 Census Test

To continue, please select item an from below.



Household Questions

Review

### People



Jane Doe

Jane Doe has been completed. Click edit if you would like to change or view your answers.

Edit



John Doe

John Doe has been started, but not completed. To finish this person, please click 'Resume'

Resume



Jill Doe

Press start, to begin answering questions about this person.

Start



+ Add Person

Figure 4: Example of the dashboard in the 2016 Census Test TQA Primus instrument. This figure shows a three-person household.

**Table 1: 2016 Census Test question sequence flowchart for the User ID path**

Screen	Q#	Question order and skip sequence for a typical path with a User ID. When there is an experimental path, both versions are listed.
Login	1	Collect the User ID → Q2
Address verification	2	Confirm the address associated with that User ID → Q3 if address is correct
	3	PIN and Verification question for re-entry → Q4
	4	Ask if the respondent is living or staying at the address → Dashboard if respondent lives there → Q5 otherwise
	5	Determine if anyone is living or staying at the address → Q6 if unit is vacant → Q7 if unit is occupied
	6	Collect reason for vacancy → Q7
	7	Collect respondent's current address → Dashboard
Dashboard		Address Start button available
Building the roster of people who should be counted at that residence	8	Collect respondent's name, phone number and email → Q9
	9	Determine whether there are other people who live at the residence Version 1: List of the residence rules and a box to enter the total number of people who should be counted at the residence (Same version as tested in the 2015 NCT) Version 2: Question with a box to enter the total number of people who should be counted at the residence (NEW in 2016) Version 3: Question asking if anyone else lives there. (Same version as tested in the 2015 NCT) → Q10 if there are more people than the respondent → Q11 if only the respondent lives at the residence
	10	Collect the names of the other people Version 1 and 2: Includes the number of name spaces corresponding to the number of people needed to add Version 3: Includes space for one name with option of adding more names → Q11
	11	Collect names of people often forgotten to be included, Version 1: such as babies and people not related to the respondent → Q12 Version 2: such as babies, people not related to the respondent, and people without a permanent place to live → Q13
	12	Collect names of people often forgotten to be included, such as people without a permanent place to live

Screen	Q#	Question order and skip sequence for a typical path with a User ID. When there is an experimental path, both versions are listed.
		→ Q13
Tenure	13	Collect whether the residence is rented or owned by the occupants → Q15
Householder	14	Collect who the householder is (that is, who owns the home or rents the home) → Q16
Dashboard		Start button for each person available
Demographics	15	Collect relationship to the householder (not a question for the householder) Version 1: Response choices separate same sex couples from opposite sex couples, includes response choices for roomer/boarder and housemate/roommate Version 2: Response choices separate same sex couples from opposite sex couples, includes response choices for housemate/roommate but does not include roomer/boarder response choice Version 3: Response choices separate same sex couples from opposite sex couples, excludes both housemate/roommate and roomer/boarder response choices → Q17
	16	Collect sex → Q18
	17	Collect date of birth and age → Q19
	18	Collect race/origin Hispanic origin question is combined with the race question and Middle Eastern/North African is a response choice → Q20
	19	Collect ethnicity/origin/ancestry Top 6 ethnicity/origin/ancestry choices for the selected "race" are available as a checkbox in addition to a write-in field, if multiple races are selected in previous question, each appear as a separate screen. → Q21
	20	Collect other addresses Version 1: One question Version 2: This question was eliminated
Dashboard		Start button for each person not begun/Edit button for completed people/Resume button for partially completed people → Q15 Submit button available when everyone is completed. → Q21
Submit check	21	Make sure they want to submit
Finish screen		

**Table 2: 2015 National Content Test and 2016 Census Test question differences for the User ID path**

Section	2016	2015
Login	Identical	Identical
Address verification	Identical except there were 7 verification questions to choose from	Identical except there were 4 verification questions to choose from
Dashboard	Existed	Did not exist
Building the roster of people who should be counted at that residence	Either 4 or 5 roster questions for multiperson households. Only 1/3 of the sample was read the list of residence rules and 2/3 did not receive that path. Previously reported names were not repeated on each of the roster screens.	6 total roster questions for multiperson households, which included a screen to correct spelling. Half of the sample was read the list of residence rules. To avoid duplicate names being reported, names of previously reported people were read before each question.
Tenure	Identical	Identical
Householder	Identical	Identical
Dashboard	Existed	Did not exist
Demographics - Relationship	Same sex and opposite sex categories existed for all sample, but half sample did not hear roomer/boarder as an example.	Same sex and opposite sex categories existed for half sample. All sample heard roomer/boarder as an example.
Demographics - Sex	Identical	Identical
Demographics – Date of Birth and Age	Identical	Identical
Demographics – Race and origin	Ethnicity/Race: Hispanic origin is combined with race for one question (Middle eastern/North African is a response option)	Half the sample has Hispanic origin as a separate question from race and the other half has the combined question with the Middle eastern/North African response choice
Demographics – Ethnicity / national origin / ancestry	Ethnicity/origin/ancestry: Checkbox and write ins on same screen. No predictive text. Separate screens for each race/ethnicity selected.	Ethnicity/origin/ancestry: Several versions tested including: write-ins only and checkbox and write ins on same screen. Predictive text available for write ins. Separate screens for each race/ethnicity selected.
Demographics – Other places person could have been counted	9 questions per household - other addresses always collected	1 question per person. Other addresses collected in only half the sample
Dashboard	Existed	Did not exist
Submit check	Existed	Existed
Finish screen	Existed	Existed

### **3. Methodology**

Approximately 734 interviewers from all three contact centers were trained and answered calls to the TQA toll-free lines for the 2016 CT. For the debriefing, supervisors at each call center selected the interviewers to participate with the stipulation that the interviewer completed both the 2016 CT TQA Primus and the 2015 NCT TQA Centurion interviews. In the TCC, interviewers were selected who had completed the 2016 CT Primus in Spanish, Korean, and Chinese. In total, 22 interviewers and three supervisors participated in the debriefings.

Three separate one-hour interviewer debriefings were held with staff from each contact center on May 6, 2016. The debriefings were conducted remotely from headquarters to each contact center using video teleconference (VTC) equipment. Staff from the Center for Survey Measurement (CSM) who were familiar with the 2016 CT instrument moderated the sessions. Headquarters' staff who worked on the 2016 CT and or the 2016 CT TQA were invited to attend either in person at headquarters or over the telephone so that they could hear first-hand the interviewer's comments. Staff members listened to the debriefings and were offered the opportunity to ask questions at the end of the debriefing. The same basic methodology was used during the 2015 NCT TQA debriefing.

About a week before the debriefing session, the 22 interviewers were asked to complete a debriefing questionnaire. The questionnaire, which was nearly identical to the one used in the 2015 NCT TQA, collected information on where the interviewer worked, approximately how many 2016 CT TQA Primus cases the interviewer completed, if the interviewer had experience with the 2015 NCT TQA Centurion instrument, and then was asked which instrument was better and why. The questionnaire went on to collect data on the interviewer's general satisfaction with the 2016 CT TQA Primus, what questions were received negatively by respondents or were confusing to respondents, what questions were difficult to read as worded, any problems with the Spanish, Korean, or Chinese translations, and what the interviewer would like to change in the instrument. Data were also collected about the TQA interface, specifically how the interface worked for them and if they had any problems using it when a member of the public called in with a question. See Appendix A for the debriefing questionnaire itself. This questionnaire was used as a loose guide for the live debriefing sessions, and interviewers also had opportunity to raise issues that were not explicitly covered in the questionnaire at the end of the session.

During the debriefing sessions, the conversation was not recorded, rather notes were taken. The conversation focused on comparing the current 2016 CT TQA Primus instrument and the 2015 NCT TQA Centurion instrument, followed by discussing the other topics in the debriefing questionnaire. After the debriefing sessions, completed debriefing questionnaires were collected, mailed back to headquarters, and analyzed by headquarters staff. Summarized data from the oral debriefing and completed questionnaires are included in this report.

### 3.1 Research Questions

1. How did the person-based design used in the 2016 CT telephone interview operation compare to the topic-based design used in the 2015 NCT telephone interview operation from the interviewer’s perspective for these inbound calls?
2. What were the advantages and disadvantages of each design?

### 3.2 Schedule

March 21, 2016	2016 Census Test began
March 21 - June 30, 2016	Call centers were open to take calls
April 22, 2016	Selected interviewers received paper copy of debriefing questionnaire to review and complete
May 6, 2016	Oral debriefings occurred via remote VTC equipment
May 11, 2016	Completed paper debriefing questionnaires arrived back at Census Bureau headquarters
June 30, 2016	Call centers stopped taking calls for 2016 Census Test

## 4. Limitations

Supervisors in the call centers selected interviewers to participate in the debriefings and we only collected information from these interviewers. Other interviewers might have had other experiences with the census test TQA instruments. Since debriefings are a type of qualitative analysis, the results do not negate prior quantitative findings comparing a person-based design to a topic-based design.

## 5. Results

The data presented below are organized into the following three sections: Background, General Evaluation, and Debriefing Topic. The data in the background and general evaluation sections were consolidated from the returned debriefing questionnaires. The data presented in the debriefing topics were gathered orally during the 1-hour sessions and through the questionnaires.

### 5.1 General findings

TCC interviewers who conducted interviews using the 2016 CT TQA Primus instrument in Chinese, Spanish, and Korean reported completing more than 40 interviews each. Interviewers from the other call centers had much lower numbers of completed interviews - between 2 and 50 interviews, with a median of around 11 interviews.

All of the interviewers reported that they had also conducted interviews using the 2015 NCT TQA Centurion instrument. Of the interviewers who answered the written debriefing question about whether the 2016 CT TQA instrument was better or worse than the 2015 NCT

TQA instrument, most of them reported that the 2016 instrument was better as shown in Table 3.

**Table 3: Interviewer opinions on which instrument (2015 or 2016) was better.**

Reported opinion	Number of interviewers
2016 CT Primus instrument was better	12
2015 NCT Centurion instrument was better	1
Both instruments were about the same	4

Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing

Interviewers who reported that the 2016 instrument was better noted that the questions were more direct, the question series was shorter, the interview was faster, and the dashboard addition made the interview smoother.<sup>3</sup> The one interviewer who noted that the 2016 CT TQA Primus was worse cited the long list to read at the “other address” (Q20 in Table 1) question.

## 5.2 Satisfaction ratings

The 22 interviewers were asked to rate the 2016 CT TQA Primus instrument using a series of eight questions with Likert-like response options. The topics ranged from how the instrument worked for them overall to how it worked for small households and larger households. Each interviewer rated each item independently. Data were then combined across all interviewers and a percent for each rating was calculated to total 100 percent. The same questions and analysis method was used to collect data during the 2015 NCT TQA debriefing. User satisfaction is standard usability measure (ISO Standard 9241-11: 1998).

Satisfaction scores from both the 2016 CT TQA Primus debriefing and the 2015 NCT TQA Centurion debriefing are graphed in Figures 6 through 13 below and data are found in Appendix C. Darker colors represent a more negative impression of the survey instrument and lighter colors represent a more positive impression. For comparison purposes, the range of possible scale colors is found in Figure 5.



**Figure 5: Range of scale colors for ratings –negative ratings to positive ratings (l-r)**

The graphs suggest that there were more favorable ratings provided for each category for the 2016 CT TQA Primus instrument compared to the 2015 NCT TQA instrument. Although sample sizes are small, two-tailed t-tests indicated that the 2016 instrument received

<sup>3</sup> Interviewers also commented that they liked the fact that they did fewer interviews. However, the fact that fewer telephone interviews occurred had nothing to do with TQA instrument design.



significantly more positive ratings for a few of the criteria. Specifically, the 2016 CT TQA Primus instrument eliminated some of the repetitiveness of the 2015 instrument ( $p < 0.01$ ) and improved the survey flow ( $p = 0.05$ ) both of which came out during the oral debriefing discussion as well. The 2016 instrument also received more positive ratings for for the efficiency of the survey ( $p = 0.04$ ).

Conducting the interview with larger households was still difficult, but no more so than it was using the topic-based design of the 2015 NCT TQA Centurion instrument. There was a written comment in 2016 that collecting ethnicity/ancestry (heritage) for large related households was burdensome. In a person-based design if the respondent reported numerous ancestries for the parents, and then wanted to report the same for each child, the respondent would have to answer four questions (relationship, sex, date of birth and age, and race) inbetween repeating the same ancestry list for each child. It might go more smoothly in a topic-based design because the interviewer could anticipate the answer since the ancestry list was just provided. However, there was no significant difference in the large households satisfaction rating score ( $p = 0.6$ ).

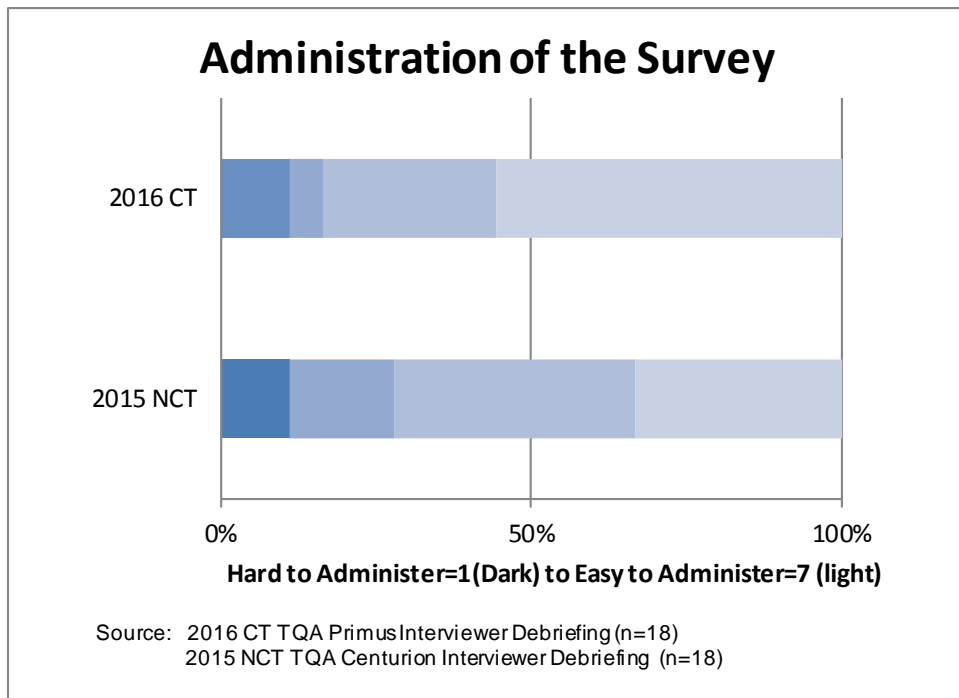
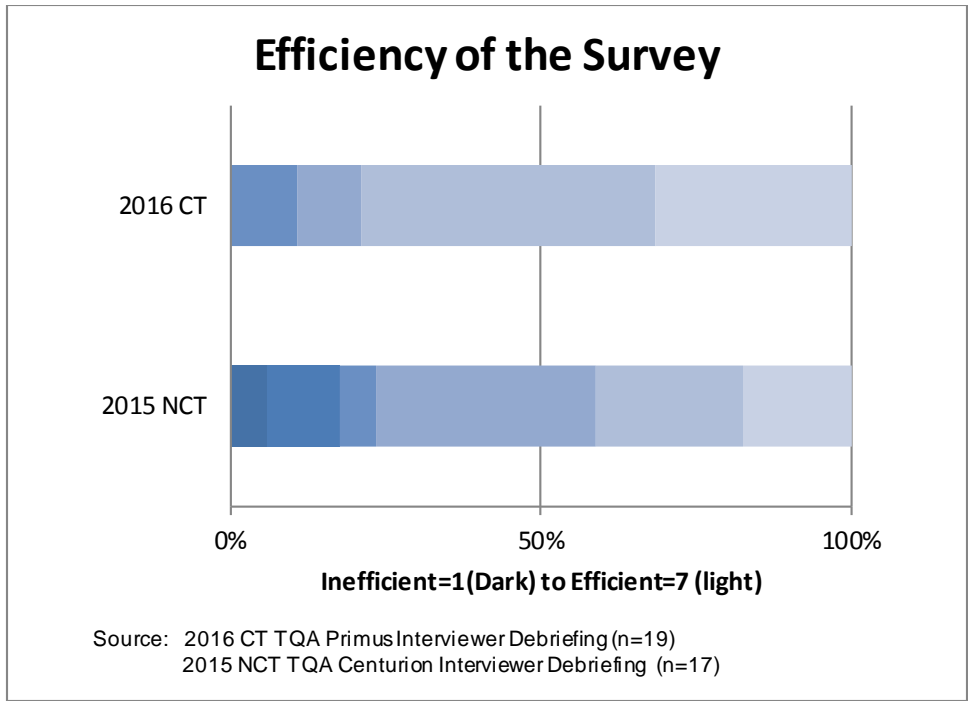
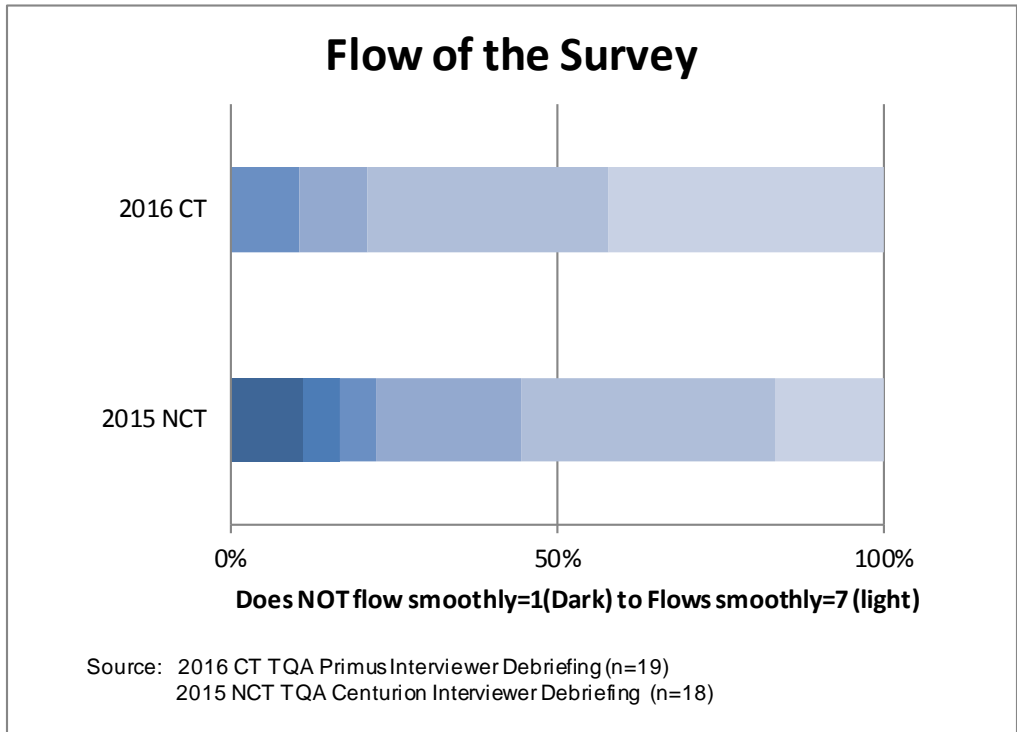


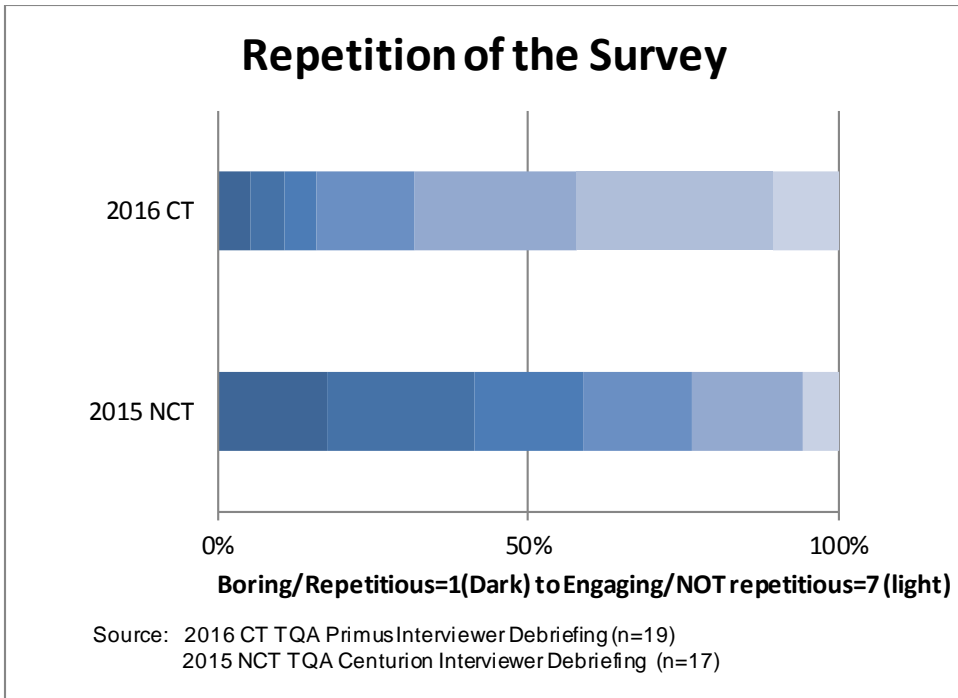
Figure 6: Interviewers' reported level of satisfaction with the administration of the survey  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



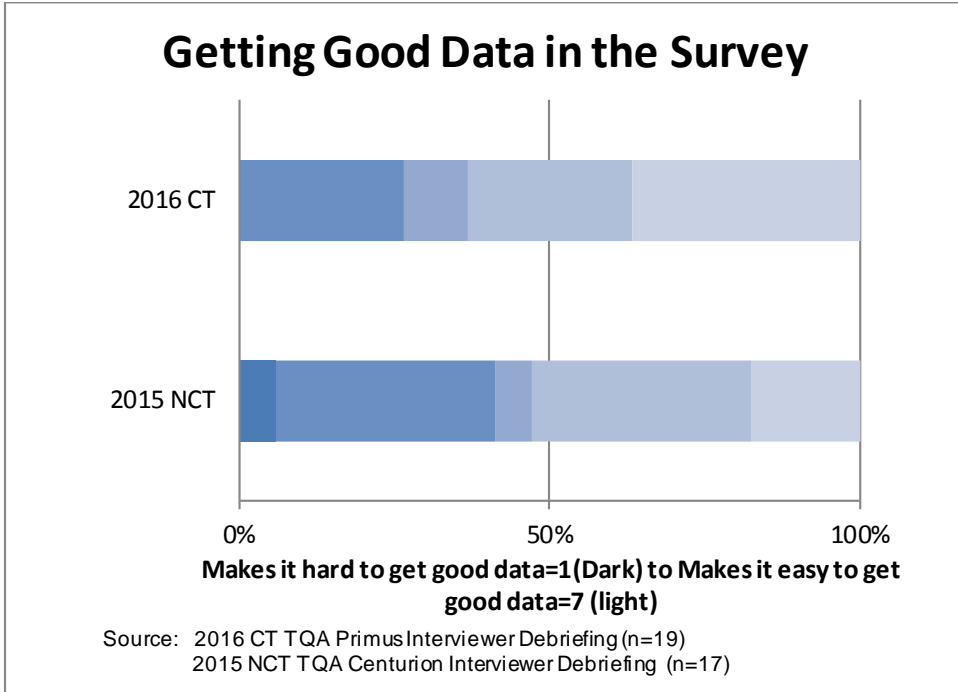
**Figure 7: Interviewers' reported level of satisfaction with the efficiency of the survey**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



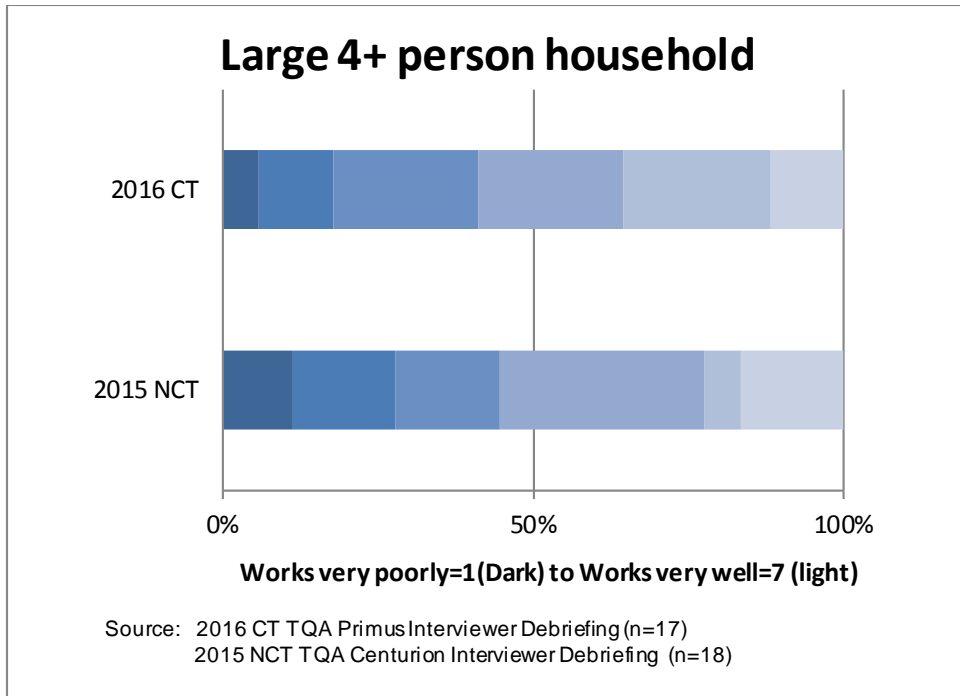
**Figure 8: Interviewers' reported level of satisfaction with the flow of the survey**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



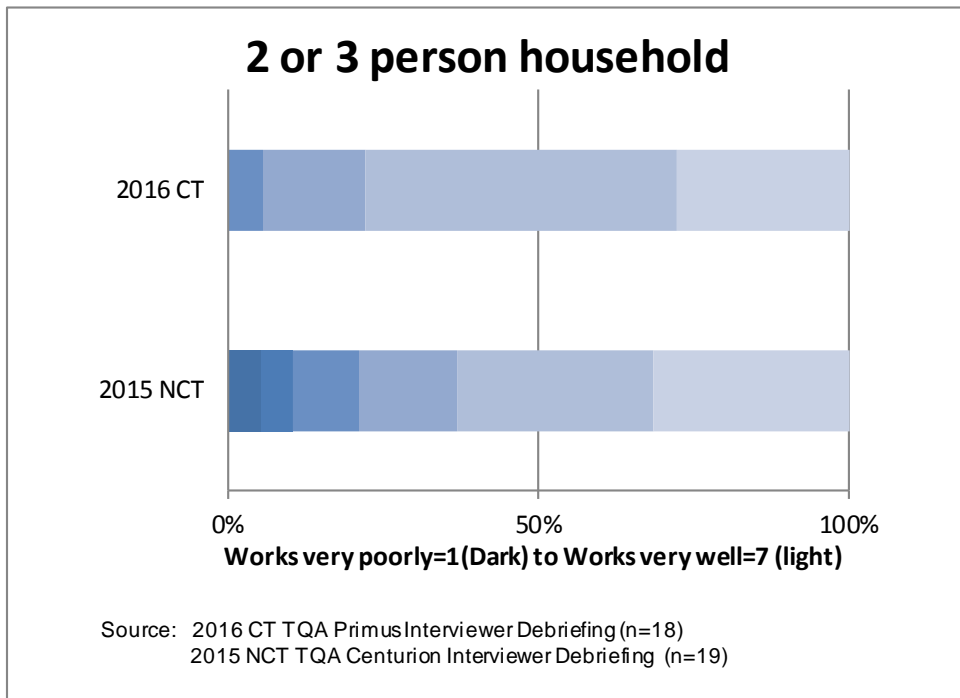
**Figure 9: Interviewers' reported impressions of how repetitive the survey is**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



**Figure 10: Interviewers' reported impressions on how hard it is for the survey to collect good data**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



**Figure 11: Interviewers' reported evaluations of how well the survey works for large (4+ person) households**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing



**Figure 12: Interviewers' reported evaluations of how well the survey works for average-sized (2-3 person) households**  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing

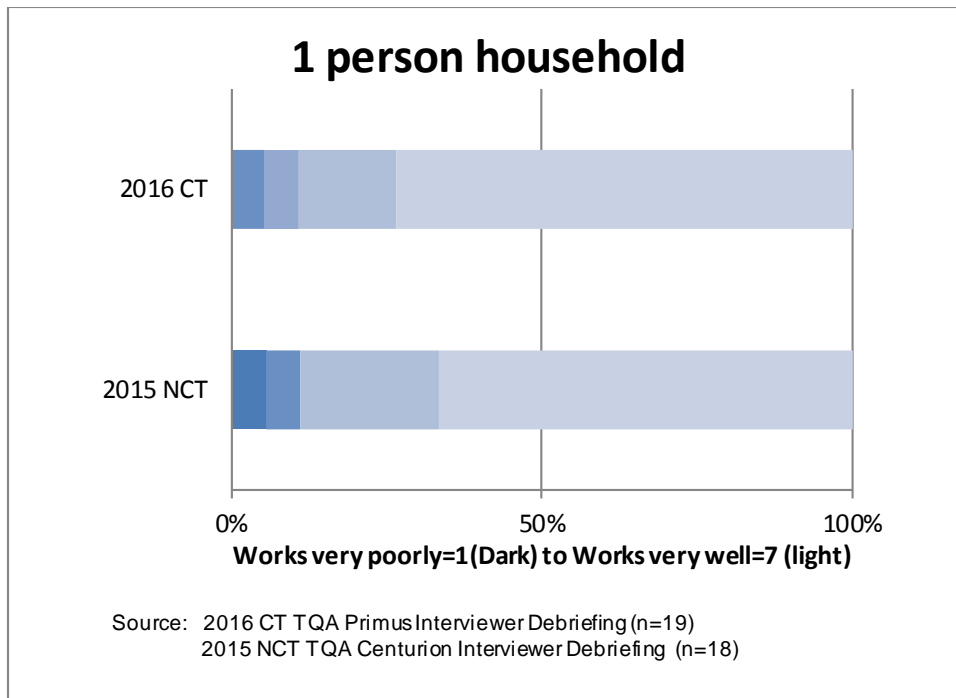


Figure 13: Interviewers' evaluation of how well the survey works for single person households  
Source: U.S. Census Bureau, 2016 Census Test Interviewer Debriefing

### 5.3 Debriefing Topics

Across all three centers, staff mentioned that the 2016 Census Test had a far lighter TQA workload compared with the 2015 NCT.<sup>4</sup> Generally, the 2016 CT TQA debriefings uncovered fewer issues than we had found during the 2015 NCT TQA debriefing. We suspect that we received fewer comments on the 2016 CT TQA instrument compared to the 2015 NCT TQA instrument because of improvements to the questionnaire between 2015 and 2016 and because of the lighter workload. Interviewers did not have as much experience with the 2016 instrument to identify problems. Some problems do not occur often and are uncovered only with high volume usage (Caulton, 2001). Nonetheless, interviewers did share their thoughts on what could be improved and where there was difficulty with the 2016 CT TQA instrument.

<sup>4</sup> The difference could be because of a number of factors, such as sample size differences (the 2015 NCT was approximately 1.2 million while the 2016 CT was approximately 450,000); geographic differences (the 2016 Census Test was in the Houston and Los Angeles areas while the 2015 NCT was a nationwide sample. Analysis showed that the 2015 TQA workload in the specific 2016 site boundaries was also lower than the overall 2015 NCT sample workload); availability of translated questionnaires and mailing materials (Spanish, Chinese, Korean, in addition to English were mailed in 2016; while only Spanish and English were mailed in 2015); notification-strategy differences (in low-Internet access areas in 2016, the first mailing included a paper questionnaire in addition to the URL for the online form, while in 2015, sampled addresses did not get a paper form until the fourth mailing); and other unknown factors.

This document organizes these issues by comparing and contrasting them with the 2015 NCT TQA instrument. The sections include improvement in the 2016 CT TQA instrument compared to the 2015 NCT TQA instrument; drawbacks in 2016 CT TQA compared to 2015; similar problems in both the 2016 and the 2015; and finally some comments on the Korean and Chinese translations, as those were new in 2016.

### 5.3.1 Improvements in 2016 Census Test TQA Primus instrument compared to the 2015 NCT TQA Centurion instrument

Almost all interviewers said the 2016 CT TQA instrument was a lot smoother than the 2015 NCT TQA instrument. **There was an overall perception that the 2016 instrument was shorter than the 2015 instrument.** In fact, some of the 2016 instrument paths were very short, especially if the interviewer did not have to read the residence rules (Q9, Version 1 in Table 1) and then did not collect any information about other addresses where the person lived (Q20, Version 2 in Table 1). As outlined in Table 2, there was only one question per person about other addresses where they lived in 2016 compared to nine household-level questions in the 2015 NCT TQA instrument. This means that for single-person households, the “other address” question was asked once in 2016 compared to nine such questions in 2015. This is not to say that there were not longer paths in 2016, but with the lighter workload, some interviewers might not have encountered the longer paths very often. The overall perception of the burden was therefore less with the 2016 CT TQA Primus instrument.

**The dashboard in the 2016 instrument (see Figure 4) was seen as a positive addition to the interview.** For example, one interviewer said about the dashboard specifically, and the 2016 instrument as a whole, that it had “a nice flow, a great added bonus.” Interviewers in one center said that it was easy to tell where you were in the interview. Another interviewer said she liked the dashboard as it was an easy way to be able to “check our work.” Another said that she liked the dashboard in the 2016 instrument more than what was used in 2015 because, “... in Centurion there was no going back.” This comment refers to the fact that once the roster was completed in the 2015 NCT, interviewers could not update it, while in 2016, they could update the roster at any time before submitting the data. One interviewer said that she liked the trash can feature, which would allow her to delete a person in the event that the person was added in error. Additionally, she noted that you could also add a person on that screen, to start over. Although they could not correct the spelling of someone’s name from the dashboard, interviewers said that they could correct other mistakes more easily using the dashboard. In the 2015 instrument, they would have had to use the previous button numerous times to navigate back to a screen that needed correction. The dashboard in the 2016 instrument allowed them to navigate to a person’s data quickly.

Even though the satisfaction scores indicate some difficulty with the questionnaire when there were multiple people rostered, **during the oral debriefing none of the interviewers complained about the fact that the design was person-based and in fact many interviewers said that they preferred it.** Two interviewers mentioned that the person-based design allowed you to complete partial interviews easily. One interviewer reported actually

conducting a partial interview. The original interview was conducted via TQA, but the interviewer did not collect data for one of the people on the roster. She said the “skipped” person called back later and she was able to complete the interview. She indicated that this would not be possible to do in the 2015 instrument because the questions for a person were scattered throughout that instrument.

A supervisor mentioned that he felt a lot less “kick-back” from the interviewers about the 2016 instrument. Another supervisor said, “I didn’t hear near as many frustrations.” It was unclear whether this was because of the person-based design, the fact that a few of the paths were a lot shorter, improved questions, or even the reduced volume of the calls overall. However, another supervisor said she thought the person-based design in the 2016 instrument helped keep the respondent oriented to the correct person during the interview.

**One interviewer mentioned that they did not have to repeat the names at each roster question**, unlike what they were required to do at the roster questions in the 2015 instrument (see building the roster in Table 2). During the 2015 NCT TQA debriefing, having to repeat the names at each roster question was mentioned as a problem because it made the interview too long and repetitive (Nichols, Olmsted-Hawala and Katz, 2016). Based on those findings, the requirement was lifted for the 2016 test.

**The repetitiveness of the roster questions seems to have been resolved in 2016.** Several interviewers made comments that rostering individuals was smoother. The 2016 CT had two fewer questions than the 2015 NCT.

**Use of a single race/origin question also led to the perception that 2016 was a smoother interviewer.** Using a single question was another big change between 2016 and 2015. In 2015, one path included a single race/origin question while the other path had the Hispanic-origin question separated from the race question. In 2016, all paths included only one race/origin question. Although the topic of race was brought up as a question that can elicit negative feedback from respondents in both the 2015 and 2016 debriefings, interviewers in the 2016 debriefing made positive comments about including the Hispanic origin response option as one of the race response options. Combining the question was considered a positive step forward by all and described as “a long time coming.” Interviewers reported that respondents get upset to hear Hispanic is not a race when the questions are separated. Additionally, the addition of Middle Eastern/North African was complimented by one interviewer in the written debriefing.

“The Middle Eastern/North African race is a great addition. Past experience reveals that many people from this area resent being classified as ‘white.’ This helps to collect detailed information about specific population groups and make them feel adequately represented.”

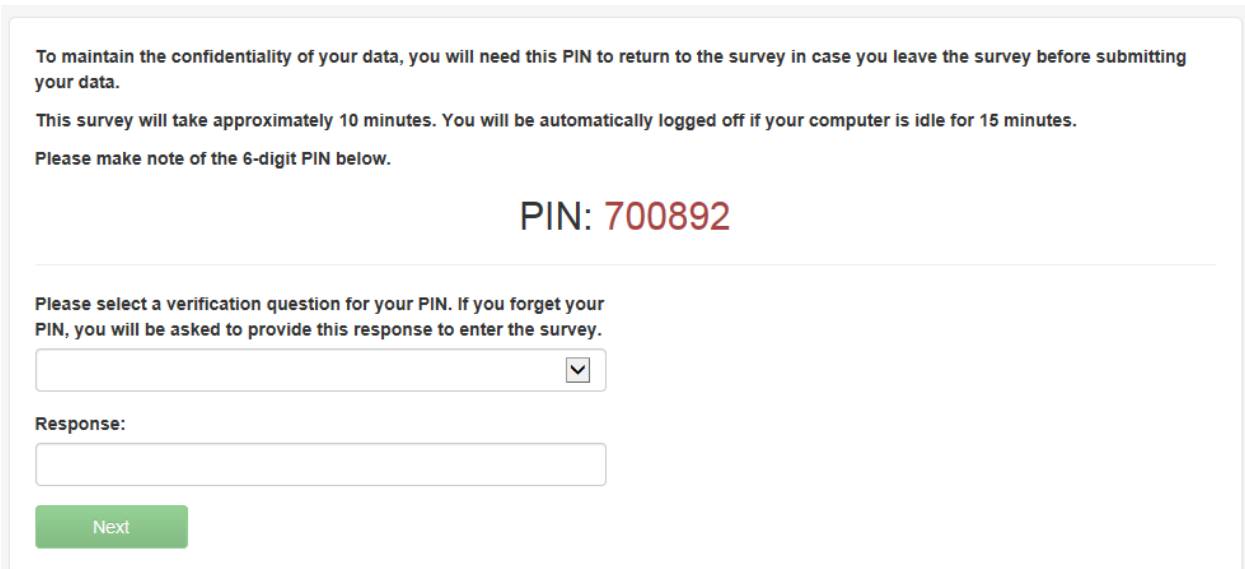
**Both interviewers who conducted Chinese and Korean interviews commented positively that there was a translation for those languages.** The interviewer who conducted interviews

in Chinese found translating on the fly difficult and stressful in the 2015 TQA instrument. He said of the 2016 instrument, “The translation to Chinese was a big help.”

**One interviewer said that the 2016 Primus instrument was a lot faster (meaning processing time) than the 2015 Centurion instrument.** Other interviewers wrote on their questionnaire that this instrument did not freeze up and had fewer glitches compared to the 2015 NCT Centurion instrument. One interviewer summed up the 2016 instrument as being, “shorter, flowed better, and to the point. I never really had any complaints [from respondents].”

### 5.3.2 Drawbacks in 2016 Census Test TQA Primus instrument compared to the 2015 NCT TQA Centurion instrument

**The PIN and verification question screen (Figure 14), while mentioned in the 2015 debriefing as a problem, was mentioned by all three centers as the main problem with the 2016 TQA instrument.** Most likely, this screen rose to the top of the problem list because the number of verification/security questions increased from four (in 2015) to seven (in 2016) (see Figure 15). Interviewers in each center described how respondents thought they had to answer each of the seven questions, instead of selecting just one to answer. Even when interviewers told them to select only one, respondents did not seem to understand the concept. This concept was also problematic in 2015, but there were only four questions to answer then.



To maintain the confidentiality of your data, you will need this PIN to return to the survey in case you leave the survey before submitting your data.

This survey will take approximately 10 minutes. You will be automatically logged off if your computer is idle for 15 minutes.

Please make note of the 6-digit PIN below.

**PIN: 700892**

---

Please select a verification question for your PIN. If you forget your PIN, you will be asked to provide this response to enter the survey.

Response:

Figure 14: PIN screen in the 2016 CT TQA Primus instrument



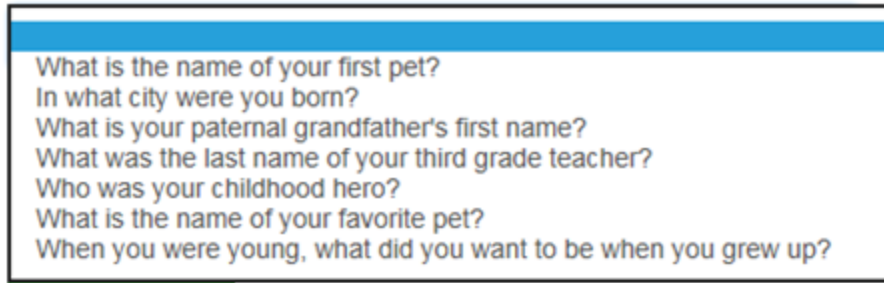


Figure 15: List of verification "security" questions in the 2016 CT TQA Primus instrument

In both 2015 and 2016 instruments, the PIN/verification screen came up right in the beginning of the interview. The placement of this screen was problematic because the screen was about leaving the survey and coming back at a later point, which did not make sense when the interview was just getting started. Additionally, in the majority of interviews, the screen was not necessary. Most, if not all interviews, were completed during the call so there was no need to get back into the instrument.

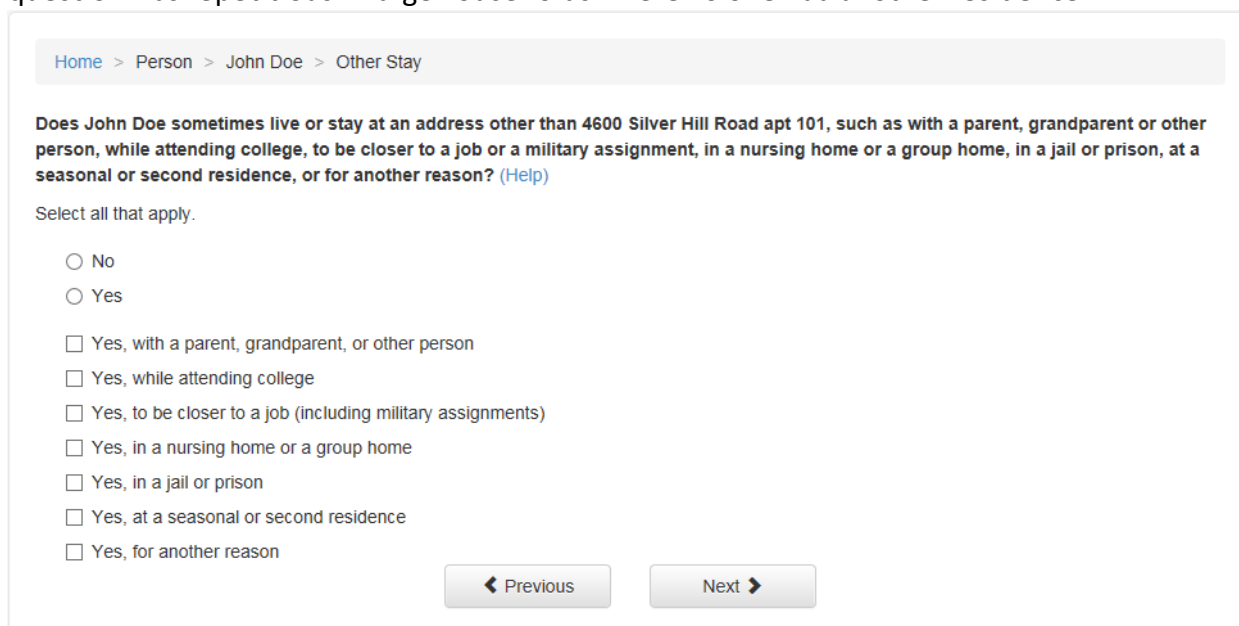
Compounding the context problem, the wording on the screen did not make sense for an interviewer-administered questionnaire. There is an explanation about the session "timing out," which would never happen because the interviewer is conducting the interview and would not leave it idling. There is also text about the respondent leaving the survey before submitting data, but the interviewer submits the data. To compensate for the confusing text, one interviewer mentioned that she "winged it" a bit on this screen, telling respondents that they needed the PIN in case the phone got disconnected. Another interviewer reiterated that the PIN screen was, "not scripted correctly." Similar comments were made about the PIN screen used in 2015.

On top of these usability and cognitive issues with the PIN screen is the respondent pool who calls into TQA – mostly older adults. Often these individuals cannot remember the answer to verification/security questions, such as "What is your paternal grandfather's first name?" Likely because of age-related memory decline, interviewers said the respondents would reply "I don't know" or "I forgot" to some of the verification questions. Interviewers reported skepticism that these older adults would even remember which verification question they selected if they were to try to get back into the instrument later. Some interviewers admitted that they did not read all seven choices to these respondents, but instead selected a question they thought the older adult could answer and just asked that one question. For the questionnaires completed by respondents who speak other languages, they also described the respondents as "scared" by these questions and the content on this screen.

The case sensitivity of the security question answer appeared to be a usability issue based on the comments of some interviewers. A few interviewers mentioned that the older adults would not know what case the interviewer had typed in the answer, but this should not have mattered because the answer was not case sensitive.

Finally, Tucson interviewers said that it was well known that they did not need the PIN to get back into a partially completed interview. All they needed was the 14-digit User ID. Although this seems to be a major error in the 2016 TQA instrument, to the interviewers it was further evidence that the PIN screen was not necessary. No other center mentioned this error.

**Another drawback mentioned by some interviewers was that the question about other places where a person could live was too wordy and confused respondents (see Figure 16).** Two interviewers said that respondents found it difficult to process the question because of all the examples. These interviewers suggested that the question would be better understood as a series of shorter questions as it was in 2015. However, this problem was only mentioned by few interviewers in one center in both the oral debriefing and written questionnaires. Other centers did not seem to have the same problem with that question. When asked explicitly about it, interviewers in those other centers said that respondents understood the question. In one debriefing questionnaire, an interviewer wrote that this question was repetitious in large households where no one had another residence.



Home > Person > John Doe > Other Stay

Does John Doe sometimes live or stay at an address other than 4600 Silver Hill Road apt 101, such as with a parent, grandparent or other person, while attending college, to be closer to a job or a military assignment, in a nursing home or a group home, in a jail or prison, at a seasonal or second residence, or for another reason? (Help)

Select all that apply.

- No
- Yes
- Yes, with a parent, grandparent, or other person
- Yes, while attending college
- Yes, to be closer to a job (including military assignments)
- Yes, in a nursing home or a group home
- Yes, in a jail or prison
- Yes, at a seasonal or second residence
- Yes, for another reason

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Figure 16: Other address question in 2016 CTQA Primus instrument

**A training change to the race question was another drawback mentioned with administering the 2016 Census Test.** During training, interviewers were told that they were required to read the entire list of race choices for each household member. Interviewers in one center complained about this policy, saying that they lost interviews midway through the interview because of it. They said they experienced push-back from some respondents who know their race and do not want to hear all the categories, even when they are read aloud for the first person only. One interviewer said, “it’s redundant to read the race question if they know what they are.” In 2015, interviewers were trained that they only had to read the race list for the first two household members, which is the same policy used in the TQA for the American Community Survey. Most likely the training change between 2015 and 2016 was made because the design of the instrument changed. For multiperson households, in

the 2016 instrument, there were several questions between each administration of the race question and perhaps the sponsor thought the respondent would have forgotten the available race choices. However, based on the debriefing comments, interviewers seemed to imply that people generally know their race and can report it without needing to hear the choices each time.

**As mentioned previously, one written comment indicated that asking for the questions on ethnicity/ancestry in large households was burdensome.** This could be because of the person-based design. In that design, there are several questions between each occurrence of the ethnicity question in multiperson households. In the situation where multiple, but the same ethnicities are reported for all members of the household, the interviewer might have difficulty remembering them. Although the respondent needs to repeat the ethnicities for each person regardless of whether it is person-based or topic-based, it could be that there is some recall difficulty when the same question is not asked all at once.

**Submitting the survey also appeared to be a little more difficult in 2016 than it was in 2015.** In 2016, a green submit button appeared on the dashboard when the survey was completed (see Figure 17). Interviewers had to select that button and then answer a subsequent question on a pop-up screen. Interviewers in two centers mentioned that they had to make sure the pop-up screen came up. One interviewer said that when going back into a survey, s/he realized that it was never submitted in the first place. In that particular situation, the person had originally completed a TQA but then got another mailing and so called back to make sure it was completed. The interviewer got back into the survey and selected “submit,” which did not seem to have been selected. It was not clear what mailing the respondent received. In the 2016 Census Test, cases that might have had all of their data entered but did not select the submit button, received the third mailing but not the fourth.

Part of the confusion related to the submit button mentioned by one interviewer was that there was both a “submit” button on the screen at the same time that “edit” buttons were also on the screen (see Figure 17). Interviewers from two different centers mentioned that there were problems with submitting because although the green submit button appeared on the screen, there is no text on the screen to say that you have completed the survey. In fact, looking at Figure 17, the text on the screen says, “Please continue answering the questions by selecting the start button for a person.”

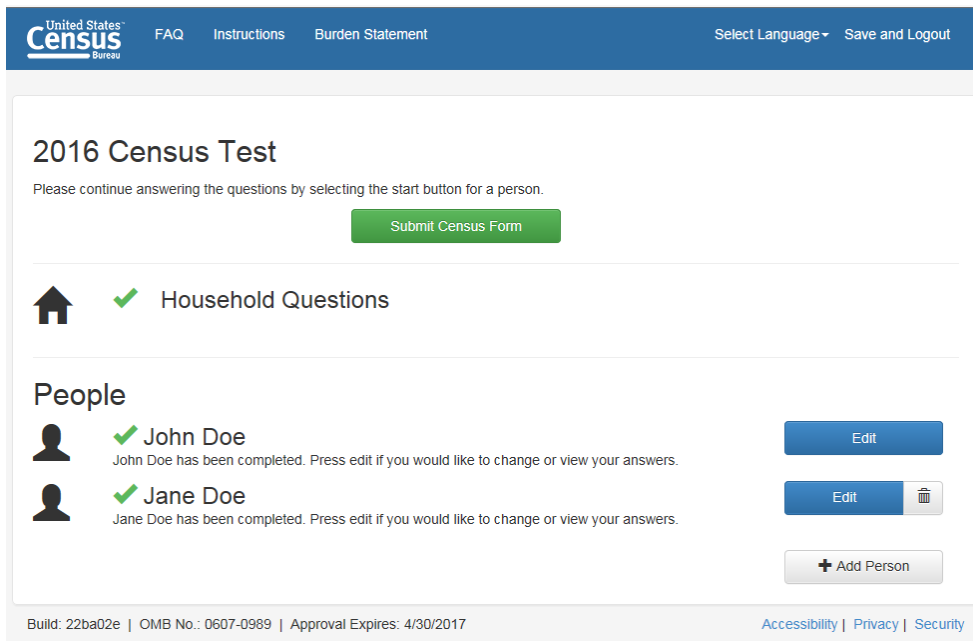


Figure 17: Dashboard design when it is ready to submit

**Interviewers also said that the text on the pop-up screen after selecting the submit button is currently written for a self-administered survey.** They suggested changing the text to, “You have completed the 2016 Census Test. Now I am going to submit it” – instead of the current self-response options (we do not have a picture of the text).

**In the 2016 instrument, interviewers could not correct the spelling of a person’s name while they could in 2015.** Interviewers said they figured out a work-around in 2016. Basically, they deleted the person and then added them again. It seems that they corrected the spelling before they actually collected the demographic data for the person because we did not hear any complaints about asking for duplicate information.

**Interviewers in one center mentioned that the 2016 thank you/confirmation screen offered a telephone number in case the respondent has any questions (we do not have a picture of that screen).** However, the respondent is already talking on the phone to the Census Bureau, so telling the respondent about the phone number was not necessary in TQA. **In the translated instruments, the telephone number was incorrect in the 2016 TQA instruments.** The phone number provided was for English-speakers, not the correct phone number for that translation. (This error seems to have been an oversight with the TQA instrument only. The self-administered instrument had the correct number for the translation being used.)

There were two other errors mentioned with the 2016 instrument.

- A Tucson interviewer said that she was “kicked out” of the instrument when trying to collect another address. It was not clear whether she was trying to enter a foreign address or not.

- A Hagerstown interviewer said that the instrument would freeze up in the situation where the respondent does not currently live at the sample address. Unlike 2015, the 2016 instrument would not collect the address where the person currently lived. In a particular example, the interviewer explained the situation of a pastor who called in because he stays at his home during the week, but the census mailing materials arrived at his church address. In the instrument, the pastor reported that he did not live at the address where the mailing materials were sent, but then the interview abruptly ended. As a work-around, the interviewer told the pastor to report that he stayed at the church address, and then within the instrument, the interviewer recorded the pastor's home address as an "other address" and reported that he stayed at this "other address" most of the time.

There was a mapping feature in the instrument in the event that a User ID was not provided. Interviewers were instructed to pinpoint the block where the residential address was located. **In the written debriefing, one interviewer said that he/she had trouble finding the location on the map quickly and it took too long while the respondent waited on the line to locate them on the map.**

Finally, we should mention that one interviewer said that someone called about receiving only the Spanish mailing when they did not speak Spanish. This should not have been possible because there were no Spanish-only materials; there were Spanish/English materials. Perhaps that respondent did not turn the paper over and consequently failed to see the English language printed on the other side. The interviewers said that the TQA FAQs did not have anything about "English questionnaire" and one interviewer recommended adding that as a search word.

### 5.3.3 Repeated issues in both the 2016 Census Test TQA Primus instrument and the 2015 NCT TQA Centurion instrument

**Two centers reported sensitivity and awkwardness in how the relationship response options are currently handled.** While, the relationship question response options (see Figure 18) did not result in any hang-ups in 2016 as compared to 2015, (e.g., one interviewer said, "they didn't like it but they went on...") interviewers mentioned that they felt like they were in a tricky position when the respondent reported husband, wife, or a partner-type relationship. The interviewer then had to ask whether it was an opposite-sex or a same-sex relationship. Young and old respondents were described as annoyed or surprise by the extra question concerning their relationship.

Home > Person > John Doe > Relationship

How is John Doe related to Jane Doe?

[John Doe is Jane Doe's... \(Help\)](#)

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Foster child
- Other nonrelative

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Figure 18: Relationship question (Version 1) in the 2016 CT TQA Primus instrument

Interviewers said that this awkward exchange could be easily resolved by asking for sex first and then verifying the correct relationship, rather than asking the respondent to select one of the two choices. Staff at two telephone centers independently offered this same solution. One interviewer recommended gathering the sex information at the same time names are collected.

One interviewer also complained that having to read out the entire list of relationships was burdensome, although in the training materials, reading the list is not required. Another interviewer said she would reduce the number of relationship categories.

In both the 2015 and 2016, there was a roster question (Q9 in Table 1) that asked the respondent to count how many people lived at the residence and provide that number to the interviewer. In one of the versions of this question (Version 1 in 2016), the long list of residence rules is read before the question. **The large amount of residence rule text to read aloud elicited a lot of oral comments in 2015, but not in 2016. We still believe the amount of text could be a problem.** In the written debriefing questionnaire, one interviewer suggested rewording the main roster question to:

“Other than yourself, how many people lived here on April 1<sup>st</sup>.  
Next, I’ll ask about each one.”

**Although the combined race/origin question (Figure 19) received praise, one interviewer described the use of the term “category” instead of the word “ancestry” or “origin” as “weird.”** She said that the word “category” puts “people in a box” while your origin is more about “sense of identity.” Another interviewer wrote in the debriefing questionnaire to use other words such as “race” or “ancestry” or “national origin” or “nationality.” We heard the same type of comments and the same suggested words to replace “category” in 2015.

Home > Person > Jane Doe > Race, ethnicity, or origin

Which categories describe Jane Doe? Is Jane Doe White, Hispanic, Latino, or Spanish origin, Black or African American, Asian, American Indian or Alaska Native, Middle Eastern or North African, Native Hawaiian or Other Pacific Islander, or Some other race or origin? ([Help](#))

Select all boxes that apply.  
 Note, you may report more than one group.

**White**  
 For example, German, Irish, English, Italian, Polish, French, etc.

**Hispanic, Latino, or Spanish**  
 For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

**Black or African Am.**  
 For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

**Asian**  
 For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

**American Indian or Alaska Native**  
 For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

**Middle Eastern or North African**  
 For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

**Native Hawaiian or Other Pacific Islander**  
 For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

**Some other race, ethnicity, or origin**

Figure 19: Race and origin question in the 2016 CT TQA Primus instrument

When asked about what interviewers were trained to do when people did not know their ethnicity/ancestry or origin (Figure 20), one interviewer said he put “Don’t know” in the write-in box. It was not clear whether this was a common practice, or whether people who really did not know their ancestry wound up selecting something anyway. **The other issue brought up with the ethnicity/ancestry question was that if someone selects both “White” and “Hispanic” as their race, the White ethnicity question does not have any Hispanic examples. Respondents did not seem to know what to do when faced with that response sequence.** This same problem was brought up during the 2015 debriefing. Similarly, the question text on this screen, “What are your specific (race) categories?” was also identified as confusing in the written debriefings for both 2016 and 2015. One interviewer wrote that he/she would have rewritten the question to read, “What country were you born in? Where did your ancestors originate from?”

Home > Person > Jane Doe > Black or African Am. Categories

Next, we will collect detailed information for each category selected.

**What are Jane Doe's specific BLACK OR AFRICAN AM. categories?** (Help)

Select all boxes that apply and/or enter details in the space below.  
 Note, you may report more than one group.

African Am.  
 Jamaican  
 Haitian  
 Nigerian  
 Ethiopian  
 Somali

Enter, for example, Ghanaian, South African, Barbadian, etc.

Figure 20: Specific ancestry/ethnicity/origin question when selected Black or African American on race screen

**Interviewers in one center mentioned redundancy with questions about other places where the person lives.** Although it was difficult from the debriefing to pinpoint which question elicited the comments, an interviewer said that at the beginning of the interview, we ask if they live at the address and they say yes, perhaps thinking to themselves that they live nowhere else, however at the end of the interview, we also ask them about other places where they live (Figure 16), which appeared to be redundant. It is not clear if this is more of an issue for a single-person household or if it affects all households equally. Redundant questions about where people live were also mentioned in 2015.

**The tenure question response choices (see Figure 21) were also confusing to respondents as indicated in the written debriefing notes of one interviewer.** The response choice text “or someone in the household” confused people. This text is read aloud for even single-person households, which would make it especially confusing.

Home > Household > Home

On April 1, 2016, will the house, apartment, or mobile home at 4600 Silver Hill Road apt 101 be owned by you or someone in this household with a mortgage or loan (including home equity loans), owned by you or someone in this household free and clear, rented, or occupied without payment of rent? (Help)

Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*  
 Owned by you or someone in this household free and clear (without a mortgage or loan)?  
 Rented?  
 Occupied without payment of rent?

Figure 21: The tenure question in the 2016 CTQA Primus instrument

**In the written debriefing, an interviewer wrote that there was no way for someone to call in about another unit.** The current survey flow of collecting the address of the respondent and not of the unit in question was described as “counterintuitive.” For example, a woman, who said she had already reported her information by mail, called in to report about her



deceased sister’s vacant address. There was no way for her to do that. The current flow of the instrument only collected information about the respondent’s residence. If the interview proceeded, there would have been duplicate information in the system. This same comment was made in 2015.

**Finally, like 2015, interviewers said that we should not collect email for telephone cases, since many of the people who call in do not have access to the Internet.** This is a particularly awkward question if the respondent has already mentioned earlier in the conversation that they are calling in because they do not have an Internet connection. For example, some said “don’t have a computer at home, why would I have the internet?!”

#### 5.3.4 New issues caught in 2016 that would have affected 2015 as well.

**The relationship question in Spanish appears to be an issue.** A Tucson interviewer who had conducted the majority of her 70 interviews in Spanish said that the relationship question as written often elicited answers such as, “Oh, we get along well” or “We frequently talk, so things are good.” These types of responses suggest that respondents interpret the question to be about the status or quality of a relationship, rather than how two people are related to each other. The interviewer suggested using the word "emparentado" instead.

**There was no way to indicate a “foreign address” on the screen collecting the address of the “other” place where the person lives or stays.** Perhaps this issue was caught during this census test because we were conducting more non-English interviews. It could be that people who answer in a language other than English are more likely to travel and stay in a foreign country than are people who answer the survey in English.

**Additionally, there was no way to enter two seasonal home addresses. One interviewer mentioned that there is currently no way to indicate two housing units when families have doubled-up or to record the second housing unit address.** The written debriefing response said that the same problem existed in 2015 as well. This interviewer indicated that at the question confirming the address (Figure 22), we should include a question like, “Is this a single family home?” “Is it divided into units? How many units?”

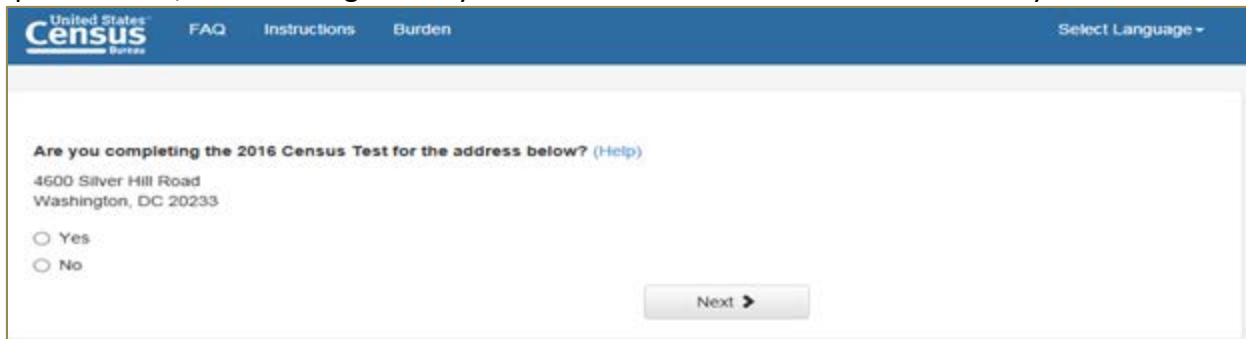


Figure 22: Confirming the address for the User ID in the 2016 CT TQA Primus instrument

Two suggestions were made about making the interview more conversational.

- An interviewer mentioned that verifying the sex, instead of asking for it, would make the interview go more smoothly and conversationally. The requirement was that the interviewer had to ask whether the person was male or female rather than verify it. It sounds like this requirement is especially awkward when talking with the respondent because interviewers said that this requirement elicits such comments from respondents such as “Last time I checked.” Although there are no hang-ups or measurement error detected, the sense is that if this requirement was lifted, the interview would flow more smoothly.
- The address is prefilled into many questions in the instrument. An interviewer said that reading the address in its entirety over and over also made the interview less conversational than it could be.

### 5.3.5 Chinese and Korean translation comments

One interviewer, who participated in the debriefing, reported conducting the majority of her 30 Primus interviews in Korean. **She did not report any issues with the Korean translation in the survey.** However, she said that in WebTQA, one of the Q&A answers uses the term for cellphone when it should be telephone.

Another interviewer conducted around 40 interviews using the Chinese translation. He appreciated the translation, but said it was very official sounding. **He said the respondents eventually understood the Chinese translation, but if it was translated a little more “friendly” the interview would go more smoothly.** He said in particular, that the tenure response option for “free and clear” was not understood by his Chinese-speaking respondents. He suggested that these respondents would understand “pay off” but the “free and clear” option is not as easily understood. He said that 50 percent of the Chinese rent, and so owning something free and clear is not common in their culture. However, on the positive side, the interviewer said that the translation was very good on the relationships. As an example, he said that in China there are many types of “uncles” and that this translation accounted for those different words.

### 5.3.6 WebTQA comments

In the written debriefing, several interviewers cited repeated mailings as a reason for many calls. Also, we received written comments that it was difficult to remember to come back to Web TQA Production after completing an interview, with the suggestion of combining the two applications into one, which will be done in 2017. One interviewer wrote that his/her password was easy to remember. The password was identical to the regular login password.

There is a duplicate question in WebTQA and the survey, “How did you get our phone number?”

One interviewer wanted the ability to send a field representative to the house or to be able to mail a form to a house. This same interviewer wanted the ability to edit a submitted case and to also see whether a case was submitted or received by mail. Although in the WebTQA systems Manual there is a FAQ for mailing a questionnaire, it seems that several interviewers never found that information. Interviewers wrote that that they want to be able to tell the respondent whether they can send them a questionnaire, when the respondent might receive one, and if they received a questionnaire, why they received it and what they should do with it. It was not clear to one interviewer if everyone would receive a mailed questionnaire or only a subsample would, like in a previous test.

## **6. Discussion and Conclusions**

### **6.1 Discussion**

While this debriefing did not evaluate or compare the data quality between the person-based design used in 2016 and the topic-based design used in 2015, the debriefings results do speak to the respondent burden between the two instruments. The overall positive feedback on the person-based design used in the 2016 Census Test was surprising given the empirical evidence suggesting a topic-based design is more advantageous from a respondent burden perspective (Hess et al., 2001; Moore and Moyer, 2002; Hunter and Landreth, 2005). There could be a few reasons why the design used in the 2016 Census Test was generally preferred by the interviewers. The navigational flexibilities afforded by the dashboard in the 2016 Census Test TQA instrument was an advantage not found in 2015 and that design led to a smoother interview. The other positive improvements, the improved race question and elimination of some roster questions, really had nothing to do with the person-based design. These improvements are confounds when comparing the topic-based design to the person-based design, so perhaps some of the positive feedback would have been lessened if the same questions had been asked in both years.

Perhaps another explanation for why the current TQA preference contradicts the previous empirical evidence is that both the type of respondent and the timing of the survey differs. The empirical studies were conducted in out-bound CATI operations; that is, when the interviewer calls a sampled address to conduct a survey. In the Census TQA operations, the respondent makes an in-bound call to the Census Bureau to respond to the survey. While they are both telephone operations, in the empirical studies, the respondent is either a reluctant reporter (someone who did not respond to an earlier data request in the mail and thus is selected for CATI) or a person who has received a cold call because the survey mode is by telephone. Additionally, the time of the call was selected by the interviewer and not by the respondent. Both of these factors could lead to an interview where the interviewer feels pressure to get through the instrument as quickly as possible; and for that purpose, the topic-based interview is faster. In the Census TQA operations, the respondent is actively trying to complete an interview and he or she is calling at a convenient time, which perhaps leads to a slightly less stressful interview. While, these situational differences between in-bound and out-bound calling might be contributing to the fact that the person-based design works well in some instances and not as well in others, we are unable to tease out this hypothesis with these debriefing results.

## 6.2 Conclusions

Based on these debriefings, we did not find evidence that a topic-based design is superior to a person-based design with a dashboard for the telephone call-in mode. In fact, the ability to conduct partial interviews with a person-based design could be a great advantage in 2020 if there is any follow-up needed on particular people. The anticipated burden with a person-based design did not materialize based on the data collected in these debriefings. The only hint of burden was asking for and recording ethnicities in large, related households and perhaps asking whether each member had another residence.

The dashboard design where the interviewer can go back and forth between people with ease was a usability success. On the dashboard, offering a way to edit the spelling of a name and improving the wording and placement of the submit button is needed. These design changes might also improve the experience for self-administered surveys.

Offering the census in multiple languages is also important and this test demonstrated that correct translations are possible and useful to interviewers. The Chinese translation was formal and official and could be improved to be friendlier, but the Korean and Spanish seem adequate with minor changes.

A few changes to the instrument are needed to make the interviewer-administration smoother. For example, there is no need for a PIN or verification question unless the respondent needs to exit the survey prematurely. That information should only come up if the interviewer exits the survey before submitting the data. If the call is disconnected before the PIN is provided, then perhaps the case can be reset. Any data collected could be stored internally if the case is not completed later. Once the interviewer submits the data, there is also no need for a confirmation pop-up message to make sure the interviewer really wants to do that. We recommend removing the telephone number from the confirmation/thank you screen. If it is kept, it needs to change to the one for the appropriate language.

Finally, the following suggestions include content changes that we believe would improve the interviewer/respondent experience.

- Sex and relationship
  - Consider collecting the sex of each person before the relationship and then confirming the correct relationship to improve the flow of the survey and reduce any awkwardness of the relationship question.
  - Allow the interviewer to enter the sex information if it was identified early on in the interview when the name is mentioned, such as if the respondent says, “my son, Jamie.” If not collected during the roster building questions, then allow the interviewer to collect the information later in the interview, but before the relationship question.
  - Consider allowing the interviewer to confirm or verify the sex of each person, with the instruction to ask the sex question when that information is not known. This procedure was allowed in the 2010 Census Coverage

Measurement (CCM). The simple instruction, “Ask or verify,” was placed under the sex question in the CCM questionnaire. Other researchers have found inferring gender from names is accurate (Cassidy, Kelly, and Sharoni, 1999; Tang, Ross, Saxena, and Chen, no date).

- Investigate different relationship question translations for Spanish interviews as mentioned by interviewers.
- Race and origin
  - Continue using the combined origin/race choices on one screen.
  - In the race or origin question, use the term “race or origin” in the question stem rather than the phrase “categories describe.”
  - When more than one race or origin categories are selected, do not separate the ancestries/ethnicities questions on different screens. Instead, put all ancestries/ethnicities for each selected race/origin on the following screen.
  - For households with 2+ individuals, require that interviewers read the race/origin choices for the first person and at minimum start reading the choices for 2+ people but allow respondents to interrupt before all the choices have been read.
- Tenure
  - For single-person households, consider removing the text “or someone in this household” from the response categories, so the interviewer would just read, “Owned by you with a mortgage or loan...Owned by you free and clear...”
  - To make the tenure response choices distinct on the telephone, another solution is to change the text to read, “I am going to offer you 4 different choices – choose one: DO you ....”
- Improve training for particular aspects of the interview:
  - When a respondent says they do not know their ethnic origin, train on the process for “don’t know” so it is consistently applied.
  - If the verification/security questions are kept, make sure interviewers know that the answer is not case sensitive.
  - Review the rules for reading or confirming long response lists such as relationship and race. The rules were confusing because they differed. In 2016, race response choices were to be read for each person in the household, but the relationship response choices did not need to be read.
- Other addresses
  - Shorten the list in the other address question to a few main examples.
  - The current design did not allow the Census Bureau to collect all the addresses needed. A possible solution is to follow the “Add a person” model found on the dashboard and allow that same feature on the other address screen so that the interviewer could “Add an address.” Additionally collecting foreign addresses should be made possible.
  - Allow people to call in about other addresses and report census data, especially vacant status. This same suggestion was made in 2015.
- Procedural changes

- Either remove questions from the instrument that are asked in WebTQA or allow interviewers to use verification techniques on the second occurrence of the question to avoid the appearance of duplication. Currently, the only example of a duplicative question is “How did you get our phone number?” That question is asked in the WebTQA as the first question. It was also asked at the end of the interview.
- Allow verification techniques for questions that might not apply, such as collecting email. To verify, interviewer should be trained to repeat what they heard earlier and receive confirmation, such as, “You said earlier you got a postcard, right?” “You said earlier you do not have a computer, but do you happen to have an email address?”
- 

## 7. Knowledge Management Resolutions

No Knowledge Management Recommendations.

## 8. Acknowledgements

This Research and Testing Report is the product of many contributors. Special thanks go to Sandra Ehni at headquarters for her help facilitating the communication between CSM staff and the call centers; David Armwood for his technical assistance with the VTC equipment; and the staff in the telephone call centers for participating in the debriefings.

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## **Appendix A: Questionnaire provided to interviewers for the 2016 CT TQA Debriefing**

### **Jeffersonville** interview debriefing

Date: Friday, May 6, 2016

Time: 9:30 am – 10:30 am EST

### **Hagerstown** interview debriefing

Date: Friday, May 6, 2016

Time: 12:30 pm - 1:30 pm EST

### **Tucson** interview debriefing

Date: Friday, May 6, 2016

Time: 3:00 pm – 4:00 pm EST

Goal: Capture interviewer feedback on the 2016 Census Test TQA Primus instrument

### **A. Background Information:** (Please complete this section prior to May 6, 2016.)

1. In which telephone center do you work? (Circle one)

Jeffersonville   Tucson   Hagerstown

2. Approximately how many TQA PRIMUS interviews did you conduct during the 2016 Census Test TQA operation?
3. Did you conduct TQA Centurion interviews during the 2015 National Content Test TQA operation?

Yes (if Yes, answer a and b below)   No (go to next page Section B.)

- a. How smoothly did this interview (2016 Census Test TQA PRIMUS) go compared to the 2015 National Content Test TQA Centurion interview?
- b. Was it better or worse than the 2015 National Content Test?

Better    Worse

Why was it better or worse?



**B. General Evaluation** (Please complete this section prior to May 6, 2016. We will not discuss your answers during the debriefing session.)

1. Please rate the 2016 Census Test TQA PRIMUS instrument overall by circling one of the numbers on the following scales:

Hard to administer	1	2	3	4	5	6	7	Easy to administer
Inefficient	1	2	3	4	5	6	7	Efficient
Does NOT flow smoothly	1	2	3	4	5	6	7	Flows smoothly
Boring/Repetitious	1	2	3	4	5	6	7	Engaging/NOT repetitious
Makes it hard to get good data	1	2	3	4	5	6	7	Makes it easy to get good data

2. Please circle the number which best represents your opinion as to how well the 2016 Census Test TQA PRIMUS instrument worked in the following types of households:

Large 4 + person households:

Works very poorly	1	2	3	4	5	6	7	Works very well
-------------------	---	---	---	---	---	---	---	-----------------

2 or 3 person households:

Works very poorly	1	2	3	4	5	6	7	Works very well
-------------------	---	---	---	---	---	---	---	-----------------

1 person households:

Works very poorly	1	2	3	4	5	6	7	Works very well
-------------------	---	---	---	---	---	---	---	-----------------

**C. Debriefing topics:** We will discuss Questions 1-6 below on May 6, 2016. We have attached the screens of the 2016 Census Test TQA PRIMUS instrument following this page.

Please feel free to make written comments on the attached screens in addition to answering the questions below. We will collect your written comments at the end of the debriefing and these written comments will help us, especially if we run out of time during the debriefing.

1. Did respondents make any negative comments during the interview about the questions being asked?

If yes -

a. Which question(s) received negative comments?

2. Did respondents seem to understand the questions?

If they did not understand –

a. Which questions were difficult for them?

3. Were any of the questions difficult to read as worded?

If yes -

a. Which questions were you tempted to reword or had difficulty with the way they were worded?

b. How would you have asked those questions?

4. If you could change anything about the TQA PRIMUS instrument, what would you change and why would you change it? Think about –
- a. the questions,
  - b. the order of the questions,
  - c. the response categories,
  - d. the layout of the screens
  - e. anything else
- Comment -

5. Did you conduct any interviews using the Spanish, Chinese or Korean versions of the TQA PRIMUS instrument? (If yes, answer (a) and (b) below. If no, go to question 6.)
- a. Were there any particular questions with translation problems? What were they?

- b. Is there anything else you would like to add about the Spanish, Chinese, or Korean translated versions of the TQA PRIMUS instrument?

6. Is there anything else you would like to add about the 2016 Census Test TQA operation?

7. EXTRA - Space for additional comments on the other parts of the TQA PRIMUS instrument interface. Please comment on what worked well in the interface and what could be improved.  
(We will not discuss these comments during our session but rather will collect your comments and forward them to the staff working on the TQA PRIMUS interface for the next census test.)

8. EXTRA – What key words did you searched on, but couldn't find in the 2016 Census Test WebTQA A to Z Help Index list or the Search engine, or any question you had difficulty finding an answer for?

1.

2.

3.

4.

5.

Etc.

## 2016 Census Test interview - TQA screens

### Initial screen

United States  
**Census**  
Bureau

FAQ Instructions Burden

Select Language ▾

## Welcome to the 2016 Census Test.

- Use the example below to help the respondent locate their User ID
- Keep in mind that not all respondents will have a User ID. If the respondent does not have or is unable to provide a User ID, use the “click here” link under the LOGIN button.

### This interview may be recorded for quality assurance purposes. Do I have your permission to record this interview?

Please give me your 14-digit User ID. This ID can be found below the barcode on the materials we mailed you. **User ID:**

-  -

Login

If you do not have a User ID, [click here.](#)

### Re-entry

United States  
**Census**  
Bureau

FAQ Instructions Burden

Select Language ▾

## Welcome to the 2016 Census Test

You will need the materials we mailed to you in order to start. All the information that you provide will remain confidential.

### Please Log In

Please enter the 14-digit User ID found below the barcode on the materials we mailed to you. **User ID:**

00000 -  00000 -  0070

Enter the 4-digit PIN we gave you the last time you entered the survey. **PIN:**

If you do not know your PIN, [click here.](#)

Login

If you do not have a User ID, [click here.](#)

## CONFIRM ADDRESS

United States  
**Census**  
Bureau

FAQ Instructions Burden

Select Language ▾

**Are you completing the 2016 Census Test for the address below?** [\(Help\)](#)

4600 Silver Hill Road  
Washington, DC 20233

Yes  
 No

Next ▶

## VERIFY ADDRESS

United States  
**Census**  
Bureau

FAQ Instructions Burden

Select Language ▾

**On April 1, 2016, will you be living or staying at 4600 Silver Hill Road apt 101?** [\(Help\)](#)

Yes  
 No

◀ Previous      Next ▶



**Will anyone be living at 4600 Silver Hill Road apt 101 on April 1, 2016** ([Help](#))

- Yes
- No
- Don't know

◀ Previous

Next ▶

**What is the primary reason why no one will be living or staying at 4600 Silver Hill Road apt 101 on April 1, 2016? The unit will be –** ([Help](#))

- For rent
- Rented, not occupied
- For sale only
- Sold, not occupied
- For seasonal, recreational, or occasional use
- For migrant workers
- Other

◀ Previous

Next ▶

**This survey will take approximately 10 minutes.**

**To maintain the confidentiality of your data, you will need to answer a verification question to return to the survey in case you leave the survey before submitting your data.**

**Please select a verification question.**

[Read all verification questions to the respondent.](#)

To maintain the confidentiality of your data, you will need this PIN to return to the survey in case you leave the survey before submitting your data.

This survey will take approximately 10 minutes. You will be automatically logged off if your computer is idle for 15 minutes.

Please make note of the 6-digit PIN below.

**PIN: 700892**

---

Please select a verification question for your PIN. If you forget your PIN, you will be asked to provide this response to enter the survey.

Response:

## Login without an ID

Please enter an email address so that we may log you into the survey.


**Email Address:**

**Confirm Email Address:**

No email address available.

---

Check the box below to enter the survey.

I'm not a robot   
reCAPTCHA  
[Privacy](#) - [Terms](#)

Home > Household > Residence

**Where will you be living on April 1, 2016** (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address  
 Rural Route  
 P.O. Box

If a valid address is still not provided, the interview cannot continue. Read the message on the screen (“**You do not need to complete this survey.**”) and then say: **“If you change your mind about providing an address and would like to continue the survey at another time, please use your mailing materials to complete the survey online or call us back at 1-866-226-2836.”** Then end the call.

Home > Household > Residence

**Where will you be living on April 1, 2016** (Help)

Please select the type of address associated with your residence.

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, then please provide it here; not your P.O. Box or Rural Route address.

Street Address  
 Rural Route  
 P.O. Box

**Address Number**

123

**Street Name**

N Oak St

**Apartment Number**

Apt#

**City**      **State**      **Zip Code**

Los Angeles      California ▼      90070

**Please describe the physical location of where you will be living on April 1, 2016.**

*Please provide as much information as possible, including city, state and zip code.*

For example:

- a location description such as "The apartment over the gas station in Selma, CA" or "The brick house with the screened porch on the northeast corner of Main Street and First Avenus in Suitland, MD 20746"; or
- a name of a park, street intersection, or shelter if you were experiencing homelessness on April 1, 2016, as well as the name of the city and state. For example: "Friendship Park, Paoli, PA."

Note: If you have a street address associated with your residence, such as one you would provide to have a package delivered to your home, please go to the previous screen to enter the street address.

◀ Previous

Next ▶

📍 Address Standardization



**Here is the address you submitted, using standard abbreviations and formatting.**

Please review your address for common errors, such as misspellings in the street name or city names, missing apartment numbers, or an incorrect ZIP Code.

813 PINE ST Apt APT 7

Is the address above correct?

[\(Help\)](#)

Yes

No

# Map – Block highlighted

Confirm Area

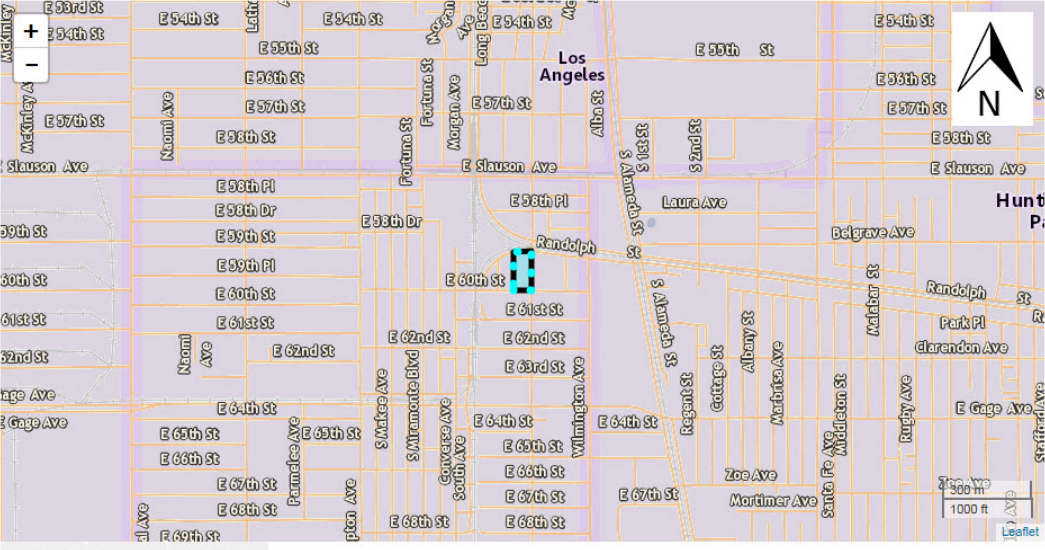
Click OK, ensure that the highlighted area contains your address, then continue to the next page.

Home > Household > Web Map

**TODO**

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

*NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.*



Satellite Legend Start Over

Cannot Locate Area Using the spatial tools found on the map.


## Map – No Block highlighted

Home > Household > Web Map

**TODO**

Otherwise, mark the "Cannot Locate Area" checkbox at the bottom of the page, then continue to the next page.

*NOTE: New roads, especially those that are part of a new development, may not appear on the map. In these cases, click and highlight the area you believe contains your address, then click continue to the next page.*



Cannot Locate Area Using the spatial tools found on the map.

◀ Previous      Next ▶

## 2016 Census Test

To begin the survey, let's start out by answering some questions about your household.



### Household Questions

To begin answering questions about your household, press Start.

Start

[Home](#) > [Household](#) > Respondent

#### What is your name, telephone number, and email address?

We will only contact you if needed for official Census Bureau business. [\(Help\)](#)

First Name:

Middle Name:

Last Name(s):

Telephone Number:

(  )  -

Enter email address:

Confirm email address:

◀ Previous

Next ▶



## Population count Version 1

United States **Census** Bureau

FAQ Instructions Burden

Select Language Save and Logout

Home > Household > Population Count

Count the people who live at 4600 Silver Hill Road apt 101 using our guidelines.

- We need to count people where they usually live and sleep
- For people with more than one place to live, we need to count them at the place where they sleep most of the time

Do **NOT** include these people:

- College students who live away from 4600 Silver Hill Road apt 101 most of the year
- Armed forces personnel who live away
- People who, on April 1, 2016, will be in a nursing home, mental hospital, jail, prison, detention center, etc.

**INCLUDE** these people:

- Babies and children living at 4600 Silver Hill Road apt 101, including foster children
- Roommates
- Boarders
- People staying at 4600 Silver Hill Road apt 101 on April 1, 2016 who have no permanent place to live

**On April 1, 2016, how many people will be living or staying at 4600 Silver Hill Road apt 101, including yourself?**

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## Version 2

United States **Census** Bureau

FAQ Instructions Burden

English Account

Home > Household > Population Count

**On April 1, 2016, how many people will be living or staying at 4600 Silver Hill Road apt 101, including yourself?** [\(Help\)](#)

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## Version 3

United States **Census** Bureau

FAQ Instructions Burden

English Account

Home > Household > Others

**On April 1, 2016, will there be anyone else besides you living or staying at 4600 Silver Hill Road apt 101 ?**

Yes

No

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[Home](#) > [Household](#) > [People](#)

What is the name of each person who April 1, 2016, will be living or staying at 4600 Silver Hill Road apt 101 on April 1, 2016? ([Help](#))

Enter names until you have listed everyone who will be living or staying there, then click Next.

So far, you have told me about the following people: \_\_\_\_\_

Jane Doe

First Name

Middle Name

Last Name

John

Doe

[Click here to add more people](#)

[← Previous](#)

[Next →](#)

## Undercount questions Version 1

[Home](#) > [Household](#) > [Additional People](#)

So far you have told me about the following people:

- Jane Doe
- John Doe

**On April 1, 2016, will there be any additional people staying there who you did not mention yet? For example, babies, foster children, other relatives, roommates, or other people not related to you?**

**Will there be any additional people who you did not already list?**

For example:

- Babies?
- Foster children?
- Any other relatives?
- Roommates or people not related to you?

[\(Help\)](#)

Yes

No

First Name	Middle Name	Last Name
<input type="text"/>	<input type="text"/>	<input type="text"/>

[Click here to add more people](#)

[◀ Previous](#)

[Next ▶](#)

[Home](#) > [Household](#) > [Additional People - No Permanent Place](#)

So far, you have told me about the following people:

- Jane Doe
- John Doe

**Will there be anyone else staying there on April 1, 2016 who has no permanent place to live?** [\(Help\)](#)

Yes

No

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[Next ▶](#)

## Version 2



[FAQ](#)

[Instructions](#)

[Burden](#)

[English](#) [Account](#)

[Home](#) > [Household](#) > [Additional People](#)

**We do not want to miss any people who might be staying at 4600 Silver Hill Road apt 101 around April 1, 2016. Will there be any additional people who you did not already list?**

For example:

- Babies?
- Foster children?
- Any other relatives?
- Roommates or people not related to you?
- People who have no permanent place to live?

The names listed so far are:

- Mary Doe
- Jane Smith

Yes

No

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[Next ▶](#)

## Tenure and householder

[Home](#) > [Household](#) > [Home](#)

**On April 1, 2016, will the house, apartment, or mobile home at 4600 Silver Hill Road apt 101 be owned by you or someone in this household with a mortgage or loan (including home equity loans), owned by you or someone in this household free and clear, rented, or occupied without payment of rent? [\(Help\)](#)**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

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[Home](#) > [Household](#) > [Owner](#)

**Of the people who will be living at 4600 Silver Hill Road apt 101, who will own the house, apartment, or mobile home on April 1, 2016? [\(Help\)](#)**

- Jane Doe
- John Doe
- None of the above

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[Next ▶](#)

## 2016 Census Test

To continue, please select item an from below.



Household Questions

Review

### People



Jane Doe

Jane Doe has been completed. Click edit if you would like to change or view your answers.

Edit



John Doe

John Doe has been started, but not completed. To finish this person, please click 'Resume'

Resume



Jill Doe

Press start, to begin answering questions about this person.

Start



+ Add Person

## Relationship Version 1

[Home](#) > [Person](#) > [John Doe](#) > [Relationship](#)

**How is John Doe related to Jane Doe?**

**John Doe is Jane Doe's...** ([Help](#))

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Roomer or boarder
- Housemate or roommate
- Foster child
- Other nonrelative

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## Version 2

[Home](#) > [Person](#) > [Jane Smith](#) > [Relation](#)

**Next, we need to record each person's relationship to Mary Doe.**

**Jane Smith is Mary Doe's...** ([Help](#))

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Housemate or roommate
- Foster child
- Other nonrelative

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## Version 3

[Home](#) > [Person](#) > [Jane Smith](#) > [Relation](#)

**Next, we need to record each person's relationship to Mary Doe.**

**Jane Smith is Mary Doe's...** ([Help](#))

- Opposite-sex husband/wife/spouse
- Opposite-sex unmarried partner
- Same-sex husband/wife/spouse
- Same-sex unmarried partner
- Biological son or daughter
- Adopted son or daughter
- Stepson or stepdaughter
- Brother or sister
- Father or mother
- Grandchild
- Parent-in-law
- Son-in-law or daughter-in-law
- Other relative
- Foster child
- Other nonrelative

## Sex

[Home](#) > [Person](#) > [Jane Doe](#) > [Sex](#)

Is Jane Doe male or female? ([Help](#))

- Male  
 Female

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## Age and Date of birth

[Home](#) > [Person](#) > [John Doe](#) > [Date of Birth](#)

What is John Doe's date of birth? ([Help](#))

**Month**    
**Day**    
**Year**

**Verify or enter correct age as of April 1, 2016.** For babies less than 1 year old, do not enter the age in months. Enter 0 as the age.

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## Race, ethnicity, or origin

[Home](#) > [Person](#) > [Jane Doe](#) > Race, ethnicity, or origin

Which categories describe Jane Doe? Is Jane Doe White, Hispanic, Latino, or Spanish origin, Black or African American, Asian, American Indian or Alaska Native, Middle Eastern or North African, Native Hawaiian or Other Pacific Islander, or Some other race or origin? ([Help](#))

Select all boxes that apply.

Note, you may report more than one group.

**White**

For example, German, Irish, English, Italian, Polish, French, etc.

**Hispanic, Latino, or Spanish**

For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

**Black or African Am.**

For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

**Asian**

For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

**American Indian or Alaska Native**

For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

**Middle Eastern or North African**

For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

**Native Hawaiian or Other Pacific Islander**

For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

**Some other race, ethnicity, or origin**

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[Home](#) > [Person](#) > [Jane Doe](#) > Black or African Am. Categories

Next, we will collect detailed information for each category selected.

What are Jane Doe's specific BLACK OR AFRICAN AM. categories? ([Help](#))

Select all boxes that apply and/or enter details in the space below.

Note, you may report more than one group.

African Am.

Jamaican

Haitian

Nigerian

Ethiopian

Somali

Enter, for example, Ghanaian, South African, Barbadian, etc.

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[Home](#) > [Person](#) > [John Doe](#) > [Other Stay](#)

**Does John Doe sometimes live or stay at an address other than 4600 Silver Hill Road apt 101, such as with a parent, grandparent or other person, while attending college, to be closer to a job or a military assignment, in a nursing home or a group home, in a jail or prison, at a seasonal or second residence, or for another reason? ([Help](#))**

Select all that apply.

- No
- Yes
- Yes, with a parent, grandparent, or other person
- Yes, while attending college
- Yes, to be closer to a job (including military assignments)
- Yes, in a nursing home or a group home
- Yes, in a jail or prison
- Yes, at a seasonal or second residence
- Yes, for another reason

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[Home](#) > [Person](#) > [Jane Doe](#) > [Relative Physical Location](#)

**Please describe the physical location of the place where Jane Doe sometimes lives or stays with a parent, grandparent, or other person.**

*Please provide as much information as possible, including city, state and ZIP code.*

For Example:

- location description such as "The apartment over the gas station in Selma, CA" or "The brick house with the screened porch on the northeast corner of Main Street and First Avenue in Suitland, MD;" or
- a name of a park, street intersection, or shelter if you were experiencing homelessness on April 16th, 2015, as well as the name of the city and state. For example: "Friendship Park, Paoli, PA."

*Note: If there is a street address associated with this residence, such as one you would provide to have a package delivered, please click the "Previous" button to enter the street address on the previous screen.*

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[Home](#) > [Person](#) > [Jane Doe](#) > [Most](#)

**Where does Jane Doe live or stay most of the time?** ([Help](#))

- 4600 Silver Hill Road apt 101
- Equal time at all places
- Some other place
- Don't Know

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[Home](#) > [Person](#) > [Jane Doe](#) > [Where](#)

**Where will Jane Doe be staying on April 1, 2016?** ([Help](#))

- 4600 Silver Hill Road apt 101
- The place with a parent, grandparent, or other person 100 Main St  
Arlington VA 22206
- The college housing Indiana PA 15701
- Some other place
- Don't Know

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# 2016 Census Test

Welcome to the United States Census Test. To resume, please select item an from below.

Submit Census Form



## ✓ Household Questions

To review or edit your household questions, press Review.

## People



### ✓ Jane Doe

Jane Doe has been completed. Click review if you would like to change or view your answers.

Edit



### ✓ John Doe

John Doe has been completed. Click review if you would like to change or view your answers.

Edit

+ Add Person

## CONFIRMATION

This is the final screen for the respondent. **“Thank you for completing the 2016 Census Test.”**

## **Appendix B: Acronyms and Abbreviations**

TQA: Telephone Questionnaire Assistance

2016 CT: 2016 Census Test

## Appendix C: Satisfaction data

Number of participants who selected each score. Endpoint labels are available in the figures within the body of the report.

	Satisfaction scores						
	1	2	3	4	5	6	7
<b>Administration</b>							
2015	0	0	2	0	3	7	6
2016	0	0	0	2	1	5	10
<b>Efficiency</b>							
2015	0	1	2	1	6	4	3
2016	0	0	0	2	2	9	6
<b>Flow</b>							
2015	2	0	1	1	4	7	3
2016	0	0	0	2	2	7	8
<b>Repetition</b>							
2015	3	4	3	3	3	0	1
2016	1	1	1	3	5	6	2
<b>Getting good data</b>							
2015	0	0	1	6	1	6	3
2016	0	0	0	5	2	5	7
<b>Large 4+ person households</b>							
2015	2	0	3	3	6	1	3
2016	1	0	2	4	4	4	2
<b>2 or 3 person households</b>							
2015	0	1	1	2	3	6	6
2016	0	0	0	1	3	9	5
<b>Singe person households</b>							
2015	0	0	1	1	0	4	12
2016	0	0	0	1	1	3	14