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# CURRENT POPULATION SURVEY (CPS) MODERNIZATION EFFORTS WEBINAR SERIES

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ANNUAL SOCIAL AND ECONOMIC SUPPLEMENT (ASEC)  
JUNE 13, 2024 @ 2PM EDT

Audio Access: 1-877-918-2316  
Passcode: 8003249



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# ASEC MODERNIZATION EFFORTS WEBINAR

Host

**Julie Iriondo**

Chief of Media Relations, Public Information Office  
U.S. Census Bureau

Presenter

**Lisa Cheok**

CPS ASEC transition manager  
Social, Economic, and Housing Statistics Division  
Demographic Directorate  
U.S. Census Bureau

# QUESTIONS?



Call 1-877-918-2316

(passcode: 8003249)

Press \*1 to ask a question



# ANNUAL SOCIAL AND ECONOMIC SUPPLEMENT (ASEC) MODERNIZATION

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LISA CHEOK, ASEC TRANSITION MANAGER

SOCIAL, ECONOMIC, AND HOUSING STATISTICS  
DIVISION

U.S. CENSUS BUREAU



# AGENDA

- Current Population Survey (CPS) background
- Annual Social and Economic Supplement (ASEC) background
- Need for modernization
- Project timeline and overview
- Ways to stay up to date

## CPS BACKGROUND

- Monthly survey jointly sponsored by the Census Bureau and BLS
- Initial interview typically in-person, follow-up interviews typically by telephone
- ~ 70,000 households a month (~60,000 in-scope cases)
- 10- to 30-minute interview
- Collected for 10 days every month
- Longitudinal – collected for 8 months over a 16-month period
- Source for key labor force statistics, including the unemployment rates, labor force participation rate, and employment population ratio



# CPS SUPPLEMENTS

- CPS interviews sometimes include questions on various additional topics, after the basic CPS questions are asked each month
- Use the existing CPS sample design for an affordable method of data collection
- Collected in the same interview and in the same mode as basic CPS
- 2023 had 10 supplements, sponsored by the U.S. Census Bureau and other federal agencies with data needs
- Collected in the same 10-day interview period

# ASEC BACKGROUND

- Annual Social and Economic Supplement (ASEC) to the Current Population Survey (CPS)
- Largest CPS supplement
- Sponsored by the U.S. Census Bureau
- Collected since 1947, previously under the names Annual Demographic File and March Supplement
- Collected in February, March, and April each year
- Average interview length of 25 minutes

# ASEC SAMPLE DESIGN

- ~ 95,000 households in sample
  - ~ 70,000 regular CPS sample from March
  - ~ 25,000 oversample cases
- Oversampled for underrepresented populations and households with children. Selected from:
  - Cases that have completed all 8 CPS interviews
  - Rotation groups not interviewed in March
- Small number of cases collected outside of the normal 10-day window
- Oversampled cases not included in the monthly labor force reports, only in ASEC reports and data

# ASEC TOPICS

## Topics

- Work experience
- Income
- Non-cash benefits
- Health coverage
- Health expenditures
- Migration

## Key Estimates

- Official poverty rate
- Supplemental poverty rate
- National health insurance coverage rate

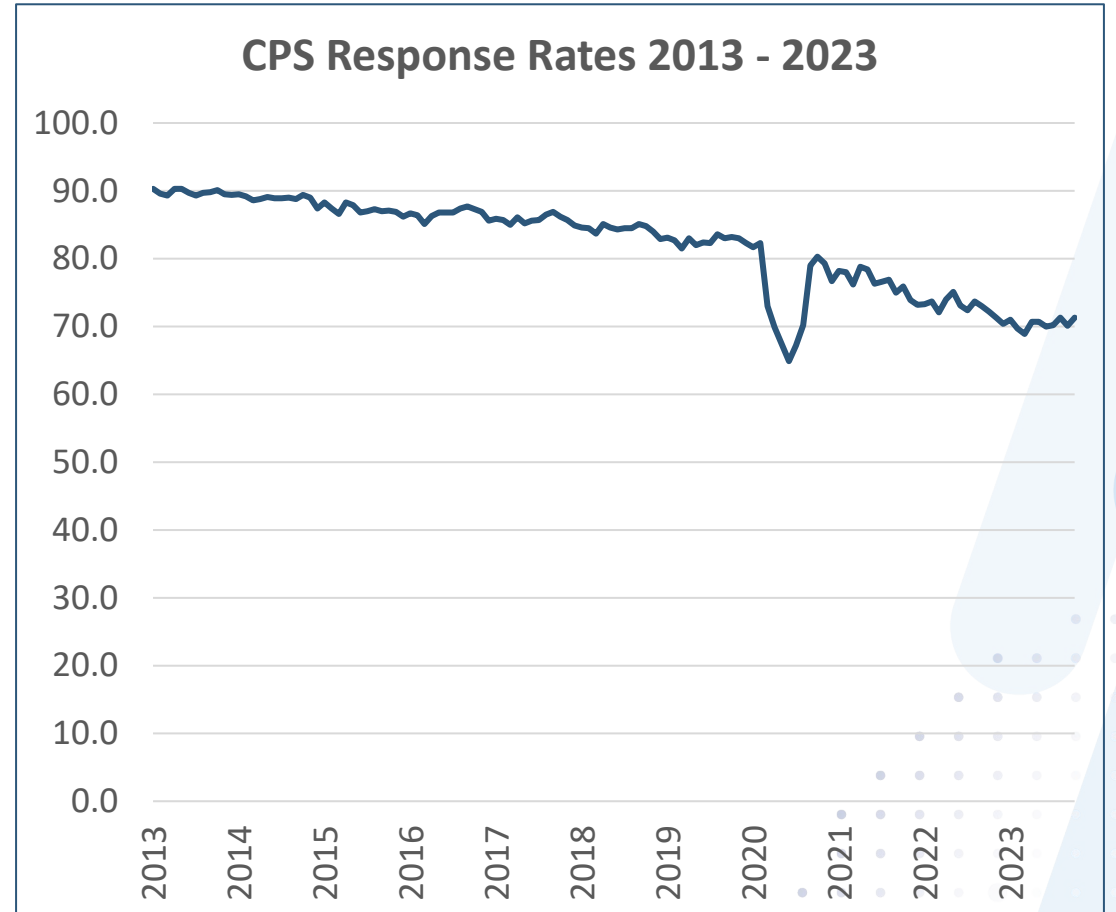
# ASEC REPORTS

- Main reports and microdata released in September each year.



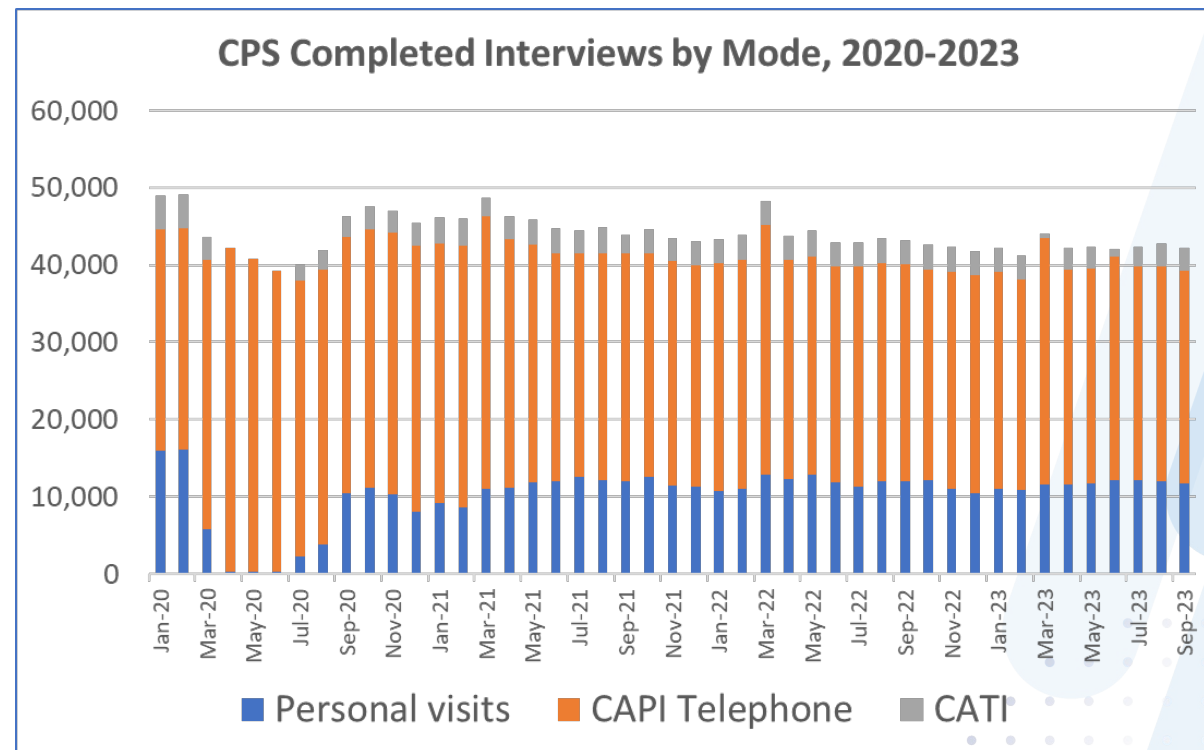
# DECLINING RESPONSE RATES

- Increased rate of decline post-pandemic
- Increasing challenges
  - Trouble reaching cell phones
  - Doorbell cameras
  - Government trust/privacy
- Survey response rates are in decline globally



# RISING COST OF THE CPS

- Labor costs
- Travel costs
- Increased number of contacts required/harder-to-reach respondents
- Jan 2020 to Oct 2023
  - Personal visits: -23.3%
  - CAPI telephone: -2.2%
  - CATI: -36.1%



# NEED FOR MODERNIZATION

- Address the trend of declining response rates
  - Lower respondent burden
  - Reach respondents who are otherwise unwilling to report/hard to count
- Manage survey costs
  - Data collection costs continue to rise rapidly as response rates decline
  - Need to reduce long-term costs to maintain sample size
  - Improve operational efficiencies



# DEVELOPMENT OF CPS INTERNET SELF-RESPONSE MODE

- Census and BLS are working to add an internet self-response (ISR) collection mode alongside existing in-person and telephone collection
- Goals of new mode:
  - Reduce respondent burden
  - Reach respondents unwilling to report by other methods
  - Limit the growth of collection costs
  - Re-direct field collection resources to harder-to-collect cases
  - Improve response rates
- Target introduction of ISR mode in 2027

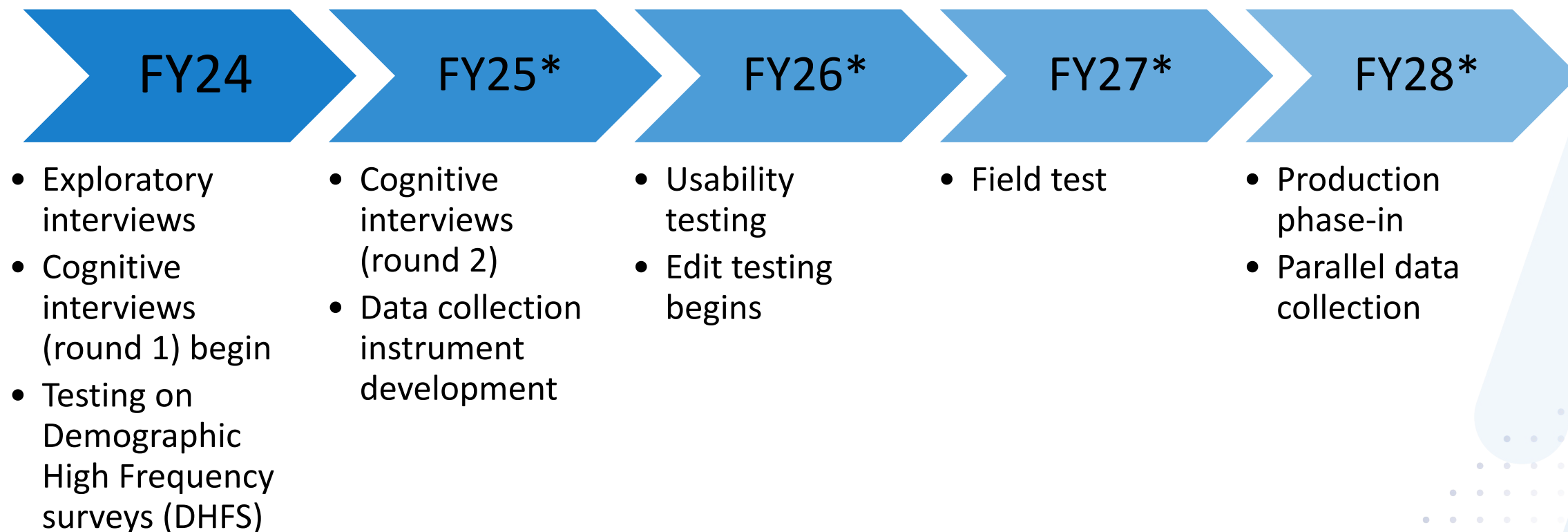
# ADDITIONAL MODERNIZATION NEEDS

- ASEC must be collected in the same mode as Basic CPS
- ISR instruments need to be simplified for user navigation and comprehension purposes
- Census is moving to new operational systems, known as the Business Ecosystem (BE)
- Items with longstanding measurement challenges can be addressed in this development cycle

# COMPONENTS OF ASEC MODERNIZATION

- Data collection
  - Internet self-response (ISR) mode
  - Content updates
- Operational changes
  - All BE systems
  - Transition to open-source software
- Introduction of administrative records into production

# ASEC DATA COLLECTION TRANSITION TIMELINE



\*Activities in future years are contingent on securing sufficient funding.

# TESTING PLAN

- Qualitative research
  - Exploratory interviews (FY24)
  - Cognitive interviews (FY24 - FY5)
- Demographic High Frequency Surveys (DHFS) testing (FY24)
  - Field test of select questions in internet mode on panel survey
- Usability testing (FY26)
- Field test (FY27)
  - CAPI and ISR modes
  - Split questionnaire design
- Edit testing (FY26 - FY27)
  - Usability and field test data used to develop and test edits

# AREAS OF RESEARCH

- Health insurance
  - Anchoring in current coverage to improve recall
  - Funnel design versus laundry list design for type of coverage
  - Timing for collection of details for other household members on a plan
  - Individual months of coverage vs. collapsed categories
- Migration
  - Reason for move category answer list
  - Using known geographies to display applicable answers

# AREAS OF RESEARCH (CONT.)

- Income
  - Separating tips from other earned income
  - Testing new formats for amounts
  - Displaying and collecting subtype of income on initial screen for each source
- Poverty
  - Augmenting child care questions
  - Expanding school meals to include breakfast
  - Grid formatting on select questions

# PRODUCTION IMPLEMENTATION PLAN

- Basic CPS intends to begin phase-in as early as May 2027
- ASEC data collection will begin in February 2028
- Phase-in plan will be determined by the basic CPS design and the availability of funding
- Expanded production sample would ensure both basic CPS and ASEC have proper bridge estimates
- Bridge file and estimates



# STAY UP TO DATE ON ASEC MODERNIZATION

- ASEC modernization website: <https://www.census.gov/programs-surveys/cps/about/modernization/asecmodernization.html>
- Sign up for our [GovDelivery List](#)
- Email us at [demo.asec.modernization@census.gov](mailto:demo.asec.modernization@census.gov)
- Future presentations



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[HTTPS://WWW.CENSUS.GOV/PROGRAMS-SURVEYS/CPS/ABOUT/MODERNIZATION/ASECMODERNIZATION.HTML](https://www.census.gov/programs-surveys/cps/about/modernization/asecmodernization.html)

# Q&A SEGMENT

Host

**Julie Iriondo**

Chief of Media Relations, Public Information Office  
U.S. Census Bureau

Panel

**Lisa Cheok**

CPS ASEC Transition Manager  
Social, Economic, and Housing Statistics Division, Demographic Directorate  
U.S. Census Bureau

**Hyon B. Shin**

Assistant Division Chief, Survey Coordination and Disclosure Avoidance Staff,  
U.S. Census Bureau

# QUESTIONS?



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# CPS MODERNIZATION EFFORTS RESOURCES

- Press Kit (Link on census.gov)
- Slide deck
- Video of webinar
- News release
- CPS Modernization web page
- Transcript (coming soon)

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# UPCOMING RELEASES

- **Computer and Internet Use Report: 2021**

- New report which looks at access to computers and broadband internet subscriptions nationwide in 2021
- Scheduled for release June 18

- **Vintage 2023 Population Estimates by Age, Sex, Race and Hispanic Origin**

- Vintage 2023 population estimates by demographic characteristics
- Scheduled for release June 27
- Embargo begins June 25

- **Community Resilience Estimates: Summer Rankings**

- These tables will highlight the most socially vulnerable counties and neighborhoods in the country to hurricanes, wildfires, and strong winds
- Scheduled for release July 9

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# For Further Information

## Media:

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### **Public Information Office**

pio@census.gov

301-763-3030/877-861-2010 (U.S. and Canada only)

## General Public:

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### **Customer Service Center**

1-800-923-8282 or

301-763-INFO (4636)

## Press Kit:

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Go to **U.S. Census Bureau** at


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# THANK YOU

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 [CENSUS.GOV](https://CENSUS.GOV)

 301-763-3030





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