### Mobile Samples and Movers: Locating Respondents in the 2014 SIPP Panel

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### The SIPP Mission

The mission of the Survey of Income and Program Participation (SIPP) is a longitudinal survey with the goal to provide a nationally representative sample for evaluating:

- Annual and sub-annual dynamics of income,
- Movements into and out of government transfer programs,
- Family and social context of individuals and households, and
- Interaction between these items







### Overview

- Locating activities in past SIPP Panels
- Locating experiment in the 2011-2012 SIPP-EHC
   Field Test
- Locating in the 2014 Panel
- Future Locating Plans







# **Past Locating Efforts**

- Previous Panels
  - Interviewed 3 times a year over a 4 year period
  - No locating policy or procedure was in place at headquarters
- Locating activities were up to the Census regions.
  - Fast Data Third party vendor for looking up name, address, phone numbers, etc.
  - FR goes to the post office to see if they filled out a COA.
  - FR talks to building manager, neighbors, etc.







# Field Test Locating Experiment

- Following the Wave 1 2011 SIPP-EHC field test, SIPP conducted a locating experiment.
- Goals of locating experiment.
  - Create three treatment groups.
  - Evaluate effectiveness of mover card.
  - Compare results to running Wave 1 addresses through the NCOA database.
- Sample of 2,600 households divided into three groups.
  - Control group
  - Treatment Group 1 received postage paid "mover card" with a reminder letter.
  - Treatment Group 2 received postage paid "mover card" with a reminder letter, and a \$20 incentive.







### **Mover Cards**

							57: Approval Expires 12/31/2011				
9	CETSUS  ADDRESS UPDATE FORM SURVEY OF INCOME AND PROGRAM PARTICIPATION										
1. S	ince January	2011, ha	is anyone m	oved out of t	he above a	ddress?					
2. W	/ill anyone mo	ove out b	efore next N	lay?							
	□ No										
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Line	Full Name		Telephone			
No.		Street	City	State	ZIP	Area code and number
8						
9						
10						
11						
12						
13						
14						
15						
16						
17						

The U.S. Census Bureau estimates that it will take about 5 minutes for the average household to complete this form. This includes the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0957, U.S. Census Bureau, AMODN, Room 3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to <u>Paperwork @census.gov</u>: use "Paperwork Project 0607-0957" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Thank you for your assistance.
Please return the completed form in the enclosed postage-paid envelope.

If you are using your own stamped envelope, please return this form to:

National Processing Center United States Census Bureau Attn: 1465444 1201 East 10th Street Jeffersonville IN 47132

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FORM SEPPENCION(AUE) (E-1-2011)





#### **NCOA**

- National Change of Address (NCOA) "is a secure dataset of approximately 160 million permanent change-ofaddress (COA) records consisting of the names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS." It is maintained by the <u>United States Postal Service</u>.
- NCOA provides records for the previous 18 months.
- The Census Bureau routinely uses NCOA before large mailings.





### **Experiment Results**

- Results from the field test experiment yielded evidence that a mailout-mailback contact form would not be cost-effective or generate actionable address information for Wave 2.
- Incentive influenced return of a mover card, but not in the quality of the card.
- Mover cards are not worth procedural costs.







## **2014 Panel Locating**

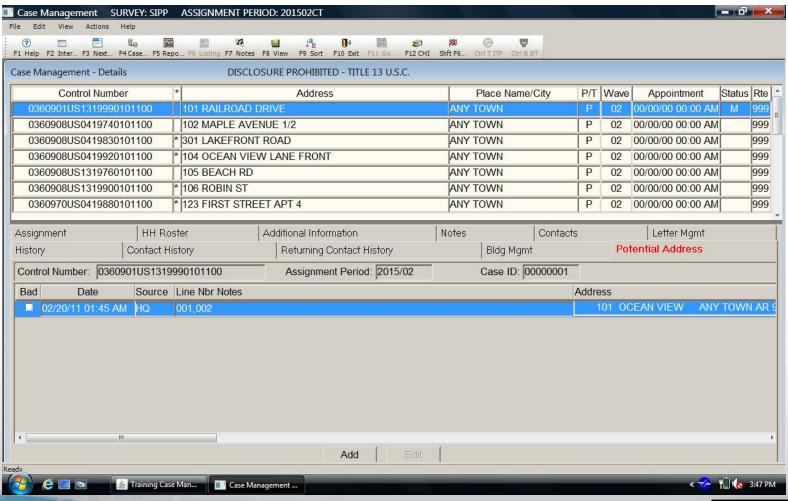
- Goal of 2014 Panel
  - To use as much empirical evidence to aid Field Representatives (FRs) in their locating efforts.
- Created a new section in the Laptop Case Management software called the Potential Address Tab
- Important to note that FRs always go back to last interviewed address before beginning to locate movers.







### Potential Address Tab







### Sources of Data

- Provide field staff with mover contact information through the potential address tab from:
  - NCOA (previously mentioned)
  - SSA
  - Administrative Data





### **SSA**

- Social Security Administration Supplement (SSA)
- CATI Operation
- Interviewing conducted following SIPP Wave 1 from September to November of 2014.
- 2014 Panel will use SSA move updates for Wave
   2+ operations.







### **Administrative Records**

- Census Bureau has access to private-sector data sources of consumer Change of Address (COA) file.
- COA comes from numerous different sources including, magazine subscriptions, credit card companies, other consumer databases.
- File has phone numbers and addresses based on the household.
- Data received quarterly.





# 2014 Panel Future Locating

- Evaluate results from wave 2:
  - Look at wave 2 addresses for movers, and match back to what source the address came from and IF it matched.
  - Return addresses to the prior interviewed address tab, and after wave 2 this will continue to display the wave 1 address, and any subsequent interviewed address.







### 2014 Panel Future Locating...cont.

- Incorporate information from additional sources into the potential address tab.
- May explore opportunities for adding phone numbers at household and person level.
- Introduce other sources of data for Wave 3 and beyond:
  - TQA Incentive Operation
  - IRS Data
  - Decennial Data
  - SSA Data
- Adjust the potential address tab to fit SIPP specific needs.





### Questions?

Thank you for coming.

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