ACS Successes & Challenges Regarding Respondent Burden

Workshop On Respondent Burden in the American Community Survey
March 8, 2016
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What Is Respondent Burden?

- Time to complete/participate in the ACS
- Number of Contact Attempts
- Difficulty of the survey questions/concepts
- Concerns regarding topics included in survey
- Mandatory nature of survey
Agility in Action -- Key Action Areas

- Using administrative records
- Reducing follow-up contact attempts
- Testing messaging in mail materials
- Modifying survey questions
- Asking less frequently or of fewer respondents
- Communicating with respondents
- Promoting awareness of data uses
- Engaging subject-matter experts
- Advocating for respondents
- Leveraging a communications strategy

Successes

- Respondent Advocate
- Reduced CATI Contact Attempts
- “Why We Ask" Brochure
- Respecting the Respondent & Converting Reluctant Respondent Training for all interviewing staff.
- 2016 Content Changes Implemented
Successes (cont’d)

- Mailing Strategy Changes
- Individual performance coaching for field interviewers
- Refresher Training (Classroom & Memo)
- CAPI Stopping Rules (June 2016)
- Internet instrument enhancements, including “Why We Ask” help text (July 2016)
Discussion with External Stakeholders on Key Issues

- Communicating with Respondents
- Communicating the Importance of the ACS
- Group Quarters Questionnaire
- Administrative Records
- Matrix Sampling