



26th Annual Morris Hansen Lecture

Hard-to-Survey Populations and the U.S. Decennial Census

Speaker: Nancy Bates

Senior Researcher for Survey Methodology
U.S. Census Bureau

Discussants:

Brad Edwards, Vice President
Westat, Rockville, MD

Linda Jacobsen, Vice President, U.S. Programs,
Population Reference Bureau, Washington, DC

Abstract: This presentation will profile historically hard-to-survey populations in the U.S. Decennial Census. The talk will emphasize methods for locating these populations and the emergence of social marketing campaigns as a means to encourage participation. Drawing upon experience from the 1990, 2000 and 2010 censuses, I will discuss why a population may be hard to survey using the framework set forth by Tourangeau (2014), i.e. hard to identify, locate, persuade, or interview. The lecture will describe methods used in previous Censuses to define and locate hard-to-count segments of the population and describe techniques the agency has employed to overcome the challenges. The talk will include results from a recent test of a new response platform planned for the 2020 Census (digital advertising). The presentation will also discuss the Low Response Score (LRS), a new metric to identify Census tracts and block groups containing a high proportion of hard-to-survey households. The presentation will also demonstrate a prototype LRS mapping application designed to help field staff, Census managers, partnership specialists, local officials, and other community stakeholders locate, map, and more easily describe hard-to-survey areas under their jurisdiction.

Nancy Bates is Senior Researcher for Survey Methodology at the U.S. Census Bureau. Her research interests include hard-to-survey populations, survey nonresponse, measurement error, and the collection and analysis of survey paradata. She co-chaired the International Conference on Surveying and Enumerating Hard-to-Count Populations and is a co-editor of the conference monograph *Hard to Survey Populations*. She developed the audience segmentation for the 2010 Census social marketing campaign and more recently helped produce a new metric to locate hard-to-survey populations (the Low Response Score). Nancy Bates is a fellow of the American Statistical Association (ASA), Associate Editor of the *Journal of Official Statistics*, and past president of the Washington Statistical Society. She has served on the Executive Council of the American Association for Public Opinion Research, the Board of the Government Statistics Section of the ASA, and is a member of the Federal Committee on Statistical Methodology. She is a distinguished alumna of the University of Oklahoma College of Arts and Sciences.

Tuesday, November 29, 2016

3:30 – 5:30 pm

*Jefferson Auditorium, US
Department of Agriculture*

Independence Avenue

(between 12th and 14th Streets)

At the Smithsonian Metro Station

(Blue/Orange/Silver lines)

A reception will follow at 5:30 pm in the
Whitten Building Patio.

Please pre-register for this event to help
facilitate access to the building on line at
<http://www.nass.usda.gov/morrishansen/>



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