

2014 CENSUS TEST



2014 Census Test

- The Census Bureau is conducting a test this summer of new methods and advanced technologies that could significantly improve the upcoming 2020 Census.
- The 2014 Census Test is taking place in parts of Washington, D.C. and parts of Montgomery County, MD from the end of June through September, with “Census Day” on July 1, 2014.



The Overall Goal

- Whether through the Internet, telephone, or traditional paper questionnaires, the Census Bureau is committed to making the once-a-decade headcount;

Quick

Easy

Safe

Cost Effective

Purpose of the 2014 Test

Technology

- Test ways to use the Internet to increase self-response and reduce the reliance on paper questionnaires

Data Collection

- Improve follow-up data collection methodologies with those households that fail to respond to the test census while maintaining data quality

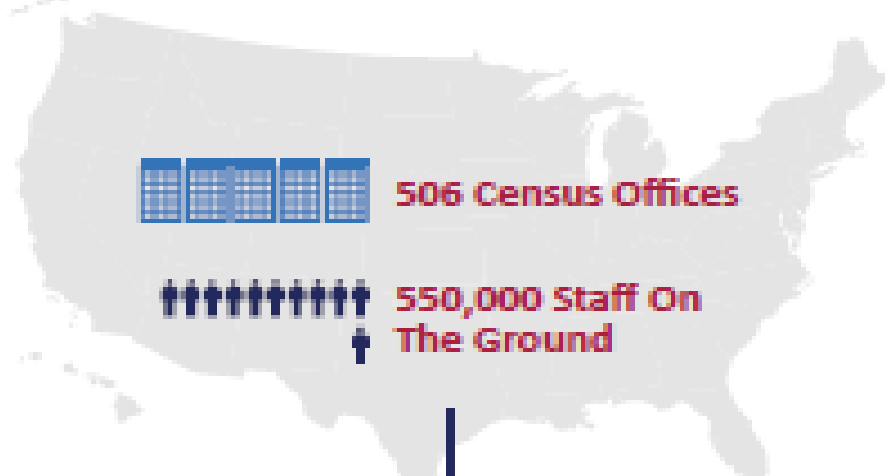
Goals of Census Test

- Allow respondents to preregister their e-mail address, cell phone number, mailing address or physical location.
- Enable a variety of methods for respondents to select a response option: Internet, telephone interview or paper questionnaire.

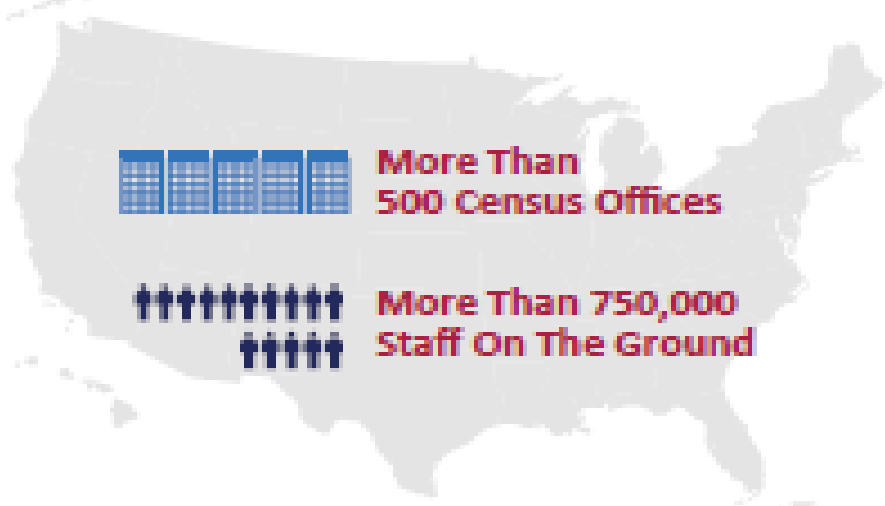
Goals of Census Test

- Reduce the number of contacts made to a nonresponding household by using previously collected data.
- Utilize existing data sources to count nonresponding households to reduce follow-up field work.

2010 Census in Review

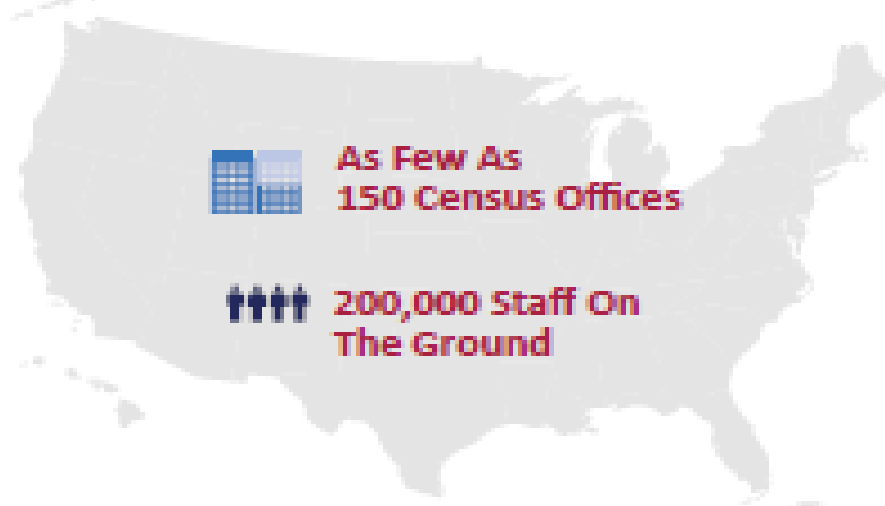


More Expensive 2020 Census



Increased Follow-up Workload

Cost-Effective 2020 Census



Reduced Follow-up Workload

4 Elements of Cost Effective Census

Increasing Self Response-Internet

Using Existing Government Data

Innovation & Automation of
Workforce Management

Updating Existing Maps and
Address Lists

Elements of a Cost- Effective Census

1

Use the Internet to increase self response.

2

Use information people have already given the government to answer Census questions and reduce follow-up workload.

3

Automate operations to increase productivity and reduce staff and offices.

4

Update existing maps and addresses to reflect changes rather than walking every block in every neighborhood in America.

Less Staff
Less Offices
+ Less Burden

Up to \$5 Billion
in Savings


2020 Census Lifecycle

Benefits of Research

RESEARCH AND TESTING PHASE



 Fewer offices needed.

 Less staff verifying address changes.

 Less staff knocking on doors.

 A cost-effective Census with up to \$5 billion in savings and high-quality data.

Key Census activities start in 2015 and continue through 2020

2015: Estimate on-the-ground workloads and define operations and systems needed for the Census

2016: Develop and award major contracts for the systems that will support the Census

2017: Put management infrastructure and offices in place throughout the country

2018: Conduct end-to-end systems test

2019: Address list development begins

2020: **April 1:** Census Day, On-the-ground interviews begin

December 31: Deliver apportionment counts

April 1: Release Redistricting Summary Files [P.L.94-171]



**Thank
You!!!**

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