

The U.S. Census Bureau is at a critical juncture. Continued investment in research and development will produce an accurate and cost-effective 2020 Census.

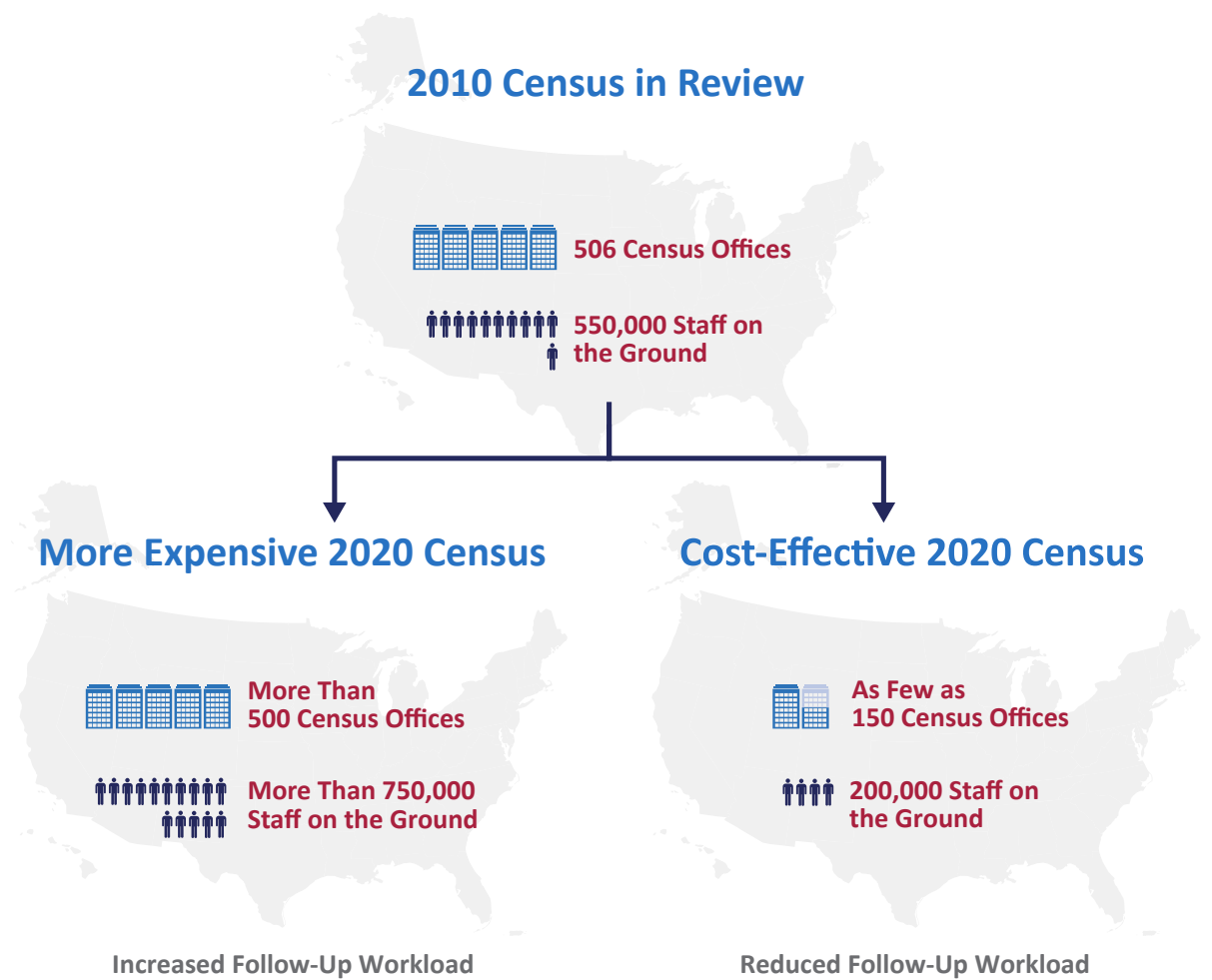
What Is a Census?

Q: What goes into conducting a census?

A: As mandated by the U.S. Constitution, America gets one chance each decade to count its population. The next census in 2020 will require counting an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. To get an accurate count, the Census Bureau must build an accurate address list of every housing unit, maximize self-response to the census, and follow-up with those who do not respond. It is the largest mobilization and operation conducted in the United States and requires years of research, planning, testing and development of methods and infrastructure to ensure an accurate and complete count.

Q: What is the Census Bureau doing differently?

A: The Census Bureau is researching and developing innovative and efficient methods to increase the response rates, decrease the number of door-to-door interviews, raise workforce productivity, and streamline operations without sacrificing the accuracy of the census. These changes have the potential to save taxpayer money (compared to the cost of repeating 2010 methods in 2020), maintain accuracy and reduce the burden on respondents.



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.

Fewer Staff
Fewer Offices
+ Less Burden
Up to \$5 Billion in Savings

Why Now?

America gets one chance each decade to count its population accurately. The Census Bureau must start making major decisions next year about the methods it will use to get the job done in 2020. Without funding to research and develop systems and operations in FY15, the risks and costs will be much higher. Investing now will save billions of dollars later.

2020 Census Lifecycle

RESEARCH AND TESTING PHASE

2014

2015

2016

2017

2018

2019

2020

2021

Key census activities start in 2015 and continue through 2020

Estimate on-the-ground workloads and define operations and systems needed for the census

Develop and award major contracts for the systems that will support the census

Put management infrastructure and offices in place throughout the country

Conduct end-to-end systems test

On-the-ground canvassing where necessary

April 1: Census Day, on-the-ground interviews begin

December 31: Deliver apportionment counts

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

Benefits of Research



Fewer offices needed.



Fewer staff verifying address changes.



Fewer staff knocking on doors.



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

Four Elements of a Cost-Effective Census

