

# Welcome: Looking Towards 2020



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**International Conference on Census Methods**

July 31, 2014

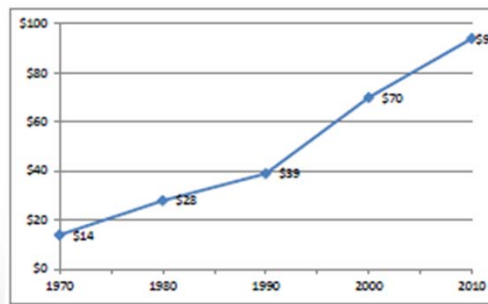
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## Returning to the Census After a Decade

### Right Timing and Opportunities to Use Technology and Information More Effectively

- Leverage **Internet** to increase self-response: give people more options to respond to the census, so we do not have to knock on as many doors
- Utilize **administrative records** (to reduce the NRFU workload and increase productivity)
- Maintain **geographic resources**, including the Master Address File and TIGER, and conduct a reengineered address canvassing
- Efforts for **field operations reengineering**, such as improved logistics and automation of field assignments, enable us to transform local and regional management and infrastructure



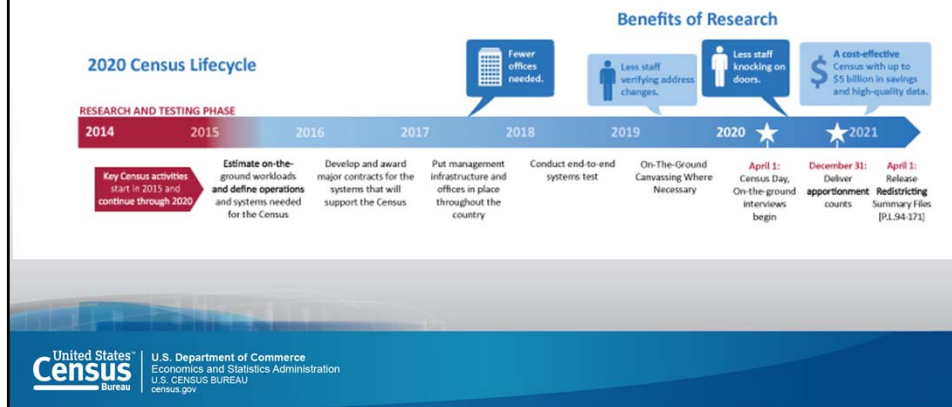
Cost Per Housing Unit, 1970-2010 (2010 US \$)

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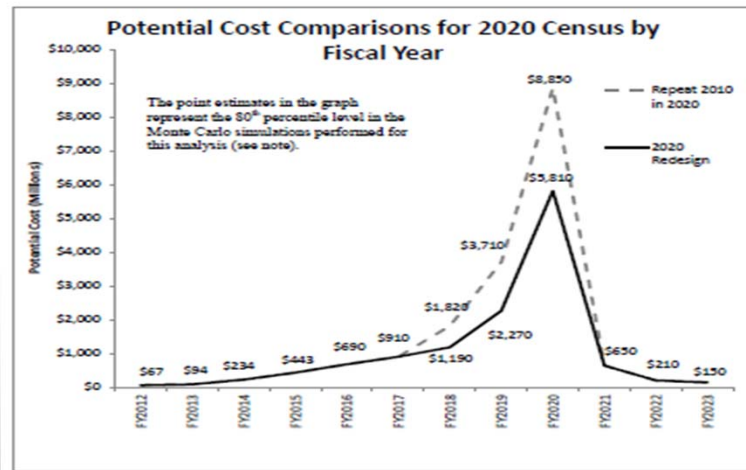
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## 2020 Census: Where are we Today?

In the next census we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. **The Census Bureau is conducting research in order to inform key design decisions at the end of FY 2015.**



## Why is the U.S. Census Bureau Pursuing these Opportunities?



# Redesigning the 2020 Census Can Save Billions

## 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

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