

ACS/2010 Census Plans and Current Implementation

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Mandated Uses for Census Data

- ✚ Draw Congressional, State, and Local Legislative District Boundaries
- ✚ Allocate Federal Funds for State, Local, and Tribal Governments – (Over \$200 Billion Annually)

Other Uses for Census Data




- # Provide Control Totals for Many Government Surveys
- # Monitor and Evaluate Federal Legislation
- # Develop Plans for Community Improvement:
 - # Roads
 - # Schools
 - # Hospitals
 - # Job Training Centers
- # Business Research
- # Genealogy
- # Aid in Emergency Situations

Census 2000--Overview of Effort

- # Hired 860,000 People for Data Collection/Data Capture
- # Answered About 5.8 Million Telephone Assistance Calls
- # Printed Over 20 Million Paper Maps
- # Printed 398 Million Forms
- # 49 Languages for Questionnaire Assistance Guides
- # 27,000 Local Questionnaire Assistance Centers and 520 Temporary Field Offices
- # Captured Data From 1.5 Billion Pieces of Paper
- # Tabulated Data for 9 Million Census Blocks and 39,000 Governmental Units

Census 2000--Overall Assessment

Improved Coverage, but ...

-  Very Expensive
-  Too Much Paper
-  Duplicated Interviews

Goals for the 2010 Census

- + Improve Coverage Accuracy
- + Provide More Timely and Relevant Data
- + Reduce Operational Risks
- + Contain Costs

Overview of 2010 Census Components

- ✚ American Community Survey
- ✚ Master Address File/TIGER Enhancements Program
- ✚ A Short-form Only Census in 2010

American Community Survey Current Design

- ✚ Sample design
- ✚ Data collection and capture

American Community Survey Sample Design

- + About 2.5% initial sampling rate each year
- + About 12.5% initial sampling rate over 5-year period
- + Equates to an initial sample of about
 - + 3 million addresses each year
 - + 250,000 sample addresses each month

American Community Survey Sample Design

- Variable sampling rates are used to ensure sufficient sample sizes in the smallest governmental units
- Annual sampling rates range from about 1.7% to about 10%
- Over a 5-year period, the sampling rates will range from about 8.5% to about 50%

American Community Survey Sample Design

- ✚ Subsampling used before personal visit interviewing
- ✚ About 1-in-3 subsample selected

American Community Survey Sample Design

- Sample is cumulated over TIME to produce lowest levels of geographic detail to replace census sample
- Five years of data are required for areas with less than 20,000 population
 - block groups
 - census tracts

American Community Survey Sample Design

- + Sample is cumulated over SPACE to produce
 - + 3-year estimates for areas with populations of 20,000 or greater
 - + Single-year estimates for areas with populations of 65,000 or greater

American Community Survey

Data Collection

Sample Panels

Sample Panel	Calendar Month				
	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005
Nov 2004	Personal Visit				
Dec 2004	Phone	Personal Visit			
Jan 2005	Mail	Phone	Personal Visit		
Feb 2005		Mail	Phone	Personal Visit	
Mar 2005			Mail	Phone	Personal Visit

American Community Survey Data Collection Monthly

Sample Panel	Calendar Month				
	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005
Nov 2004	Personal Visit				
Dec 2004	Phone	Personal Visit			
Jan 2005	Mail	Phone	Personal Visit		
Feb 2005		Mail	Phone	Personal Visit	
Mar 2005			Mail	Phone	Personal Visit

American Community Survey

Data Collection

Continuous cycle

Sample Panel	Calendar Month				
	Jan 2005	Feb 2005	Mar 2005	Apr 2005	May 2005
Nov 2004	Personal Visit				
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Mar 2005			Mail	Phone	Personal Visit

American Community Survey Data Collection and Capture Mail

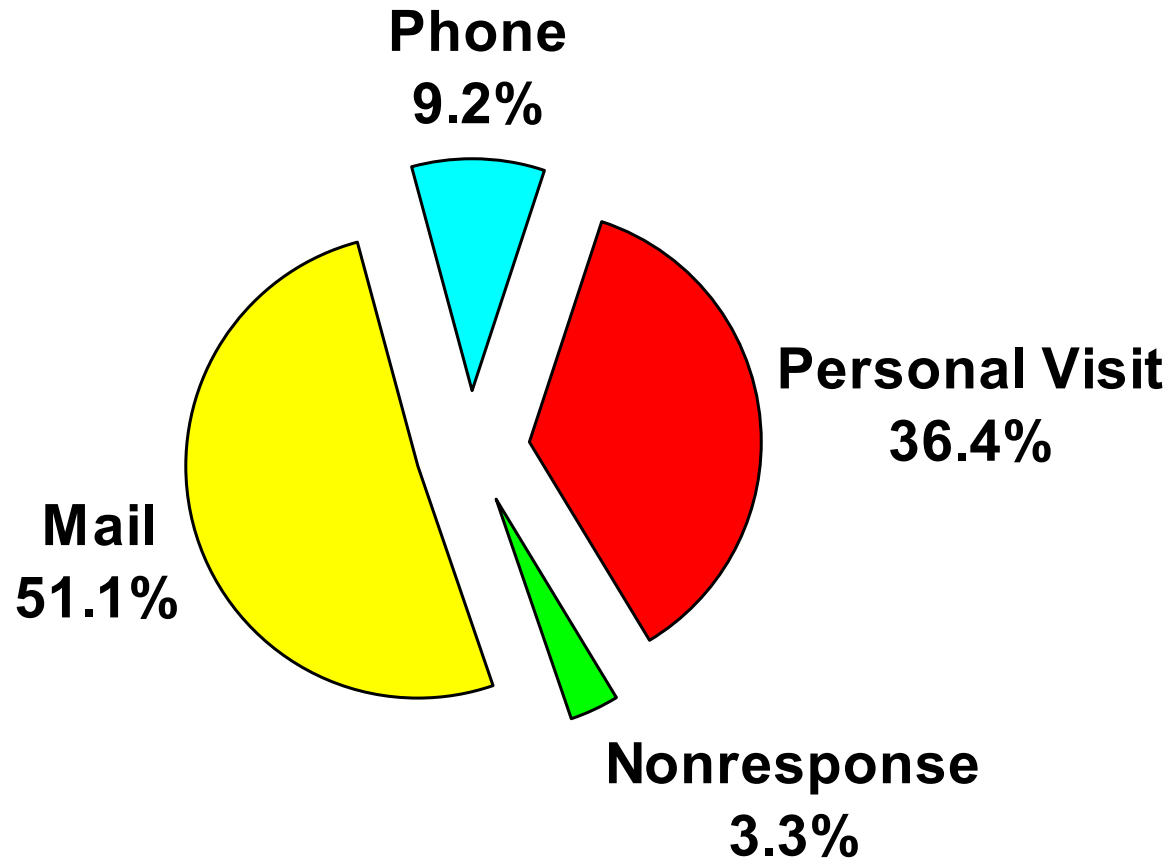
- ✚ Four mailings used to maximize mail response
- ✚ Mail response rates average about 50% each month
- ✚ Over 95% of sample universe eligible for mailout

American Community Survey Data Collection Response Rates

- + These three sequential modes of data collection have been successful
 - + Unit nonresponse to the ACS is very low
 - + True nationally and for all states
- + ACS national-level response rates for 2000 - 2003 have all exceeded 95%

American Community Survey Data Collection

2001 interview results by mode

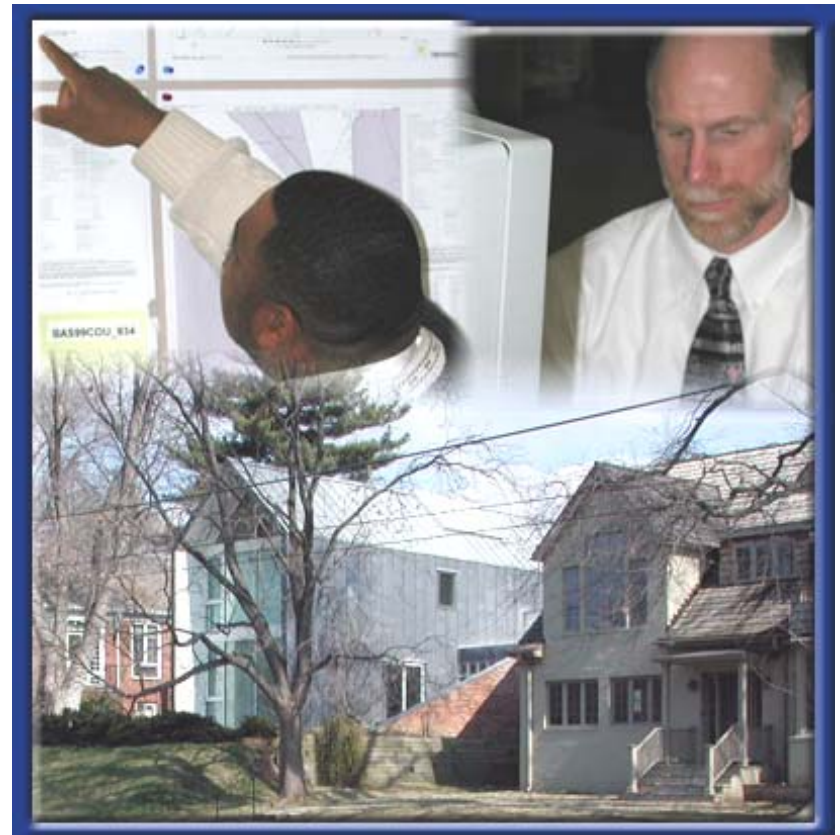


Master Address File/TIGER Enhancements Program

- ✚ Improved Maintenance of Geographic and Address Files
- ✚ Updated Throughout the Decade

Master Address File/TIGER Enhancements Program

The Master Address File
(MAF) Is an Accurate and Up-
to-date Inventory of All Known
Living Quarters in the U.S.,
Puerto Rico, and the Island
Areas.



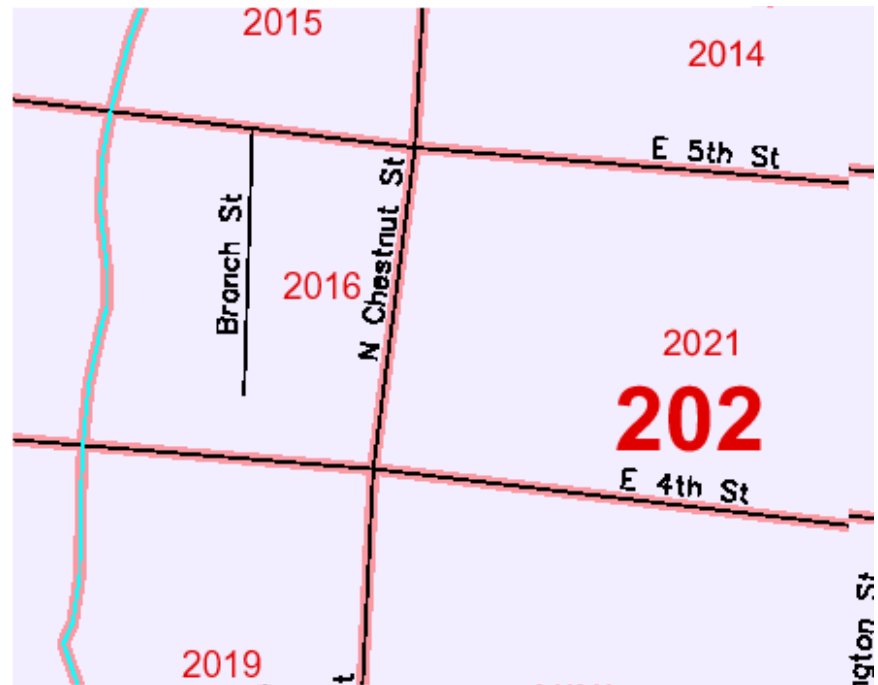
Master Address File/TIGER Enhancements Program

The Master Address File Contains:

- ✚ A Mailing Address (If One Exists)
- ✚ A Descriptive Address, If No Mailing Address Is Known
- ✚ The Location (Census Block)
- ✚ Source and History Information

Master Address File/TIGER Enhancements Program

A Street Center-line “Digital
Map” or “Geographic Data
Base” of the Entire U.S.,
Puerto Rico, and the Island
Areas



Overview of Planning, Testing, and Development for the 2010 Census

Research and Testing of the Use of Hand Held Computers for Data Collection and Related Activities



Overview of Planning, Testing, and Development for the 2010 Census

Improving the Quality of Race and Hispanic Origin Data Reporting:

- ✚ Wording Changes
- ✚ Providing Examples
- ✚ Dropping “Some Other Race”

Overview of Planning, Testing, and Development for the 2010 Census

Improved Coverage and Accuracy Through:

- ✚ Testing of Ways to Improve Respondent Understanding of Who Should Be Included on the Form
- ✚ Studying Potential Changes to Formal Residence Rules

Overview of Planning, Testing, and Development for the 2010 Census

Identify Strategies for Increasing Census Response:

- ✚ Targeted 2nd mailing
- ✚ By Accepting Responses on the Internet
- ✚ Using Friendlier Census Forms
- ✚ Improving the Telephone Questionnaire Assistance System
- ✚ Using a Bilingual Form

Review of Completed and Planned Tests for the 2010 Census

2003 National Census Test

- + Continue Studies of Ways to Improve the Race and Hispanic Origin Questions
- + Continue Testing Ways to Increase Response

Review of Completed and Planned Tests for the 2010 Census

2004 Census Test Objectives include:

- ✚ Hand Held Computers (HHC) for Field Work
- ✚ Unduplication

Review of Completed and Planned Tests for the 2010 Census

2005 National Census Test Goals:

- ✚ Improve Race and Hispanic Origin Questions
- ✚ Improve Presentation of Residence Rules
- ✚ Identify Households With Complex Living Situations

Review of Completed and Planned Tests for the 2010 Census

2006 Census Test Objectives include:

- ✚ Expanded Uses of Hand Held Computers (HHC) for Field Work
- ✚ Bilingual Questionnaires
- ✚ Components of Coverage Measurement Program
- ✚ Additional Studies of Methods for Special Places and Group Quarters

Conclusion

The ACS, MAF/TIGER Enhancements, and 2010 Planning Will Work Together to:

- Provide More Timely and Relevant Data
- Improve Coverage of Housing and Population
- Reduce Risks of Operational Failure
- Contain Costs