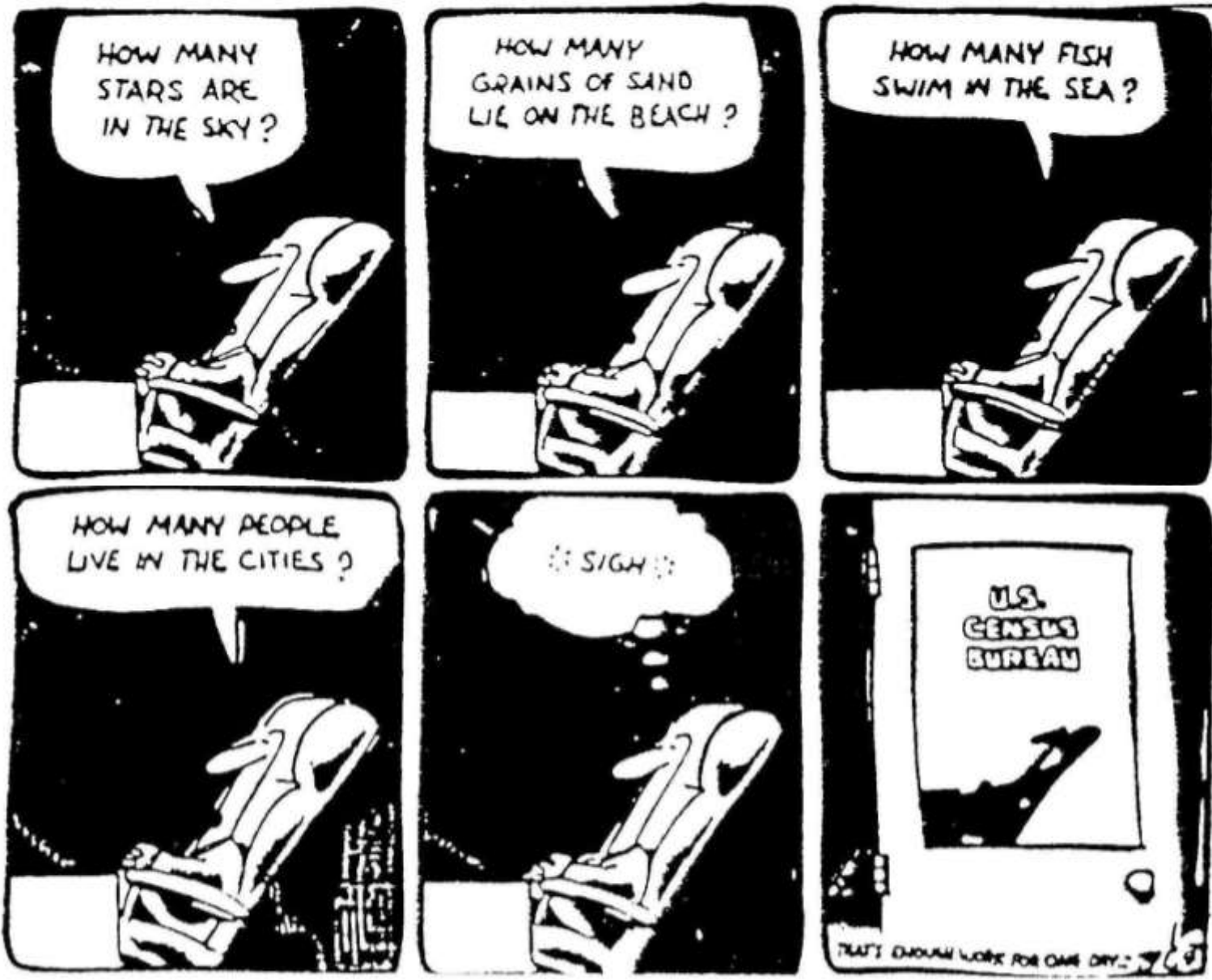


# **The United States Census**

**What do we have to lose  
and can it be improved?**

# Ongoing Issues with the Census



Tom Fales - 1991 *Walden* Series - reprinted with permission of Universal Press Syndicate

# A tale of two cities ...

MARKET SIZE
Population: 367,426
Households: 137,577
MARKET BUYING POWER
Median Household Income: \$27,344
Average Household Income: \$39,308
Aggregate Income: \$5.4 Billion

Source: U.S. Census Bureau, 2000,

MARKET SIZE
Population: 504,226
Households: 179,471
MARKET BUYING POWER
Median Household Income: \$31,990
Average Household Income: \$50,637
Aggregate Income: \$9.1 Billion
Income per Acre: \$386,074
Aggregate Informal Economy: (9.3%)
Income of New Home Buyers: \$114,972

Source: Social Compact Miami DrillDown 2008/2009

# Recent Examples of Census Challenge Population Updates

- Fulton County, GA (2004); +91,364 +11%
- New York City, NY (2005); +70,642
- New York City, NY (2004); +64,259
- Houston, TX (2005); 59,607 +3.0%
- Detroit, MI (2006); 47,728 +5.5%
- Boston, MA (2005); 37,604+ 6.7%
- New Orleans (2008); 50,141
- San Francisco (2008); 35,152 5.+9%
- District of Columbia, DC, (2005); 31,528 +5.7%
- Milwaukee, WI (2006); 29,424 +5.1%

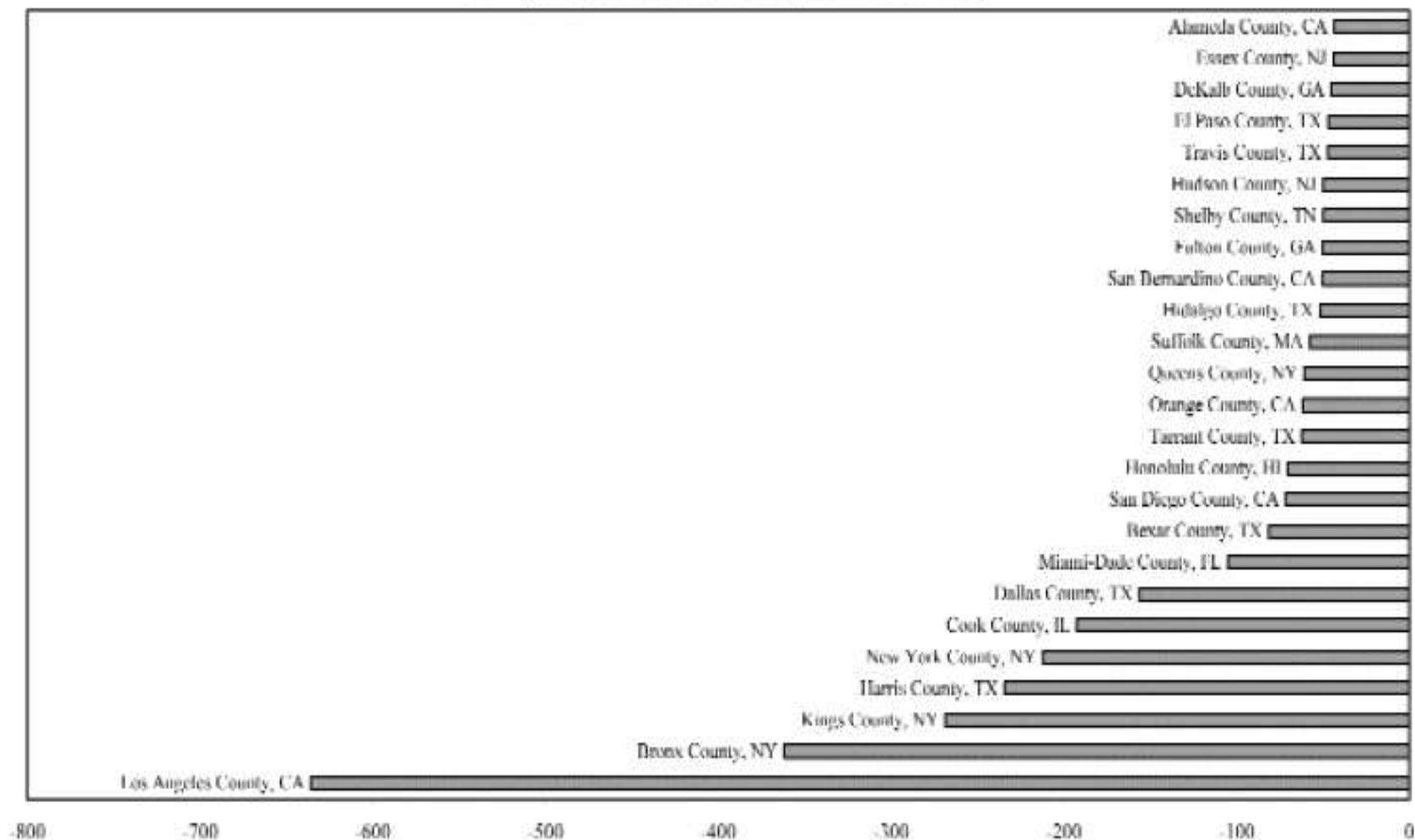
# **The impact may be even more severe among cities with populations less than 20,000 residents**

- Sugar City, ID (2004); +89.3%
- Rhodhiss, NC (2002); +72.8%
- Saratoga Springs, UT (2006); +47.6%
- Eagle Mountain, UT (2006); +42.2%
- Mt. Washington, KY (2005); +34.6%
- Paradise, UT (2006); +31.7%
- Bazine, KS (2006); +30.4%
- Richmond, UT (2006); +29.2%
- Wellsville, UT (2006); +28.2%
- River Heights, UT (2006); +28.0%

# Why Does This Matter?

- Federal allocation of resources - \$400 Billion/yr across 182 programs
- Private sector investment – 80% of investment has a demographic component
- Perception and statistical findings – poverty, crime and health perceptions etc...
- Psychographic models – consumer behavior
- Political subdivisions – 87,000 subdivisions

Figure C. Estimated Effect of Census 2000 Undercount on Eight Federal Grant Programs: 25 Selected Counties with Largest Funding Loss, Fiscal Years 2002-2012 [Millions of Dollars]



Source: PricewaterhouseCoopers calculations.

# A Good Use of Money?

- 2010 Census cost **\$13 Billion**
  - 9 million census blocks, and 39,000 governmental units
  - Mailed 120 million forms, hand-delivered 12 million and went door-to-door with 46.6 million households that did not return initial responses
- Over 4 million duplications
- 2006 Census spent \$382 million to fix 4 million addresses
- Lockheed Martin won a six-year, \$500 million contract to capture and standardize data for the census
- **2010 participation rate was similar to 2000**



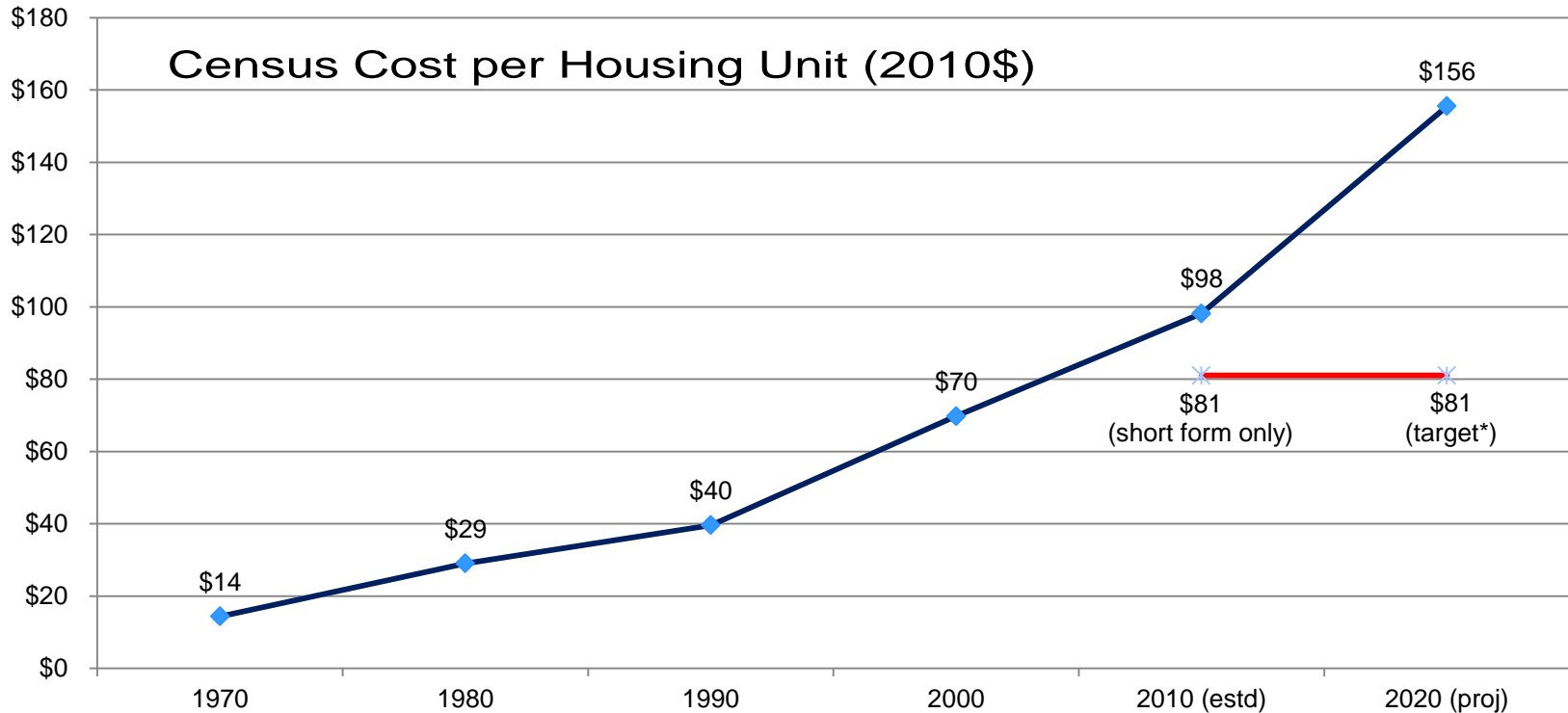
# Participation Rates

- **1980 – 75%** Although the 1980 census is considered one of the most accurate lawsuits are filed challenging the final results.
- **1990 – 65%** The 1990 census is the first in which the undercount increased - partly attributed to declining census participation: the mail response rate is only 65 percent
- **2000 – 74%** Employing some 860,000 workers, Census 2000 is the largest peacetime mobilization of resources and personnel
- **2010 – 74%**

# Comparing 2010 and 2000 participation rates

- 15 States had a higher participation rate (includes the District of Columbia)
- 8 States had the same participation rate
- 28 States had a lower participation rate

# Per Household Costs



## Notes:

Adjusted for projected FY10 savings of \$1.6 billion; projected cost per housing unit for 2020 assumes no change in design and real cost growth from 1990-2000 and 2000-2010 averaged (58.3%); includes the costs for the 2002-2012 MAF-TIGER Enhancement Program and 2001-2013 American Community Survey.

(\*) One of the goals of the 2020 Census is to conduct the census at a lower cost than the 2010 Census (per housing unit on an inflation-adjusted basis), while maintaining quality.

# What the Census is thinking about now

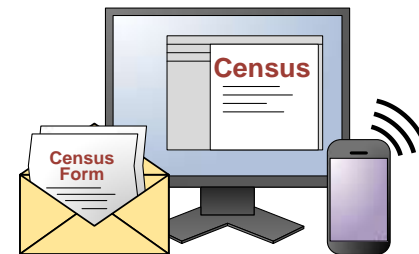
- Cost versus Quality Tradeoff
- Meeting Stakeholder Expectations
- Public Concern about Privacy and Confidentiality
- Public Confidence in the Census
- Possible Legislative Changes

# A Likely 2020 Plan

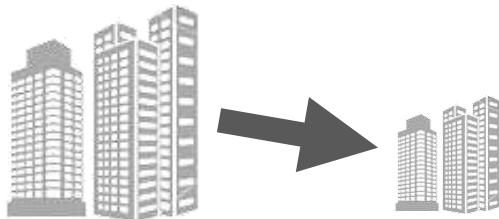
Targeted canvassing



Multimode  
self-enumeration



Fewer local census offices



Using administrative  
records



# One of the Five Research Tracks that Will Inform Operational Design Decisions

## Research Track A:

**Expanded, Automated, and Tailored Response**

*How do we leverage technology, variation in demographic/geographic response propensities, and new response modes to increase self-response, improve non-response data collection strategies, and reduce costs?*

## Research Track E:

**Using Administrative Records for Non-Response**

*How do we leverage administrative records (including commercial files) to significantly reduce decennial census cost, while maintaining quality?*

Approaches are selected for automating, tailoring, and increasing the efficiencies of response (2014)

```
graph LR; A[Research Track A: Expanded, Automated, and Tailored Response] --> C[Approaches are selected for automating, tailoring, and increasing the efficiencies of response (2014)]; E[Research Track E: Using Administrative Records for Non-Response] --> C;
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# Non-Response Research with Administrative Records

- How can an independent administrative records database be developed and maintained ?
- How can administrative records be used to minimize census field work?
- What is the quality and the coverage of responses supplied by administrative records?

# Basic Data Elements

- Residential units
  - What is a full time residential unit
  - Legal vs. illegal
  - New units
  - Demolished units
  - Mobil homes
- Household size
- Occupancy
- Group quarters



# What Should We Be Doing?

- Census Challenges – **Cities, Counties and States**
- Local Update of Census Addresses Program (LUCA) – **All level of governments**
- Master Address List for 2020 Census – **Census Bureau**
- Federal Program Calculator – **governments, contractors, community organizations**
- Building new demographic & psychographic tools on top of data tools – **Private Investment**
- International applications

# What Can We Do Now?

- Automate Census Challenges
  - Census eligible field in administrative data sets**
  - Better definitions of Group Quarters**
- Independent Master Address List drawn from public and private sources
- Independent research on household size
- Federal Agenda for why we use census formulas for revenue distribution