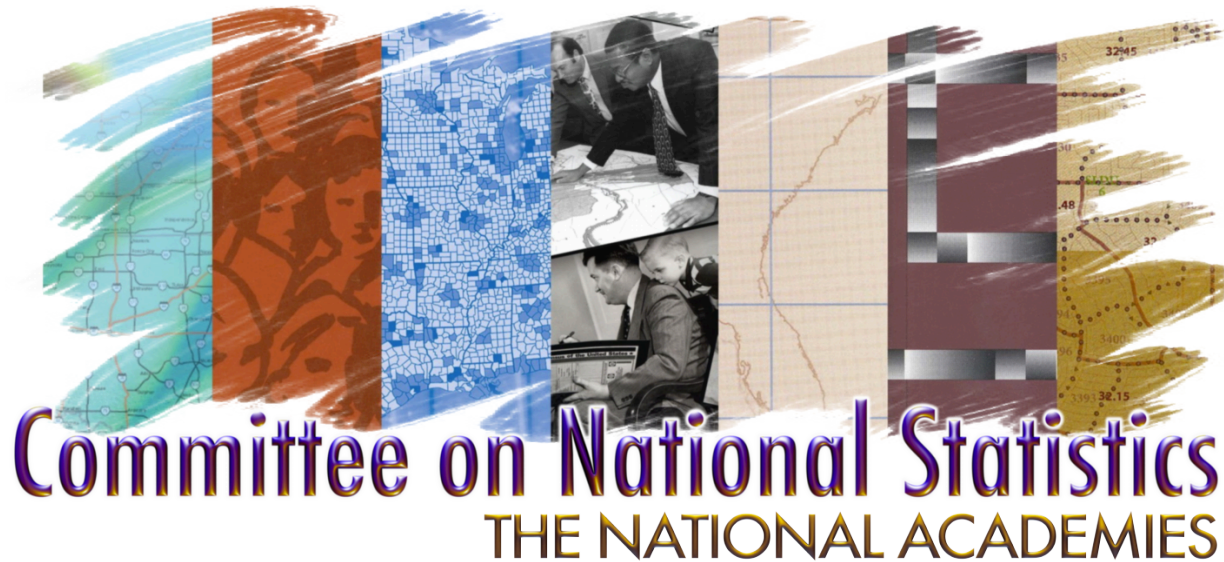


DISCUSSION:

Lessons Learned in 2010 for the 2020 Census



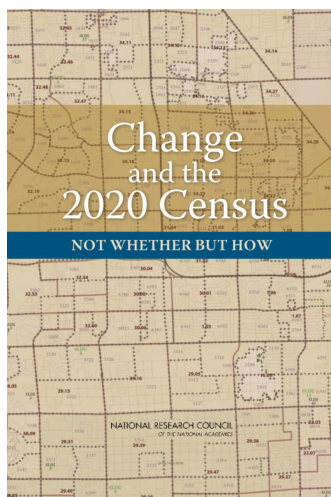
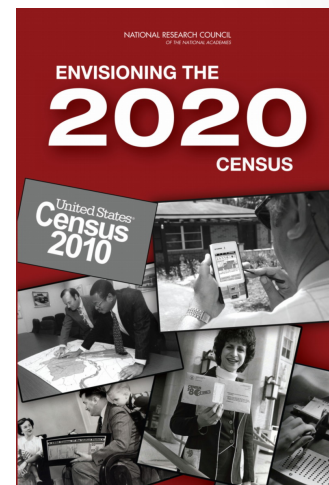
Daniel Cork

Association of Public Data Users • September 21, 2011

Washington, DC

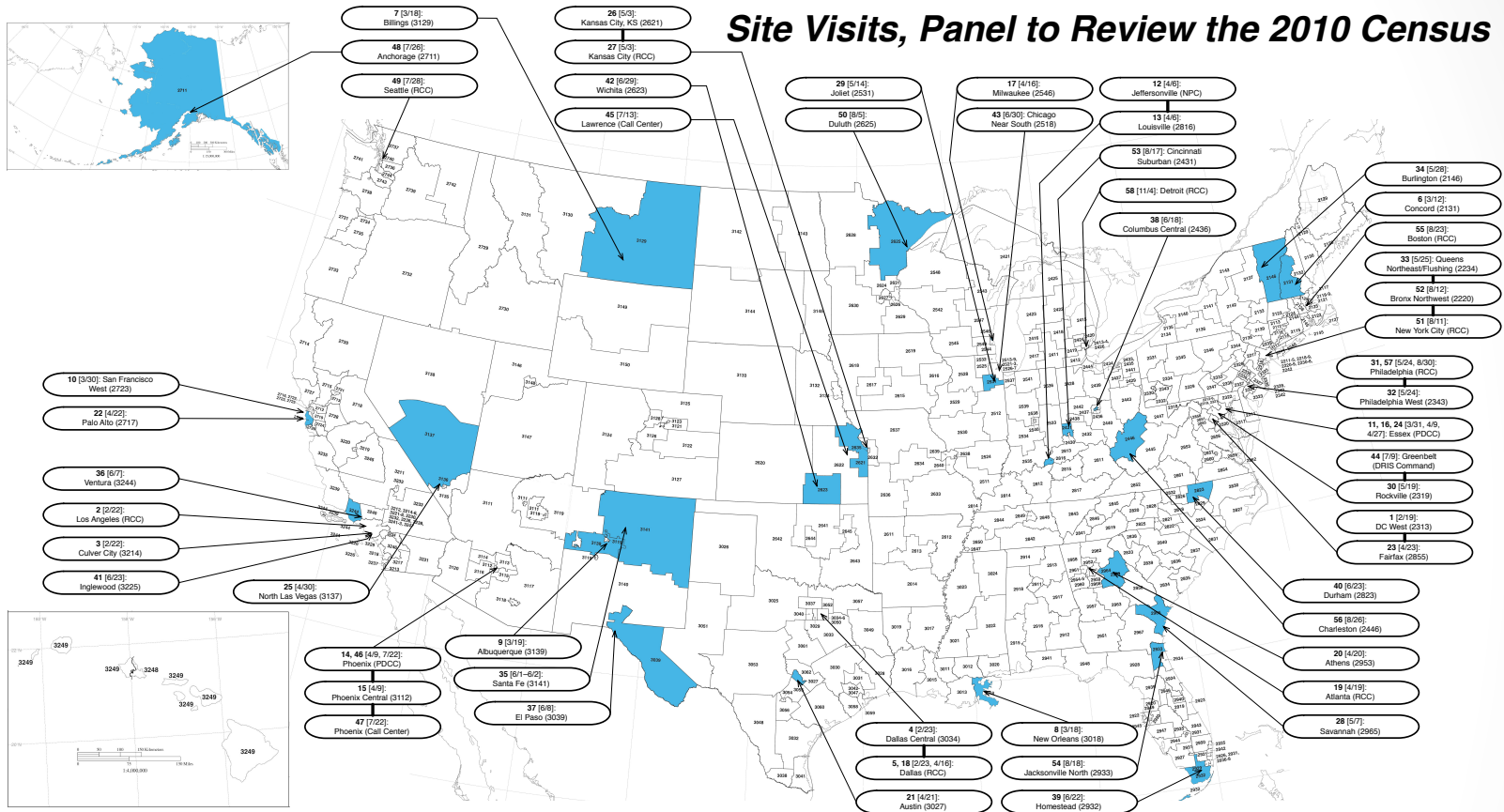
Recent & Current CNSTAT Studies

- **Panel on the Design of the 2010 Census Program of Evaluations and Experiments (CPEX)**—Larry Brown, chair; issued final report *Envisioning the 2020 Census* in early 2010



- **Panel to Review the 2010 Census**—Thomas Cook, chair; 2009–2014; first interim report issued March 2011

Site Visits, Panel to Review the 2010 Census



58 visits to local/regional offices, data capture centers, call centers, and other facilities during conduct of 2010 census

Learning from 2010

- Clearly, good thing that most of the early process indicators point in the right direction
- Premature to say that others are worrisome...but they at least need (much more) exploration

Feature	Evaluative Indicator Relative to 2000
Verification of composition for households with dynamic membership	Recontact with more households (7.5 million versus 2.5 million)
Assignment to enumerators	Fewer miles per interview
Nonresponse followup visiting rules the same	Higher percentage of population counts in households from proxy respondents

Definite role for “again but better”—but “again” on its own is not necessarily “better” (or good)

Strong need to compare with what *could have* been obtained from other sources

Overall Assessment of 2010 CPEX

- Much promise for shaping 2020 plans ... but experiments represent mainly a squandered opportunity
- Some extremely vital studies merit particular interest:
 - Census Match Study—administrative records to 2010 census
 - Address Canvassing Assessment (and other MAF-building operations)
 - Evaluation of Address Frame Accuracy and Quality
 - Address List Maintenance Using Supplemental Data Evaluation
- Great need/hope: “*CPEX 2.0*”—2010 census operational data that can be mined (and linked to auxiliary data, such as administrative records), *a la* a Master Trace System
 - Simulate alternative approaches
 - Refine/improve cost estimates and assumptions

Challenges Moving Forward from 2010: “Not Whether But How”

- Need to ask “next step” questions early, to inform mid-decade decisions and consultation with Congress
 - *Administrative Records*: Link to census operational data to study effectiveness in full range of operations (get beyond the “administrative records census” idea)
 - *Geographic Resource Updating*: Quality metrics for both MAF and TIGER, and good measures of cost/quality of individual update operations
 - *Field Automation and Response Options (Internet)*: critical challenge is differentiating critical *research* needed to inform decisions from *development* work that can proceed
- Fitting the pieces together—across all relevant Bureau units—and letting research build on previous efforts

Research & Methodology Directorate *(General)*

Administrative Records Center *(Research & Methodology)*

Field Systems Development
(including Current Surveys and ACS)

Information Systems Development
(IT/CIO; Decennial Systems)

“Corporate” Structures

2010 CPEX

Assessments

Evaluations

Experiments

2010 Census Coverage Measurement (CCM) Program

“Current” Census

2020 Census Directorate

2010 Research and Planning

American Community Survey (ACS)

Geographic Support Systems (GSS) Initiative
(Geography Division)

“Next” Census

Census Bureau Research & Development Structures

(simplified)

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