

2030 Census Webinar Series – 2026 Census Test Scope

Director's remarks as prepared for delivery

April 30, 2024

- Hello, everyone! I'm Robert Santos, director of the U.S. Census Bureau. Thank you for joining us for an update on our preparations for the 2030 Census.
- Counting every person living in the United States is an incredibly complex undertaking. Throughout the planning process, our decision-making is informed by research, lessons learned, stakeholder input and a wide range of expertise – and, of course, testing.
- Today, we will share our plans for the 2026 Census Test. In this test, we will be trying out new strategies to increase overall response and participation. And, we will pay special attention to the inclusion of hard-to-count and historically undercounted populations.
- As you know, each decennial census takes over a decade of planning and preparation, and the 2026 Census Test is an important part of that.
- But there is more research, testing and learning that lie ahead, and we'll continue to communicate with you about our preparations.
- I hope you'll continue to come along and help us write the story of the next census by participating in these webinars on our preparations, watching our 2030 Census Advisory Committee meetings starting this summer, and subscribing to receive updates on < census.gov >. We very much need you to stay engaged with us and with each other.
- We need diverse voices and perspectives to make our work the best it can be – that's true of the 2030 Census, and it's true of all 130 of our censuses and surveys.
- We're all in this together. Our efforts and our nation are stronger when we work together towards the common goal of a complete and accurate census.
- That way, your community can receive all the information and benefits that come with a complete count of your population.
- This is deeply important work. We're literally advancing our democracy. We're fulfilling the charge bestowed upon us by our wonderful U.S. Constitution.
- I appreciate your support and enthusiasm and look forward to sharing about the 2026 Census Test today.
- And now, I'll turn the presentation over to Deborah Stempowski, associate director for Decennial Census Programs.