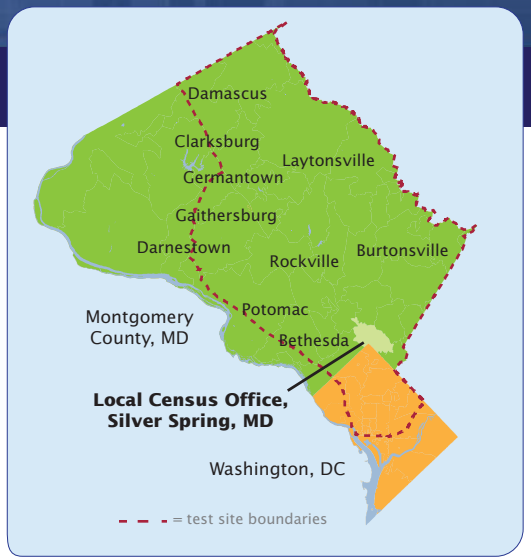
United States Census Bureau

2014 Census Test: July 1

Preparing for the 2020 Census



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 map data 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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Source: U.S. Census Bureau <http://www.census.gov/programs-surveys/2014-census-test/about/invest-now.html>