

# 2015 National Content Test

*Preparing for the 2020 Census*

The Census Bureau is conducting tests in 2015 that could significantly improve the upcoming 2020 Census.

The U.S. Census Bureau is researching modern and cost-efficient methods for the population to exercise its civic obligation to be counted in the 2020 Census. Whether through the Internet, telephone or traditional paper questionnaires, the Census Bureau is committed to making the mandatory once-a-decade headcount quick, easy and safe for all to participate. There are a number of tests planned for 2015 each with different goals and objectives.

## 2015 National Content Test

The 2015 National Content Test is being conducted by the U.S. Census Bureau to test census questionnaire content and to obtain nationwide measurements of response rates for Internet and self-response. The test census will be sent to a statistically representative sample of approximately 1.2 million households in the United States and Puerto Rico. This test is scheduled to begin on August 24, and run through October 31, 2015. The official Census Day will be September 1, 2015.



## Goals

The purpose of the test is to:

- Evaluate and compare different versions of questions that will be asked in the 2020 Census, such as race and origin, relationship, and the best questions for determining where people should be counted as of Census Day.
- Test different contact strategies for optimizing self-response (encouraging people to respond on their own so we don't have to send a census worker to the household), which include nine different approaches for contacting respondents to encourage them to respond, specifically to respond using the Internet — the least costly and most efficient response option.
- Refine estimates of how many people are likely to self-respond in 2020, and what portion are likely to respond via the Internet, based on a nationally representative sample.

For more information, visit [census.gov](http://census.gov)