

CCM and the 2020 Census Program

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Key Observations Relevant To The 2020 Program

1. The Differential Undercount Continues
2. Renters Show a Higher Net Undercount
3. Overall Increase in Duplication
4. Data From Respondents Who Returned Their Form are More Accurate than Data from Non-Response Follow-up Operations

2020 Research Addressing These Observations

- Optimizing Self-Response
 - Leverage new technologies/multiple modes to create more opportunities to respond
 - Increase Language Support
 - Explore Social Networks

2020 Research Addressing These Observations

- Questionnaire Content, Design and Mode Study
 - Explore optimal designs and modes for Limited English Proficiency Populations
 - Explore methods for ensuring consistent content across modes and translations
 - Explore the modification and improvement of residence rules
 - Conduct research focusing on over- and under-coverage questions, and interviewing approaches by mode

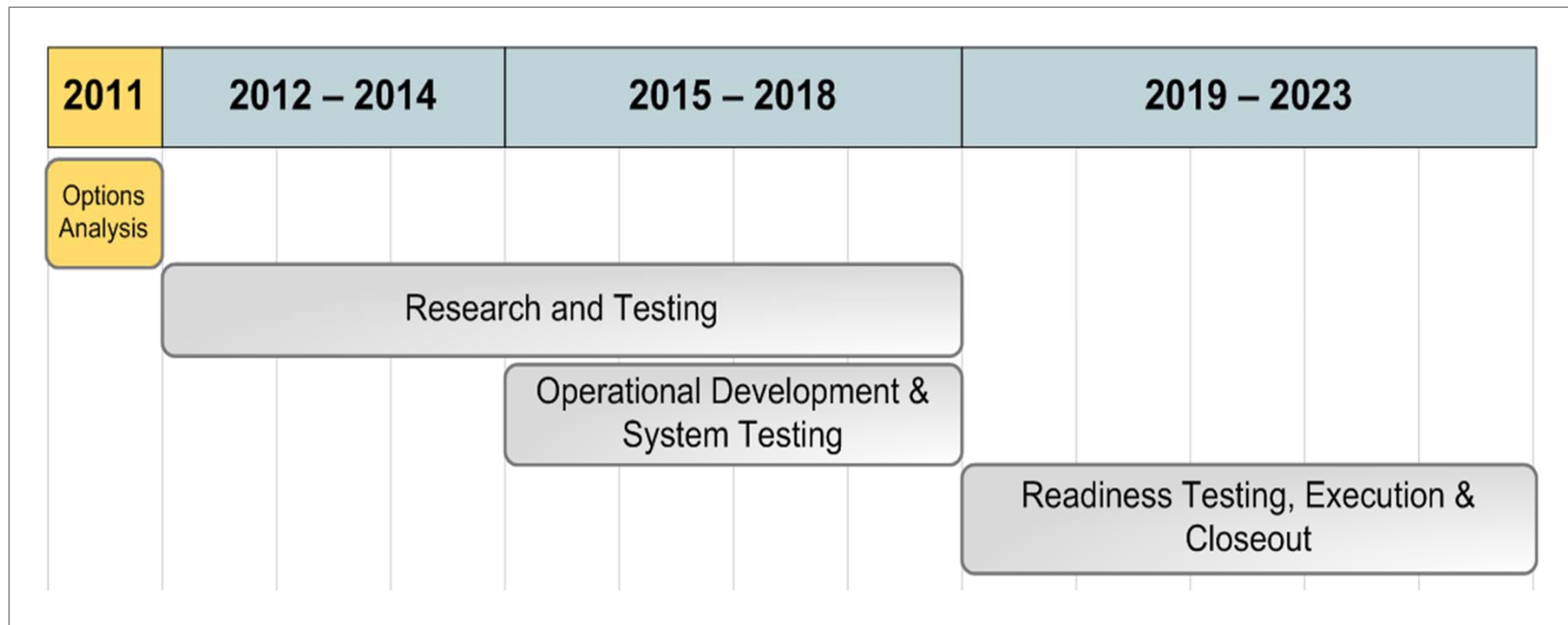
2020 Research Addressing These Observations

- Reducing/Improving Person Follow-up
 - Reducing the time for data collection in the field
 - Tailoring follow-up operations and contact strategies by geography/demographics

2020 Research Addressing These Observations

- Matching Process Improvement
 - Research and assess matching techniques to identify optimal methods for address and person matching and unduplication
 - Identify data needed to improve the quality of matching
 - Research and evaluate new software and technologies

2020 Research – Next Steps



Additional Observations

- Update/Leave (U/L)
 - Interesting mystery around the extent of duplication of persons in U/L areas.
 - Possibly partially due to seasonal 2nd homes where people were erroneously enumerated, while being correctly enumerated at their 1st homes (more likely to be in Mailout/Mailback areas).
 - Need further analysis to understand the extent to which this duplication is due to person duplication at multiple residences or person duplication caused by the same housing unit being on the address list more than once.
 - We need to explore the extent to which these duplicates are geographically clustered.

Additional Observations

- Update/Enumerate (U/E)
 - Higher rates of all records requiring imputation (5.3%) than in Mailout/Mailback areas (2.0%)
 - Is this due to more seasonal addresses? More difficulty finding someone home?

Additional Observations

- Housing Unit (HU) Coverage
 - Main net results show an undercount of HUs of 0.6%. Not significantly different from Census 2000 results.
 - Continue to show a much higher undercount of vacant housing units. We continue to be challenged by the distinction between vacant housing units and “not a housing unit”.
 - Need to look at differences by Type of Enumeration Area (TEA). Higher error in U/E areas (both overcounting and undercounting) and higher duplication in U/L.

Thank you

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