

# 2015 Census Test Report



Presentation to  
Management Committee,  
Maricopa Association of Governments

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Phoenix, AZ

# 2015 Census Test Objectives

- Expanded Use of Technology
  - Smartphones & Bring Your Own Device for Data Collection
  - Automated Assignments
- New Management Structure
- Evaluation of Production Costs

# Test Design

## Design

- Self Response by Internet & Paper Initially
- Control and Experimental Panel for Comparisons
  - Control = 2010 Structure and Interview Rules
  - Experimental
    - Streamlined Management
    - Daily Automated Assignment
    - Enumerators Indicate Work availability in Advance
    - Automated Payroll
- 160,823 Households in Sample, 4 areas
  - Chandler, Mesa, Phoenix and Outer Ring

# Local Employment

- Control Panel – Phoenix Office\*
  - 4 Manager
  - 15 Clerks
  - \*Experimental Panel run from an office in Denver (4 managers, 7 clerks)
- Supervisors in the Field
  - Control - Field Operation Supervisors & Crew Leaders = 45
  - Experimental – Local Supervisor of Operations = 15
- Enumerators
  - Control = 240
  - Experimental = 185

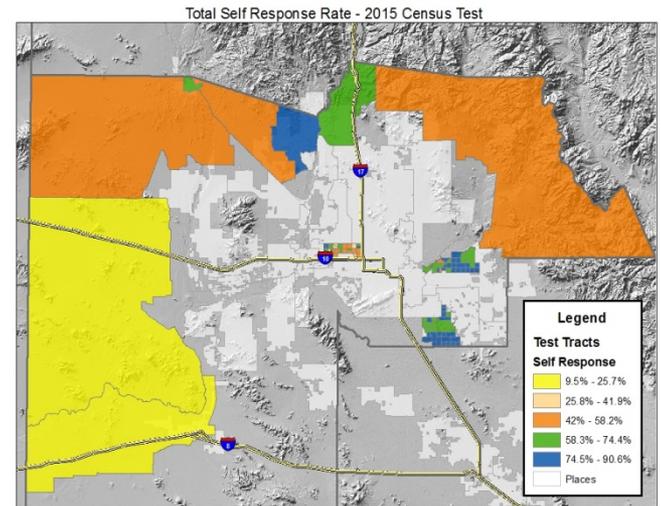
# Overall Results

- Self Response = 54.9%  
(includes internet, telephone assistance & mail /paper)
- # Households Visited for Non-Response
  - Control = 21,526
  - Experimental = 37,926
- Productivity Improved in Experimental Panel  
(exact % under final review)

# Local Results

## Self Response By Area (Internet , Telephone Questionnaire Assistance, & Paper)

- Chandler = 70.9% (57.8%, 5.3%, 7.8%)
- Mesa = 59.7% (42.6%, 8.0%, 9.1%)
- Phoenix = 36.3% (19.4%, 6.0%, 10.9%)
- Outer Ring = 46.1% (33.7%, 5.7%, 6.7%)



## Hiring Experiences

Use of Postal Service for Fingerprints

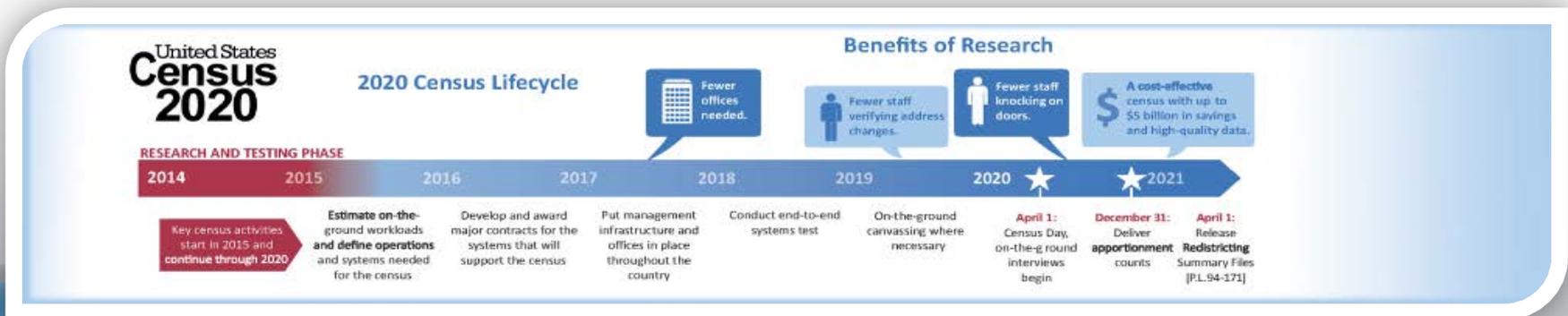
Recruiting & Language Skills

# Continued Local Employment

- Managers for Special Censuses
- American Housing Survey
- Special Census Office & Field Positions
- Permanent Field Representative Jobs

# Road to 2020 Census

- Start Thinking about Complete Count Committees
- 2016 National Tribal Consultations
- 2017 Local Overview Meetings
- Late 2019/2020 Offices Open
- April 1, 2020 Census Day !
- August 2020 Operations Complete & Offices Close



# THANK YOU!

- Maricopa Association of Governments
- Local governments and their staff:
  - Mesa
  - Chandler
  - Wickenburg
  - Phoenix

And all who contributed to making the Maricopa 2015 Test a Success!

