

2020 Census Overview and Update

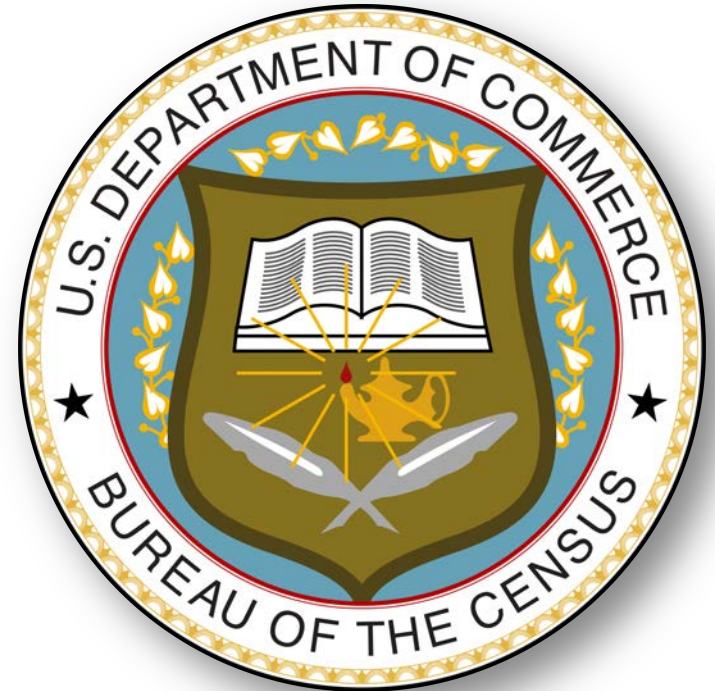
December 2019

*Marilyn A. Sanders, Regional Director
Chicago Regional Census Bureau*



History of the Census

- **Article 1, Section 2** of the U.S. Constitution mandates a headcount every 10 years, of every person residing in the United States
- **August 2, 1790** was the date of the very first census, led by Secretary of State Thomas Jefferson
- **March 6, 1902** is the date that Congress enacted legislation creating a permanent Census Office
- **April 1** has been officially been Census Day since 1930



A Complete and Accurate Count of the Population and Housing



2020 Census

High Level Timeline for the 2020 Census



Establish Where to Count – Address Frame Development

Development for the 2020 Census Master Address File (MAF) started with the 2010 Census Base

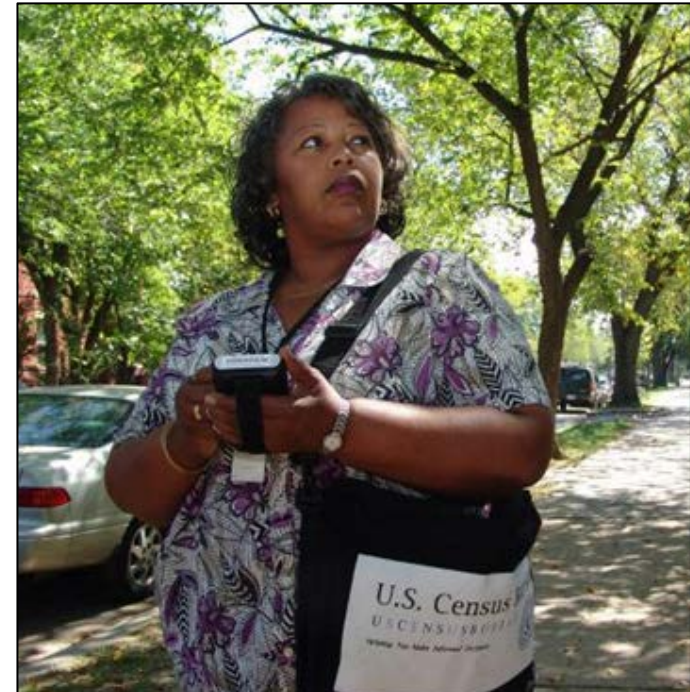
- U.S. Postal Service (USPS) Delivery Sequence File (DSF)
- Geographic Support System Partnership Programs
- Boundary and Annexation Survey
- In Office Address Canvassing
- Local Update of Census Addresses (LUCA)
- New Construction Program



In-Field Address Canvassing Operations

What You Need to Know

- Temporary Census Bureau employees, known as **Listers**, walk the streets of designated census blocks.
- Listers will knock on doors and, using laptops, verify addresses in the Census' MAF in preparation for the 2020 count.
- Listers will attempt to contact every structure to ask about living quarters.
- In-field operation begins in August 2019 and concludes in October 2019.



Group Quarters

Group Quarters is defined as a place where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.

When we think of group quarters, the examples that come to mind are:

- College Residence Hall
- Group Home
- Prisons
- Nursing Homes
- Residential Treatment Centers



Homelessness

The Bureau counts people experiencing homelessness by locating them through **Service Based Enumeration (SBE)** at places where they receive services and at outdoor locations.

Non-Sheltered Outdoor Locations (TNSOL) will be identified in advance. These are commonly known locations where individuals experiencing homelessness are most likely to congregate.

Enumeration of Transitory Locations (ETL) is done by identifying non-traditional housing that is temporary or movable in nature.



Non-Response Follow Up

- Census takers will personally visit housing units to count or enumerate the households.
- If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.
- In most situations, census takers will make at least six attempts to resolve a case.
- In-field operation begins in May 2020 and concludes in July 2020.



When We Start Mailing

MARCH 12-20

An Invitation to
Respond Online to
the 2020 Census

MARCH 16-24

A Reminder
Letter

PRIMARY MAILING FOR MARCH 12

IF NO RESPONSE BY MARCH 24

**MARCH 26-
APRIL 3**

A Reminder
Postcard

APRIL 8-16

A Reminder
Letter and Paper
Questionnaire

APRIL 20-27

A Final Reminder
Postcard Before
We Follow Up
in Person

2020 Census Questionnaire

Households will be able to respond to the 2020 Census online, over the phone, or through a paper questionnaire.

This is a sample of the paper questionnaire that will be used during the 2020 Census.

This version excludes some features that will be made available to households starting in March 2020, such as the URL for online response and the contact information for phone response.

United States
Census
2020

OMB No. 0507-1006, Approval Expires: 11/05/2021

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

This is the official questionnaire for this address.
It is quick and easy to respond, and your answers are protected by law.

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below:

First Name MI Last Name(s)

6. What is Person 1's sex? Mark 'X' ONE box.

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020: _____

Print numbers in boxes.

Month _____ Day _____ Year of birth _____

8. What is Person 1's race? Mark 'X' ONE box.

☐ White - Print, for example, German, Irish, English, Italian, Latvian, Egyptian, etc. ☐

☐ Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. ☐

☐ American Indian or Alaska Native - Print name of enrolled or principal tribe, or example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Nahuatl, etc. ☐

☐ Asian - Print, for example, Chinese, Vietnamese, Filipino, Korean, Japanese, Indian, etc. ☐

☐ Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc. ☐

☐ Native Hawaiian ☐ Samoan ☐ Chamorro ☐ Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc. ☐

☐ Some other race - Print race or origin ☐

9. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin

☐ Yes, Mexican, Mexican Am., Chicano

☐ Yes, Puerto Rican

☐ Yes, Cuban

☐ Yes, whether Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. ☐

10. How many people live in this household?

Number of people _____

2

2020 Census

Rural Enumeration

Background and Purpose

- 60 million people live in a Rural area. That is 1 in 5 Americans living in 97% of the US land mass.
- By contrast Urban areas make up just 3% of the land mass but more than 80% of the population.



What is Rural?

- Farmland and Pastoral Landscapes?
- Urban vs Rural classifications
- *Criteria include:*
 - Population Thresholds
 - Density
 - Distance
 - Land Use

In general, rural areas are sparsely populated, have low housing density, and are far from urban centers.



2020 Census

Regional Statistics

According to 2016 Population Estimates

State	Total Population	Rural %	Rank
Minnesota	5,611,179	26.7%	#25
Iowa	3,156,145	36.0%	#12
Wisconsin	5,813,568	29.9%	#19
Illinois	12,741,080	11.5%	#41
Missouri	6,126,452	29.6%	#20
Indiana	6,691,878	27.6%	#22
Michigan	9,994,915	25.4%	#27
Arkansas	3,013,825	43.8%	#6

Why the Census Matters for Rural America by Cara Brumfield October 10, 2018

Hard To Count Groups in Rural Areas

Many Hard to Count (HTC) groups live in rural areas:

- Children (years 0 – 5)
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults



Other Hard To Count Variables

The U.S. Census Bureau has identified “Hard-To-Count” populations as those “for whom a real or perceived barrier exists to full and representative inclusion in the data collection process.”

- Hard to Locate
- Hard to Contact
- Hard to Persuade
- Hard to Interview



Census Barriers Specific to Rural Populations

- Lack of Knowledge
- General Distrust in Government
- Apathy and a lack of political efficacy
- Safety and Confidentiality
- Accessibility
- Displacement due to natural disasters

2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Focus Group Final Report



Overcoming These Obstacles

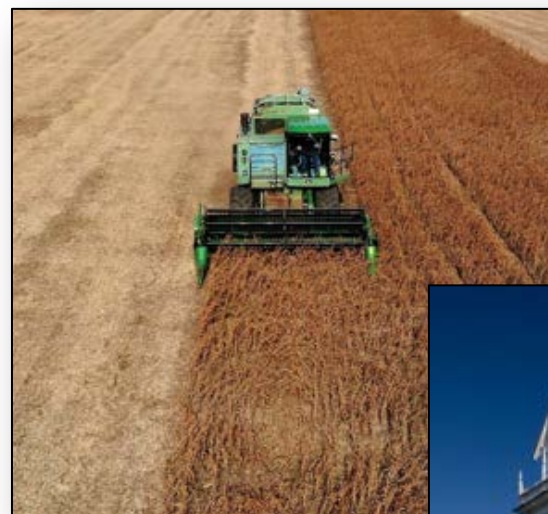
Trusted Voices from the Community

By working with leaders and trusted voices from within *local governments, community service providers, faith leaders, business leaders, school leaders, and community leaders*, census partnership efforts are designed to assist in implementing local strategies which engage and educate rural communities, and encourage timely self-response by every household.



Key Rural Partners for the 2020 Census

- Education
- Media
- Business
- Healthcare Facilities and Organizations
- Community Based Organizations
- Faith Based Organizations
- Local Government
- Lay Influencers



Communication and Marketing Strategies

Messages that emphasize independence and honesty

- Target the Community Benefit
- Partner Testimonials
- Community Festivals and Events
- Newsletters, Bulletins, and Mailings
- Posters and Flyers
- Census Worship Weekends
- Personal Social Media
- Promoting Census Hiring in the Community



2020 Census

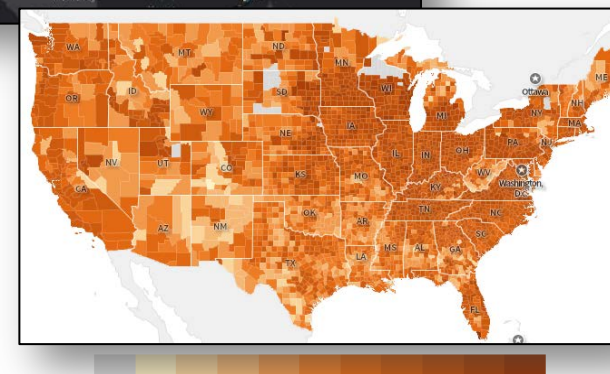
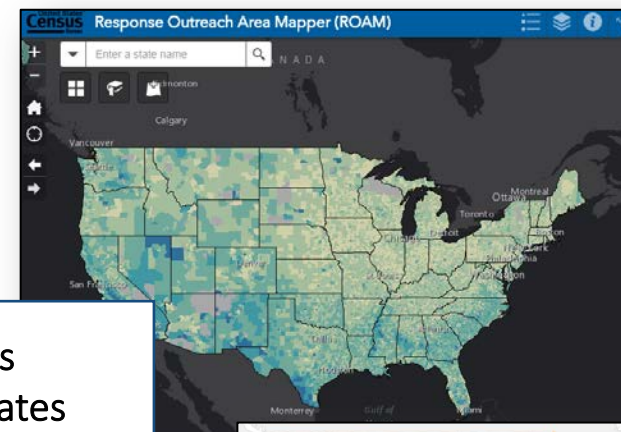
Census Data Resources

Identifying Low Response Score Areas

- 2010 Mail Participation Rate Map
- Low Response Score Map (ROAM)
- Census Coverage Measurement
- Data Access Tools (American Factfinder, QuickFacts, Business Builder)
- Census Data Access Workshops

2010 Census
Participation Rates

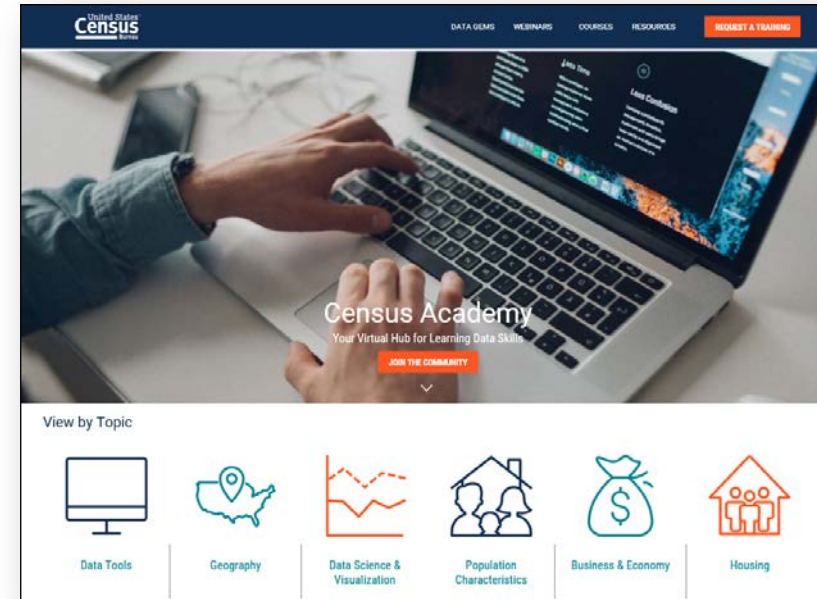
State	Rate	Rank
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA



2020 Census

Explore Census Data

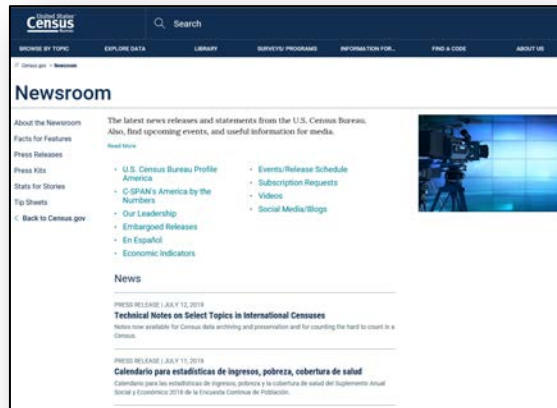
- American Fact Finder
- American Housing Survey Table Creator
- Apportionment Data Map
- Census Bureau Data Builder
- QuickFacts
- Data Dissemination Workshops
- Talk to a Data Expert 1-844-ASK-DATA



census.gov/academy

2020 Census Census Portals

MEDIA NEWSROOM



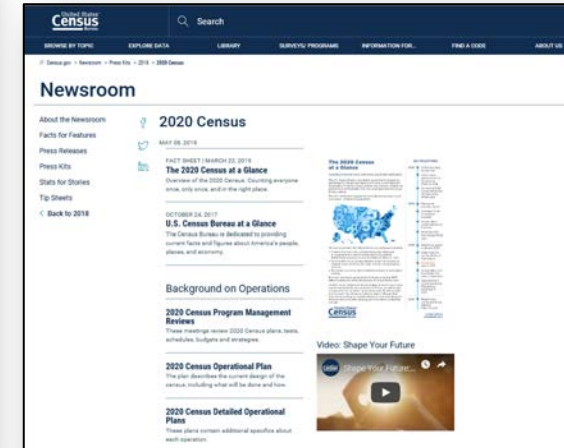
census.gov/newsroom.html

RECRUITING TOOLKIT



[www2.census.gov/about/partners/general/
2020-recruitment-toolkit.pdf?#](https://www2.census.gov/about/partners/general/2020-recruitment-toolkit.pdf?#)

MEDIA TOOLKIT



[census.gov/newsroom/press-kits/
2018/2020-census.html](https://census.gov/newsroom/press-kits/2018/2020-census.html)

Thank You For Your Partnership

If you have any questions about the 2020 Census, our Partnership Specialists are here to help.