2020 Census Overview and Update

Michigan State University
September 11, 2019

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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.
2020 Census

Type of Surveys

- **Decennial Census** As mandated by the U.S. Constitution, our nation gets just one chance each decade to count its population. The U.S. census counts every resident in the United States. The data collected by the census determine the number of seats each state has in the U.S. House of Representatives (a process called apportionment) and is also used to distribute billions in federal funds to local communities.

- **American Community Survey** The American Community Survey (ACS) helps local officials, community leaders, and businesses understand the changes taking place in their communities. It is the premier source for detailed population and housing information about our nation.

- **Economic Census** The Economic Census provides detailed information on employer businesses, including detailed data by industry, geography, and more.
2020 Census

A Complete and Accurate Count of the Population and Housing

- **Motivate People to Respond**
- **Self Response**
- **Establish Where to Count**
- **Group Quarters**
- **Non-Response Follow-Up**
- **Tabulate Data and Release Census Results**

Count everyone once, only once, and in the right place.
2020 Census
High Level Timeline for the 2020 Census

MARCH
- Census Bureau delivers questions to Congress

MAY
- Open 6 regional census centers
- Full implementation of the communications program
- Partnership Specialists begin working for the Census Bureau

OCTOBER
- Open 40 Area Census Offices
- Full implementation of the communications program
- Partnership Specialists begin working for the Census Bureau

JANUARY TO MARCH
- Open Remaining 209 Area Census Offices
- Begin enumeration in remote Alaska
- Group Quarters Operation begins
- Update Leave begins
- Internet Self-Response begins

JUNE TO SEPTEMBER
- Conduct In-Field Address Canvassing

AUGUST TO OCTOBER
- Conduct In-Field Address Canvassing

FEbruary TO JUNE:
GROUP QUARTERS OPERATION

MAY TO JULY:
NON-RESPONSE FOLLOWUP OPERATIONS

MARCH 31
- Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

2018
2019
2020
2021

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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
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.
2020 Census

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

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**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

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If no response by March 24
2020 Census

Census Communications
The 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) is foundational research the U.S. Census Bureau conducted from February 20 to April 17, 2019. The survey results will drive the creative strategy and media planning of the 2020 Census Integrated Partnership and Communications Program, including demographic specific messaging.

50,000 households participated in the survey, which covered a range of topics related to 2020 Census including census participation and form completion.
2020 Census

Integrated Partnerships and Communications Operation

Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

• Engage and motivate people to self-respond, preferably via the internet
• Raise and keep awareness high throughout the entire 2020 Census to encourage response
2020 Census

Preliminary Phases of the 2020 Census Communication

- **Strategic Early Education Phase**, October 2018 – December 2019
- **Awareness Phase**, January 2020 – February 2020
- **Motivation Phase**, March 2020 – April 2020
- **Thank-You Phase**, August 2020 – December 2020
- **Data Dissemination Phase**, January 2021 – Ongoing
- **Ongoing**
2020 Census

Languages Covered in National and Regional Communications

• English
• Spanish
• Chinese (Mandarin and Cantonese)
• Vietnamese
• Korean
• Russian
• Arabic

• Tagalog
• Polish
• French
• Haitian Creole
• Portuguese
• Japanese
2020 Census

Chicago Region Partnership
Partnership efforts for the Census Bureau encompass **building and engaging trusted voices** to assist in meeting the overall 2020 Census goal of counting everyone once, only once, and in the right place.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign
2020 Census
Map of CCCs and Partners

Total Number of LRS Tracts (20% or Greater): 1,076
2020 Census

Non-Profit Partners

Forefront

Engaging for impact

m.n.a.
Michigan Nonprofit Association

Missouri Foundation for Health

MINNESOTA COUNCIL OF NONPROFITS

Arkansas Impact Philanthropy

OUR DEMOCRACY 2020

Kansas City Census Funders’ Collaborative

Indiana Philanthropy Alliance

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2020 Census

The State of Michigan
**2020 Census**

**Michigan Facts**

**Population estimates, July 1, 2018** 9,995,915

**Age and Sex**
- Persons under 5 years 5.7%
- Persons under 18 years 21.7%
- Persons 65 years and over 17.2%
- Female persons 50.8%

**Race and Hispanic Origin**
- White alone, percent 79.3%
- Black or African American alone 14.1%
- American Indian and Alaska Native 0.7%
- Asian alone 3.4%
- Two or More Races 2.5%
- Hispanic or Latino 5.2%
- White alone, not Hispanic or Latino 74.9%

**Population Characteristics**
- Veterans 581,527
- Foreign born persons 6.6%

**Housing**
- Housing units, July 1, 2018 4,614,380
- Owner-occupied housing unit rate 71.0%

**Families & Living Arrangements**
- Households, 3,888,646
- Persons per household 2.49
- Language other than English 9.4%

**Computer and Internet Use**
- Households with a computer 86.5%
- Households with a broadband Internet 76.3%
Key Challenges for Michigan

- Unique Housing and Gatekeepers
- High Crime Areas
- Migrant Farm Workers
- Growing MENA Population – Largest in Nation
- African American and Hispanic Population
- Large Number of Low Response Score Tracts
- Vacant Housing Units
- Reaching and Educating Tribal Leaders
  (Update Leave and Update Enumerate)
- Rural Geography
2020 Census

Census Data Resources
2020 Census

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

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<th>State</th>
<th>Rate</th>
<th>Rank</th>
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<tr>
<td>Arkansas</td>
<td>69%</td>
<td>38</td>
</tr>
<tr>
<td>Illinois</td>
<td>76%</td>
<td>11</td>
</tr>
<tr>
<td>Indiana</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>79%</td>
<td>3</td>
</tr>
<tr>
<td>Michigan</td>
<td>78%</td>
<td>5</td>
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<tr>
<td>Minnesota</td>
<td>81%</td>
<td>2</td>
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<tr>
<td>Missouri</td>
<td>74%</td>
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<tr>
<td>Wisconsin</td>
<td>82%</td>
<td>1</td>
</tr>
<tr>
<td>United States</td>
<td>74%</td>
<td>NA</td>
</tr>
</tbody>
</table>
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
Thank You For Your Partnership

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