The 2020 Census Operations

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PSC Brown bag
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Dear Resident:

This is your invitation to respond to the 2020 Census. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and
- Improve the accuracy of crime, job market, and 

Fill out your 2020 Census Form Today…actually Now
my2020census.gov
The History of Self-response

- Since 1970, the decennial census has relied on mailout/mailback of paper questionnaires.
- In Census 2000, a reminder postcard was added, a week after the paper questionnaires.
- In the 2010 Census, a second paper questionnaire was added, with some changes to the plan when Nonresponse Followup reverted to a paper operation.
  - None in high-response areas
  - To nonresponders only in medium response areas
  - Blanket mailing in low response areas
- In the 2020 Census, the primary response mode will be Internet.
What is Poverty?

When did the Mailings go out
(80% internet first; 20% internet choice)

2020 Census
Proposed Self-Response Mail Strategy

Self-Response
- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- New for 2020: *four* Internet First cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

<table>
<thead>
<tr>
<th>Panel</th>
<th>Cohort</th>
<th>Mailing 1 Letter (Internet First) or Letter + Questionnaire (Internet Choice)</th>
<th>Mailing 2 Letter</th>
<th>Mailing 3* Postcard</th>
<th>Mailing 4* Letter + Questionnaire</th>
<th>Mailing 5* &quot;It's not too late&quot; Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet First</td>
<td>1</td>
<td>March 12, 2020</td>
<td>March 16, 2020</td>
<td>March 26, 2020</td>
<td>April 8, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
<tr>
<td>Internet Choice</td>
<td>N/A</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>April 9, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>

*Mailings targeted only to nonresponding households
Find your neighborhood
(purple is internet first; green is internet choice)
Find your neighborhood
(purple is internet first; green is internet choice)
What is Poverty?

The Complicated Data Flow

2020 Census Top-level End-to-End Operational Data Flow

Data Collection Phase

Pre Data Collection Phase

Post Data Collection Phase

https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/op-plans.html
The new issues in the 2020 Census

Stay in the Know

Monitoring COVID-19
The Census Bureau is working with health authorities to ensure their guidance is incorporated into our operations.

Counting College Students
Students affected by college and university closures should still be counted where they live while at school.

Learn Who To Count
If you are filling out the census for your home, you should count everyone who is or will be living there as of April 1, 2020.
Census has large impact on employment (Census will employ up to 500,000 temporary workers)
Where is self-response compared to 2010

Figure 1: Cumulative Mail Response Rates by Date

Find your community’s response rate

Ann Arbor, Michigan
Self-Response
53.1%

Tract 4001
Self-Response
30.9%

Tract 4004
Ann Arbor,
Michigan
2020 Self-Response
Total: 63.6%
Internet: 63.6%

*These tracts are either fully or partially in the selected city.
A Success Story for the questionnaire (counting same sex relationships)
What is Poverty?

A challenging story of content (Improving the Race/Ethnicity questions)

2010 questionnaire

2020 questionnaire
A challenging story of content
(Improving the Race/Ethnicity questions)

2020 questionnaire

https://d3n8a8pro7vhmx.cloudfront.net/naleo/pages/190/attachments/original/1497288838/Hispanic_Origin_and_Race_Brief_fin_05-17.pdf?1497288838

https://www.census.gov/about/our-research/race-ethnicity.html
What is Poverty?

Everyone Counts