Update on the 2020 Census

Presentation to the National Advisory Committee

May 2, 2019

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Decennial Census Programs
2018 End-to-End Census Test
Preliminary Analysis

Preliminary Self-Response Rates

**Housing Unit**

52.3%

**Housing Population**

56%

[Image of house and people]
2018 End-to-End Census Test

Proportion of Self-Response for each Race

Total Household Population: 571,000

- White: 66%
- Black: 39%
- American Indian and Alaskan Native: 44%
- Asian: 59%
- Native Hawaiian and Other Pacific Islander: 37%
- Two or More Races: 61%
- Some Other Race: 38%

Proportion Self Response (All Races): 56%
2018 End-to-End Census Test

Proportion of Self-Response Modes for each Race – Internet

Total Household Population: 571,000

<table>
<thead>
<tr>
<th>Race</th>
<th>White</th>
<th>Black</th>
<th>American Indian and Alaskan Native</th>
<th>Asian</th>
<th>Native Hawaiian and Other Pacific Islander</th>
<th>Two or More Races</th>
<th>Some Other Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion Internet</td>
<td>66%</td>
<td>54%</td>
<td>44%</td>
<td>75%</td>
<td>69%</td>
<td>70%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Proportion Internet (All Races) - 65%
2018 End-to-End Census Test

Proportion of Self-Response Modes for each Race – Internet and Paper

Total Household Population: 571,000
2018 End-to-End Census Test
Proportion of Self-Response Modes for each Race – Internet, Paper, and Phone

Total Household Population: 571,000
2018 End-to-End Census Test
Proportion of Self-Response for Hispanic Origin

Total Household Population: 571,000
2018 End-to-End Census Test

Proportion of Self-Response Modes for Hispanic Origin – Internet

Total Household Population: 571,000
2018 End-to-End Census Test

Proportion of Self-Response Modes for Hispanic Origin – Internet and Paper

Total Household Population: 571,000

Non-Hispanic

- Internet: 65%

Hispanic

- Proportion Internet (All Races): 65%
- Proportion Paper (All Races): 59%

2018 End-to-End Census Test

Proportion of Self-Response Modes for Hispanic Origin – Internet and Paper

Total Household Population: 571,000

Non-Hispanic

- Internet: 65%

Hispanic

- Proportion Internet (All Races): 65%
- Proportion Paper (All Races): 59%
2018 End-to-End Census Test
Proportion of Self-Response Modes for Hispanic Origin – Internet, Paper, and Phone

Total Household Population: 571,000
2018 End-to-End Census Test
Proportion of Self-Response for Tenure
Total Household Population: 571,000

- Proportion of self-response for tenure:
  - Owned: 73%
  - Rented: 48%

DRB Approval Number: CBDRB-FY19-RAGLIN-B0001
2018 End-to-End Census Test
Proportion of Self-Response Modes for Tenure – Internet

Total Household Population: 571,000
2018 End-to-End Census Test
Proportion of Self-Response Modes for Tenure – Internet and Paper

Total Household Population: 571,000

Total Household Population: 571,000

- Internet
- Paper
- Proportion Internet (All Races)
- Proportion Paper (All Races)
2018 End-to-End Census Test
Proportion of Self-Response Modes for Tenure – Internet, Paper, and Phone

Total Household Population: 571,000
The **2018 Census Test** is the culmination of more than a **decade of research** and the last major milestone before the **2020 Census**. All systems deployed and integrated effectively. ☑️

**Response Rate**

52.3%  

More than half of all households responded to the test on their own (surpassing our goal for the test).

- Reinforced beliefs that certain demographics are less prone respond via the internet.
- Helps inform our targeted media presence and partnership activates with those communities to encourage self-response.
- Provides data to use when making decisions on targeted partnership activities.

Of those who responded on their own, 6 in every 10 did so online.*

- **61%** Internet
- **7%** Phone
- **31%** Mail

* Percentages do not add to 100 due to rounding.

**Languages Tested**

(Technique languages were tested for phone response. Additional languages totaling 12 non-English languages will be available for internet and phone response in the 2020 Census.)

*Percentages do not add to 100 due to rounding.

Note: This graphic excluded households who received hand-delivered questionnaires rather than mailed material (less than 1 percent of households).
2020 Census
Upcoming Milestones

In-Field Address Canvassing begins in 108 days
- August 18, 2019

First enumeration in Toksook Bay, Alaska begins in 264 days
- January 21, 2020

Census Day 2020 is in 335 days
- April 1, 2020

Apportionment counts are given to the President in 609 days
- December 31, 2020
Address list and spatial database determines the address list for the 2020 Census

**The goal:** Count everyone once, only once, and in the right place.

- Geographic Support System Partnership Programs.
- In-Office Address Canvassing.
- Local Update of Census Addresses.
- Boundary and Annexation Survey.
- Participant Statistical Areas Program.
- Geographic Products.
• Completed determination of Type of Enumeration Areas (TEAs) for the 2020 Census
• A national map is now available, displaying the TEAs for the Fifty States and Puerto Rico, and is available at www.Census.gov/2020census
• Interactive map includes other geographic boundary information, such as counties or even census tracts.
• Users can drill down and see the percentage of housing units in each TEA by clicking on a Census Tract.
Every household will have the option of responding online, by phone, or by mail.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker. 

95% of households will receive their census invitation in the mail.

Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.
2020 Census

How the Census Bureau Determines Areas for Bilingual Mailings

Census tracts will receive English/Spanish bilingual mailings if 20 percent or more of the households are recognized as needing “Spanish Assistance”—defined as at least one person aged 15 or older who speaks Spanish and does not speak English “very well.”

Census tracts with 20% or more

- Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the 4th mailing)
- English mailings that include a Spanish phrase inviting you to respond online or via direct toll-free line in Spanish
- Spanish online questionnaire
- Spanish phone support and response

Census tracts with less than 20%

1Based on 2013-2017 American Community Survey (ACS) 5-year estimates.
Over 375,000 applicants have created a profile in our online hiring tool.
Over 300,000 of those have completed an application and assessment.
Both of these greatly exceed our goals.

As of April 29, 38 Wave 1 ACOs are ready for business.
The Wave 2 offices are scheduled to open between June and September 2019.
As of April 29, all have space identified, and 207 have an occupancy agreement signed and leases awarded.
Complete Count Commissions

- Complete Count Commissions (CCCs) are underway with 47 states or state-equivalents having formed 2020 Census State CCCs.
- Over 1,900 Complete count Committees at the tribal, county, city, and community level.

Community Partnership & Engagement Program

- The Census Bureau is working toward meeting the goal of hiring 1,501 partnership specialists by June 30, 2019; these partnership specialists will work out of the six regional census centers (RCCs).
- As of April 29, 2019, the RCCs have hired 912 partnership specialists.

National Partnership Program

- The 2020 Census National Partnership Program continues building a list of national partners.
- Some notable national partners include the NALEO Educational Fund, the Organization of Chinese Americans, and the Annie E. Casey Foundation.
Thank You

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