



# Efforts to reduce the undercount of young children in Census 2020

**Discussant Presentation**

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**Arturo Vargas**

Chief Executive Officer  
NALEO Educational Fund

# The current plans are significant progress - *Thank you!*

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Task Forces, Research Team, Implementation Team

Clarifying language in materials is significant progress. Need to remind respondents about including “unrelated” children at every opportunity.

Communications and Partnerships Program have plans to include specific messaging. Efforts must go to scale, and use additional available research from external partners and experts.

Direct mailing in target areas a major achievement. Effort should go to scale and target areas should be made public to supplement outreach efforts.

More robust hard to count scores very helpful. More information on the development of scores is needed, should be added to ROAM.

# What is missing from the Census Bureau's plans?

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Greater transparency and clarity about the nature of the undercount of very young children. 2010 had 2.2 million *omissions*. Different populations had different rates of undercount and overcount, requiring different approaches.

The use of Administrative Records to enumerate young children raises concern and needs more attention. Young children are under-represented in these data.

Questions remain on the procedures for Non-ID responses, multiple non-ID responses should be allowed from households even when there is an initial self-response using an ID.

# What is missing from the Census Bureau's plans?

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Optimize response ability via smart phones, given their prevalence in households with young children and preference for using this mode. Reinforce availability of paper and phone.

Communications and Partnerships Program must go to scale, use additional available research from external partners and experts.

# Additional Partnership Ideas

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Use the National Advisory Committee for additional input and feedback, provide opportunity to review and comment on training materials for enumerators.

Make Statistics in Schools more robust, expand more to Pre-K, with robust partnerships with Pre-K providers.

Create more partnerships with businesses to reach their clients through services and through products with message placement.

Create partnerships with state and local governments that provide services to young children and families.

# Additional Partnership Ideas

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Create partnerships with health services providers, including pre- and post-natal programs, pediatricians, community clinics.

Create partnerships with service providers for elderly populations to reach multigenerational households.

Create partnerships with child care licensing agencies for public and private foster care providers.

# What about beyond 2020?

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Work to improve data collection in the American Community Survey when it is reviewed in 2022, including research on respondents who omit children from the questionnaire roster.

Determine additional sources of high quality Administrative Records, including those maintained by state governments.

Ensure the Post Enumeration Survey includes robust efforts to evaluate the count of very young children.

# The citizenship question has placed Census 2020 in crisis, and the Census Bureau needs to act accordingly

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**Numerous research studies confirm that the citizenship question will deter participation, resulting in a severely inaccurate count.**

- The question is raising concerns in all households – native- and foreign-born– about the motivation for adding the question, the confidentiality of information provided to the government and how it will be used.
- Adding the question is sabotaging the Constitutional mandate that the Census obtain a complete count of all of the nation's residents.



# Thank you

**Arturo Vargas**

Chief Executive Officer

[avargas@naleo.org](mailto:avargas@naleo.org)

Twitter: [@ArturoNALEO](https://twitter.com/ArturoNALEO)

[www.naleo.org](http://www.naleo.org)

[www.hagasecontar.org](http://www.hagasecontar.org)