

2020 Decennial Census

Update on 2020 Census Operations for the Federal Depository Library Program

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The Decennial Census

Purpose:

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People



Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this union, according to their respective Numbers ...

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten years**, in such Manner as they shall by Law direct.

Primary Uses of Decennial Census Data:

- Apportion representation among states as mandated by Article 1, Section 2 of the U.S. Constitution
- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion federal dollars annually to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

2020 Decennial Census

A Complete and Accurate Count of the Population and Housing



Over 60 Percent of U.S. Households Have Responded to 2020 Census

- Responses to the 2020 Census are on track.
- Current internet self-response rates are 9.2 percentage points above Census Bureau projections, as households continue to favor online to phone and mail in responding to the census.
- Approximately four out of every five households that responded on their own choosing to do so online at 2020census.gov.

<https://2020census.gov/en/response-rates.html>

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Adjusted operational timeline

In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from Federal, State, and local authorities regarding COVID-19.
- Ensure a complete and accurate count of all communities.

Staggered Area Census Offices resuming the **Update Leave** field operation (Stateside and Puerto Rico) and completing the hiring process for Nonresponse Followup field staff. – Revised: May 5

Self-Response Phase - Revised: Mar 12 – Oct 31

Group Quarters - Revised: Apr 2 – Sept 3

Update Enumerate – Revised: June 22. Census takers interview about 2,000 households in remote parts of northern Maine and southeast Alaska.

Non-response Follow up – Revised: Aug 11 – Oct 31

Enumeration of Transitory Locations (RV parks, marinas, and hotels if they do not usually live elsewhere.) Revised: Sept 3 – 28

Service-based enumerations and Mobile Questionnaire Assistance Centers – still under review

<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

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Operational Timeline Updates (cont'd)

Process Apportionment Counts - After collection activities are complete, Census Bureau experts run and review output from programs to unduplicate responses, determine final housing unit status, populate any missing housing unit data on household size and finalize the universe to be included in the apportionment count file. Revised: Oct 31, 2020 – April 30, 2021

Process Redistricting Data - Census Bureau experts run and review programs to populate any missing demographic data for each household, run differential privacy programs to ensure confidentiality and run tabulation programs for each state delivery. Revised: May 1, 2021 – July 31, 2021

Deliver apportionment counts to the President - By law, the Census Bureau will deliver each state's population total, which determines its number of seats in the U.S. House of Representatives. Revised: Deliver By April 30, 2021

President delivers apportionment counts to Congress – Revised: Within 14 days of receipt.

Deliver redistricting counts to states - By law, the Census Bureau will deliver the local counts each state needs to complete legislative redistricting. Revised: Deliver By July 31, 2021

<https://2020census.gov/en/news-events/operational-adjustments-covid-19.html>

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Mailings

- The majority of Invitations to respond were sent to households from mid-March through April.
- Most people received an invitation with a code to respond online in the first mailing with a smaller subset received a paper questionnaire.
- Latest mailing was to all non-responding households and included a paper questionnaire.
- Postcard to P.O. Boxes in June
- Final reminder postcard to non-responding households at the end of July just prior to Nonresponse Followup or NRFU

2020 Census Group Quarters Operation Updates Due to the Coronavirus - 2019

Given the current health situation and the dismissal of students from on-campus housing, the Census Bureau started reaching out to colleges/universities that chose the In-Person and the Drop-off/pick-up methods to ask them to choose either:

- [eResponse](#) or the [Group Quarters Enumeration](#) Paper Response Data Collection options.
- While the two methods above do not give students the opportunity to self-respond, which was preferred, it does allow the Census Bureau to accurately enumerate students at school in spite of the fact they may be temporarily living at home or elsewhere.
- eResponse and Paper Response Data Collection methods have FERPA implications
 - Schools could provide “Directory Information” for each of their students without student consent unless the student has opted out of the disclosure.
 - Schools cannot include race/ethnicity and gender as directory information under FERPA.

Group Quarters Enumeration: <https://2020census.gov/en/conducting-the-count/gq/gqe.html>

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Media Campaign

Online response rates continue to outpace model projections

The Communications Campaign has:

- Driven over 69M visits to the campaign website at 2020census.gov
- Generated nearly 39.5M clicks from 2020census.gov to the online questionnaire
- Delivered over 21.5B paid media impressions in 13 languages

The paid media campaign has expanded to support at least 45 of the 59 languages included in the 2020 Census expanded language program.

2020 Census Expanded Language Program Supported with language guides and videos at 2020census.gov/languages

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Thank You and Questions