The 2020 Census:
Overcoming Barriers to Effective and Efficient Enumeration in the 2020 Census

Deirdre Dalpiaz Bishop, Chief
Geography Division
Decennial Census Programs
United States Census Bureau

United Nations Economic Commission for Europe
Conference of European Statisticians
Workshop on Population and Housing Censuses
Palais des Nations, Geneva
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

Primary Uses of Decennial Census Data:
• Apportion representation among states as mandated by Article 1, Section 2 of the United States 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.

• Draw congressional and state legislative districts, school districts and voting precincts
• Distribute federal dollars 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)
• Provide population benchmark for nearly every other United States survey
The 2020 Census

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.
Goal: To count everyone once, only once, and in the right place

Focus on Four Key Innovation Areas

Reengineering Address Canvassing

Optimizing Self-Response

Utilizing Administrative Records and Third-Party Data

Reengineering Field Operations
The 2020 Census
Hard-to-Count Population

Factors

• Low income
• Language proficiency
• Home ownership
• Mobile population
• Educational attainment
• Isolation (geographic, cultural, linguistically)
• Informal, complex living arrangements
• Distrust in government
• Young children
Integrated Partnership and Communications
Program Components

- **Partnership**: Establishing relationships that matter...
- **Social Media**: Leveraging interactive communications to build conversations...
- **Earned Media**: Creating widespread awareness and education to drive mass participation...
- **Public Relations**: Creating a chorus of Census conversations...
- **Advertising**: Leveraging all relevant communication channels to create mass participation...
- **Statistics in Schools**: Providing ongoing statistical literacy education and outreach to students
Integrated Partnership and Communications
2020 National Partnership Mission

Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau’s mission to accurately measure the nation’s population and economy.
Integrated Partnership and Communications
Community Partnership and Engagement Program

State Complete Count Commissions (SCCCs)
Complete Count Committees (CCCs)
American Indian and Alaska Native (AIAN) Program
Community Based Organizations and Regional/Local Businesses

Faith-Based Community Outreach
Higher Education (Census on Campus)
Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
Foreign Born/Immigrant Program

Leveraging Trusted Voices
Mobile Response Tables
Thank You Campaign
Sign up for and manage alerts at https://public.govdelivery.com/accounts/USCENSUS/subscriber/new


More information on the 2020 Census: http://www.census.gov/2020Census

More information on the American Community Survey: http://www.census.gov/programs-surveys/acs/

facebook.com/uscensusbureau

twitter.com/uscensusbureau

youtube.com/user/uscensusbureau

instagram.com/uscensusbureau

pinterest.com/uscensusbureau