



# **2020 CENSUS OPERATIONS**

## **PART 5: MONITORING THE COUNT IN REAL TIME**

# Census Counts Campaign

- Collaborative campaign with more than 15 national partners
- Community based organizations in more than 30 states
- Resources and information sharing at [censuscounts.com](https://censuscounts.com)



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#### 2020 Census: Reaching An Accurate Count

Arab American Institute Foundation

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# Census Operations Series

- Wednesday, March 13 at 1pm Eastern: Part 1 Self-response
- Wednesday, April 10 at 1pm Eastern: Part 2 - Hiring
- Wednesday, May 8 at 1pm Eastern: Part 3 - Enumeration of Group Quarters & Transitory Locations
- Wednesday, June 12 at 1pm Eastern: Part 4 - Nonresponse Follow Up
- Wednesday, September 18 at 1pm: Part 5 - How to Monitor the Count in Real Time

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- Wednesday, December 11 at 1pm: Part 7 - Enumerating in Areas Impacted by Natural Disasters

# MEASURING 2020 CENSUS PROGRESS:

*What we will know, and what it will mean*

Terri Ann Lowenthal  
Consultant (*all things census!*)  
September 18, 2019

# HOUSEHOLD ENUMERATION

**Two primary operations:**

- **Self-response**
  - **March 12 – April 30**
- **Nonresponse Follow-up (NRFU)**
  - **May 9\* – July 31**
  - *\*Early NRFU starts April 9*

# GOLDEN RULE #1

*All real-time and final response and completion rates represent percentages of **HOUSING UNITS** or **HOUSEHOLDS** ... not **PEOPLE** ... that answered the census or were counted during the operation.*

Pssst ... if we knew how many people there were and where they lived, um ... we might not need to take a census!



# GOLDEN RULE #2

*Response rates DO NOT tell us how **accurate** the census is or will be in the end.*

- People can be missed in households that were counted.
- Lower self-response rates can *indicate* a greater likelihood that people will be missed in the end.



# SELF-RESPONSE OPERATION: 2010

- *Mail response rates:* Percent of *all known housing units* (that is, addresses on the Master Address File, not including Group Quarters) – occupied, vacant, or nonexistent – in the mail-out and Update/Leave (U/L) universe for a geographic area (e.g. census tract; city; county) that mailed back a census form
- *Mail return rates:* Percent of *occupied housing units* in the mail-out and U/L universe that mailed back a census form  
□□□ truer reflection of household cooperation
- *Participation rates (initial & final):* New for 2010 and a misleading term (IMHO) ...

# SELF-RESPONSE OPERATION: 2020

*Self-response rates:* Percent of *all known housing units* (that is, addresses on the Master Address File, not including Group Quarters) – occupied, vacant, or nonexistent – in the mail-out and U/L universe for a geographic area (e.g. census tract; city; county; state) that responded to the census on-line, by telephone (Census Questionnaire Assistance), or using a paper questionnaire, by April 30, 2020 (earlier in Early NRFU census tracts)

# SELF-RESPONSE

## OPERATION: 2020 (con't.)

*Final Self-Response or Participation Rates (TBD):* Percent of *occupied housing units (i.e. households)* in the mail-out and Update/Leave universe that self-responded by end of field operations

*Note:* Households can self-respond throughout Nonresponse Follow-up period and will be removed from the caseload for subsequent in-person visits or other enumeration method if they do.

# NONRESPONSE FOLLOW-UP (NRFU)

*Completion rates:* The percent of all housing units within a geographic area that have been enumerated or resolved (e.g. vacant; nonexistent), until the Census Bureau has enumerated 100% of known housing units.

# NONRESPONSE FOLLOW-UP

*Completion rates (continued) ...*

*Starting point:* **Self-response rate**

*Then complete the enumeration (cases) in various ways:*

- **Vacant or delete (nonexistent) determination**
- **Successful in-person interview**
- **Administrative record enumeration**
- **Proxy interview (e.g. landlord, neighbor, letter carrier)**
- **Statistical methods (imputation)**



# BACK TO GOLDEN RULE #2

- Response and completion rates *do not* tell us how **accurate** the census is.
- But low self-response rates *do indicate* challenges to accurate enumeration.

# THANK YOU!

**Now for the good stuff:**

- **What will the Census Bureau tell us?**
- **How can you track it?**



# Monitoring the 2020 Census Count in Real Time

*Steven Romalewski*

*Center for Urban Research at the Graduate Center,  
City University of New York (CUNY)*

*Census Counts Campaign & Funders Census Initiative*

*Census Operations Series Part 5*

*September 18, 2019*

# Topics that Steve will discuss:

1. **What data will be available** in Spring 2020 to measure self-response
1. **Our plans to analyze and share the data** so you can (re)deploy GOTC resources as needed:
  - during self-response operation
  - during (and after) NRFU
1. **How to use the data appropriately to evaluate “success”** of GOTC/census outreach efforts

***This is a work-in-progress; Census Bureau is still finalizing its plans, as are we. Feedback is encouraged!***

# Data that will be available in Spring 2020

- Self-response rates from the Census Bureau that will show:
  - ❑ **day-to-day self-response rates**
    - combined internet, paper, and phone/CQA;
  - ❑ **separate rates just for internet self-response**; and
  - ❑ **comparable 2010 rates**:
    - overall rate from end of 2010 self-response operation.
- Published daily by the Bureau (**starting March 20**) via:
  - ❑ Census Bureau API (link TBD)
  - ❑ Downloadable file from Census Bureau (comma-delimited)
  - ❑ Online map from Census Bureau (TBD)
  - ❑ Hard-to-Count map ([www.censushardtcountmaps2020.us](http://www.censushardtcountmaps2020.us))
  - ❑ Other maps from state/local stakeholders?

# Rates will be published for these areas:

1. National (includes 50 states and District of Columbia only)
2. State (50 states, District of Columbia, and Puerto Rico)
3. County
4. Census Tract
5. County Subdivision
6. Tribal Census Tract
7. Indian Reservation (including Off Reservation Trust Land)
8. Consolidated Cities
9. Incorporated Places
10. Congressional Districts
11. Region (West, Midwest, South, and Northeast)

Importantly, at this point **the Bureau doesn't plan to publish rates for:**

- areas smaller than census tracts
- state legislative districts
- unincorporated places/villages

# 2020 self-response rates

*are NOT comparable with (almost) anything else*

## Can't compare with:

- 2010 *Mail Return* Rates (what we use to indicate a tract is hard-to-count for 2020)
- *Predicted* self-response rates via the Bureau's ROAM map: the "low response score" (LRS)
- 2010 *participation* rates that the Census Bureau has published
  - may be comparable to 2000 mail response rates & 1990 mail response rates?
- American Community Survey / *ACS self-response rates* (now available for 2013-17 period from the Bureau's "Planning Database")

**2020 self-response rates**

*should only be compared with*

**2010 self-response rates**

*(both will be published in spring 2020)*

# Ideas for using the data in real-time

- **Update GOTC efforts:** if self-response rates in one part of community look “good,” redeploy outreach elsewhere
- **Use internet self-response rates** as gauge for areas that may need help filling out questionnaire online, or to lift up other response options
- **Improvement over time** during 2020 self-response operation:
  - 2020 rates published daily
  - But week-to-week change may be more meaningful
- **Comparison with 2010:** use the 2010 self-response rates from the Census Bureau as a goal post
- **NRFU:** “final” 2020 self-response rates will show which areas will need more extensive door-to-door enumeration

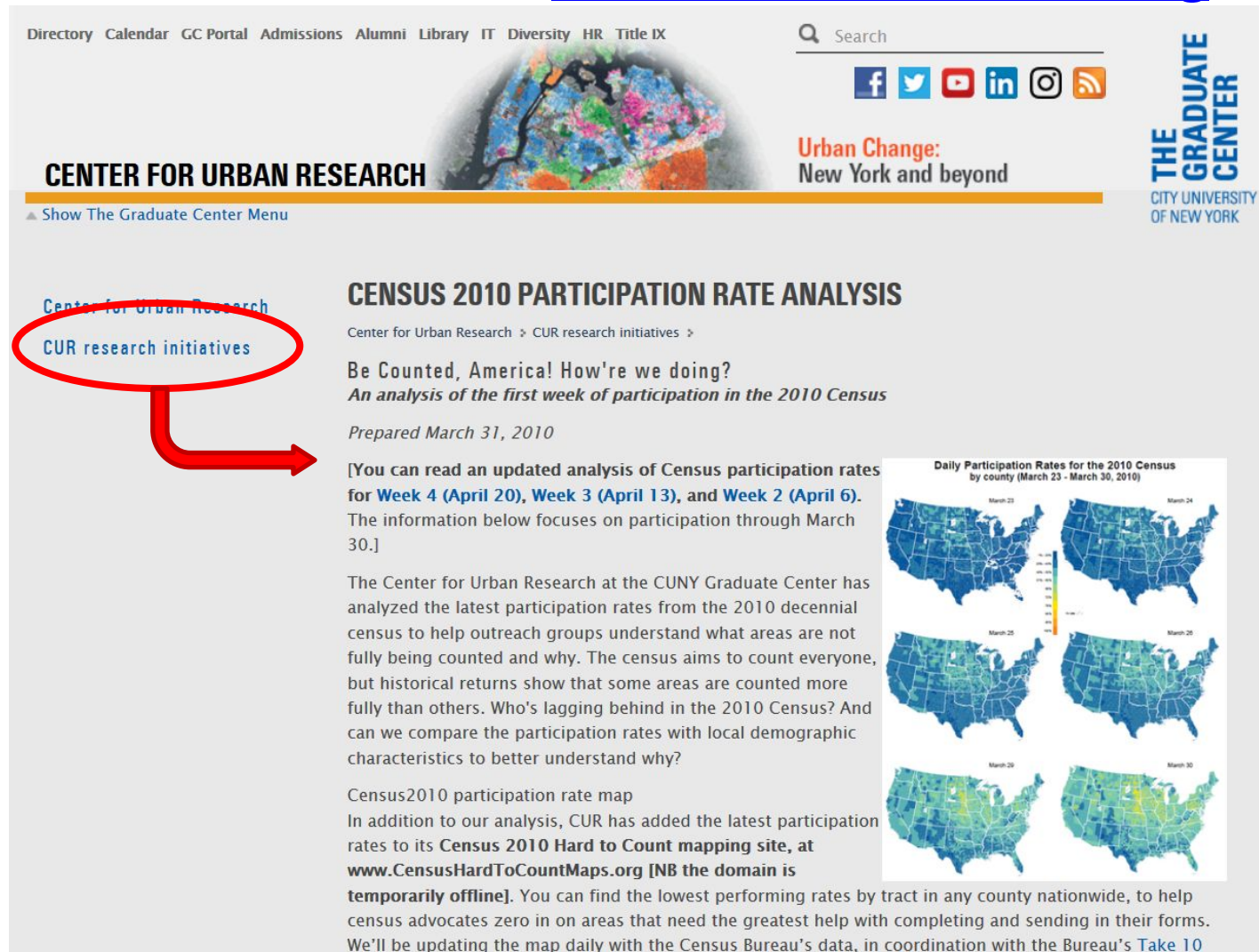


# CUNY / FCI plans for analysis

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

In 2010, we analyzed weekly patterns by city, urban/rural, demographics, etc.

We'll do something similar in 2020.



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## CENSUS 2010 PARTICIPATION RATE ANALYSIS

Center for Urban Research > CUR research initiatives >

Be Counted, America! How're we doing?  
*An analysis of the first week of participation in the 2010 Census*

Prepared March 31, 2010

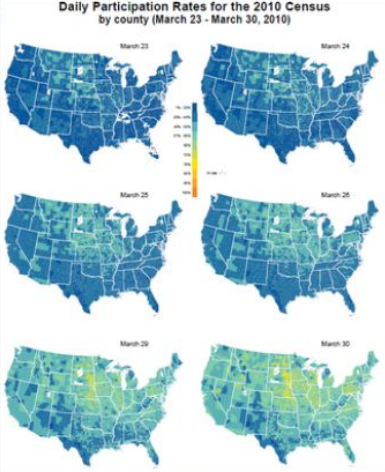
[You can read an updated analysis of Census participation rates for **Week 4 (April 20)**, **Week 3 (April 13)**, and **Week 2 (April 6)**. The information below focuses on participation through March 30.]

The Center for Urban Research at the CUNY Graduate Center has analyzed the latest participation rates from the 2010 decennial census to help outreach groups understand what areas are not fully being counted and why. The census aims to count everyone, but historical returns show that some areas are counted more fully than others. Who's lagging behind in the 2010 Census? And can we compare the participation rates with local demographic characteristics to better understand why?

Census2010 participation rate map

In addition to our analysis, CUR has added the latest participation rates to its **Census 2010 Hard to Count mapping site**, at **www.CensusHardToCountMaps.org** [NB the domain is temporarily offline]. You can find the lowest performing rates by tract in any county nationwide, to help census advocates zero in on areas that need the greatest help with completing and sending in their forms. We'll be updating the map daily with the Census Bureau's data, in coordination with the Bureau's [Take 10](#)

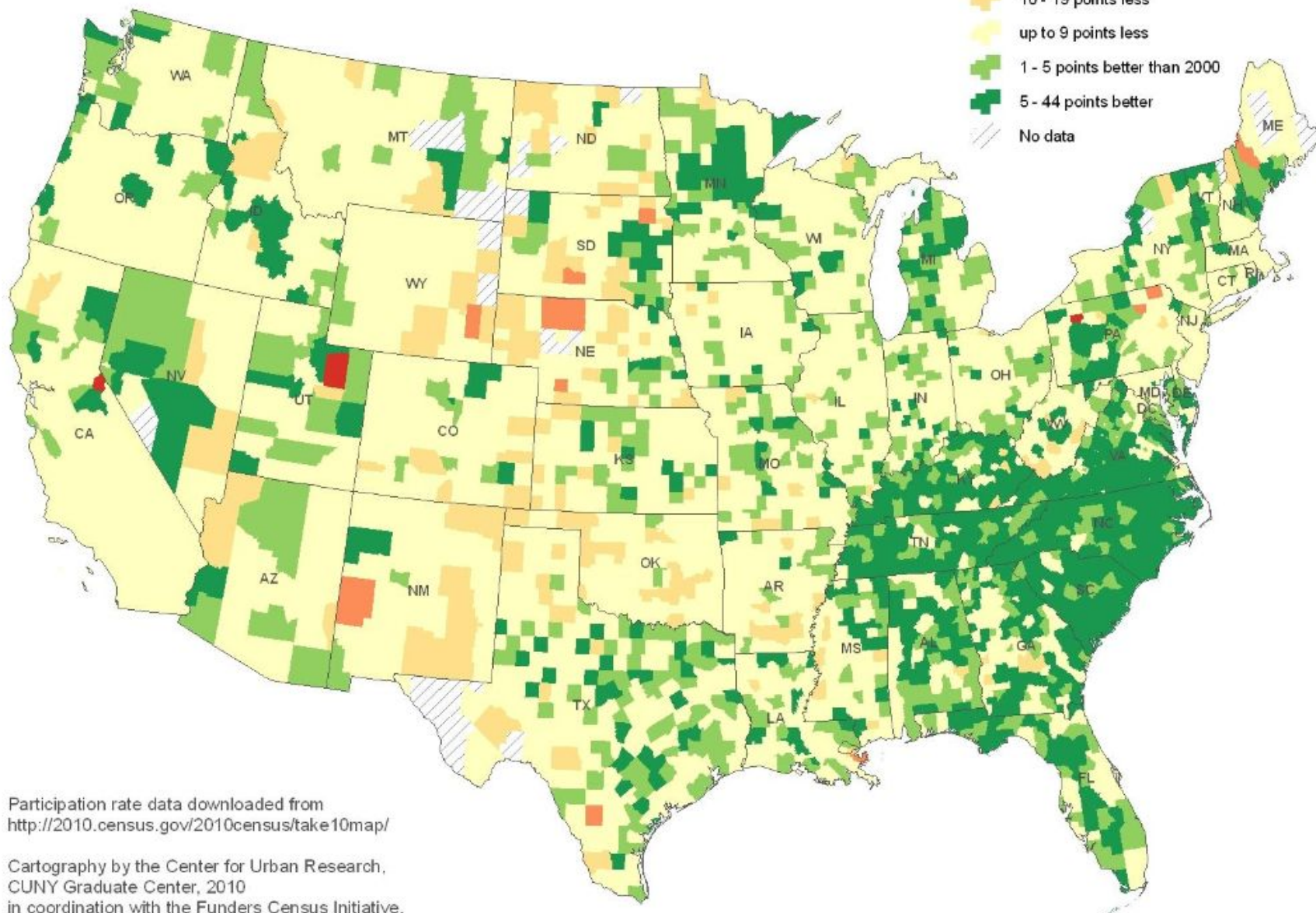
Daily Participation Rates for the 2010 Census by county (March 23 - March 30, 2010)



# County-level status of participation rates for the 2010 Census compared with 2000 rates as of April 20, 2010

Gap b/w 4/20 rates and 2000 rates

- between 30 and 47 points less than 2000
- 20 - 25 points less
- 10 - 19 points less
- up to 9 points less
- 1 - 5 points better than 2000
- 5 - 44 points better
- No data





# Excerpt from 2010 “Week 4”

**Nearly 18% of the nation’s tracts (11,340) exceeded their 2000 participation rate by 5 percentage points or more.** This is almost twice as many tracts than had achieved this level last week (as of April 13).

**Overall, nine census tracts have reached 100% participation through the mail.** They range in population from 42 people (in San Mateo County, CA) to 5,017 people (Tolland County, CT), based on 2000 population figures. (On average, census tracts contain 2,500 people.) They are located across the country. Reaching 100% via the mail does not necessarily mean that 100% of the population has been counted; the final rate will depend on a complete count of households as well as group quarters populations and people who live in transient housing.

**TABLE 1: Tracts with 100% mail-in rates as of April 20**

Tract	Link to Census 2010 mapping site
Census Tract 112 in Washington County, AR (pop. in 2000: 1,860)	<a href="http://bit.ly/92Baxf">http://bit.ly/92Baxf</a>
Census Tract 6035 in San Mateo County, CA (pop. in 2000: 42)	<a href="http://bit.ly/9RVfPm">http://bit.ly/9RVfPm</a>
Census Tract 7031 in New London County, CT (pop. in 2000: 1,494)	<a href="http://bit.ly/cQBxyV">http://bit.ly/cQBxyV</a>
Census Tract 5291 in Tolland County, CT (pop. in 2000: 5,017)	<a href="http://bit.ly/8Z8BSK">http://bit.ly/8Z8BSK</a>
Census Tract 108 in Dougherty County, GA (pop. in 2000: 1,016)	<a href="http://bit.ly/b2joHB">http://bit.ly/b2joHB</a>
Census Tract 68.01 in Fulton County, GA (pop. in 2000: 2,648)	<a href="http://bit.ly/9Isdjd">http://bit.ly/9Isdjd</a>
Census Tract 6 in Douglas County, NV (pop. in 2000: 2,128)	<a href="http://bit.ly/bwk5UA">http://bit.ly/bwk5UA</a>
Census Tract 102.01 in Butler County, OH (pop. in 2000: 1,825)	<a href="http://bit.ly/cwzSeM">http://bit.ly/cwzSeM</a>
Census Tract 13 in Taylor County, TX (pop. in 2000: 900)	<a href="http://bit.ly/aJsMeo">http://bit.ly/aJsMeo</a>

# Excerpt from 2010 “The Challenge Ahead”

## **Demographic characteristics of low-participation census tracts**

More than 600,000 census takers are in the process of visiting homes that did not mail back their census questionnaires. This *Nonresponse Follow-up* (NRFU) work will be far more difficult in communities with low participation rates in the first phase of the census.

In this section, we focus on tracts that only had a final participation rate (as of April 28) of 60% or less, as these are the areas where a higher proportion of households will need to be counted through personal interviews with census takers. While our analysis does not capture the full “NRFU” universe – even tracts with high mail-in rates will have households that need to be enumerated in person – it provides neighborhood-level context for areas that will experience a substantial level of door-to-door activity.

As of April 28, almost 10,000 tracts (9,546, or 14% of the nationwide total) had mail-in rates of 60% or less. **Census tracts in this relatively low participation rate category generally were more racially and ethnically diverse, especially in cities.**

The race/ethnicity characteristics (based on 2000 census data) are strikingly different, however, where census takers will visit a higher percentage of households during the Nonresponse Follow-up operation than in neighborhoods that will have a lower proportion of door-to-door visits.

- **In cities, the 60%-and-under tracts on average are diverse: 30% Black, 17% Hispanic, and 46% White.**
- **The higher mail-in rate tracts in cities are much less so: 73% White, 11% Black, and 11% Hispanic.**

<https://www.gc.cuny.edu/Page-Elements/Academics-Research-Centers-Initiatives/Centers-and-Institutes/Center-for-Urban-Research/CUR-research-initiatives/Census-2010-Participation-Rate-Analysis---The-Chal>

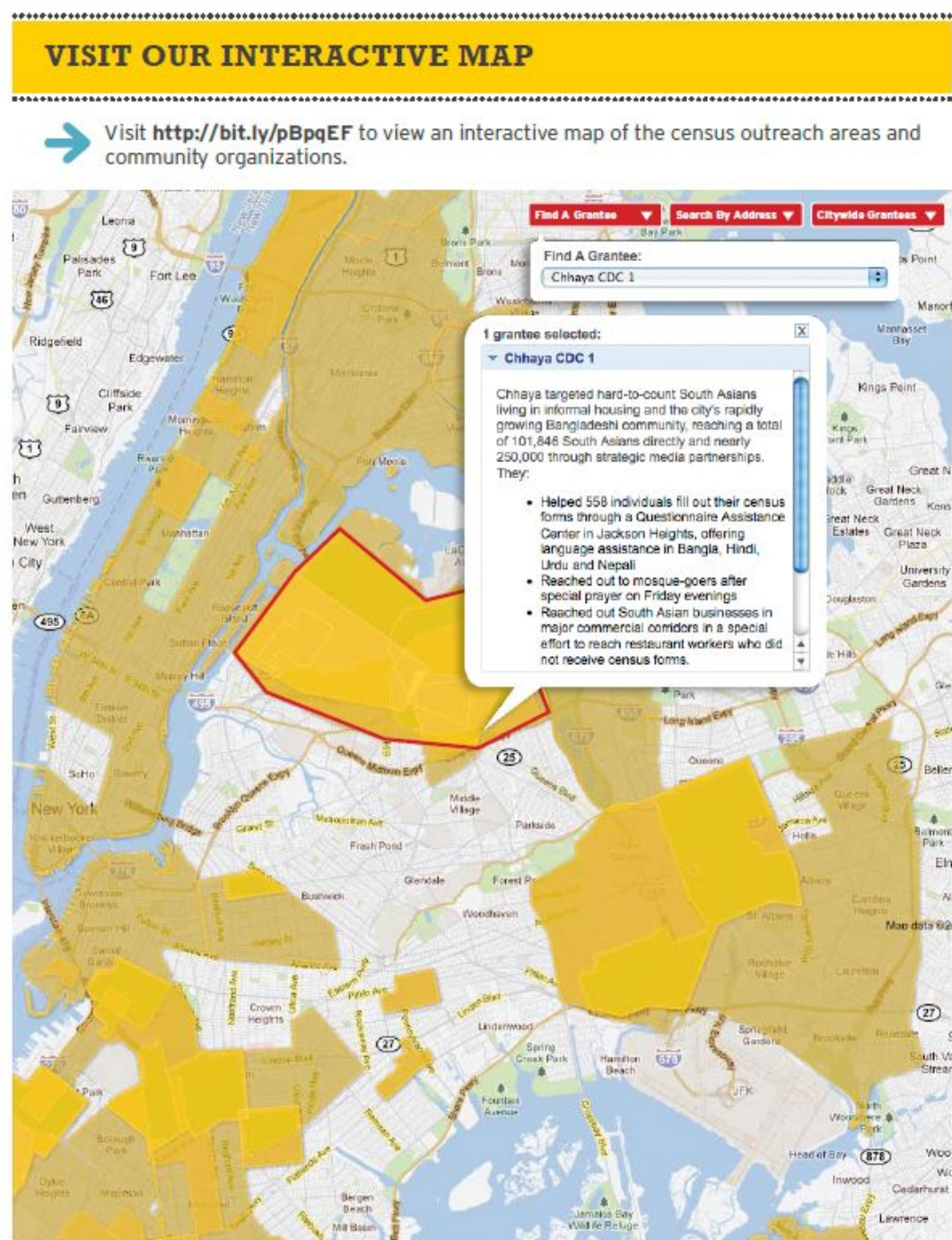






# Example of mapping 2010 GOTC outreach areas to analyze “participation rate” impact of local grantees

(from New York Community Trust)



# Other resources

## CUNY / FCI 2010 analysis

- [www.urbanresearch.org](http://www.urbanresearch.org) (specific link: <https://bit.ly/2kO7n23>)

## Pew Research Center explainer about the different metrics in 2010

- [www.pewsocialtrends.org/2010/03/11/new-measure-of-participation-in-the-2010-census/](http://www.pewsocialtrends.org/2010/03/11/new-measure-of-participation-in-the-2010-census/)

## Census Bureau **historical data** (2010 not comparable with 2020)

- **1990** [www.census.gov/dmd/www/mailresp.html](http://www.census.gov/dmd/www/mailresp.html)
- **2000** [www.census.gov/newsroom/releases/archives/census\\_2000/cb00-cn57.html](http://www.census.gov/newsroom/releases/archives/census_2000/cb00-cn57.html)
- **2010**
  - [www.census.gov/newsroom/releases/archives/2010\\_census/cb10-cn34.html](http://www.census.gov/newsroom/releases/archives/2010_census/cb10-cn34.html)
  - [www.census.gov/newsroom/releases/archives/2010\\_census/cb10-cn81.html](http://www.census.gov/newsroom/releases/archives/2010_census/cb10-cn81.html)
  - [www.census.gov/cgi-bin/census2010/staterates.cgi /](http://www.census.gov/cgi-bin/census2010/staterates.cgi/)
  - [www.census.gov/data/datasets/2010/dec/2010-participation-rates.html](http://www.census.gov/data/datasets/2010/dec/2010-participation-rates.html)



# Contact for questions, additional information:

[www.CensusHardtoCountMaps2020.us](http://www.CensusHardtoCountMaps2020.us)

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