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
• Enforce voting rights and civil rights legislation
• 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 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.
The 2020 Census
Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place

**Challenge Goal:** Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results

**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
Estimated Lifecycle Costs

$1.1 B
1970

$3.0 B
1980

$4.7 B
1990

$9.4 B
2000

$12.3 B
2010

$17.8 B
TRADITIONAL
2020 CENSUS

$12.5 B
INNOVATIVE
2020 CENSUS

$5 BILLION
IN SAVINGS

More than $5 billion in savings
Fewer Staff
Fewer Offices
Less Burden
The 2020 Census
A New Design for the 21st Century

Motivate People to Respond
Conduct a nation-wide communications and partnership campaign
Maximize outreach using traditional and new media
Target ads to specific audiences
Work with trusted sources to inspire participation.

Establish Where to Count
Identify all addresses where people could live

Count Everyone Once In the Right Place

Count the Population
Collect data from all households, including group and unique living arrangements
Make it easy for people to respond anytime, anywhere
Encourage people to use the new online response option
Use the most cost-effective strategy to contact and count nonrespondents
Knock on doors only when necessary
Streamline in-field census-taking

Release Census Results
Process and Provide Census Data
Deliver apportionment counts to the President by December 31, 2020
Release counts for redistricting by April 1, 2021
Make it easier for the public to get data

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Key Activities in 2016:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Decennial Device as a Service:** Announced the decennial Device as a Service strategy for provisioning equipment for the 2020 Census
- **Census Enterprise Data Collection and Processing:** Announced on May 25, 2016 that we will purchase a commercial off-the-shelf platform to be used in tandem with several in-house solutions

- **Address Canvassing Test:** Conducted in parts of the city of St. Louis, MO and Buncombe County, NC
- **Residence Criteria:** Proposed criteria in June 2016 and final criteria in early 2017
- **Operational Readiness**
  - 2020 Census Operational Plan 2.0
  - Award of key contracts
  - Upcoming tests
2017 Census Test

Overview

• April 1, 2017 Census Day
• A nation-wide self-response test of 80,000 housing units

Purpose

• Test the integration of operations and systems for self-response
• Test the feasibility of collecting tribal enrollment information
2018 End-to-End Census Test

Overview

- April 1, 2018 Census Day
- Site test in Pierce County, Washington; Providence County, Rhode Island; and, Bluefield-Beckley-Oak Hill, West Virginia

Purpose

- Test and validate 2020 Census operations, procedures, systems, and field infrastructure together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products
The 2020 Census
Looking Ahead

Publish Final 2020 Residence Criteria and Situations
Award Contract for the Decennial Device as a Service

2017 Census Test (April 1st Census Day)
Topics to Congress – by March 31, 2017
Local Update of Census Addresses – Invitations sent to governmental entities to participate in review of our Master Address File and is complete in 2018
Begin Opening Regional Census Centers

2018 End-to-End Census Test (April 1st Census Day)
Partnership Program – Launch of the partnership program
Question Wording to Congress – by March 31, 2018

2019 Being Opening Field Offices
Complete Count Committees – Formation of committee’s should be complete

Advertising – Begins in early 2020
Census Day – April 1, 2020

2020 Nonresponse Followup – Begins in late April and continues until late June/early July
Apportionment Counts to the President – December 31, 2020

2021 Redistricting Counts to the States – by March 31, 2021
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More information on the 2020 Census: http://www.census.gov/2020Census

pinterest.com/uscensusbureau

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