

The 2020 Census: Challenges and Opportunities

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Council of Professional Associations on Federal Statistics

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- COPAFS was founded in 1981 to coordinate activities of a number of Associations, Organizations, and Businesses that rely on federal statistics
- Our membership today both produces and consumes federal statistics in most government departments and scientific disciplines
- Our goal: Advancing Excellence in Federal Statistics

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2020 Census Readiness

Importance of the Decennial Census

- Constitutionally mandated Article 1, Section 2
- Reapportionment of the Congress
- Redistricting
- Allocation of over \$600 billion federal funds annually
- Essential for State, local and tribal government planning
- Support Business investment in local communities
- Controls for virtually every demographic survey – ACS, CPS, NHIS, SIPP, etc.

2020 Census Readiness

Census Process 1970 through 2010

- Prepare address list
- Mail paper questionnaire
- Capture Information from mail returns
- Conduct in-person enumeration of non-responders using paper and pencil

2020 Census Readiness

2020 Census Modernization and Efficiency

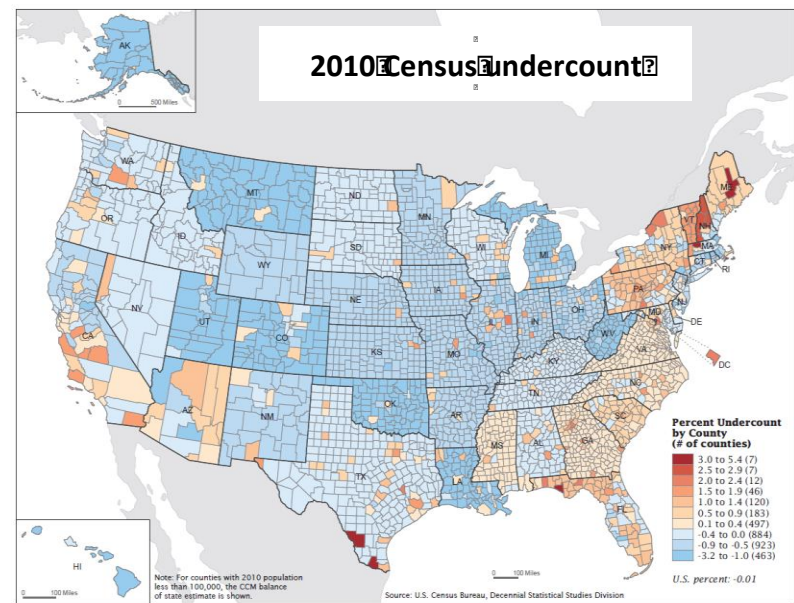
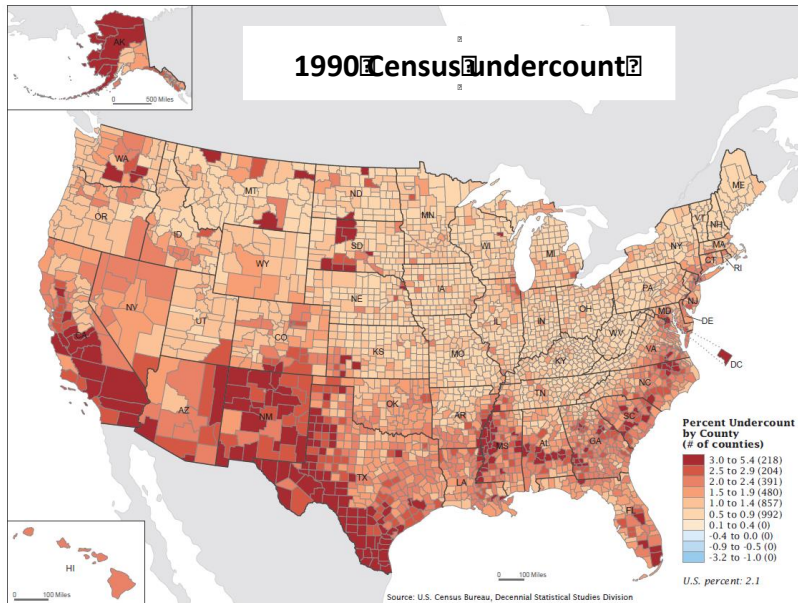
- Reengineer Address List Development
- Optimize Self Response
- Use Administrative Records and Third Party Data
- Reengineer Field Operations
- Integrated Communications and Partnership

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Importance of Community Support

2020 CENSUS INNOVATION

Integrated communications & partnerships program



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

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2020 Census Challenges

Funding

- Census appropriations \$200 million below request FY 2012 through FY 2017
- Has forced prioritization of activities to core systems development to achieve cost saving
- Reduction in field testing
- Deferral of complete modernization
 - Increased in-person address listing
 - Return to paper-based methods for selected areas
- Deferral of Communications and Partnership

2020 Census Challenges

Funding

- Good news! FY 2018 Appropriation added \$1.1 Billion above the Census Bureau request
- FY 2019 House and Senate are also fully funding Census Bureau Request
- Does not reduce the need for adequate funding in FY 2020
- Secretary Ross reiterated importance of combined communication and partnership program

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2020 Census Challenges

Decision to Add Citizenship Question

- Secretary Ross decided to add citizenship question to the 2020 Census March 26, 2018
- Considered four options:
 - A: Status quo citizenship asked only on the American Community Survey (ACS)
 - B: Add citizenship to the 2020 Census
 - C: Use administrative (and the ACS) to produce citizenship data
 - D: Combine options B and C
- Option D was selected

2020 Census Challenges

Decision to Add Citizenship Question

- Citizenship question has not been tested in a contemporary census environment
- There is a risk that inclusion of citizenship could result in an undercount of a number of population groups
- Potential for serious under-representation for the ten year period following 2020
- Census Bureau Documents indicate that there are much better ways to collect these data other than putting in on the 2020 questionnaire

2020 Census Challenges

Collection of Racial and Ethnic Data

- Census research starting in 2010 Census and continuing through 2015 National Content Test
- Concluded that the optimum design for collecting race and ethnicity was a combined question
- Interagency Working Group sponsored by OMB submitted a report to the Chief Statistician of the United States
- OMB did not take action, so no progress will be achieved in the 2020 Census on collection of Race and Hispanic data.

Thank You

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