

The 2020 Census and the Undercount of Young Children

Briefing for the Population Association of America

October 30, 2017

The 2020 Census Challenges

Each decade, planning for the decennial census requires balancing funding constraints and data accuracy against an official schedule fixed by statute.

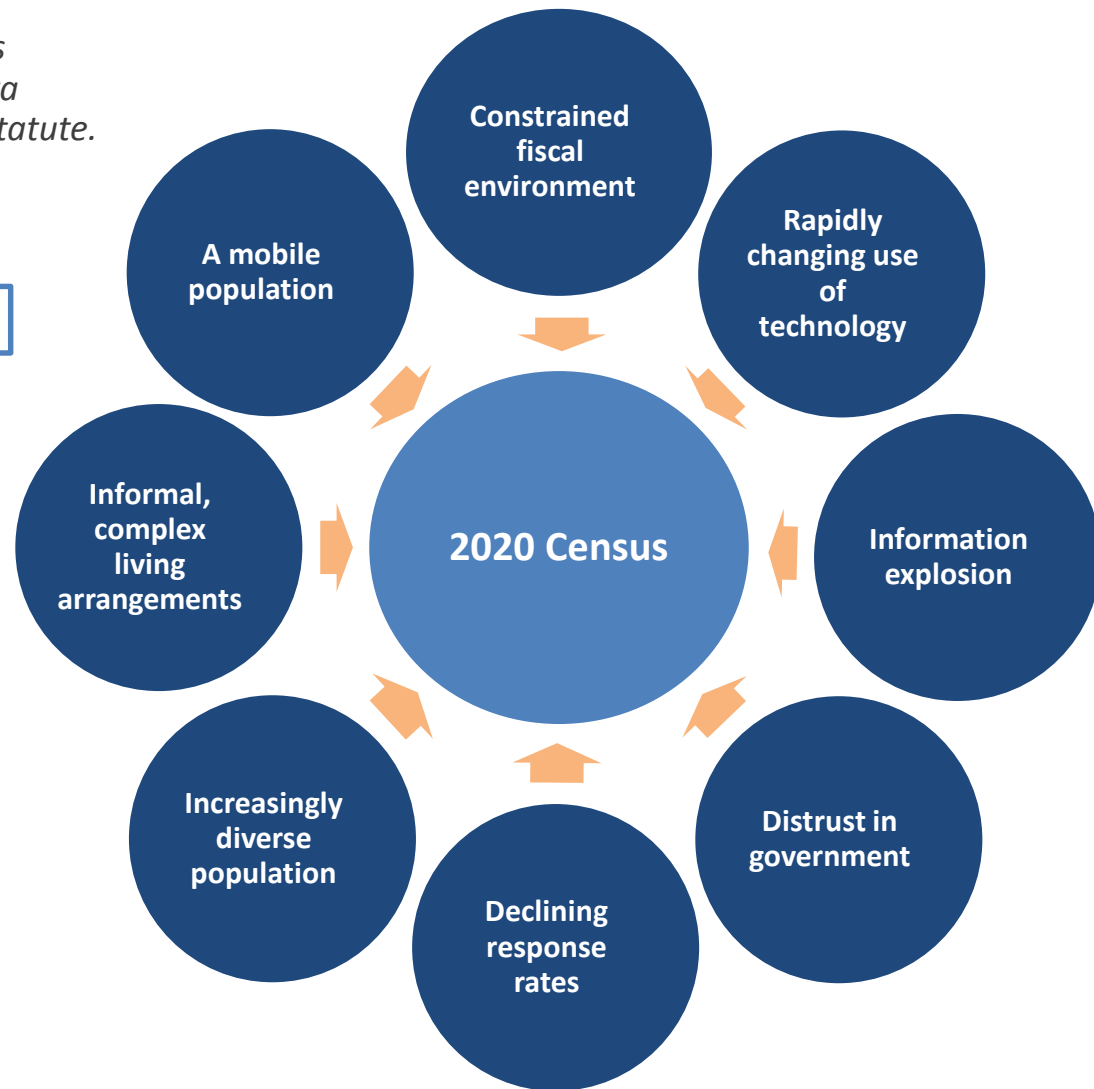
COST

QUALITY

RISK

Goal: Conduct a 2020 Census at a lower cost per housing unit (adjusted for inflation) than the 2010 Census, while maintaining high quality results and a fixed schedule of a Census Day of April 1, 2020.

Challenge: The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantage of new technologies and data sources while minimizing risk to ensure a high quality population count.



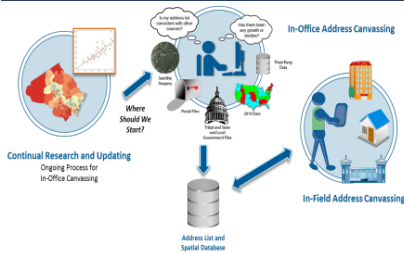
The 2020 Census

Goal and Key Innovation Areas

To count everyone once, only once, and in the right place.

Focus on Four Key Innovation Areas

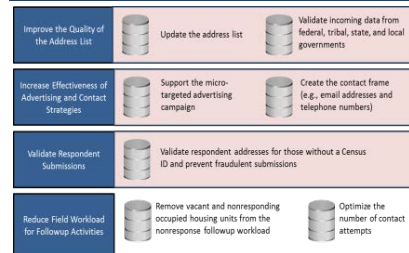
Reengineering Address Canvassing



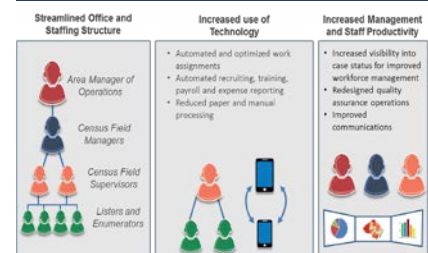
Optimizing Self-Response



Utilizing Administrative Records and Third-Party Data



Reengineering Field Operations



The 2020 Census

A New Design for the 21st Century

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

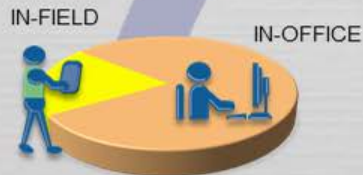
Conduct a nation-wide communications and partnership campaign

- 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



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

TELEPHONE
AND PAPER SELF-
RESPONSE

NONRESPONSE
FOLLOWUP

INTERNET SELF-RESPONSE



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



Count everyone once, only once, and in the right place.

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



The 2020 Census Operations

SUPPORT

Program Management

Program
Management

Census/Survey Engineering

Systems
Engineering
& Integration

Security,
Privacy, and
Confidentiality

Content and
Forms Design

Language
Services

Infrastructure

Decennial
Service
Center

Field
Infrastructure

Decennial
Logistics
Management

IT Infrastructure

FRAME

Geographic
Programs

Local Update of
Census Addresses

Address Canvassing

RESPONSE DATA

Forms Printing and
Distribution

Non-ID Processing

Nonresponse Followup

Paper Data Capture

Update Enumerate

Response Processing

Integrated Partnership
and
Communications

Group Quarters

Federally Affiliated
Count Overseas

Internet Self-Response

Census Questionnaire
Assistance

Update Leave

PUBLISH DATA

Data Products
and
Dissemination

Redistricting
Data Program

Count Review

Count Question
Resolution

Archiving

OTHER CENSUSES

Island Areas
Censuses

TEST AND EVALUATION

Coverage Measurement
Design & Estimation

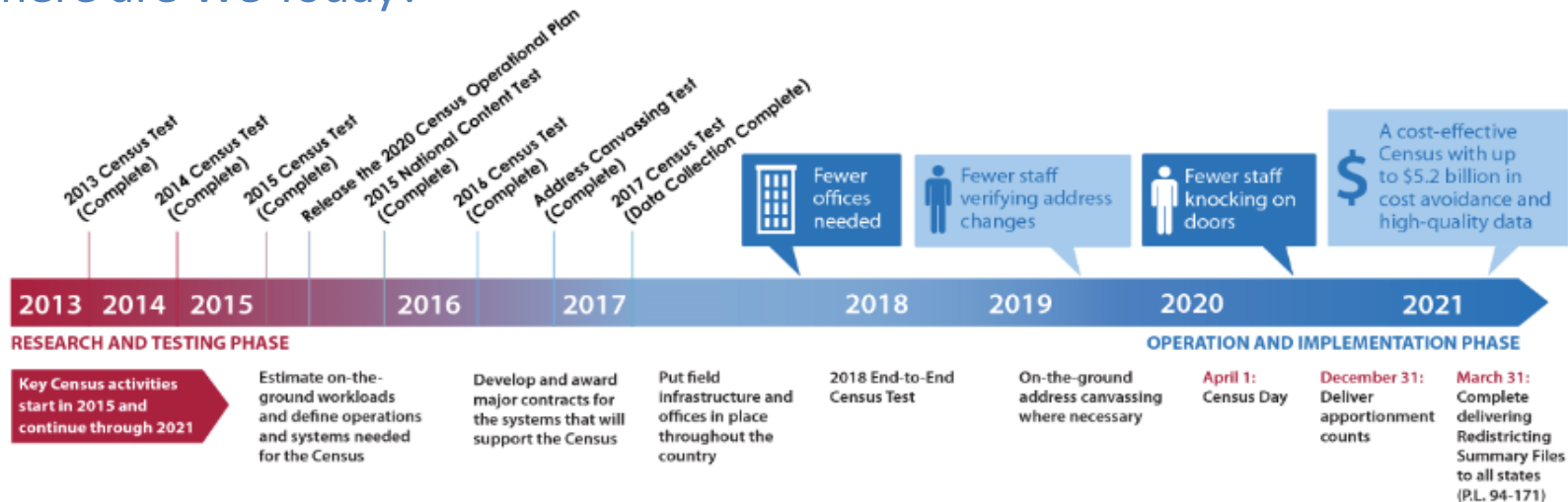
Coverage
Measurement Matching

Coverage Measurement
Field Operations

Evaluations and
Experiments

The 2020 Census

Where are We Today?



Key Activities:

- **Making Key Decisions:** Continuously make timely decisions based on research and evidence
- **Awarding Key Contracts:** Continue to award key contracts for the 2020 Census
- **Planning and Execution of the 2018 End-to-End Census Test:** Focuses on the overall integration of systems and operational procedures for 24 of the 35 operations of the 2020 Census
- **Delivered Topics to Congress:** Title 13 requires the Census Bureau deliver to Congress subjects for the decennial census program by March 31, 2017 (delivered March 28, 2017), and questions by March 31, 2018
- **Operational Readiness**
 - 2020 Census Operational Plan 2.0 (released October 28, 2016)
 - Local Update of Census Addresses (LUCA) (began January 2017)
 - Field Infrastructure: Space, Decennial Logistics Management, Training, Recruiting, and Onboarding (planning underway)

2018 End-to-End Census Test Overview

Address Canvassing

- Exercise final listing/mapping capabilities in the field
- Conduct in-field listing quality control

Providence County, RI



Pierce County, WA



Bluefield-Beckley-Oak Hill, WV



Peak Operations

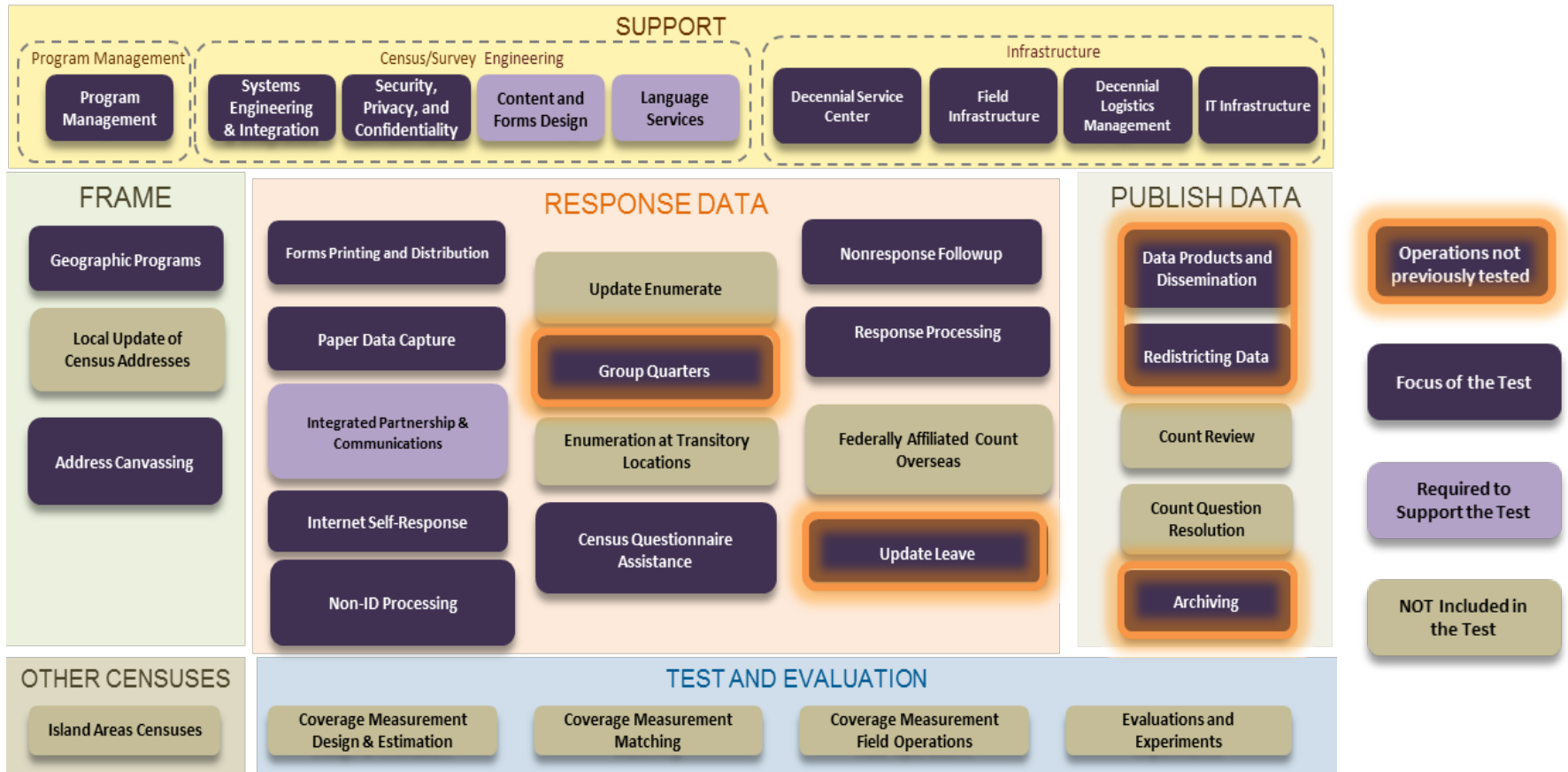
- Validate that the operations in scope for the 2018 End-to-End Census Test are ready to go into production for the 2020 Census
- Test and validate major operational threads, procedures, systems, and infrastructure (IT and non-IT) together to ensure proper integration and conformance with functional and non-functional requirements
- Produce a prototype of geographic and data products

Providence County, RI



2018 End-to-End Census Test

Operational Scope



2018 End-to-End Census Test

Key Milestones

Activity	Date	
Conduct In-Office Address Canvassing	October 27, 2016 – February 2, 2017	✓
Open Regional Census Centers	January 3, 2017	✓
Begin Address Canvassing Field Staff Recruitment	March 10, 2017	✓
Open Area Census Offices	April – July 2017*	✓
Conduct In-Field Address Canvassing	August 28 – September 29, 2017	
Conduct Group Quarters Advance Contact	January 5 – March 9, 2018	
Conduct Self-Response, Including Non-ID Processing	March 19 – August 31, 2018	
Conduct Group Quarters Enumeration	March 28 – June 12, 2018	
Census Day	April 1, 2018	
Conduct Update Leave	April 9 – May 4, 2018	
Conduct Nonresponse Followup	May 9 – July 24, 2018	
Conduct Nonresponse Followup Reinterview	May 10 – July 31, 2018	
Publish Prototype P.L. 94-171 Data and Geographic Products	April 1, 2019	

*Delayed the opening of the Area Census Offices.

The 2020 Census

Key Activities

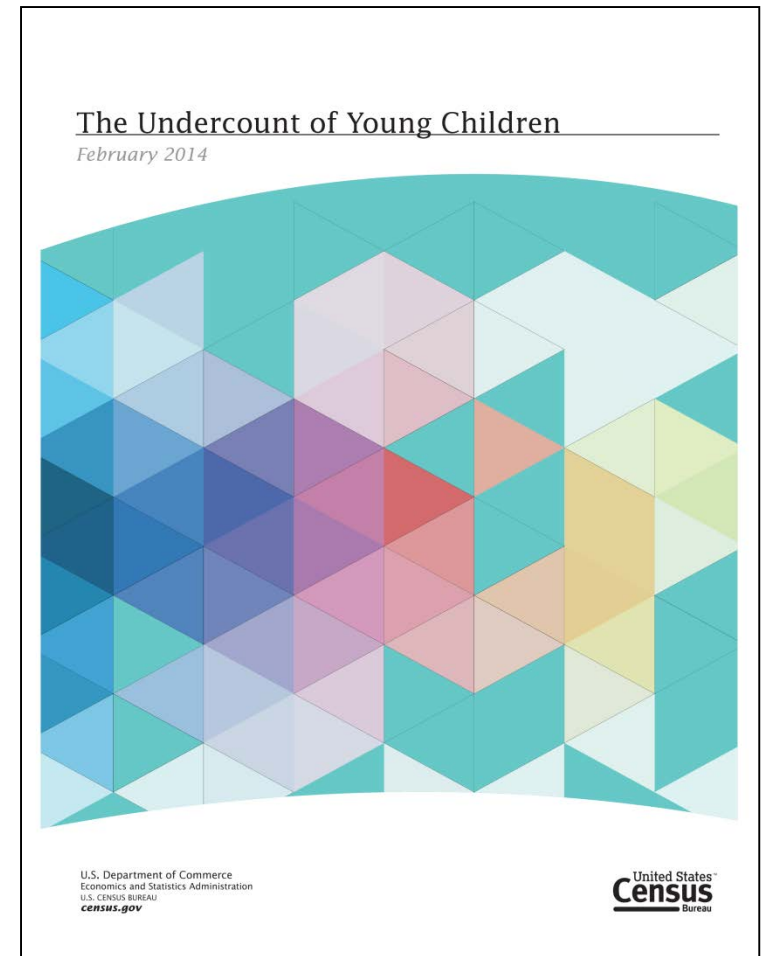
Milestone	Date	
Begin 2020 Census Program	November 18, 2011	✓
Deliver 2020 Census Operational Plan	September 30, 2015	✓
Federal Register Notice of Proposed Residence Criteria and Residence Situations for the 2020 Census	June 30, 2016	✓
Conduct the Second Round of Tribal Consultations	September – November 2016	✓
Begin Local Update of Census Addresses (LUCA) Program (including Appeals Process)	January 2017	✓
Deliver 2020 Census Topics to Congress	March 28, 2017	✓
Conduct the Block Boundary Suggestion Program	December 2015 – May 2017	✓
Conduct 2018 End-to-End Census Test	August 28, 2017 – August 20, 2018*	
Deliver 2020 Census Questions to Congress	by March 31, 2018	
2020 Census Day	April 1, 2020	
Deliver Apportionment Counts to the President	by December 31, 2020	
Complete Delivery of Redistricting Counts to the States	by March 31, 2021	
Complete 2020 Census Program	September 29, 2023	

*Duration represents the time frame for data collection.

The Undercount of Young Children in the Decennial Census

Introduction

- Persistent undercount of young children, ages 0 to 4, in the decennial census
- Recent work on the issue at the Census Bureau
 - In 2013 a Census Bureau task force reviewed available information on the undercount of young children and produced a report with research recommendations
 - Research team conducted several research projects to try to answer key questions about why the census misses young children
 - Coverage Improvement Integrated Project Team's Undercount of Young Children Subteam
 - Subteam of the Coverage Improvement IPT formed in April 2017
 - Established to develop, coordinate, and manage activities aimed at improving the coverage of young children in the decennial census and ongoing surveys



The Undercount of Young Children in the Decennial Census

Background

- 2010 Census coverage results from Demographic Analysis
 - Demographic Analysis estimated a net overcount of 0.1 percent for the total population in 2010
 - While adults were over counted, children under 18 had a 1.7 percent net undercount
 - Children under the age of 5 were especially likely to be missed in the 2010 Census, with a net undercount of 4.6 percent

The Undercount of Young Children in the Decennial Census

Background

Importance of this issue

- Commitment to a complete and accurate census
- Goal: Once, only once, and in the right place

Implications of the undercount

- Political representation
- Federal funding for programs including:
 - Temporary Assistance for Needy Families
 - Special education grants
 - Head Start
 - National School Lunch Program
- School planning

The Undercount of Young Children in the Decennial Census

Research Team Projects

Research team conducted several investigations to address the undercount of young children to ensure a complete and accurate census

- Characteristics of young children vs. older children
 - 2010 Census
 - American Community Survey (ACS)
- Estimating census omissions
- Census Coverage Measurement (CCM)
- Coverage Followup (CFU)
 - Young children added to the 2010 Census
 - Households responding positively to undercoverage probes
- Coverage of young mothers
- Complex household typology

The Undercount of Young Children in the Decennial Census

Initial Conclusions

- Young children are more likely to be omitted from the census than persons in other age groups
- Multiple sources of error - Frame, whole household, within household
- Complex living situations of young children is a contributing factor
 - Unrelated children, grandchildren and other related children more at risk of omission
- Young children may be missed along with their young mothers

The Undercount of Young Children in the Decennial Census

Opportunities for Improvement in the 2020 Census

- Work with communications contractor to focus advertising on key audiences, such as young mothers and grandparents
- Updated wording to undercount probe and help text for 2017 Census Test specifically addresses young children and grandchildren
- Automation allows collection of additional people from the undercount probe in real time
- Updating enumerator training materials and job aids

2. Were there any additional people staying here on April 1, 2017 that you did not include in Question 1?

Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

We do not want to miss any people who might be staying at 13703 110TH ST CT E on April 1, 2017.

For example:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, nieces, nephews, cousins, or in-laws
- Roommates or other nonrelatives
- People without a permanent place to live

The names listed so far are:

• Joon Noh
• Juae Lee
• Sean Noh

Will there be any **ADDITIONAL** people that you did not already list?

For more information on who to include, [click here](#)

☒ Yes

☐ No

First Name

Middle Name

Last Name

Delete

Add another person

<< Previous

Next >>

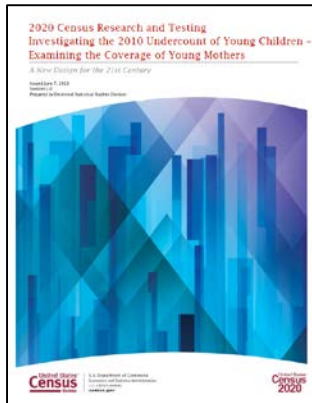
The Undercount of Young Children in the Decennial Census

Future Work

- Future work will need to provide answers to why we observe these results. Possibilities could include
 - Experiments in current surveys
 - Ethnographic research
 - Vignette studies for residence rules
 - Administrative records research

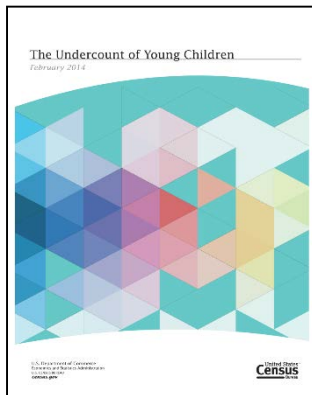
The Undercount of Young Children in the Decennial Census

For More Information



- Research reports on these and other topics are being published in the 2020 Census Memo series, accessible at [census.gov](http://www.census.gov)

<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



- Census Task Force Report on the Undercount of Young Children

<https://www.census.gov/content/dam/Census/library/working-papers/2014/demo/2014-undercount-children.pdf>

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More information on the 2020 Census Memorandum Series:
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



youtube.com/user/uscensusbureau



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



instagram.com/uscensusbureau



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



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