

2020 Census Overview and Update

State of Arkansas Update
September 2019

*Marilyn A. Sanders, Regional Director
Chicago Regional Census Bureau*

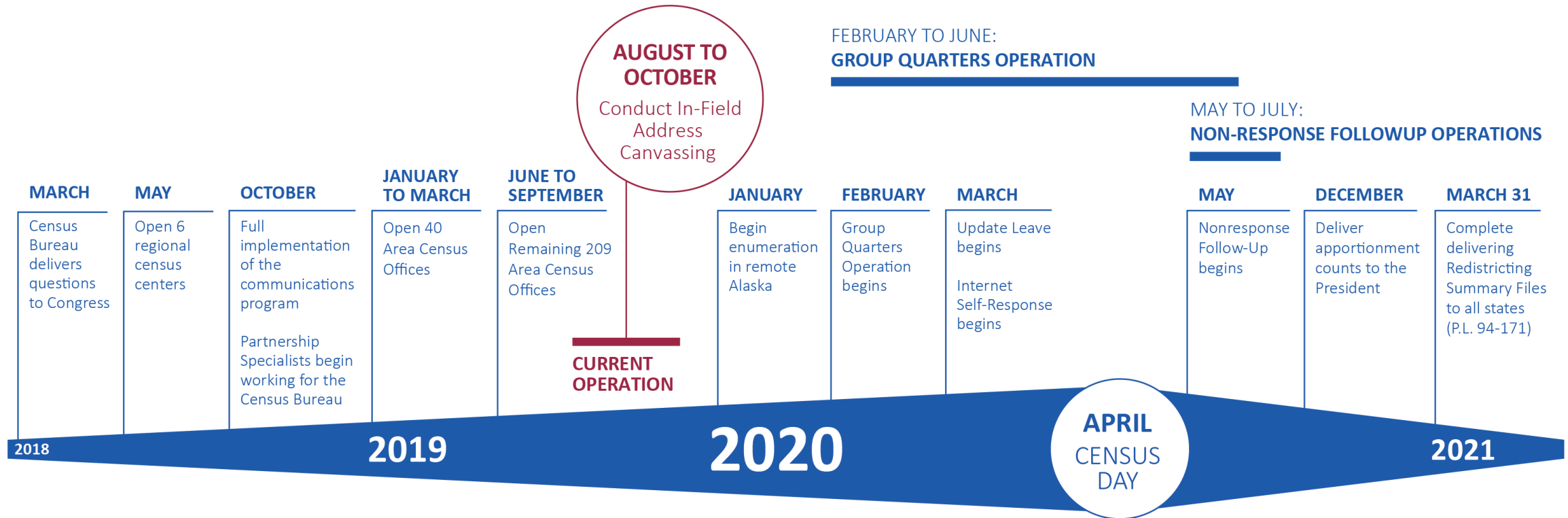


A Complete and Accurate Count of the Population and Housing



2020 Census

High Level Timeline for the 2020 Census



When We Start Mailing

MARCH 12-20

An Invitation to
Respond Online to
the 2020 Census

MARCH 16-24

A Reminder
Letter

PRIMARY MAILING FOR MARCH 12

IF NO RESPONSE BY MARCH 24

**MARCH 26-
APRIL 3**

A Reminder
Postcard

APRIL 8-16

A Reminder
Letter and Paper
Questionnaire

APRIL 20-27

A Final Reminder
Postcard Before
We Follow Up
in Person

2020 Census

Census Recruiting

Recruiting and Assessment Improvements

New for 2020, online job application and online assessments now utilize:

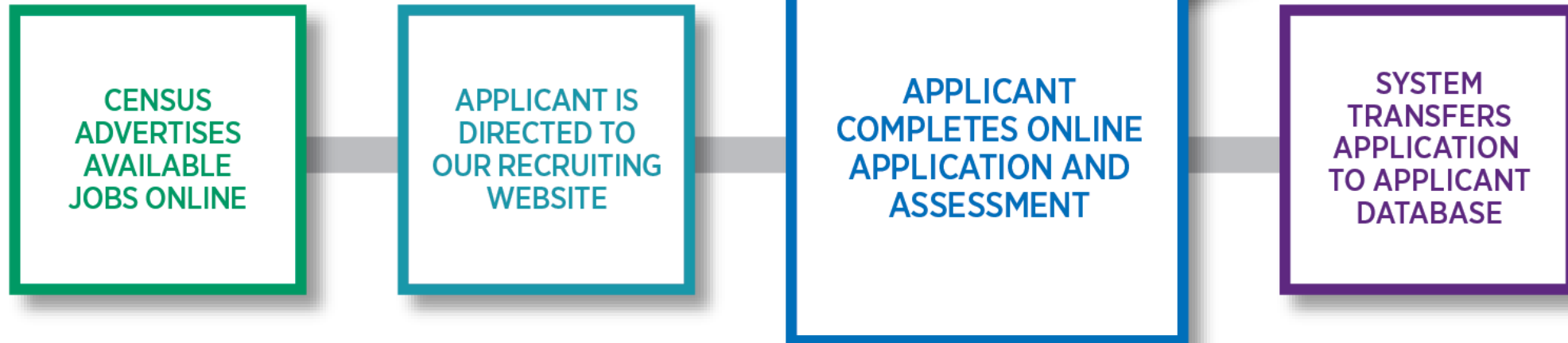
- Situational Judgement Questions
- Biodata Questions

(Questions about life and work experiences, as well opinions, values, beliefs, and attitudes that reflect a historical perspective. – Wikipedia)

Sample Question:

How quickly do you adapt to new things?

- ☐ I adapt almost instantly
- ☐ I adapt, but it takes a little time
- ☐ I take my time to adapt



2020 Census

Census Communications

Integrated Partnerships and Communications Operation

Integrated Partnership and Communications operation communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

- Engage and motivate people to self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response



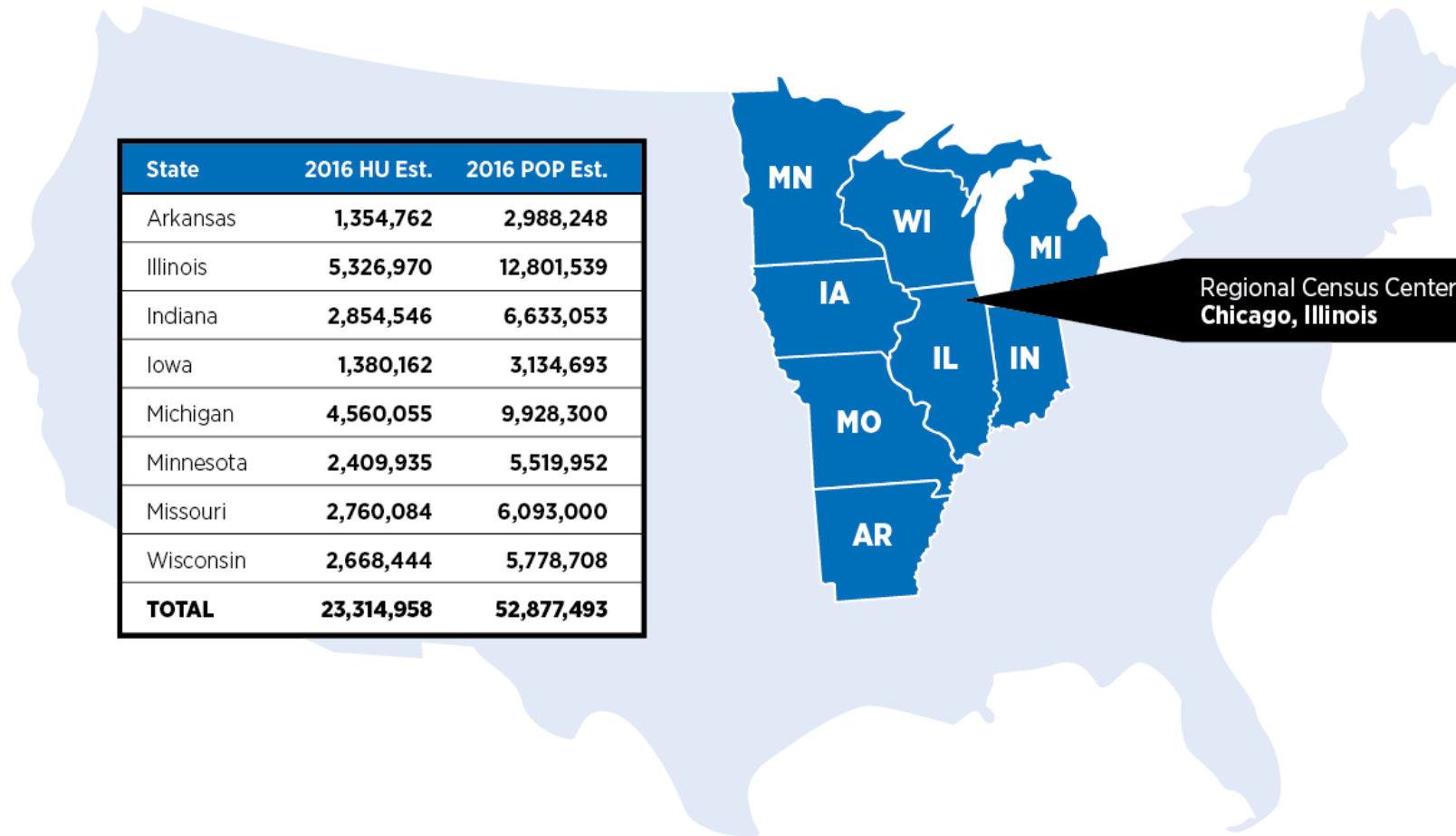
Languages Covered in National and Regional Communications

- English
- Spanish
- Chinese (*Mandarin and Cantonese*)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

2020 Census

Chicago Region Partnership Program

Chicago Region Overview

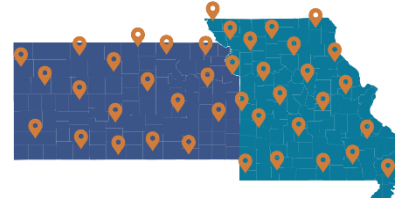


2020 Census

Non-Profit Partners



Kansas City Census
Fundors' Collaborative



2020 Census

The State of Arkansas

Arkansas Facts

Population estimates, July 1, 2018

3,013,825

Age and Sex

- Persons under 5 years 6.3%
- Persons under 18 years 23.3%
- Persons 65 years and over 17.0%
- Female persons 50.9%

Race and Hispanic Origin

- White alone, percent 79.1%
- Black or African American alone 15.7%
- American Indian and Alaska Native 1.0%
- Asian alone 1.7%
- Two or More Races 2.2%
- Hispanic or Latino 7.7%
- White alone, not Hispanic or Latino 72.2%

Population Characteristics

- Veterans 206,796
- Foreign born persons 4.7%

Housing

- Housing units, July 1, 2018 1,380,504
- Owner-occupied housing unit rate 65.6%

Families & Living Arrangements

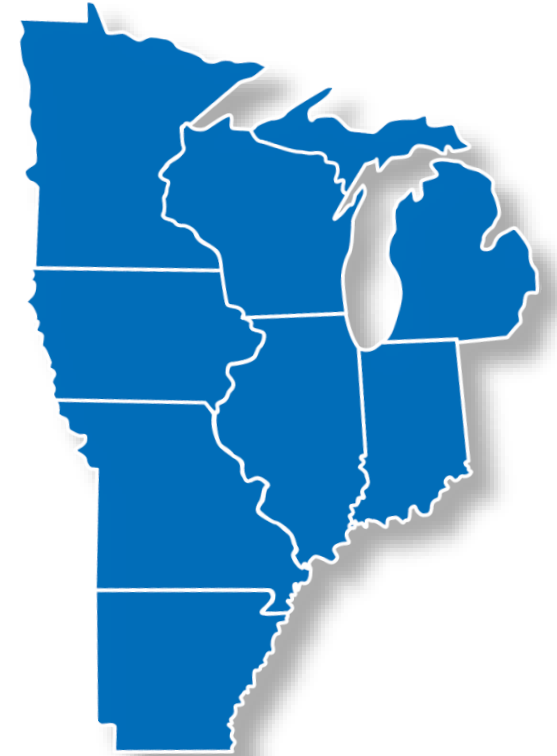
- Households, 1,147,291
- Persons per household 2.52
- Language other than English 7.2%

Computer and Internet Use

- Households with a computer 81.9%
- Households with a broadband Internet 66.7%

Regional Challenges for the 2020 Census

- Disproportionally Large Number Governmental Units
- Cultural and Language Barriers
- High Crime Areas
- Mobile Society
- High Number of Low Response Score Areas
- Increased Rural Geography
- Weather-Related Issues



2020 Census

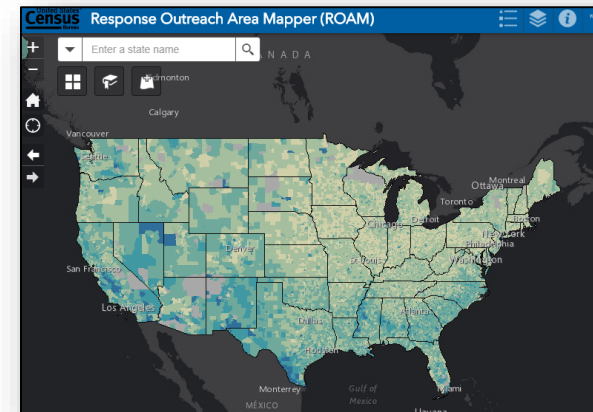
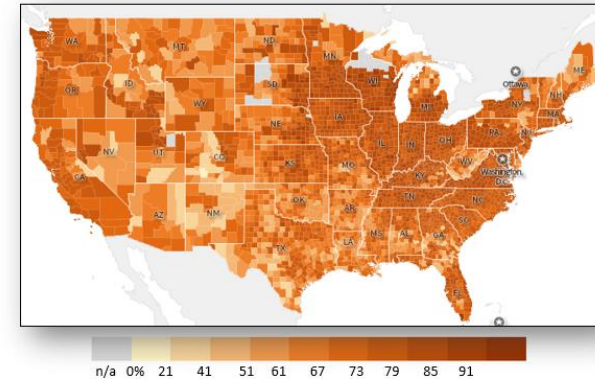
Low Response Score Areas

Identifying Low Response Score Areas

- 2010 Mail Participation Rate Map
- Low Response Score Map (ROAM)
- Census Coverage Measurement
- Data Access Tools (American Factfinder, QuickFacts, Business Builder)
- Census Data Access Workshops

2010 Census
Participation Rates

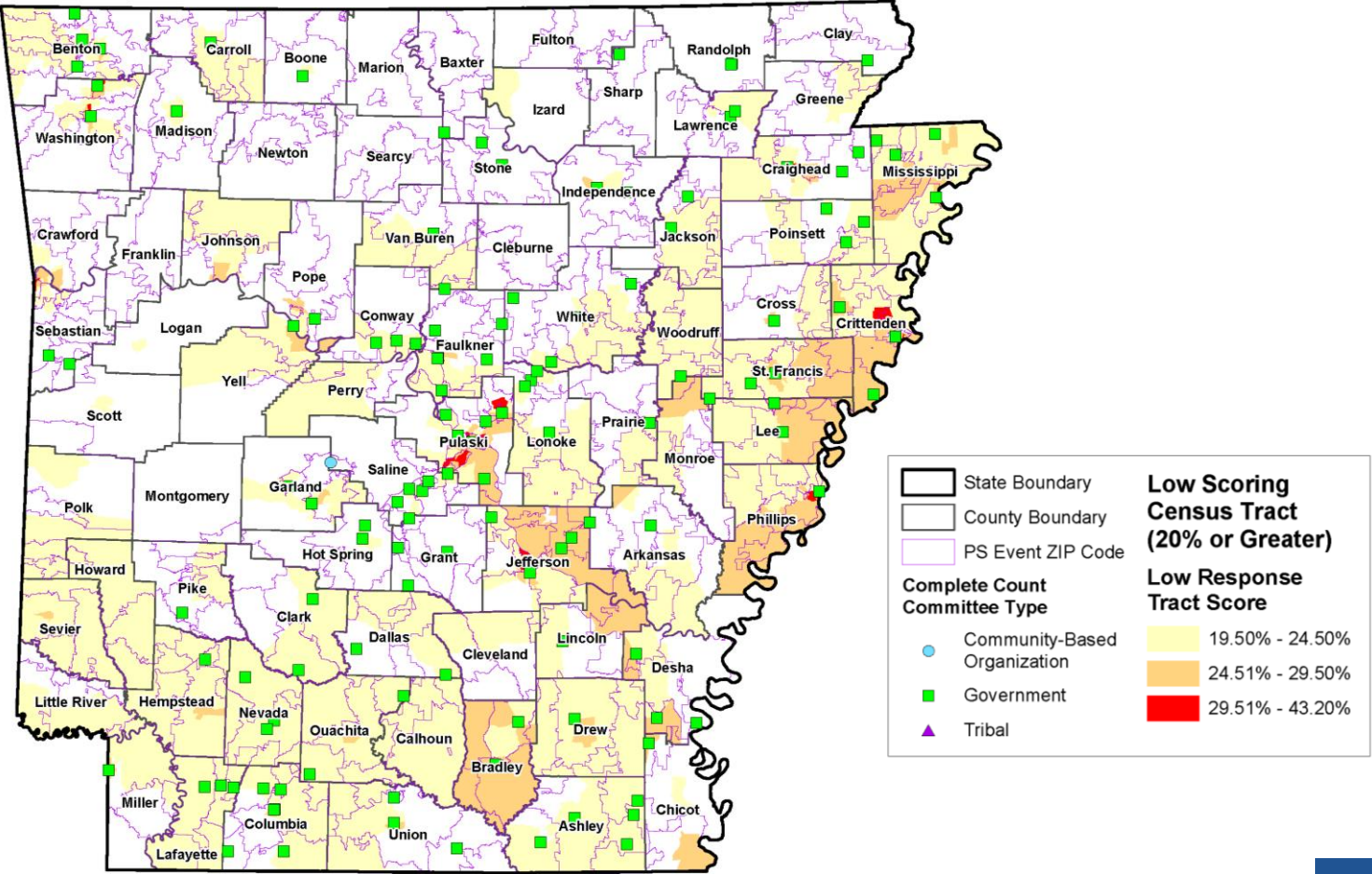
State	Rate	Rank
Arkansas	69%	38
Illinois	76%	11
Indiana	79%	3
Iowa	79%	3
Michigan	78%	5
Minnesota	81%	2
Missouri	74%	24
Wisconsin	82%	1
United States	74%	NA



Arkansas LRS

Low Response Tract

STATE OF ARKANSAS

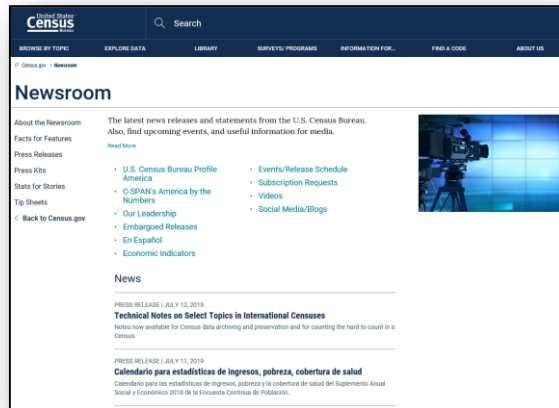


Critical Next Steps

- Formalize with Letter to Regional Director
- Appoint a Census Liaison
- Determine CCC Membership
- Establish a CCC
- Request CCC Training
- Help with Recruiting for Census Jobs

2020 Census Census Portals

MEDIA NEWSROOM



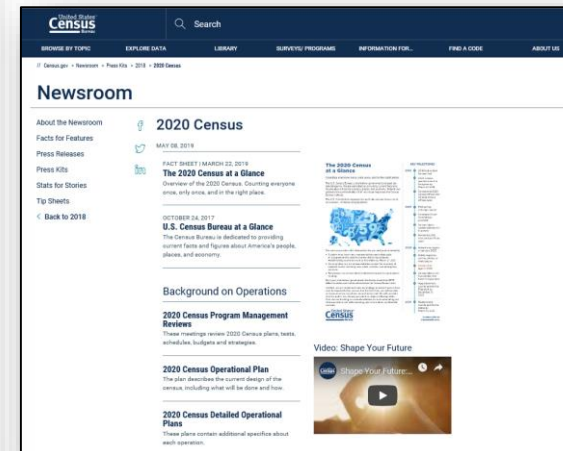
census.gov/newsroom.html

RECRUITING TOOLKIT



[www2.census.gov/about/partners/general/
2020-recruitment-toolkit.pdf?#](https://www2.census.gov/about/partners/general/2020-recruitment-toolkit.pdf?#)

MEDIA TOOLKIT



[census.gov/newsroom/press-kits/
2018/2020-census.html](https://census.gov/newsroom/press-kits/2018/2020-census.html)

Thank You For Your Partnership

If you have any questions about the 2020 Census, our Partnership Specialists are here to help.