

# The Digital Divide: Increasing Access to the Census

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# CONFIDENCE

How confident are you about the digital aspects of the 2020 Census?

NOT  
Confident

Somewhat  
Confident

VERY  
Confident



# COMFORT LEVEL

How comfortable are you with completing the 2020 Census online?

NOT  
Comfortable

Somewhat  
Comfortable

VERY  
Comfortable



# TAKING THE CENSUS

If you were to complete the census today,  
which method would you use.....

- online
- by phone
- paper form



# The Online Census and Digital Opportunities

Stephen L. Buckner, Assistant Director for Marketing, Digital, and Strategic Communications,  
U.S. Census Bureau


June 6, 2019

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Census  
2020



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your future  
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2020



# Shape Your Future



# The 2020 Census

A complete and accurate count of the population and housing.



**MOTIVATE PEOPLE  
TO RESPOND**



**COUNT THE  
PEOPLE**



**ESTABLISH WHERE  
TO COUNT**



**TABULATE DATA AND RELEASE  
CENSUS RESULTS**

# Modernizing the 2020 Census

## Mobile First

Create public-facing digital properties to meet users' needs.



## Data-Driven

Leverage customer insights to drive improvements.



## Responding Online

For the first time, everyone will be able to respond online, by phone, and by mail.



# Making It Easy to Respond

- Respond online, by phone, or by mail.
- Optimized for mobile devices.
- Online and phone response available in 13 languages.
- Print and video language guides in 59 non-English languages.
- American Sign Language video guide.
- Print guides in braille and large print.





# Your Data Are Safe and Secure



- From the moment you submit your information, it is encrypted, safe, and secure.
- We work with the federal intelligence community and industry experts to make sure we follow best practices to protect our networks from external threats and to ensure data are secure inside our network.
- Advanced ability to continually identify, protect, detect, respond, and recover from possible cyber threats.
- Continuously improving our security posture.
- We release data products that cannot identify you.

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**Census  
2020**

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## CENSUS 101

# Your data are confidential.

Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

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### Responses are Confidential, Safe, and Secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census protected by federal law.
- All Census Bureau staff take a lifetime oath to protect your personal information. Violations result in a penalty of up to \$250,000 and/or 5 years in prison.

### There are no exceptions.

- The law (Title 13) requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way.

### We will never ask for:

- Your full social security number.
- Your bank or credit card account numbers.
- Money or donations.
- Anything on behalf of a political party.



# How Can You Respond?

Every household can choose to respond online, by phone, by mail, or in person.



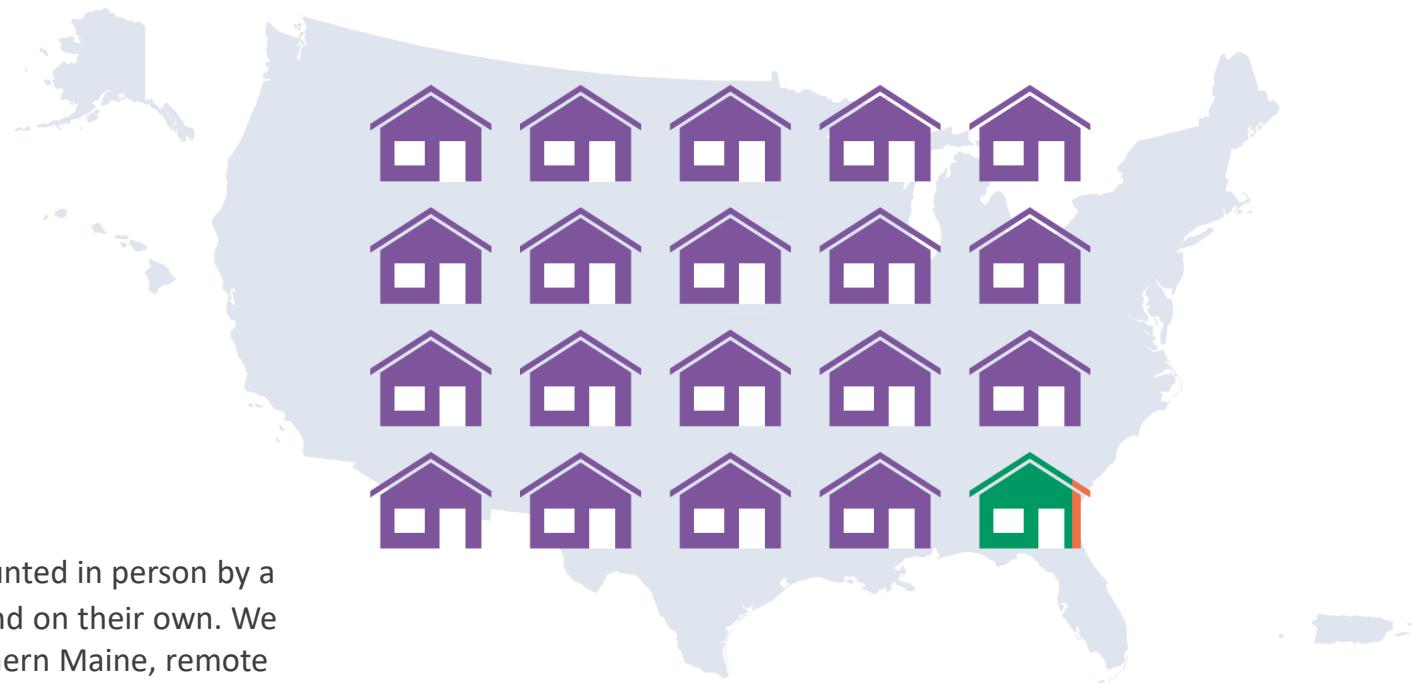
**95%** of households will receive their census invitation in the mail.



**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use post office boxes or areas recently affected by natural disasters).



**Less than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.



# When Can You Respond?

- 2020 Census invitations start arriving March 12, 2020.
- People who live in areas with low Internet connectivity will receive a paper questionnaire in their first mailing.
- You will get up to four additional mailings if you haven't responded.
- If you haven't already responded, you will receive a paper questionnaire starting on April 8.
- You can choose to respond online, by phone, or by mail.



# Bilingual Mailings

Census tracts with 20% or more who need Spanish assistance



Bilingual English/Spanish mailings for entire census tract (bilingual questionnaires up front or in the fourth mailing)

Census tracts with less than 20% who need Spanish assistance



English mailings that include a Spanish phrase inviting you to respond online or via direct toll-free line in Spanish



Spanish online questionnaire

Spanish phone support and response

# What If I Don't Have a Mailbox?

**The Census Bureau hand delivers the 2020 Census form to areas where:**

- The majority of homes do not have mail delivered to the physical location of the address.
- Recent natural disasters, such as a hurricane or forest fire, have occurred.
- Online and phone response always available regardless of your circumstance.



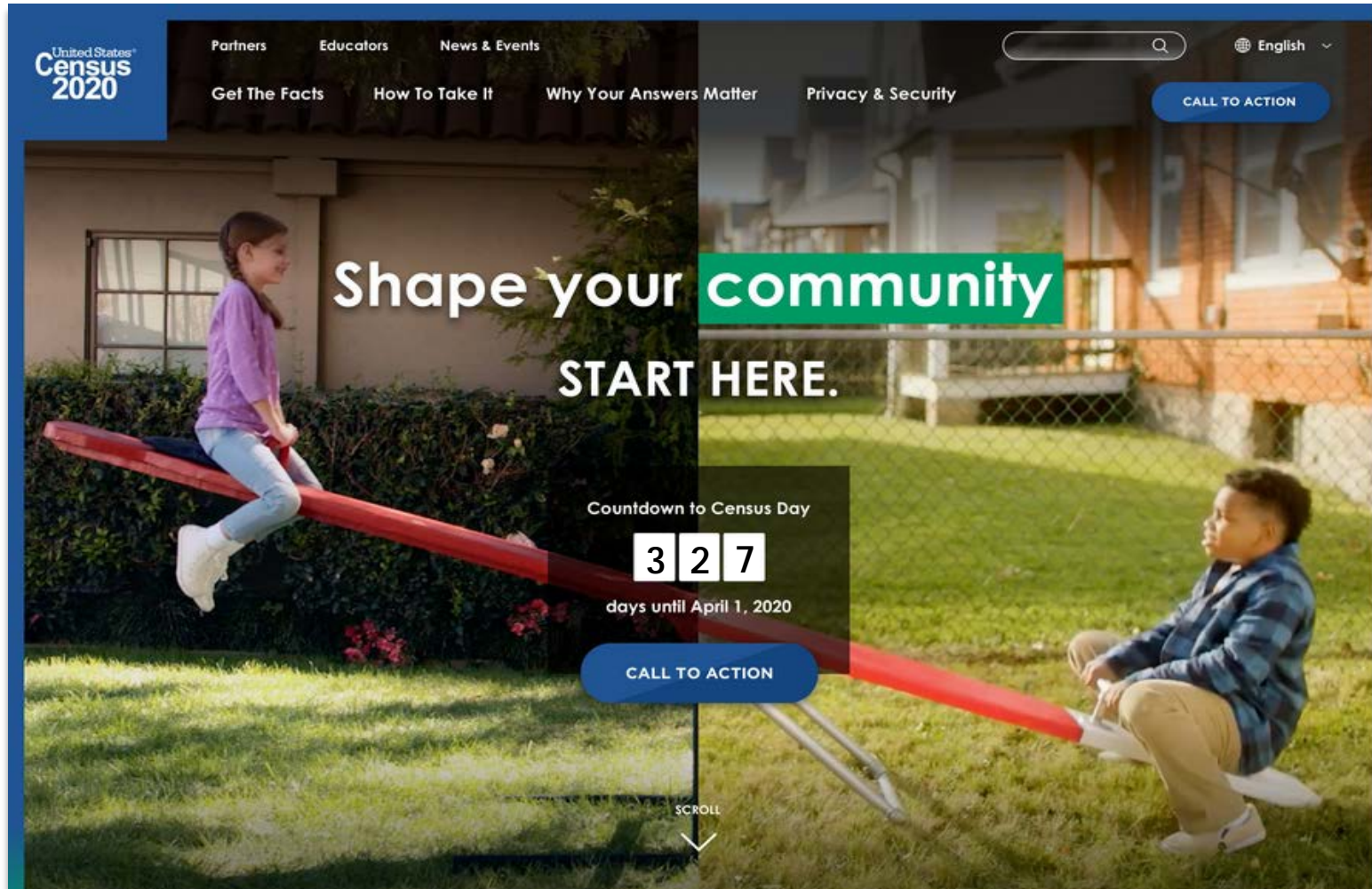
# Households That Don't Respond

- If a household hasn't responded by mid-May, census takers will follow up with an in-person visit.
- If no one is at home, we will leave a note encouraging the household to respond.
- Census takers will make at least six visits to get a response in most cases.
- We have to get everyone's response by mid-July.

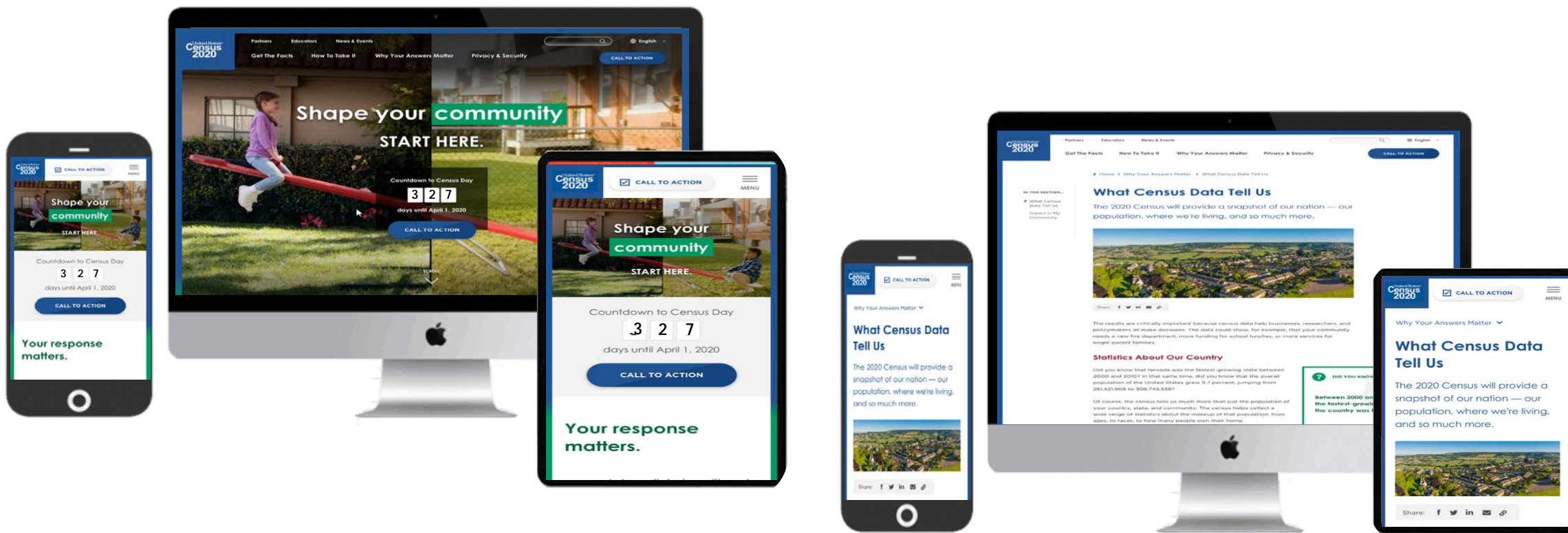




# 2020CENSUS.GOV



# Responsive Design





# Engaging Content

**Combining Census Bureau and Zillow Housing Data Show Rise in Rental Prices and Home Values in Tech-Rich Areas**

EARLENE K.P. DOWELL | APRIL 30, 2019

You've heard of the "Amazon Effect." Now you can see it.

By combining U.S. Census Bureau data and their own housing listings, economists from Zillow, an online real estate search engine, have been able to show just how much rental prices and home values have skyrocketed in areas across the country that are experiencing a tech boom.

Zillow combines housing data and Census Bureau data to help understand the link between housing prices and the tech boom.

During a recent Local Employment Dynamics (LED) Webinar Series, "Housing and the Tech Boom," Aaron Terrazas, a former Zillow senior economist who is now director of economic research for a Seattle startup, showed how Zillow combines housing data and Census Bureau data to help understand the link between housing prices and the tech boom.

**The Amazon Effect**

South Lake Union, once an industrial area adjacent to downtown Seattle, underwent an urban transformation with the development of skyscrapers, fancy restaurants and coffee shops. Although Amazon is the major contributor to the area's tech rise, Microsoft, Facebook, Google, REI and more also have offices in the same neighborhood.

To see how the Amazon headquarters affected Seattle's housing market, Zillow economists looked at the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) data, specifically the LEHD Origin-Destination Employment Statistics (LODES) data set. LODES shows the relationship between where people work and where they live.

By merging Zillow rent data with the LODES data, the group found that rent around the Seattle metro area had increased 17 percent from 2011 to 2015, triggering a supply and demand challenge. This housing shortage was dubbed the "Amazon Effect" in an article by Gene Balk, a columnist at *The Seattle Times*.

**The IPO Effect**

Zillow took a similar approach, using LEHD data, to see what happens to housing prices when a tech company goes public, which often creates a wave of instant millionaires.

The study by Zillow economist Jeff Tucker, "Post-IPO, Home Values Grew Faster in Areas Home to Lots of Facebook Employees," shows the impact of Initial Public Offerings (IPOs) on housing in the San Francisco Bay Area.

**U.S. Census Bureau** @uscensusbureau · 20h

57% of all State & Local #government #employees nationally work in education, the single largest functional category. Learn more from our Employment 2 webinar on May 21st. Sign up! [census.gov/data/academy/w/](https://census.gov/data/academy/w/)

**U.S. Census Bureau** @uscensusbureau · Apr 1

Shape your future. START HERE. RT this video and make sure everyone you know is counted in the #2020Census. We're one year out! Usage of this video is not permitted beyond April 1, 2021.

22 160 160

Show this thread

**United States Census Bureau**

**Data Viz Newsletter**

This month, learn how to use Census Bureau data to visualize voting in the midterm elections, post-secondary education outcomes, health insurance coverage, and more.

**CensusDataViz** helps us sort out the world!

**Share This**

**New Findings and Employment Data for College Graduates**

The U.S. Census Bureau updated the Post-Secondary Employment Outcomes statistics and the [IPEDS data](https://nces.ed.gov/ipeds/data/ipedsdatasys/). This release includes earnings tabulations for the University of Michigan-Ann Arbor and the University of Wisconsin-Madison.

**Behind the 2018 U.S. Midterm Election Turnout**

Voter turnout went up among all voting age and major race and ethnic groups. Fifty-three percent of the other voting age populations voted in 2018, the highest midterm turnout in four decades, while the 2014 election had the lowest.

**United States Census Bureau**

**STATISTICS IN SCHOOLS**

**What's New With Statistics in Schools**

Explore the updated statistics in schools website for standards-aligned, classroom-ready activities and see what's new.

**Learn More**

**Benefits of Statistics in Schools for Teachers:** We provide data, tools, and activities that you can incorporate into your lessons to help teach statistics concepts and data analysis skills to students. The activities and resources are segmented by subject (English, geography, history and social studies, mathematics and statistics, and sociology) and grade (from kindergarten through high school) so that the education can be brought to any classroom.

**Share This**

**About Statistics in Schools**

The Statistics in Schools program provides resources for teaching and learning with real-life data. Educate your students about the world and

**United States Census Bureau**

**Explore Census Bureau Data**

Use this guide to get started with Census Bureau data. Click on the images below for more information and personalized updates based on your interests.

**Get Started**

**Data Visualization and Infographics** bring data to life.

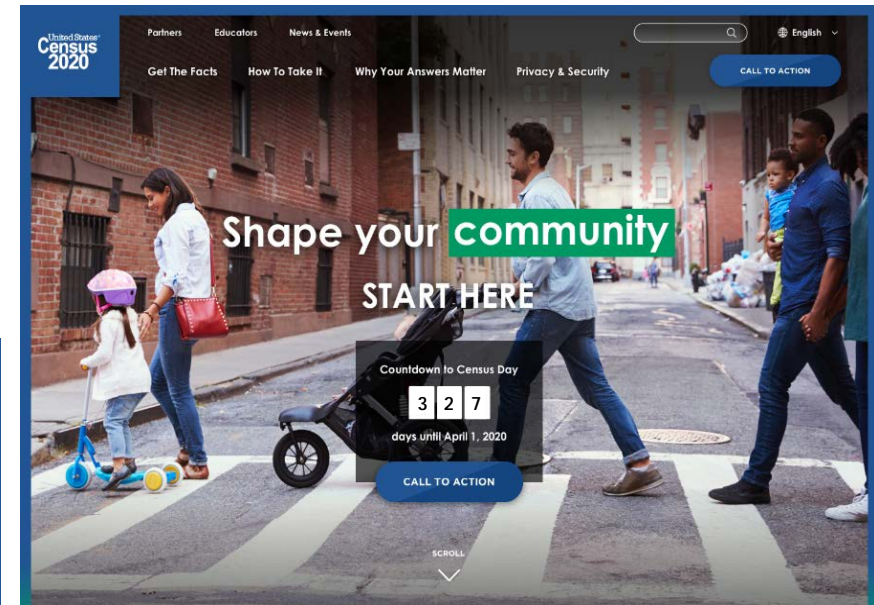
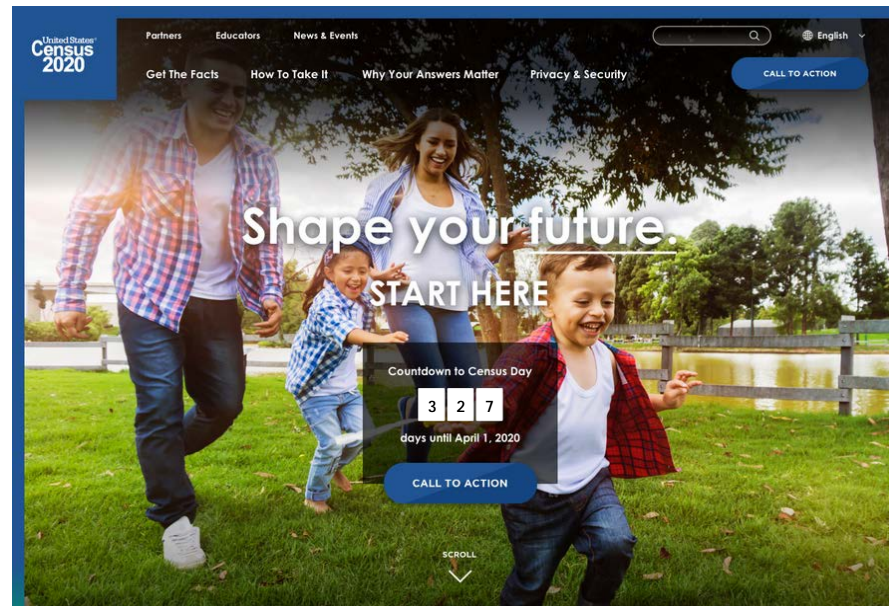
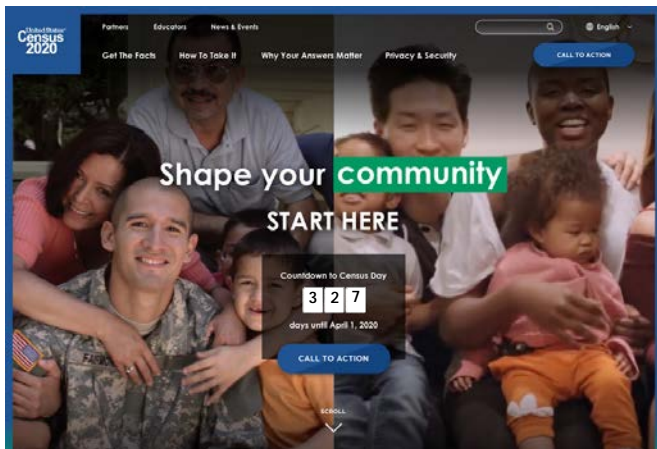
**Your Virtual Hub for Learning Data Skills**

**Join the Community**



# A Personalized Experience

- A/B testing
- Personalization
- Recommendations



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# Thank you.

## Get involved in your community today.

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# Using Digital Tools to Reach our Communities

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# DIGITAL PLATFORMS

**Which digital platform(s) are your primary channels for reaching your constituents?**

- Websites
- Facebook
- Instagram
- Twitter
- What's App
- Other

# YOU and Digital Platforms

How comfortable are YOU with using digital platforms?

**NOT  
Comfortable**

**Somewhat  
Comfortable**

**VERY  
Comfortable**



# Digital Platforms and your Organization

How comfortable is your **ORGANIZATION** with using digital platforms?

NOT

Comfortable

Somewhat

Comfortable

VERY

Comfortable



# Digital Platforms and Stakeholders

How comfortable do you believe your stakeholders are with digital platforms?

NOT

Comfortable

Somewhat

Comfortable

VERY

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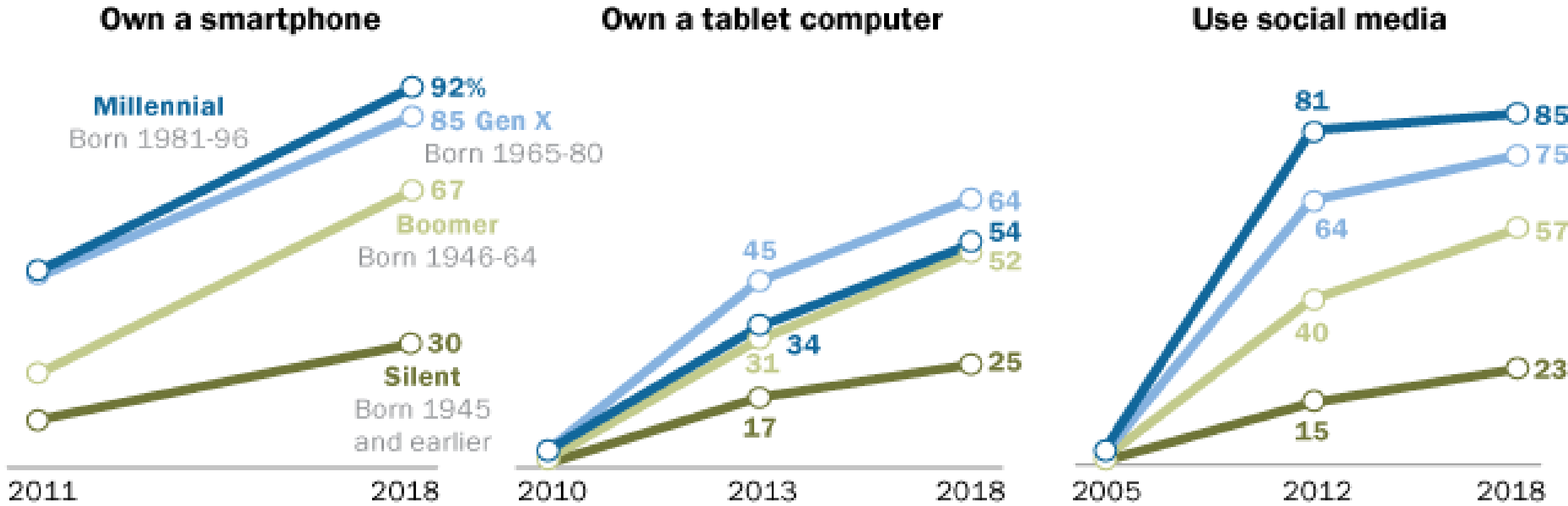
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# Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

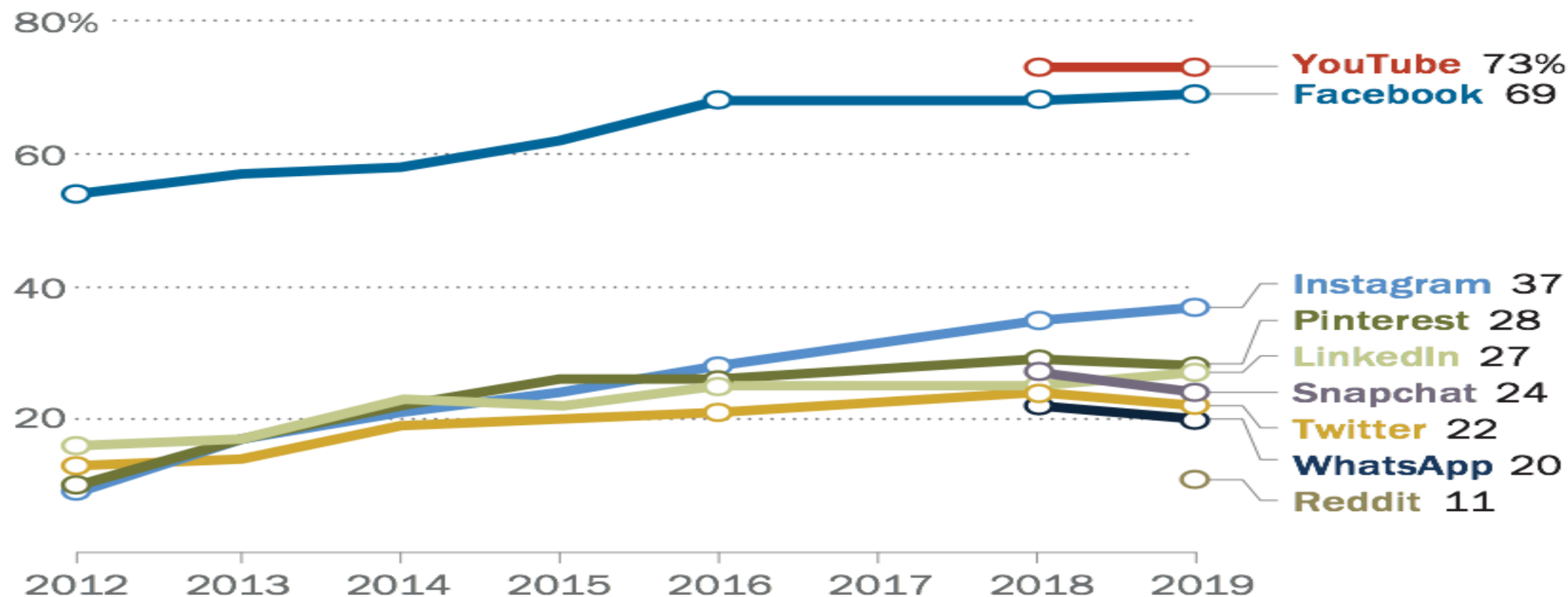
% of U.S. adults in each generation who say they ...



Source: Survey conducted Jan. 3-10, 2018. Trend data are from previous Pew Research Center surveys.

# Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

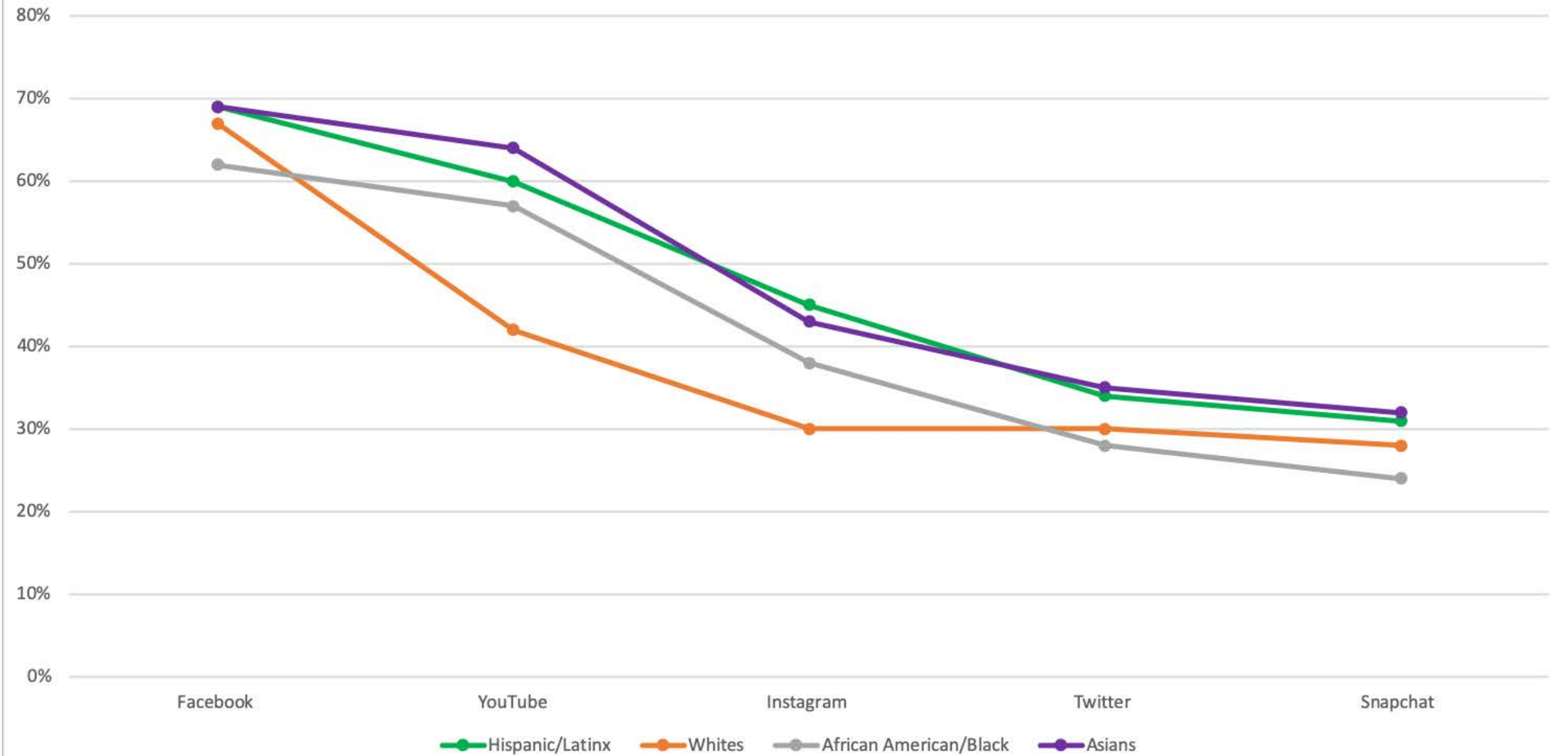
*% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone*



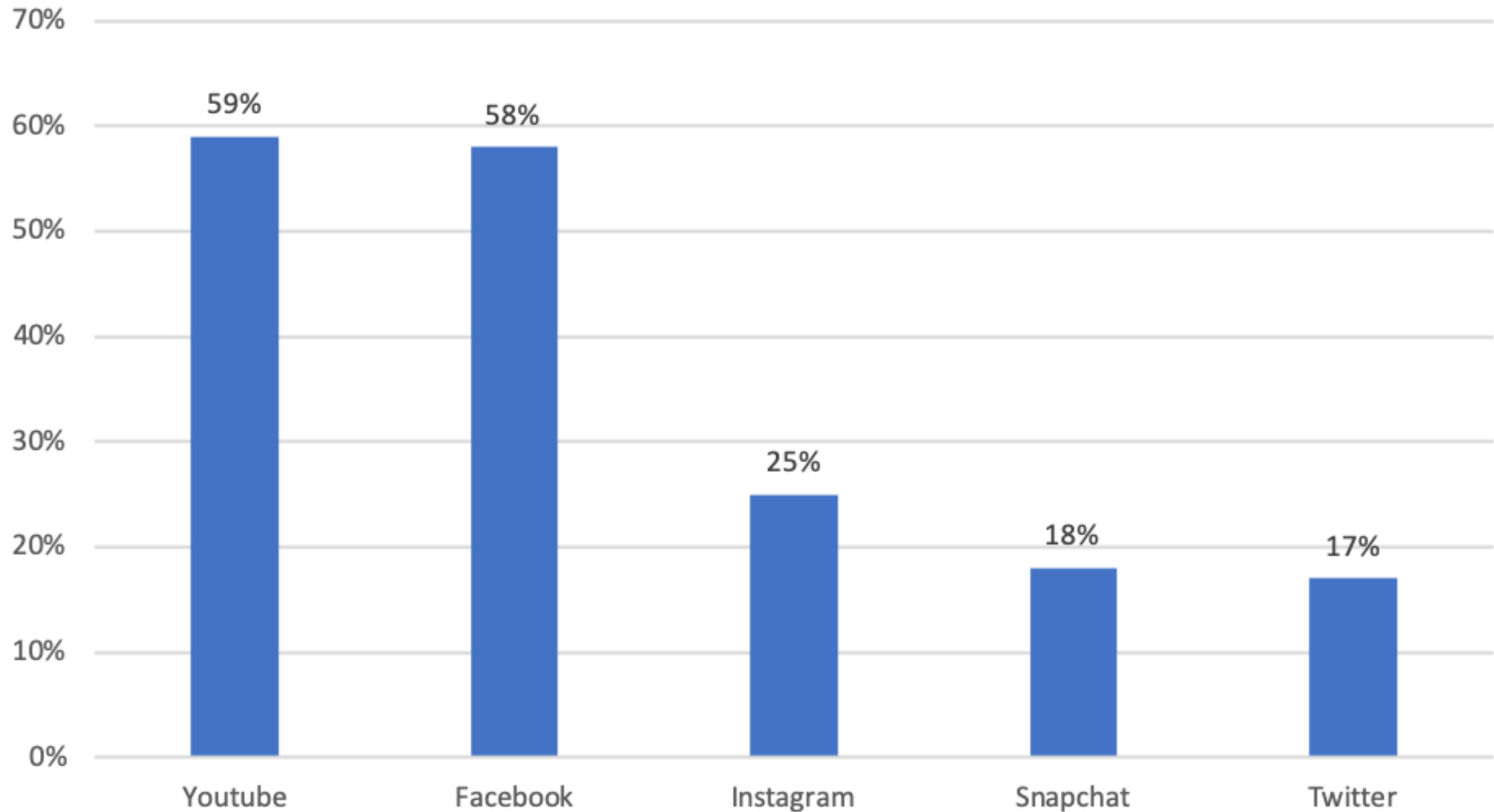
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

### Social Network use by Race/Ethnicity



## Social media usage in rural communities



# Digital readiness: The five groups along a spectrum from least ready to most ready

*% of U.S. adults in each group*

		MORE LIKELY TO HAVE THESE CHARACTERISTICS
Relatively hesitant 52%	<b>14% The Unprepared</b> They have relatively lower levels of tech adoption and do not use the internet for learning, need help setting up new tech devices, and are not familiar with “ed tech” terms. The Unprepared do not have confidence in their computer skills and are not sure they can find trustworthy information online.	Women Ages 50 and older Lower income households Lower levels of formal education
	<b>5% Traditional Learners</b> They are active learners and have technology, but are not as likely to use the internet for pursuing learning and have concerns about whether to trust online information.	Women Minorities Age: 50 and older Lower income households
	<b>33% The Reluctant</b> They have higher levels of digital skills than The Unprepared, but they have low levels of awareness of new education technology concepts. This translates into relatively low use of the internet for learning.	Men Age: 50 and older Lower income households Lower levels of formal education
Relatively more prepared 48%	<b>31% Cautious Clickers</b> They have high levels of tech ownership as well as confidence in their online skills and abilities to find trustworthy information. But they are less familiar with online learning terms and less apt than the Digitally Ready to use online tools for learning.	Higher income households Some college experience Age: In their 30s and 40s
	<b>17% Digitally Ready</b> They are ardent learners for personal enrichment. They have technology and are confident about their digital skills and abilities to find trustworthy online information. They also know the most about online learning resources.	Higher income households Higher education level Age: In their 30s and 40s

# TAKING THE CENSUS

If you were to complete the census today,  
which method would you use.....

- online
- by phone
- paper form

# Thank you.

## Get involved in your community today.

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