



2020 CENSUS SELF-RESPONSE WEEKLY HIGHLIGHTS

N E W S L E T T E R

*Featuring A Thank You Letter From
Mr. George Grandy Jr. | Atlanta Regional Director*

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Census
2020



Mr. George Grandy Jr. - Atlanta's Regional Director

A Special Thanks To Florida Counts!

Hello, this is George Grandy Jr., Regional Director of the U.S. Census Bureau's Atlanta Region. I'm here today to thank Governor Ron DeSantis, Lieutenant Governor and State Complete Count Champion Jeanette Nuñez, Florida State Data Center, Florida League of Cities, Florida Association of Counties, all city and county Complete Count Committees, elected officials, educators, municipalities, community organizations, and faith-based institutions, and for your service as valued 2020 Census partners.

In reviewing the notes from my first meeting with senior officials of the Governor's office, it is noted that they committed the full weight of the office to raising awareness about the importance of the 2020 Census throughout the State of Florida. Trusted voices heeded the call and went to work spreading the census message. Lieutenant Governor Jeanette Nuñez launched the Florida State Complete Count Committee in January and engaged state partners from professional sports teams to CEOs of healthcare providers to engaging school superintendents and colleges and universities.

Every decennial has its challenges, but we recognize that the 2020 Census had obstacles for which there were no precedents. Yet, during COVID-19 stay-at-home orders, you continued to work to urge your constituents to respond to the Census every day whether by phone, email, social media or through virtual meetings.

Words cannot express our gratitude for the ...

- Resources you allocated
- Events you organized
- Speeches you made
- Messages you disseminated
- Flyers you distributed
- Press conferences you held
- Communities you engaged
- Myths you dispelled
- Texts you sent
- Op-eds you wrote
- Awareness you raised...and
- Staff hours you logged...just to name a few



Your understanding of the importance of local involvement to the success of the 2020 Census cannot be overstated. Each of you are the connector points that enable the Census Bureau to reach deep into every community and to carry the Census message to all households.

Thank you again for being an integral part of this remarkable, historic 2020 Census campaign. Your contributions have made a difference in the lives of so many Floridians. Those contributions will endure throughout the coming decade. You'll see it in your community's infrastructure renovation, healthcare services, emergency management, schools, senior centers, roadways, public transportation and in your public libraries. The significance that you gave to counting every person will mean every neighborhood in Florida will have the resources it needs to thrive. Thanks for choosing to be involved in the nation's largest civilian mobilization: the 2020 Census.

Sincerely,

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Census
2020**

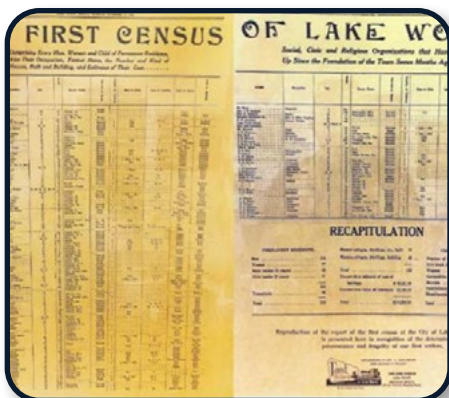
FLORIDA

2020 Census Self-Response Weekly Highlights



U.S. Census Bureau Atlanta Region | Mr. George Grandy Jr. Regional Director

October 16, 2020



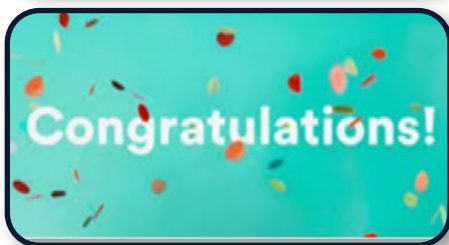
Lake Worth Beach Celebrates 2020 Census Accomplishments

Lake Worth Beach wasted no time announcing its accomplishments for the 2020 Census. In an email sent to more than 200 city, county, and partner organizations, officials announced that it met its 2010 self-response rate of 54.5 percent despite the pandemic and weather challenges. Message recipients included City commissioners and staff, Palm Beach County Department Directors, Palm Beach County School District Staff and Board members, school principals, religious leaders, business owners, local colleges, Consulates (Guatemala and Finland), non-profits, media, Census staff, minority leaders, and neighborhood association presidents. The message highlighted the city's first census and the 2020 Census journey:



You are a true community and local superhero. You have helped Lake Worth Beach, Palm Beach County, and Florida prepare for the coming decade by valuing each human that makes our community home. It has been an honor and privilege to work with you. Your commitment to the community is remarkable! Thank you! ¡Gracias! | Mèsi! | Kiitos!

Lake Worth Beach's community partnership journey started with the Census Bureau in January 2019.



We should have known that the 2020 Census would be full of fun, ups and downs, and all-around unexpected obstacles to challenge us when our Complete Count Committee Kick Off coincided with Hurricane Dorian preparations on August 29, 2019. The Complete Count Committee has grown ten-fold since then and every addition is strengthened our community partnerships that will take us into the next decade unified.

National
Self-Response

67.0%

Florida
Self-Response

63.8%

Florida
Total Enumeration

99.9%

FLORIDA

2020 Census Self-Response Weekly Highlights



October 16, 2020



Lake Worth Beach met the 2010 SELF RESPONSE RATE on the last day of the Census. Many census tracts exceeded the 2010 percentage. Those that didn't meet or exceed came close and incrementally increased throughout. Everyone's outreach efforts are most appreciated, and I received word that enumerators were often greeted on the street by neighbors offering assistance as proxies if the resident did not respond. Your education and energy helped with the other 46% of the addresses. Thank you!



Ministry Helps Immokalee Farmworkers With 2020 Census

Mision Peniel is a pastoral ministry of charity and service that provides food, clothing, fellowship, and emergency support to farmworkers in Immokalee. Mision Peniel recently hosted a walk-up food distribution and Census Mobile Questionnaire Assistance (MQA) event. Ministry volunteers distributed needed items to the community and reminded the community of the importance of responding to the 2020 Census. Census staff members who spoke English, Spanish, and Haitian Creole assisted the community with completing their 2020 Census questionnaire. An estimated 500 people received help at the event.



Guatemalan Consulate has Census Message for Miami

The Consulate of Guatemala recently urged Guatemalan residents in Miami to respond to the 2020 Census with messages and images over social media:



Estimados connacionales: los invitamos nuevamente a participar en el Censo 2020, es confidencial y fácil de responder, lo puedes hacer por teléfono, por escrito cuando te llegue el formulario o bien llenando los datos desde el sitio web del censo. Muchos ya lo han hecho, si aún faltas tú te invitamos a que participes. ¡No te pierdas la oportunidad de hacerte contar! #2020CensusPUSHforFL #2020Census

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2020 Census Self-Response Weekly Highlights



October 16, 2020



Translation:

Dear Nationals: We invite you again to participate in the 2020 census, it is confidential and easy to answer, you can do it by phone, in writing when you get the form, or (by) filling out the data from the census web-site. Many have already done it, if you're still missing, we invite you to participate. Don't miss your chance to tell yourself! #2020 CensusPUSH-forFL #2020 Census



Consulate Promotes 2020 Census in Lake Worth Beach

Guatemalan Consul General Ms. Gladys Cardenas Munoz invited Census staff to hold Mobile Questionnaire Assistance (MQA) events on Monday and Friday mornings at their offices in Lake Worth Beach. On Friday, October 9th, 26 head of households completed their Census questionnaire listing their respective family members, which amounted to a total headcount of 65 people. The City of Lake Worth Beach and El Bodegon Supermarket provided \$10 gift cards to the first 15 people who completed the questionnaire onsite.



Brazilian Bakery Helps Kids Learn About Census

Padaria 2000 is a popular Brazilian bakery located in the heart of the Brazilian immigrant community of Pompano Beach/Deerfield Beach area of Broward County. They engaged school children to help promote participation in the 2020 Census using Census coloring books. Bakery staff members also promoted the 2020 Census by distributing flyers and promotional materials and encouraging the population to self-respond online.

STATE OF FLORIDA RANKING BY COUNTY

Self-Response Rate as of 10.16.2020

1 Seminole, Florida	73.6%	27 Nassau, Florida	63.4%	53 DeSoto, Florida	47.6%
2 St. Johns, Florida	72.2%	27 Leon, Florida	63.4%	54 Bay, Florida	47.2%
3 Santa Rosa, Florida	71.6%	29 Broward, Florida	63.2%	55 Calhoun, Florida	47.0%
3 Hernando, Florida	71.6%	30 Miami-Dade, Florida	62.5%	56 Monroe, Florida	46.3%
5 Brevard, Florida	71.4%	31 Polk, Florida	62.2%	57 Lafayette, Florida	46.2%
6 Flagler, Florida	71.2%	32 Okaloosa, Florida	61.8%	58 Hamilton, Florida	46.0%
7 Sumter, Florida	71.1%	33 Gilchrist, Florida	60.9%	59 Hardee, Florida	45.7%
8 Clay, Florida	70.1%	34 Lee, Florida	59.9%	60 Hendry, Florida	44.5%
9 Indian River, Florida	68.7%	35 Manatee, Florida	59.7%	61 Taylor, Florida	40.6%
10 Martin, Florida	68.2%	36 Highlands, Florida	59.2%	62 Gulf, Florida	37.8%
11 Duval, Florida	67.9%	37 Osceola, Florida	58.0%	63 Walton, Florida	33.8%
11 Citrus, Florida	67.9%	38 Jackson, Florida	57.7%	63 Franklin, Florida	33.8%
13 Pinellas, Florida	67.0%	39 Suwannee, Florida	57.6%	65 Glades, Florida	33.6%
14 Pasco, Florida	66.9%	39 Columbia, Florida	57.6%	66 Liberty, Florida	32.8%
14 Marion, Florida	66.9%	41 Gadsden, Florida	57.2%	67 Dixie, Florida	31.7%
16 Volusia, Florida	66.7%	42 Baker, Florida	57.0%		
17 St. Lucie, Florida	66.3%	43 Bradford, Florida	56.0%		
18 Alachua, Florida	66.2%	44 Washington, Florida	55.6%		
19 Hillsborough, Florida	66.1%	45 Levy, Florida	55.2%		
20 Sarasota, Florida	65.6%	45 Collier, Florida	55.2%		
21 Wakulla, Florida	64.8%	47 Union, Florida	54.6%		
22 Palm Beach, Florida	64.7%	48 Jefferson, Florida	53.1%		
22 Orange, Florida	64.7%	49 Putnam, Florida	52.9%		
24 Escambia, Florida	64.6%	50 Holmes, Florida	52.0%		
25 Lake, Florida	64.1%	51 Okeechobee, Florida	48.5%		
26 Charlotte, Florida	63.7%	52 Madison, Florida	47.7%		

STATE OF FLORIDA CONGRESSIONAL DISTRICTS



Matt Gaetz
District 1
59.8%



Neal Dunn
District 2
54.6%



Ted Yoho
District 3
64.2%



John Rutherford
District 4
71.2%



Al Lawson
District 5
60.3%



Michael Waltz
District 6
66.4%



Stephanie Murphy
District 7
70.4%



Bill Posey
District 8
70.7%



Darren Soto
District 9
61.3%



Val Demings
District 10
63.0%



Daniel Webster
District 11
68.9%



Gus Bilirakis
District 12
69.0%



Charlie Crist
District 13
65.3%



Kathy Castor
District 14
65.1%



Ross Spano
District 15
65.4%



Vern Buchanan
District 16
62.4%

STATE OF FLORIDA

CONGRESSIONAL DISTRICTS



Greg Steube
District 17
62.2%



Brian Mast
District 18
67.7%



Francis Rooney
District 19
57.4%



Alcee Hastings
District 20
62.0%



Lois Frankel
District 21
65.1%



Ted Deutch
District 22
59.6%



Debbie Wasserman Schultz
District 23
63.8%



Frederica Wilson
District 24
59.1%



Mario Diaz-Balart
District 25
64.4%

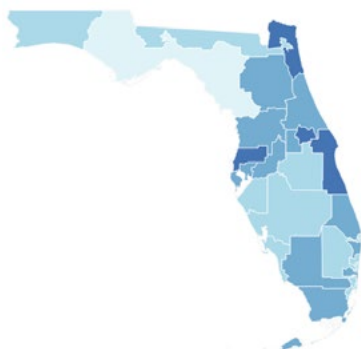


Debbie Mucarsel-Powell
District 26
66.0%

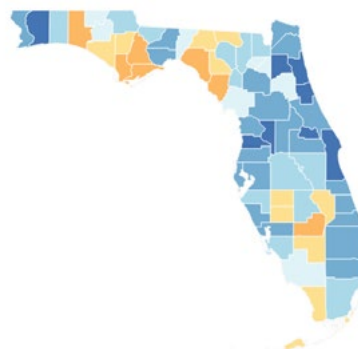


Donna Shalala
District 27
59.8%

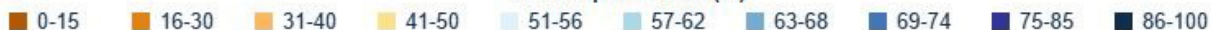
Congressional



County



Self-Response Rate (%)



A banner for World Statistics Day 2020. It features a dark blue background with a blurred image of a crowd of people. Overlaid on the left are several thick, diagonal blue and light blue bars. On the right, the text "WORLD STATISTICS DAY 2020" is displayed in white, with "STATISTICS" highlighted in a blue pill-shaped box.

WORLD STATISTICS DAY 2020

Celebrating World Statistics Day 2020

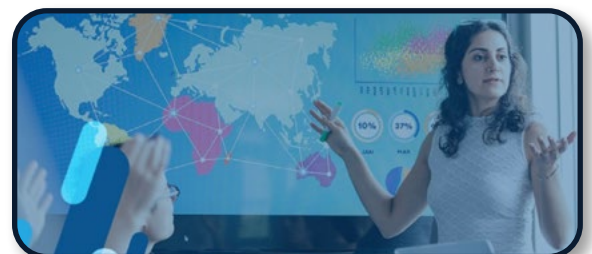
Every five years since 2010, World Statistics Day is celebrated around the world by the global statistical community. This World Statistics Day, we're joining the United Nations in honoring the importance of trust, authoritative data, innovation and the public good in national statistical systems. Tapping into this year's theme of "Connecting the world with data we can trust," we're highlighting ways the U.S. Census Bureau continually innovates and evolves to meet the needs of our complex world.

A Message from Director Dillingham

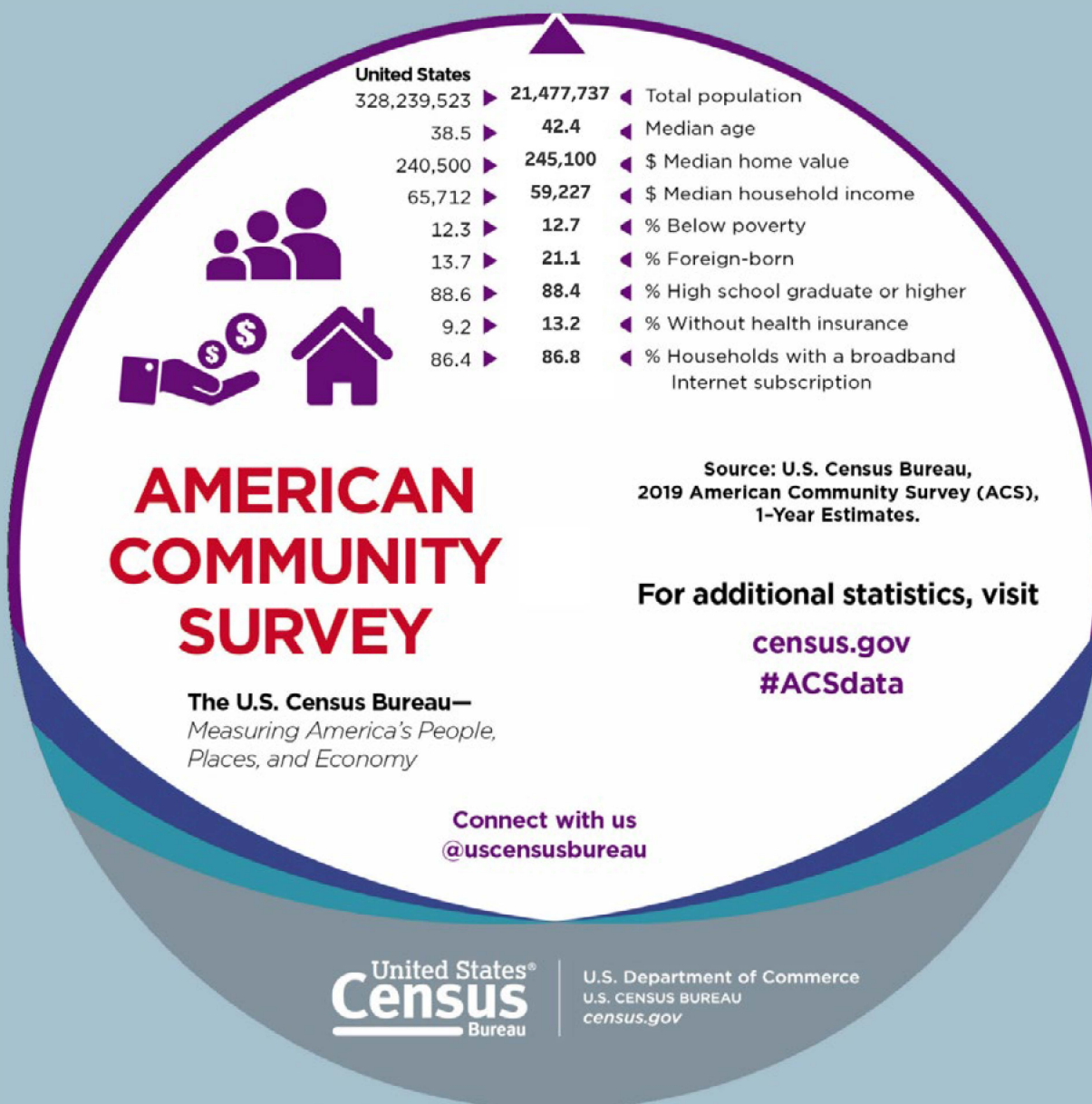
Watch a special video message from Steven Dillingham, Director of the U.S. Census Bureau, celebrating World Statistics Day. The Director discusses critical data products, such as the Pulse Surveys, that help inform policy that advances and improves our world. Download our partnership toolkit to celebrate World Statistics Day on your social media channels.

America Counts

America Counts tells the stories behind the data. Weaving together relevant and timely statistics, the series offers compelling narratives about American families, housing, business, education, the economy, emergency preparedness, and the population. Read the recent America Counts story about World Statistics Day.



Florida Population Estimates from the 2019 American Community Survey, 1-Year Estimates



Related Information

American Community Survey (ACS)

The American Community Survey is the premier source for information about America's changing population, housing and workforce.

VISUALIZATION | SEPTEMBER 26, 2019

2018 American Community Survey Data Wheel

Explore the popular ACS data wheel, updated with 2018 ACS 1-year estimates for states, congressional districts, and metropolitan statistical areas.

Population

Our population statistics cover age, sex, race, Hispanic origin, migration, ancestry, language use, veterans, as well as population estimates and projections.

2020 Census Completion Rates: Frequently Asked Questions

What makes up the 99.9 percent total response rate?

As of October 16,¹ well over 99.9 percent of addresses nationwide have been accounted for in the 2020 Census, with 67.0 percent accounted for through self-response online, by phone or by mail, and 32.9 percent accounted for through our Nonresponse Followup (NRFU) operation. The self-response rate is higher than the final self-response rate for the 2010 Census. Over 99.9 percent of addresses have been resolved in 49 states, plus the District of Columbia and Puerto Rico. The remaining state, Louisiana, was 99.0 percent complete as of October 16.

The majority of occupied housing units in the NRFU operation were completed by a census taker interviewing a member of the household. The balance were completed by interviews with proxy respondents or using high-quality administrative records.

As of October 16, approximately 24.1 percent of occupied housing units in the NRFU workload have been enumerated by proxy response, which is similar to the 2010 rate. As we continue to resolve cases and remove duplicate responses during data processing, we expect the 2020 final proxy rate to stay about the same or potentially decrease. (See below for more on the use of enumeration by proxy.)

As of October 16, approximately 5.6 percent of addresses nationwide have been completed using high-quality administrative records, which is 13.9 percent of the NRFU

workload. We use administrative records when census taker efforts to contact the housing unit are unsuccessful and our analysis shows very high confidence the administrative records are complete and correct. Completing 13.9 percent of the NRFU workload using administrative records is much lower than our expected 22.5 percent of cases with high-quality administrative records that would have been used if the first visit was not a successful enumeration or a self-response was not received. The use of administrative records to enumerate nonresponding households and resolve addresses is one of the Four Key Innovation Areas in the 2020 Census, and part of our 2020 Census Operations Plan.² (See below for more on the use of high-quality administrative records.)

How many enumerations were completed by proxy?

Each decade, the census uses “proxy responses” to account for some addresses that do not respond to the census. If census takers can't get a response directly from a household after three visits (except where high-quality administrative records are available), they try to get information about the address from a proxy such as a neighbor, landlord, or building manager. Because COVID-19 delayed the start of census taker visits, we anticipated that we might need significantly more proxies this decade. However, we are pleased to report that the proxy rate is actually similar to the 2010 proxy rate. The 2010 Census Nonresponse Followup Operations

¹ Data collection ended on October 15. The October 16 data reflects additional responses that have been processed, particularly the resolution of online responses submitted without a Census ID.

² 2020 Census Operational Plan, Version 4.0, Issued December 2018 at <<https://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020-oper-plan4.pdf>>.

Assessment Report³ notes that 23.8 percent of the Nonresponse Followup interviews for occupied housing units were conducted using proxy respondents. As of October 16, approximately 24.1 percent of occupied housing units in the NRFU workload have been enumerated by proxy response, which is similar to the 2010 rate. We will provide a final proxy rate for the 2020 Census once we finish collecting and processing the data, as the U.S. Census Bureau has done for prior censuses. As we continue to resolve cases and remove duplicate responses during data processing, we expect the 2020 final proxy rate may even decrease.

How many enumerations were completed by use of administrative records?

This decade, a new and advanced feature of the 2020 Census design is the use of high-quality administrative records, when available, to count people who do not self-respond to the census. These include Internal Revenue Service (IRS) records, Medicare and Medicaid records, Social Security Administration information, and 2010 Census data. If a household doesn't respond after one or more census taker visits, we check to see if these data sources can provide the same information for that address. We use these existing data sources only if we are confident of their quality and accuracy for that household. Otherwise, we continue to visit the household and, if necessary, try to get information about the address from a neighbor.

As of October 16, approximately 5.6 percent of addresses nationwide have been resolved using high-quality administrative records, which is 13.9 percent of the NRFU workload.

What was the enumeration rate on American Indian and Alaska Native (AIAN) lands?

As of October 16, we have completed 99.77 percent of the NRFU workload on AIAN lands.

We made progress even in areas closed due to COVID-19 by working with tribal leaders and coordinating permission for census takers to work on their lands or to do follow-up phone enumeration.

What quality measures do you provide to assess the accuracy of a decennial census?

Each census, we produce coverage estimates⁴ and conduct extensive assessments that we share with the public. We plan to do the same again following the 2020 Census; the completion rates are just early indicators.

There are two main ways of evaluating the quality of a census: comparing the results to other population totals and evaluating how well the process of conducting the census worked. As we do after every recent decennial census, the Census Bureau will share information from each method as it becomes available over the coming months and years. In terms of comparing the results to other population totals, the Census Bureau will produce estimates from Demographic Analysis in December 2020.

The Census Bureau is also currently conducting a Post-Enumeration Survey, which will give estimates of the undercount by demographic group and geography. The first results from this survey are expected in November 2021. Additional results are set to be released in February 2022. In terms of evaluating the process, the Census Bureau does extensive evaluations of how the census was conducted. These evaluations include data, such as the final proxy rate, that in many cases can be compared to previous decades.

We will release these evaluations as they become available; many won't be available until after the census response data has been processed.

³ 2010 Census Nonresponse Followup Operations Assessment Report at <<https://www2.census.gov/programs-surveys/decennial/2010/program-management/5-review/cpex/2010-memo-190.pdf>>.

⁴ More information about coverage estimates is available at <www.census.gov/programs-surveys/decennial-census/about/coverage-measurement.html>.



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