THE ROAD TO THE 2020 CENSUS: **FOCUS ON FLORIDA**



United States™

Marilyn Stephens

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

Shape your future START HERE >

Census 2020





The 2020 Census is DIFFERENT





Optimizing Self-Response for 2020 Census

- We are making it easier than ever before for people to respond to the Census
- In previous censuses, the primary method of responding to the census was to receive a questionnaire in the mail...complete it and mail it back
- HOWEVER, for the 2020 Census, the INTERNET is the primary method for households to self respond

Optimizing Self-Response for 2020 Census

- Secondary ways of responding to the 2020 Census
 - Toll-free number
 - At any time, people can call our Census Questionnaire Assistance centers and get help completing their Census on the Internet...OR
 - Households can complete their Census with one of our staff over the telephone
 - Traditional questionnaire (will be automatically sent to households that have not responded by April 8)
 - Non Response Follow Up operation
 - Enumerators visit the household to conduct the interview



WHAT WE WILL SEND IN THE MAIL				
On or between	You'll receive:			
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)			
March 16-24	A reminder letter.			
	If you haven't responded yet:			
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.			

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

Inviting Households to Participate in the 2020 Census



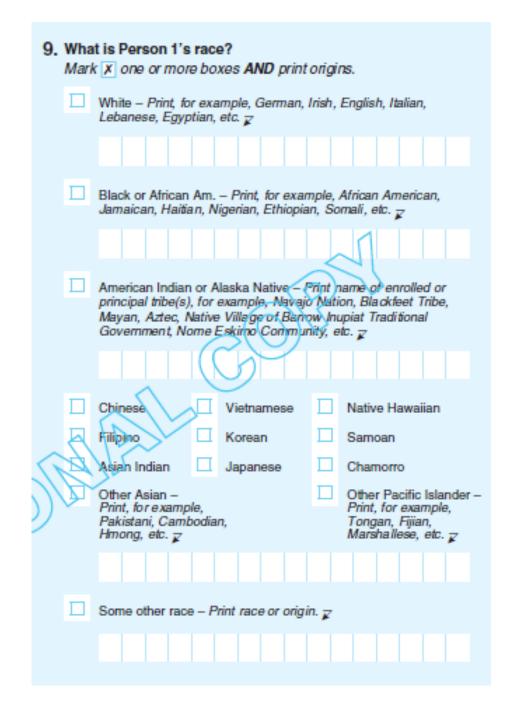
The 2020 Census Questionnaire

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen. 2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1? Before you answer Question 1, count the people living in this Mark X all that apply. house, apartment, or mobile home using our guidelines. Children, related or unrelated, such as newborn babies, grandchildren, or foster children Count all people, including babies, who live and sleep here most of the time. Relatives, such as adult children, cousins, or in-laws If no one lives and sleeps at this address most of the time, go Nonrelatives, such as roommates or live-in babysitters online at [un removed] or call the number on page 8. People staying here temporarily The census must also include people without a permanent place to live, so: No additional people If someone who does not have a permanent place to live is 3. Is this house, apartment, or mobile home — Mark X ONE box. staying here on April 1, 2020, count that person. Owned by you or someone in this household with a mortgage The Census Bureau also conducts counts in institutions and or loan? Include home equity loans. other places, so: Owned by you or someone in this household free and clear (without a mortgage or loan)? Do not count anyone living away from here, either at college or in the Armed Forces. Rented? Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020. Occupied without payment of rent? · Leave these people off your questionnaire, even if they will 4. What is your telephone number? return to live here after they leave college, the nursing home, We will only contact you if needed for official Census Bureau the military, jail, etc. Otherwise, they may be counted twice. business. Telephone Number 1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020? Number of people = (Form number removed



A Major Change on the 2020 Census Questionnaire





Household Relationship – New Options

3. How is this person related to Person 1? Mark X ONE box.					
		Opposite-sex husband/wife/spouse		Father or mother	
		Opposite-sex unmarried partner		Grandchild	
		Same-sex husband/wife/spouse		Parent-in-law	
		Same-sex unmarried partner		Son-in-law or daughter-in-law	
		Biological son or daughter		Other relative	
		Adopted son or daughter		Roommate or housemate	
		Stepson or stepdaughter		Foster child	
		Brother or sister		Other nonrelative	



Contact Me

- Marilyn.e.Stephens@2020census.gov
- 404-323-0594

