2020 Census – Getting Minnesota to 100%

How to engage complete count committees and partners on outreach

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Agenda

• Updates - census operations and response rates
• Communication strategies
• Resources for outreach
• Virtual gatherings
• Telephone outreach
• Questions & suggestions
Polling Question #1
Polling Question #2
Polling Question #3
Self-Response by County

This map features self-response rates from households that responded to the 2020 Census online, by mail, or by phone. Rates can be viewed in rankings here.

Minnesota Self-Response
72.4%

Aitkin Self-Response
37.5%

2020 Census Response Rates:
2020Census.gov/response-rates

Map updated daily M-F through September 30.
# 2020 Census response rate rankings

## 2020 Census Total Self-Response

### National Response Rate

<table>
<thead>
<tr>
<th>Total Response:</th>
<th>93,400,000 (households)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total:</td>
<td>63.2%</td>
</tr>
<tr>
<td>Internet:</td>
<td>50.5%</td>
</tr>
<tr>
<td>Daily Change:</td>
<td>▲ 0.1%</td>
</tr>
</tbody>
</table>

## Ranking by State

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Minnesota</td>
<td>72.4%</td>
</tr>
<tr>
<td>2</td>
<td>Wisconsin</td>
<td>69.7%</td>
</tr>
<tr>
<td>3</td>
<td>Nebraska</td>
<td>69.0%</td>
</tr>
<tr>
<td>4</td>
<td>Washington</td>
<td>68.9%</td>
</tr>
<tr>
<td>4</td>
<td>Michigan</td>
<td>68.9%</td>
</tr>
<tr>
<td>6</td>
<td>Iowa</td>
<td>68.9%</td>
</tr>
<tr>
<td>7</td>
<td>Illinois</td>
<td>68.0%</td>
</tr>
<tr>
<td>8</td>
<td>Virginia</td>
<td>67.9%</td>
</tr>
<tr>
<td>9</td>
<td>Idaho</td>
<td>67.6%</td>
</tr>
<tr>
<td>10</td>
<td>Ohio</td>
<td>67.5%</td>
</tr>
</tbody>
</table>

Responses received through: 8/6/2020

### Household Responses by State

<table>
<thead>
<tr>
<th>State</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kansas</td>
<td>900,000</td>
</tr>
<tr>
<td>Kentucky</td>
<td>1,400,000</td>
</tr>
<tr>
<td>Louisiana</td>
<td>1,300,000</td>
</tr>
<tr>
<td>Maine</td>
<td>430,000</td>
</tr>
<tr>
<td>Maryland</td>
<td>1,800,000</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>2,100,000</td>
</tr>
<tr>
<td>Michigan</td>
<td>3,300,000</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1,900,000</td>
</tr>
<tr>
<td>Mississippi</td>
<td>840,000</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,900,000</td>
</tr>
</tbody>
</table>
### 2020 Census response rate rankings

#### Total/Internet/Daily
- **Population Range:**
  - 2,000
  - 1,000,000

#### Select State
- **State:** Minnesota

#### City/Townships
- **City:**

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#### Ranking by County
<table>
<thead>
<tr>
<th>Rank</th>
<th>County, State</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>78</td>
<td>Crow Wing, Minnesota</td>
<td>51.4%</td>
</tr>
<tr>
<td>79</td>
<td>Pine, Minnesota</td>
<td>50.9%</td>
</tr>
<tr>
<td>80</td>
<td>Clearwater, Minnesota</td>
<td>50.0%</td>
</tr>
<tr>
<td>81</td>
<td>Lake, Minnesota</td>
<td>49.7%</td>
</tr>
<tr>
<td>82</td>
<td>Hubbard, Minnesota</td>
<td>47.0%</td>
</tr>
<tr>
<td>83</td>
<td>Aitkin, Minnesota</td>
<td>37.5%</td>
</tr>
<tr>
<td>84</td>
<td>Mahnomen, Minnesota</td>
<td>36.5%</td>
</tr>
<tr>
<td>85</td>
<td>Cass, Minnesota</td>
<td>36.3%</td>
</tr>
<tr>
<td>86</td>
<td>Lake of the Woods, Minn.</td>
<td>31.9%</td>
</tr>
<tr>
<td>87</td>
<td>Cook, Minnesota</td>
<td>29.3%</td>
</tr>
</tbody>
</table>

#### Ranking by City
<table>
<thead>
<tr>
<th>Rank</th>
<th>City, State</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>249</td>
<td>Detroit Lakes, Minnesota</td>
<td>63.4%</td>
</tr>
<tr>
<td>250</td>
<td>Staples, Minnesota</td>
<td>63.1%</td>
</tr>
<tr>
<td>251</td>
<td>Eveleth, Minnesota</td>
<td>61.5%</td>
</tr>
<tr>
<td>252</td>
<td>Pequot Lakes, Minnesota</td>
<td>56.3%</td>
</tr>
<tr>
<td>253</td>
<td>Pelican Rapids, Minnesota</td>
<td>55.2%</td>
</tr>
<tr>
<td>254</td>
<td>Howard Lake, Minnesota</td>
<td>50.1%</td>
</tr>
<tr>
<td>255</td>
<td>Gaylord, Minnesota</td>
<td>48.6%</td>
</tr>
<tr>
<td>256</td>
<td>Breezy Point, Minnesota</td>
<td>48.1%</td>
</tr>
<tr>
<td>257</td>
<td>Nisswa, Minnesota</td>
<td>44.8%</td>
</tr>
<tr>
<td>258</td>
<td>Crosslake, Minnesota</td>
<td>29.8%</td>
</tr>
</tbody>
</table>

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* *1,000,000* includes areas with populations greater than 1,000,000. Data may include responses collected on the Internet, by phone, and by mail in the 2020 Census.

2020 Census Response Rates:
2020Census.gov/response-rates
2020 Census Response Rates:
2020Census.gov/response-rates

Todd, Minnesota
Self-Response

58.2%

Tract 7901
Self-Response

63.1%

Tract 7902
Todd,
Minnesota
2020 Self-Response
Total: 65.1%
Internet: 18.4%
Final 2010 Self-Response: 77.1%

Tract 7907
Todd,
Minnesota
2020 Self-Response
Total: 52.1%
Internet: 19.0%
Final 2010 Self-Response: 56.4%

Tract 7908
Todd,
Minnesota
2020 Self-Response
Total: 45.6%
Internet: 35.2%
Final 2010 Self-Response: 51.5%
Census Operation Updates:
census.gov/newsroom  @USCensusBureau

Census takers visiting homes that have not yet responded:
• Following public health and safety protocols
• Hired locally, bilingual speakers
• Work concludes September 30
Ways to respond

Four options

• Go to 2020Census.gov
• Call 844-330-2020
  Phones open 7 days/week 6 a.m. – 1 a.m.
• Mail in census form
• Respond to census taker who visits in person
Census Operation Updates:
census.gov/newsroom  @USCensusBureau

Did you receive an email from the Census Bureau? Email from:
2020Census@subscriptions.census.gov

PLEASE RESPOND
Complete the 2020 Census
2020Census.gov
or
Call 844-330-2020

Census Bureau sending emails:
• Census block groups below 50%
• Emails where available
Census Operation Updates:
census.gov/newsroom  @USCensusBureau

Census Bureau sending 7th reminder letter in mail:
• Lowest-responding census tracts non-responding homes
• Questionnaire form included with mailing
Census Operation Updates:  
census.gov/newsroom  @USCensusBureau

Mobile Questionnaire Assistance (MQAs):
• Sites through Sept. 30
• Low-responding census tracts
• High-traffic areas: grocery and retail centers, food pantries, etc.
• Census partnership specialists have been contacting community partners
Census media:

New TV ad: Census takers are visiting homes that have not responded yet.
Census media: Minnesota media support

Outreach:

• News media: census interviews with radio, TV, newspaper

• Content for census partners at government, nonprofit, business organizations: flyers, posters, articles, social media posts, etc.

• Paid media: Separate division from CPEP

Contact info:
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2020 Census
HARD-TO-COUNT (HTC) DEMOGRAPHICS

- Children (under 5yrs)
- College Students
- Farm Workers
- Homeless
- Immigrants
- Language Constrained
- Millennials
- Minorities
- People Living in Poverty
- People with Disabilities
- Refugees
- Renters
- Snowbirds
- Senior Citizens
- Veterans
- Young Adults (18-24yrs)
What can you do?

Help Minnesota to get a complete and accurate count in the 2020 Census

Creative ways to encourage these hard-to-count groups:

1. Renters – reach via property managers
2. Lake cabin/ seasonal homeowners – lake association
3. Low-income households - employers, retail stores, food pantries
4. Families with young children – daycare, retail stores
5. Senior citizens – churches, meals-on-wheels
Examples: Renter outreach

MN 2020 Census renter toolkit

https://mn.gov/admin/2020-census/involved/how-to-help/renters/
Examples: Lake homes/seasonal home
Flyers and social media posts
Examples: Low income, families, seniors
Flyers at food banks, school meal distributions, churches, etc.
Materials in multiple languages

10 Minutes of Your Time
10 Years of Benefits for Us

Would you take 10 minutes to help [name of organization]?

We need you and everyone in your household to be counted in the 2020 Census – from newborns to new to the country, any relatives or friends living with you, everyone.

The results of the 2020 Census will impact us for the next 10 years. Census results impact funding and guide decisions for [name of organization] – and for every nonprofit, business and government organization in our community. Census data are used to determine how billions in federal funding are spent on federal food programs, from SNAP to WIC, for education and employment programs, and more. It is important for us to have a complete and accurate count.

You and your family matter to us. Be counted.

The 2020 Census form does not ask questions about your income or if you are a citizen. Your responses to the census are confidential and are not shared with any other agency or individual, not the FBI or any law enforcement, not your landlord, not the IRS or anyone else. If you want to know more about privacy protections for your census data, go to 2020Census.gov/data-protection. If you have questions about the 2020 Census, please reach out to ask us. The census form can be completed in just a few minutes.

Go to 2020Census.gov – or Call 888-330-2020 – or look for a paper questionnaire mailed to you by the Census Bureau.

10 minutos de tu tiempo
10 años de beneficios para nosotros

¿Te tomarías 10 minutos para ayudar [nombre de la organización]?

Necesitamos que usted y todos los miembros de su hogar sean contados en el Censo 2020 – desde recién nacidos hasta nuevos en el país, cualquier familiar o amigo que viva con usted, todos.

Los resultados del Censo 2020 nos impactarán durante los próximos 10 años.

Los resultados del censo impactan el financiamiento y guían las decisiones para [nombre de la organización] – y para cada organización sin fines de lucro, empresarial y gubernamental de nuestra comunidad. Los datos del censo se utilizan para determinar cómo se gastan miles de millones en fondos federales en programas federales de alimentos, desde SNAP hasta WIC, para programas de educación, empleo y más. Es importante para nosotros tener un conteo completo y preciso.

Usted y su familia nos importan. Ser contados.

El formulario del Censo 2020 no hace preguntas sobre sus ingresos o si es ciudadano. Sus respuestas al censo son confidenciales y no se comparten con ninguna otra agencia o individuo, ni con el FBI ni con las fuerzas del orden, ni con el propietario, ni con el IRS ni con ninguna otra persona. Si desea obtener más información sobre la protección de la privacidad de sus datos censales, visite 2020Census.gov/data-protection. Si tiene preguntas sobre el Censo 2020, comuníquese con nosotros. El formulario del censo se puede completar en solo unos minutos.

Examples: Immigrants, non-English language

Social media outreach: posts, live events
Examples: Creative news & social media

Partner collaborations: #MNCensusHero
MN State Demography Center
Call Center – auto-dialer technology

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Minnesota’s virtual census phone bank needs more dialers

- With data collection cut short, it’s increasingly urgent that every household respond to the census.
- We Count Minnesota coordinates and supports efforts of partners across the state, on an effective, efficient outreach campaign.
- Organizations can assign employees to the phone bank for a set number of hours each week.

Respond to the census today • my2020census.gov or 844-330-2020
Impactful
✓ Dialers call into areas most in need: low-response tracts and historically undercounted communities.

Safe
✓ Remote dialing software allows people to join the phone bank from the safety and comfort of home.

Convenient
✓ Training sessions are available twice a week, phone bank shifts occur every weekday afternoon.

Simple
✓ Participants just need a telephone (mobile or landline) and an internet-connected computer.

Respond to the census today • my2020census.gov or 844-330-2020
Census phone bank results
May 1 through August 11

203,523 calls

21,545 conversations
4,241 conversions
1,459 vote by mail
215 election judges

Respond to the census today • my2020census.gov or 844-330-2020
• Questions?

• Ideas?

• Creative ways to engage historically undercounted groups?

A recording of this webinar is available here: http://www.lmc.org/20censuswebinar