

# Census 2020

## Utah Association of Government Accountants



**The Countdown Begins!**

**133 Days until  
Census Day 2020!**



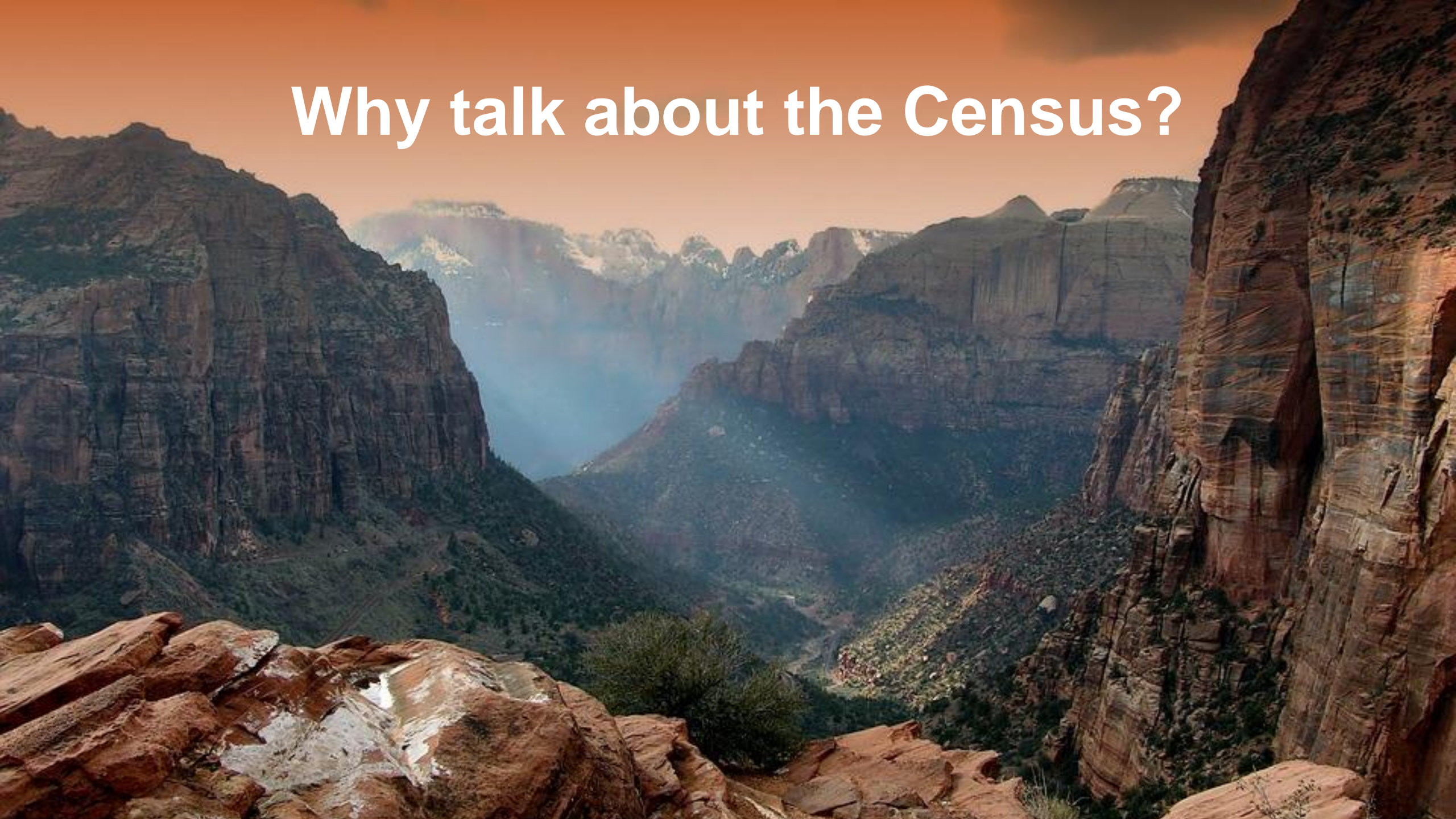


# Meet the Utah Statewide Complete Count Committee





# Why talk about the Census?







*The American Way*

*Patriotism*

*Duty*

*The Constitution*



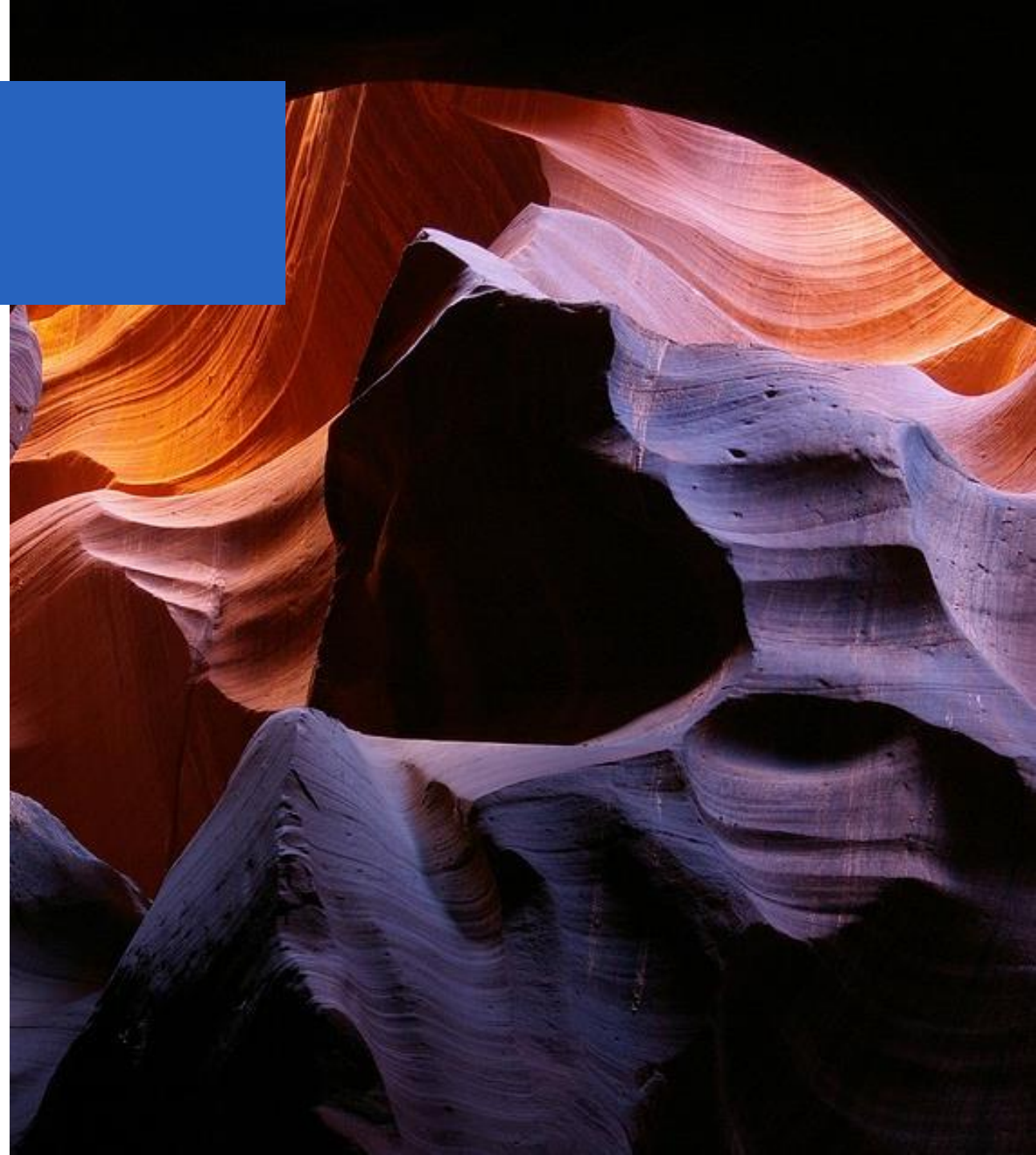
# Key Benefits of the Census

- Financial Resources and Infrastructure
- Political Representation
- Data



# Census & Funding

- Federal funds ~\$5.7 billion (27% of the state budget)
- All federal formula funding (nearly \$2,000 per person)
- State sales tax disbursement
- B&C Road funding





# Political Representation

- Congressional, legislative, and local elected district boundaries
- You can vote – but if you aren't counted by the Census, you're not really represented

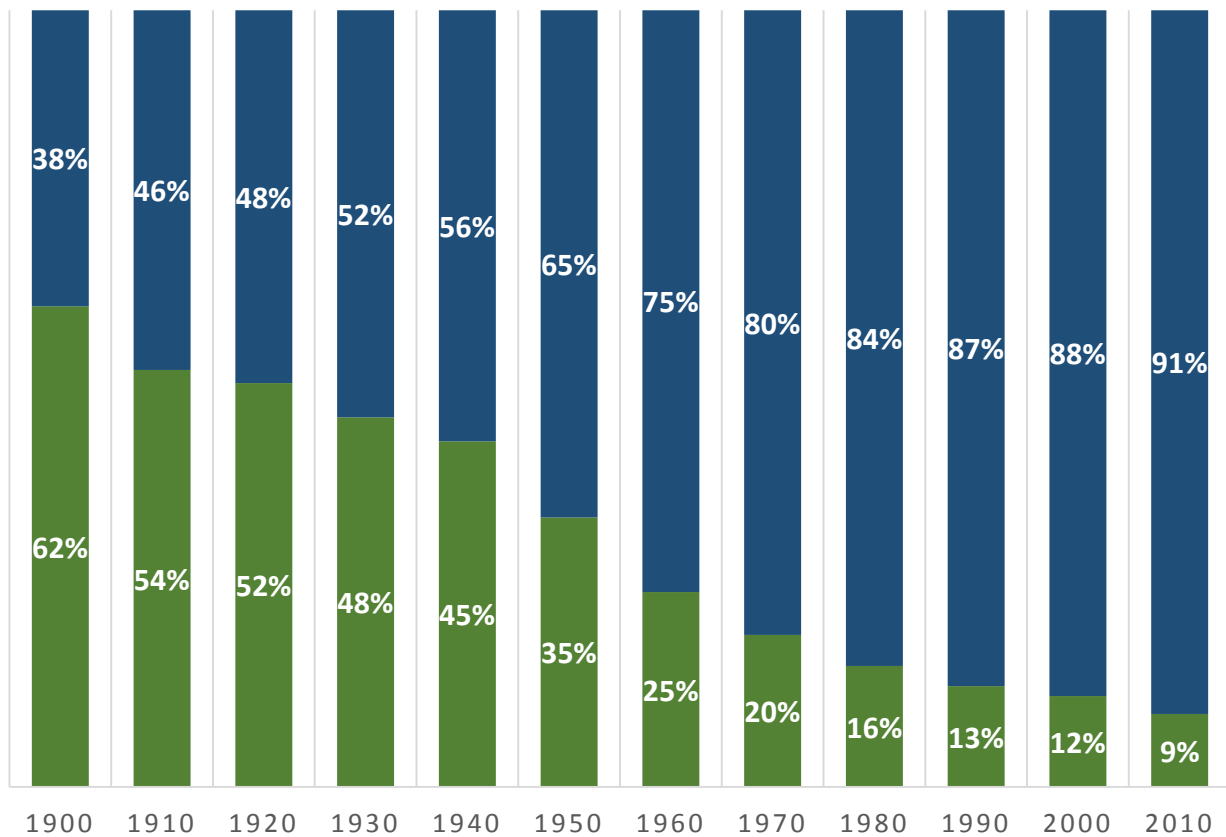




# Political Representation

## URBAN VS. RURAL POPULATION

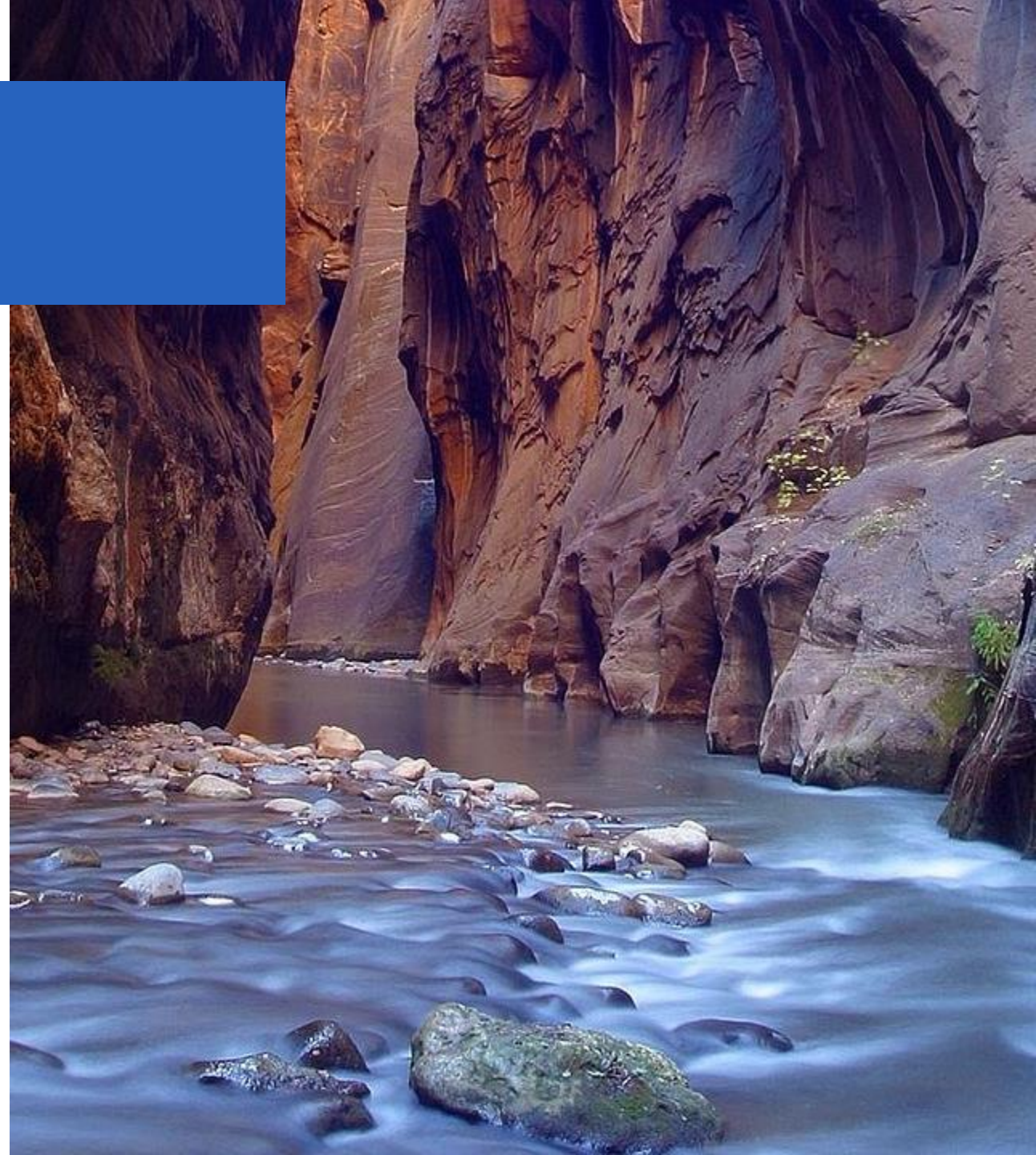
■ Percent Rural ■ Percent Urban





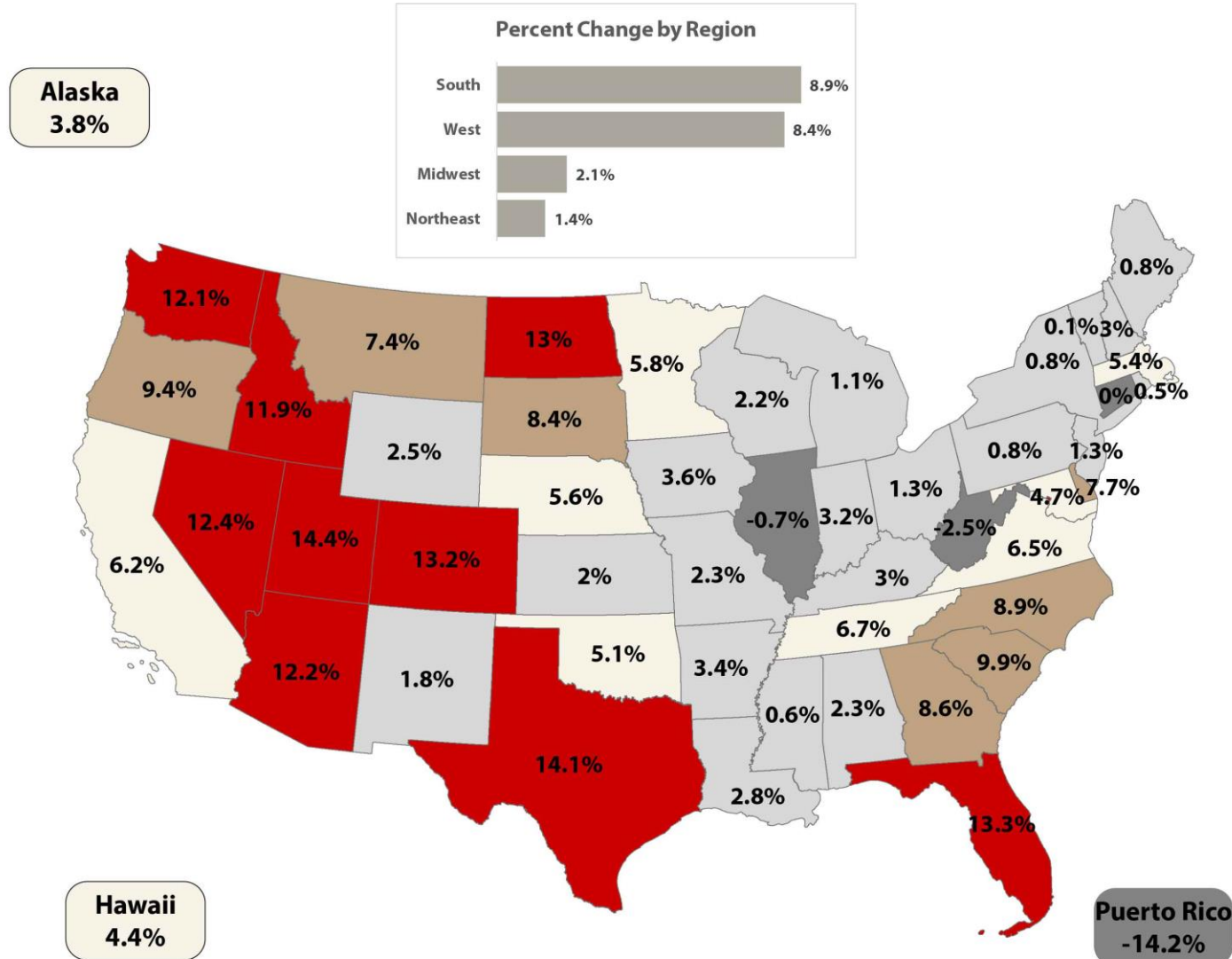
# Census Data

- Fastest growing state since 2010
- Older and more diverse
- State and local planning
- Projection baselines
- Calibrates estimates
- Most official source (more so than building permits, etc)
- Business planning





# National Growth 2010 - 2018



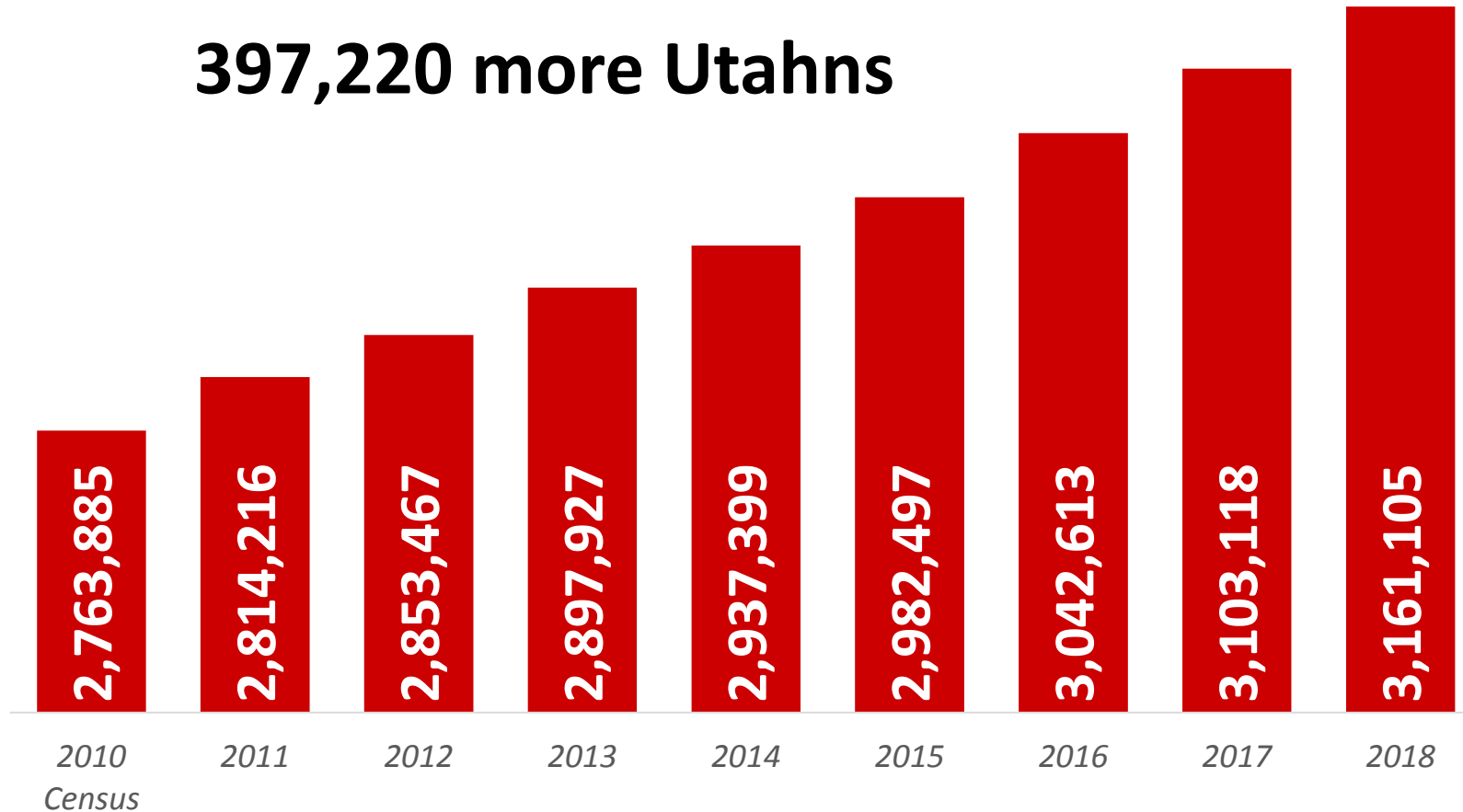
Source: U.S. Census Bureau, Population Division, 2018 Estimates



# Utah's Growth 2010 - 2018

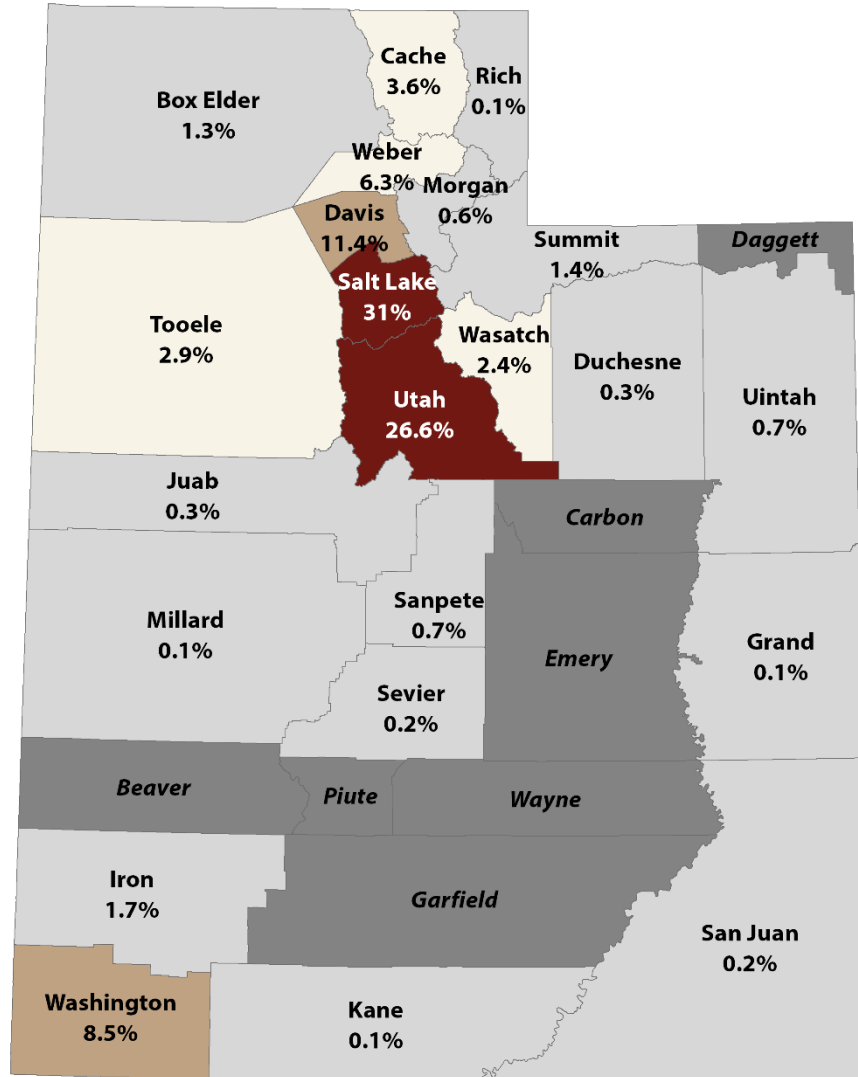
Since 2010...

**397,220 more Utahns**





# County Growth 2010- 2018



County	Absolute Change, 2010 Census to 2018	Percent Change, 2010 Census to 2018	Percent of Statewide Change, 2010 Census to 2018
Salt Lake	122,978	12%	31%
Utah	105,649	20%	27%
Davis	45,234	15%	11%
Washington	33,585	24%	8%
Weber	25,123	11%	6%
Cache	14,412	13%	4%
Tooele	11,689	20%	3%
Wasatch	9,710	41%	2%
Iron	6,612	14%	2%
Summit	5,609	15%	1%
Box Elder	4,975	10%	1%
Uintah	2,850	9%	1%
Sanpete	2,801	10%	1%
Morgan	2,576	27%	1%
Duchesne	1,357	7%	0%
Juab	1,309	13%	0%
Sevier	737	4%	0%
San Juan	703	5%	0%
Kane	584	8%	0%
Grand	539	6%	0%
Millard	503	4%	0%
Rich	200	9%	0%
Beaver	-49	-1%	x
Daggett	-79	-7%	x
Wayne	-88	-3%	x
Garfield	-92	-2%	x
Piute	-111	-7%	x
Emery	-962	-9%	X
Carbon	-1,134	-5%	x

Source: U.S. Census Bureau, Population Division, 2018 Estimates



# City Growth 2010- 2018

Growth between 2010 Census and 2018, Utah Cities and Unincorporated County Areas

Newly incorporated: Dutch John, Cedar Highlands, Millcreek, Interlaken

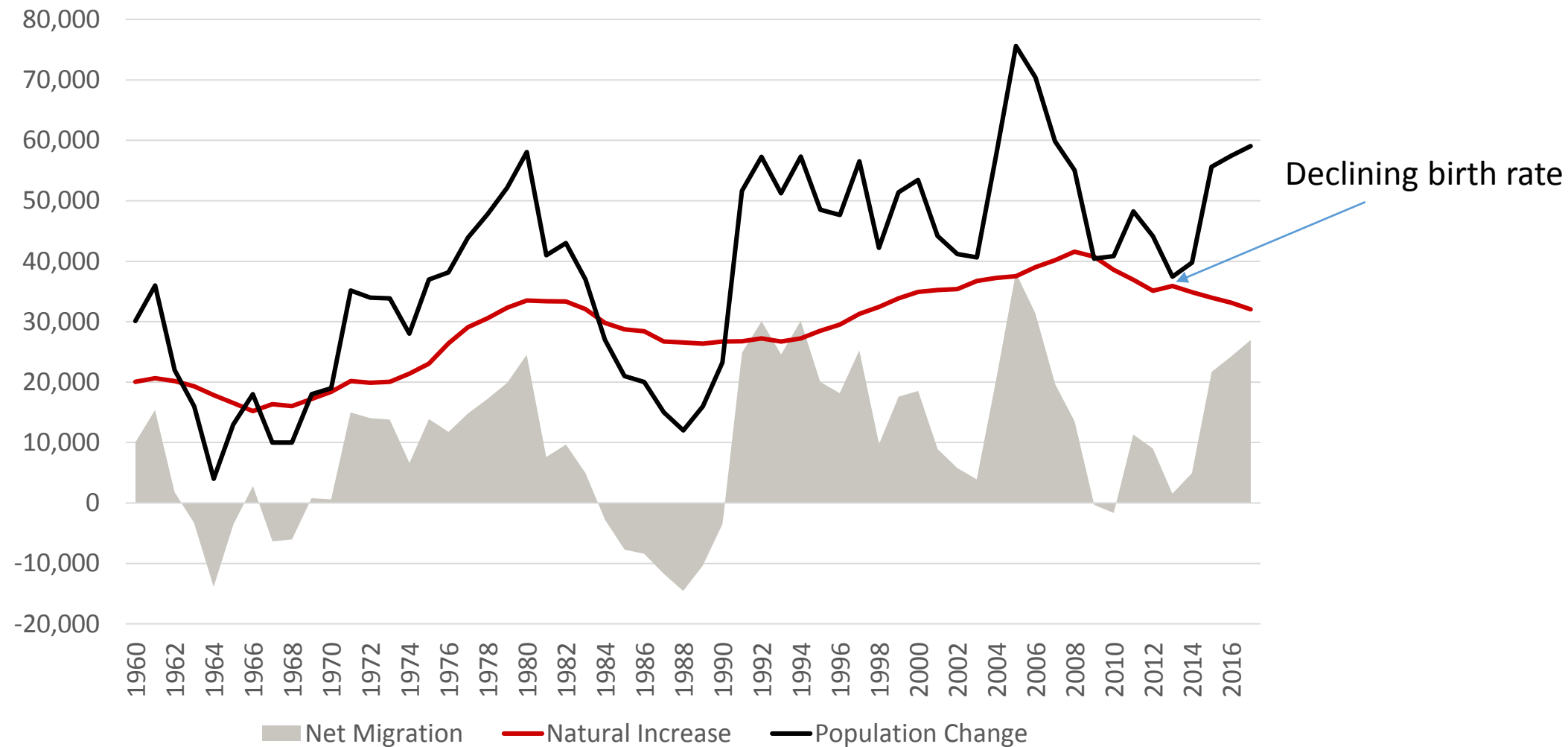
Largest Absolute Increases (over 5,000)	
City	Change from 2010 Census to 2018
South Jordan	23731
Herriman	23092
Lehi	18630
St. George	14281
Eagle Mountain	14201
Salt Lake City	14151
Saratoga Springs	13612
West Jordan	12334
Layton	9992
Vineyard	9913
Sandy	9440
Orem	9193
Washington	8925
Bluffdale	7101
West Valley City	6921
American Fork	6256
Farmington	6239
Syracuse	6069
Draper	6045
Midvale	5672
Riverton	5666
Spanish Fork	5270
Heber	5038

Largest Percent Increases (over 35%)	
City or Unincorporated County	Change from 2010 Census to 2018
Vineyard	7132%
Herriman	106%
Bluffdale	93%
Saratoga Springs	77%
Elk Ridge	66%
Eagle Mountain	66%
Wallsburg	52%
Hideout	49%
West Haven	48%
Washington	48%
South Jordan	47%
Heber	44%
Francis	42%
Balance of Wasatch County	40%
Lehi	39%
Vernon	39%
Midway	37%
North Logan	35%
Balance of Morgan County	35%
Pleasant View	35%

Source: U.S. Census Bureau, Population Division, 2018 Estimates

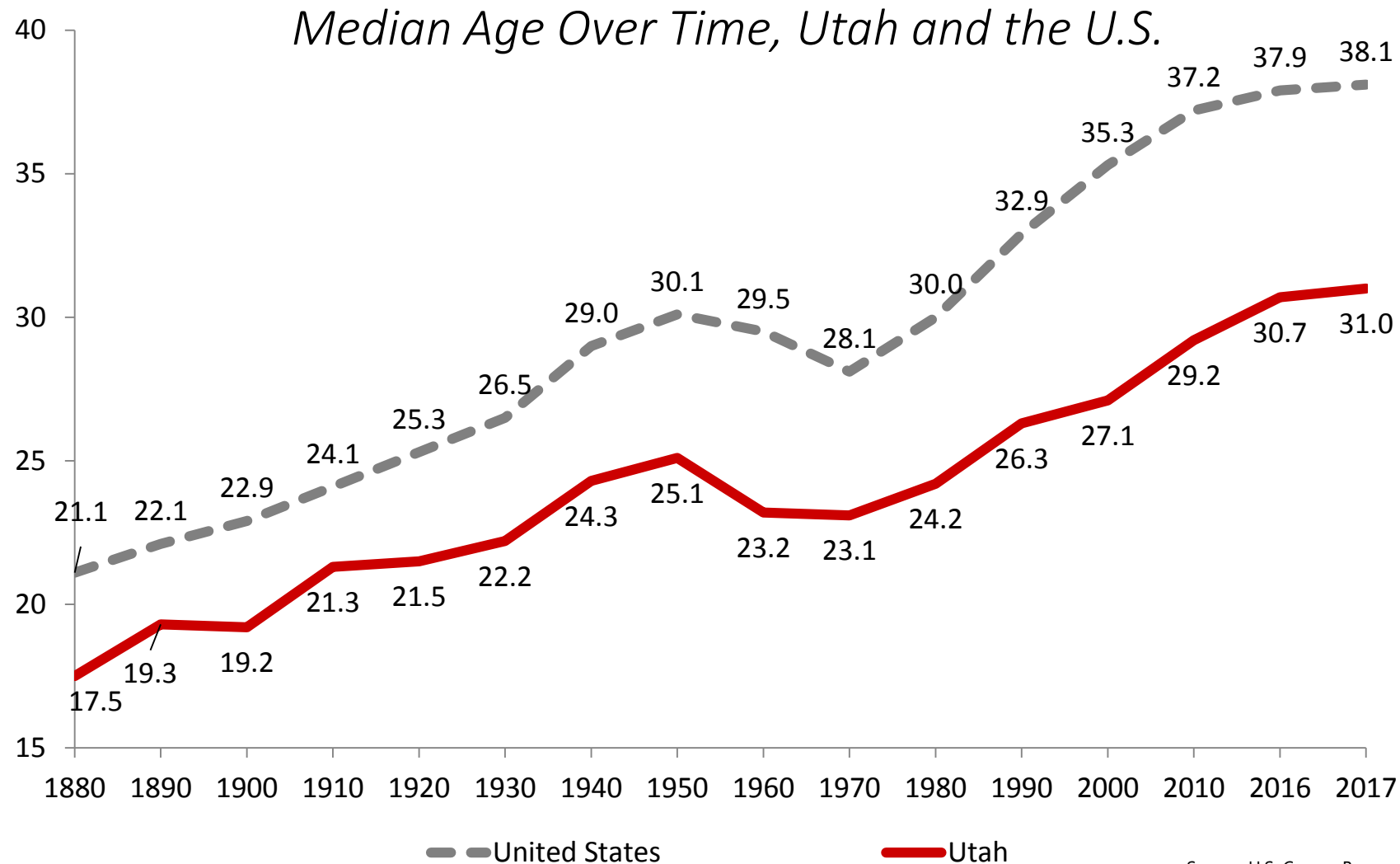


# Migration vs Natural Increase



Source: Utah Population Estimates Committee (1960-2009); Utah Population Committee (2010-2017)

# Still young, getting older

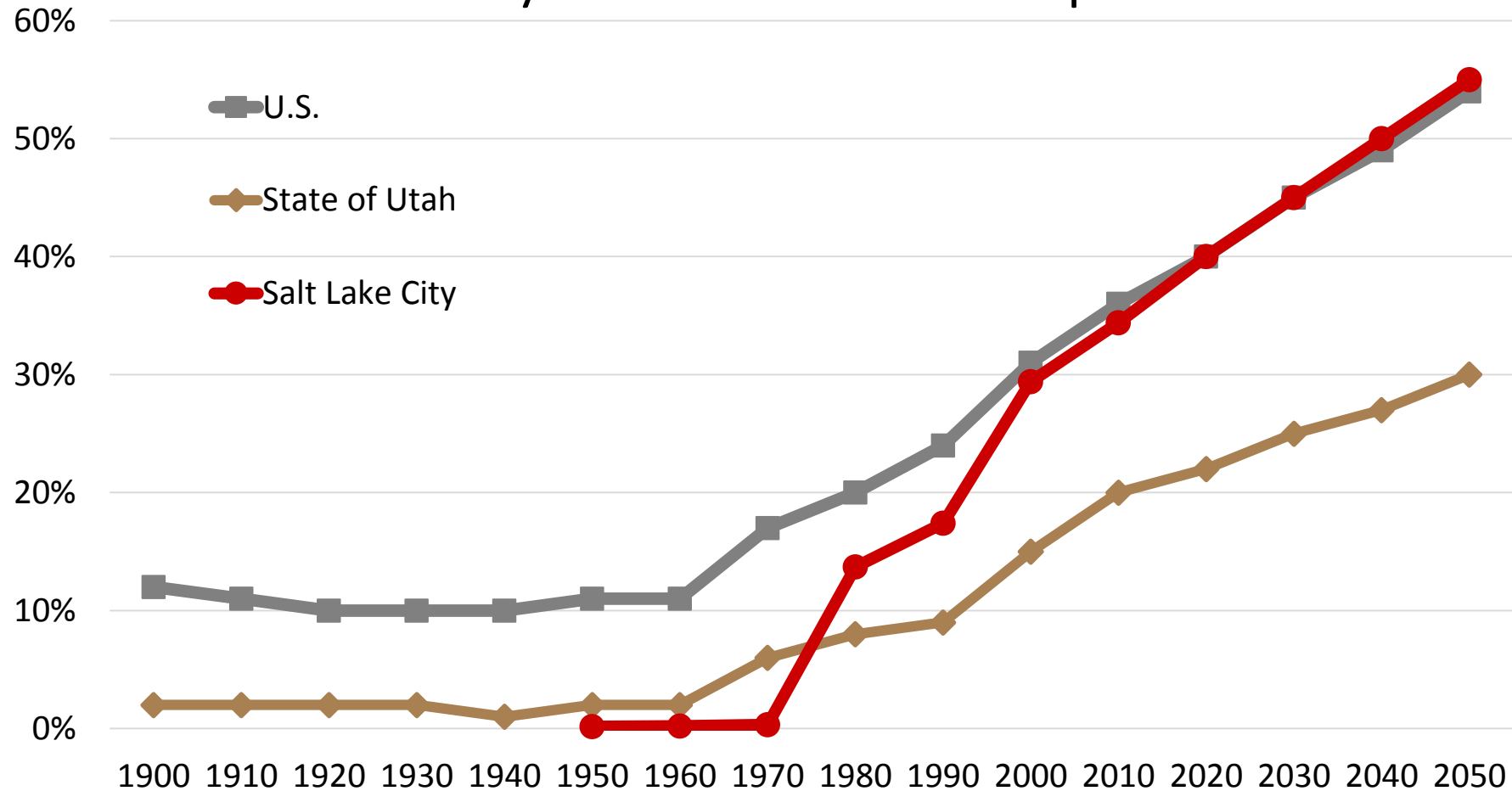


Source: U.S. Census Bureau



# More diverse

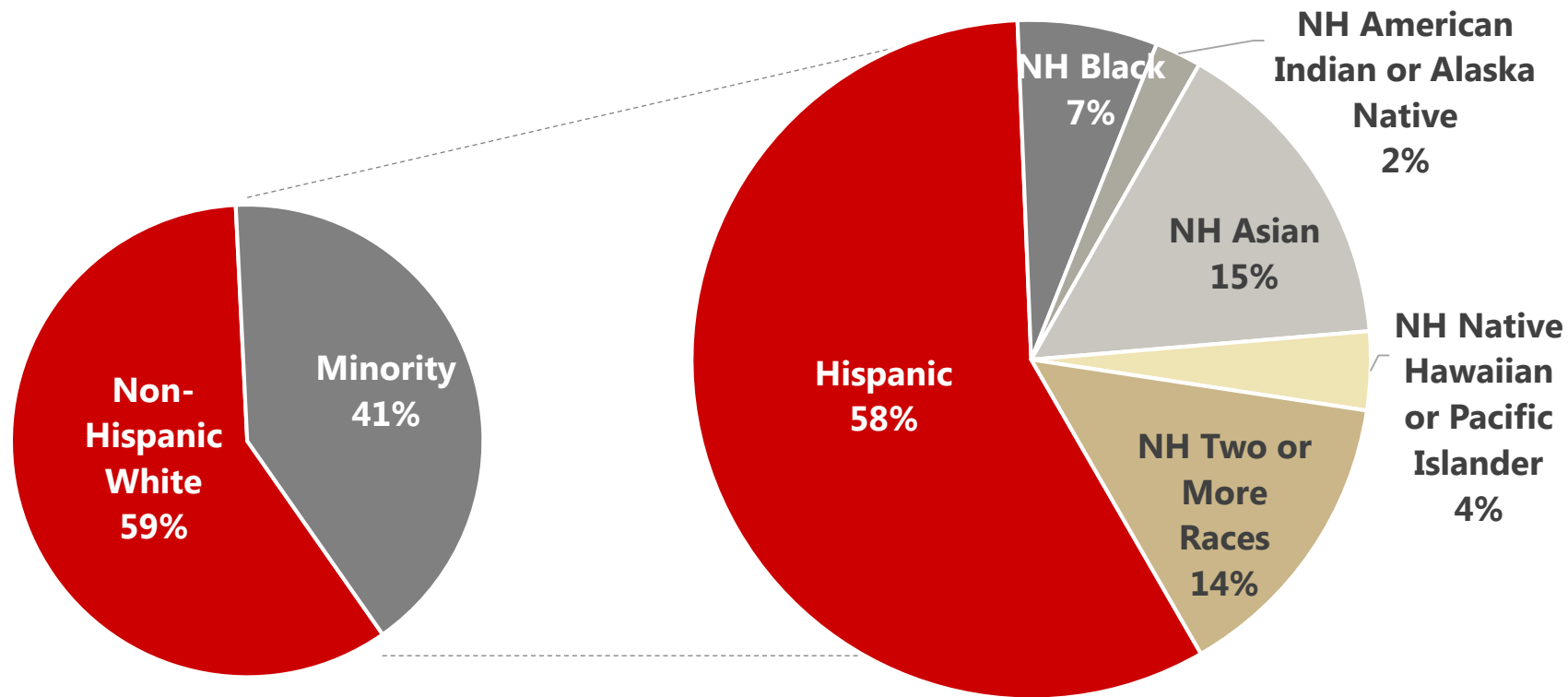
## Minority Share of the Population



Sources: U.S. Census Bureau, Gibson and Jung (2002), Perlich (2002), Kem C. Gardner Policy Institute

# More diverse

## Population Growth by Race and Ethnicity, 2016 to 2017

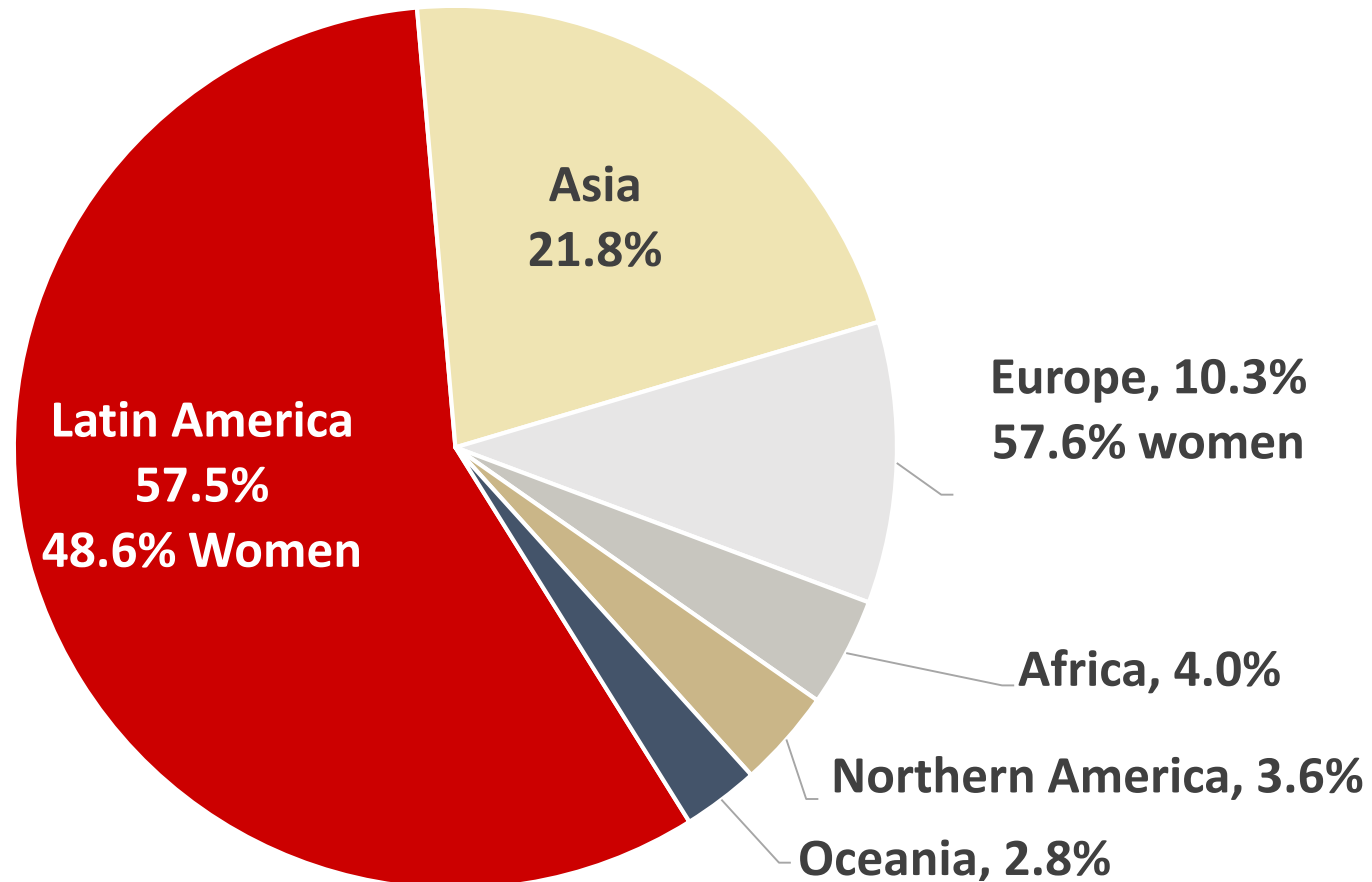


Note: NH – Non-Hispanic  
Sources: U.S. Census Bureau, Population Division



# More diverse

## Foreign-Born Population by Region of Birth, 2017



Sources: U.S. Census Bureau, 2017 1-Year ACS Estimates

# Census 2020

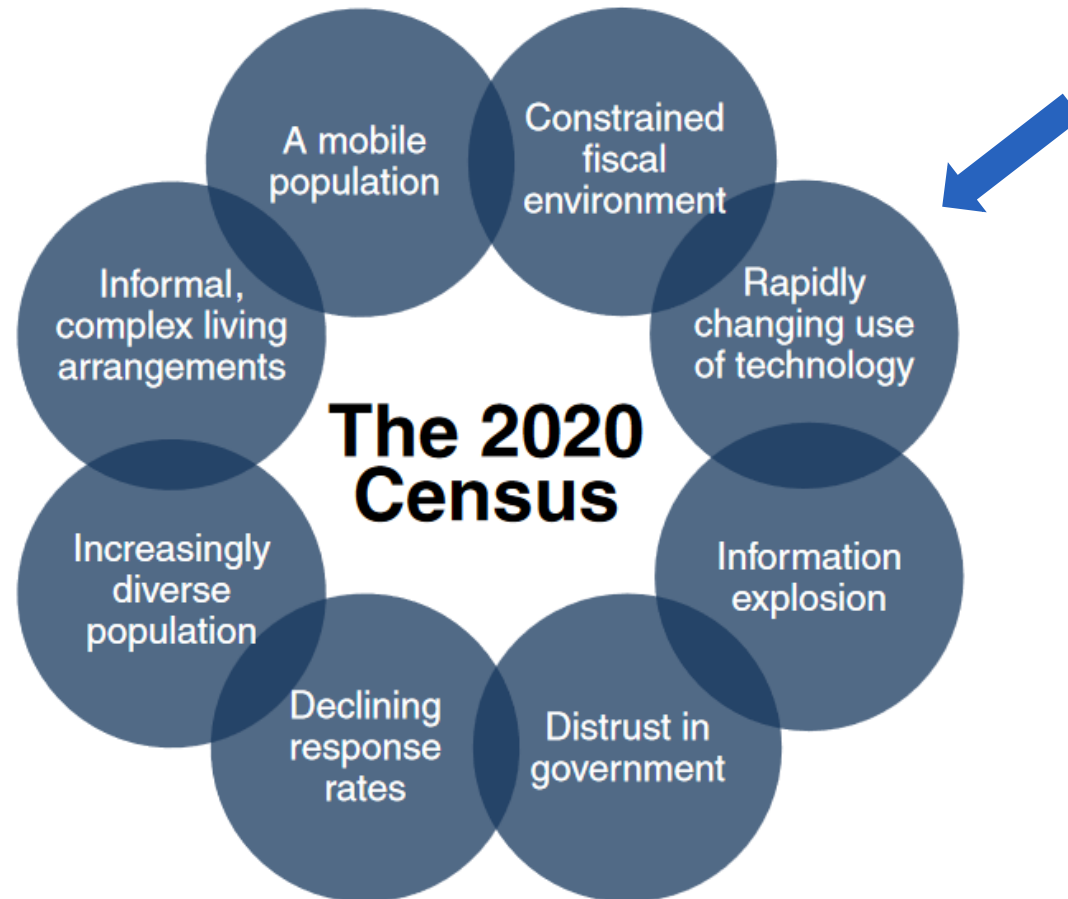
**Shape  
your future  
START HERE >**

United States®  
**Census  
2020**

*April 1, 2020 is only 133 days away!*



# Census 2020



For the first time,  
**ONLINE RESPONSE**  
is the preferred  
method of collection  
for the 2020 Census

Online response  
form will go live  
**mid-MARCH, 2020**

# Safe, Easy, Important

**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.  
Use a blue or black pen.

**Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.**

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

**The census must also include people without a permanent place to live, so:**

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

**The Census Bureau also conducts counts in institutions and other places, so:**

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**  
Mark ☒ all that apply.

- ☐ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in babysitters
- ☐ People staying here temporarily
- ☐ No additional people

**3. Is this house, apartment, or mobile home — Mark ☒ ONE box.**

- ☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

**4. What is your telephone number?**  
*We will only contact you if needed for official Census Bureau business.*

Telephone Number

-    -

[Form number removed]



# Census Questions

- Name
- Does this person usually live or stay somewhere else?
- Relationship (to householder)
- Sex
- Age & Birthday
- Hispanic Origin
- Race



# Census Questions

**Relationship** asked since 1880.

How is this person related to Person 1? Mark ☒ ONE box.

- |   |  |
|---|--|
| <input type="checkbox"/> Opposite-sex husband/wife/spouse | <input type="checkbox"/> Father or mother              |
| <input type="checkbox"/> Opposite-sex unmarried partner   | <input type="checkbox"/> Grandchild                    |
| <input type="checkbox"/> Same-sex husband/wife/spouse     | <input type="checkbox"/> Parent-in-law                 |
| <input type="checkbox"/> Same-sex unmarried partner       | <input type="checkbox"/> Son-in-law or daughter-in-law |
| <input type="checkbox"/> Biological son or daughter       | <input type="checkbox"/> Other relative                |
| <input type="checkbox"/> Adopted son or daughter          | <input type="checkbox"/> Roommate or housemate         |
| <input type="checkbox"/> Stepson or stepdaughter          | <input type="checkbox"/> Foster child                  |
| <input type="checkbox"/> Brother or sister                | <input type="checkbox"/> Other nonrelative             |



# Census Questions

**Race** asked since 1790.

## Is this person of Hispanic, Latino, or Spanish origin?

- ☐ **No**, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

## What is this person's race?

Mark ☒ one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian  |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Korean     | <input type="checkbox"/> Samoan   |
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Chamorro   |
| <input type="checkbox"/> Other Asian –<br><i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↴ |                                     | <input type="checkbox"/> Other Pacific Islander –<br><i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↴ |

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- ☐ Some other race – *Print race or origin.* ↴

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

# “Citizenship” question

*Will not be included on 2020 Census*

## Population Living in Households With at Least One Noncitizen

In 2016, California and Texas had the largest numbers of people living in noncitizen households, but those states also have the largest total populations. The share of people living in noncitizen households is more similar across states. Use the drop-down box below to explore the number or percent of people in noncitizen households in each state.

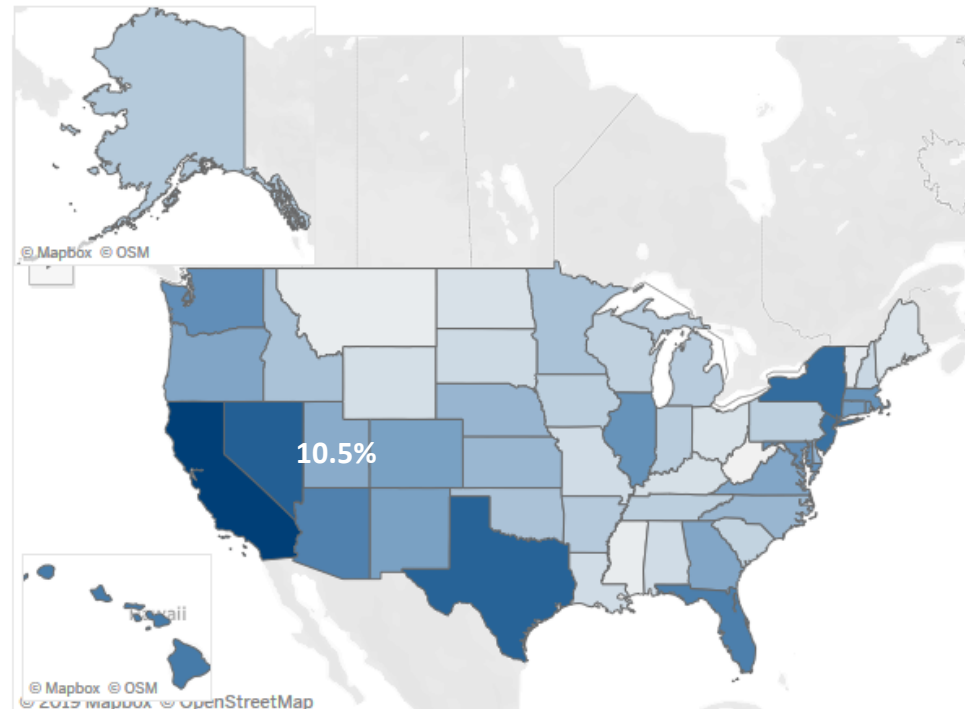
Select Number or Percent

Percent

Legend

1.7

28.9



Source: PRB analysis of public microdata from the U.S. Census Bureau, American Community Survey (2016).

Notes: For this analysis, any person (regardless of that person's citizenship status) is identified as living in a household with at least one noncitizen if there is at least one person in the household who is listed in the survey as a noncitizen.

# Safe, Easy, Important

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.



United States  
**Census**  
Bureau



# Census Bureau Role

- Largest peacetime government mobilization
- Running the enumeration efforts
- Hiring local partnership specialists and enumerators
- Running national media campaign



# State and Local Role

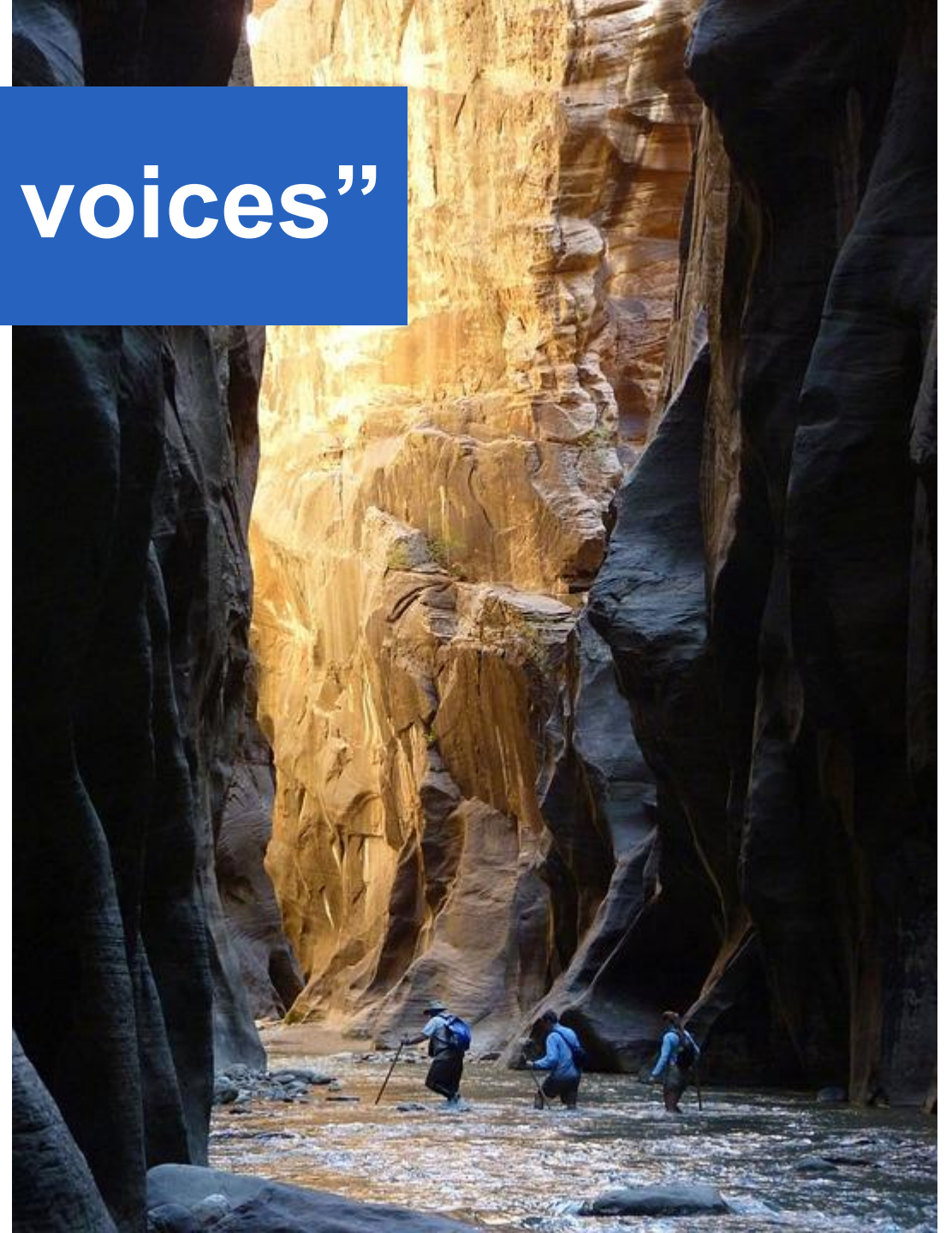
*Assist in getting people to complete their Census form by:*

- Lead on Complete Count Committees, utilizing local leaders and trusted resources to build grassroots outreach network for Census
- Running local media and outreach campaigns



# Leveraging the “trusted voices”

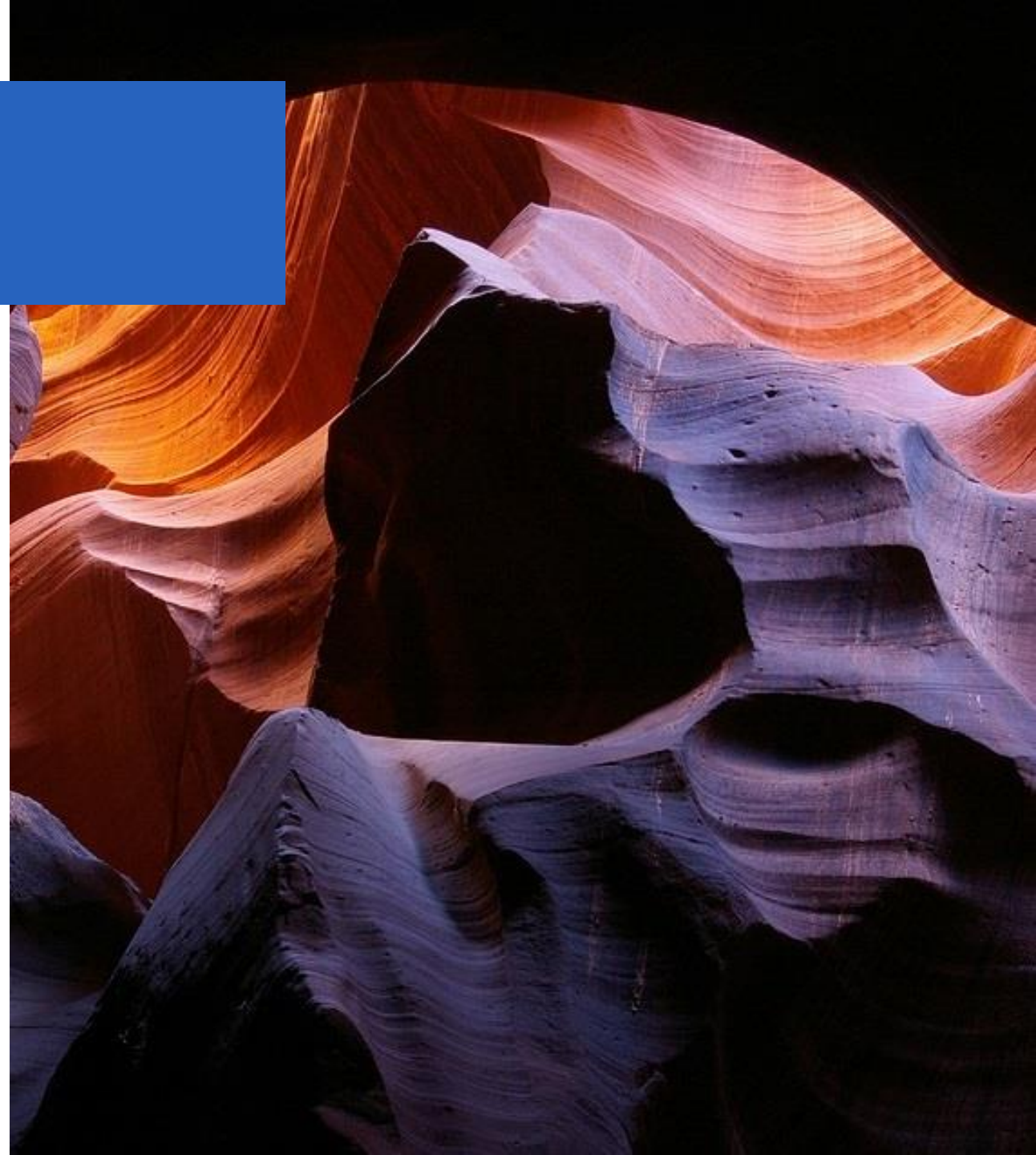
- All of our efforts are geared around leveraging “trusted voices” and existing resources
  - State and local government
  - Education community
  - Community organizations
  - Persons of influence





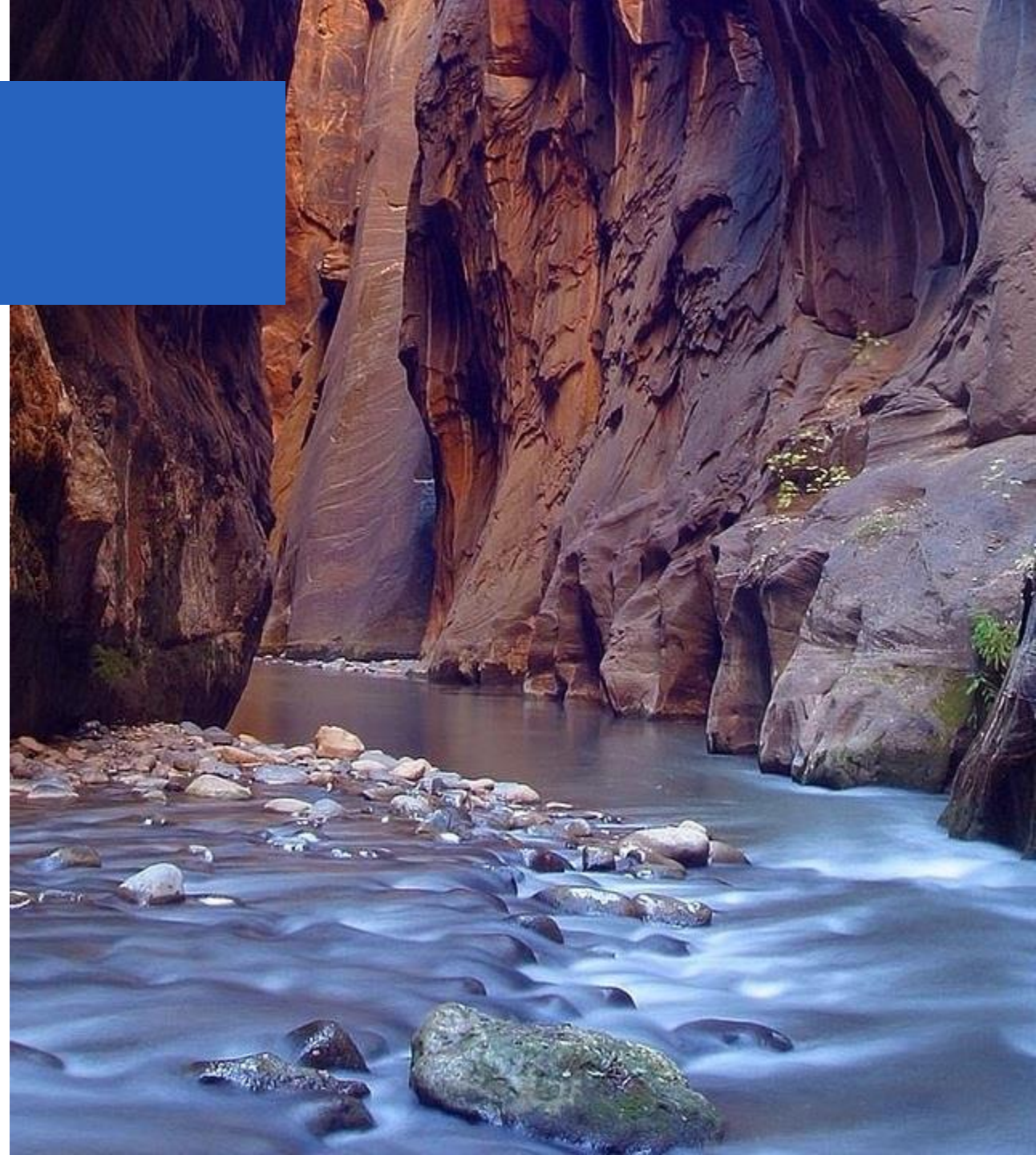
# CCC Sub-committees

- Marketing and Outreach
- Census Outreach Grants
- Local Government and Rural
- Business and Economic Development
- Education



# Census Funding

- Legislature funds \$1 million for state led Census outreach (first time *ever*)
  - Half for marketing and outreach
  - Half for grants for hard to count populations





# Marketing and Outreach

- \$500,000 for marketing and advertising buys
- Led by DWS
- Using DWS' agency of record
- Looking for the biggest bang for the buck





# Census Outreach Grants

- \$500,000 for grants
- Targeting entities with influence in our hardest to count communities
- Closed November 11<sup>th</sup>
- \$2.2 million in requests
- 77 applicants





# YOU MATTER, BE COUNTED!

- Census benefits everyone
- We need your help!
- How can you encourage participation?

UTAH  
CENSUS  
2020

You Matter.  
Be Counted.

