

Community Change & the 2020 Census

Small Libraries, Big Impact Conference

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State Demographer

- Michigan's liaison with the U.S. Census Bureau for most programs including population estimates, projections, data dissemination and the decennial census
- Advisor to state leaders, businesses, non-profits, the media, and the general public on issues related to population and the Census
- Lead for the State Data Center (SDC)

Subscribe to the Bureau's Listserv for updates

- I send out updates when there is a significant data release from the Census Bureau
- The Bureau of Labor Market Information & Strategic Initiatives also sends out regular updates on a wealth of topics
- You can sign up for those updates and pick what topics interest you at:
<https://public.govdelivery.com/accounts/MIDEPTTMB/subscriber/new>

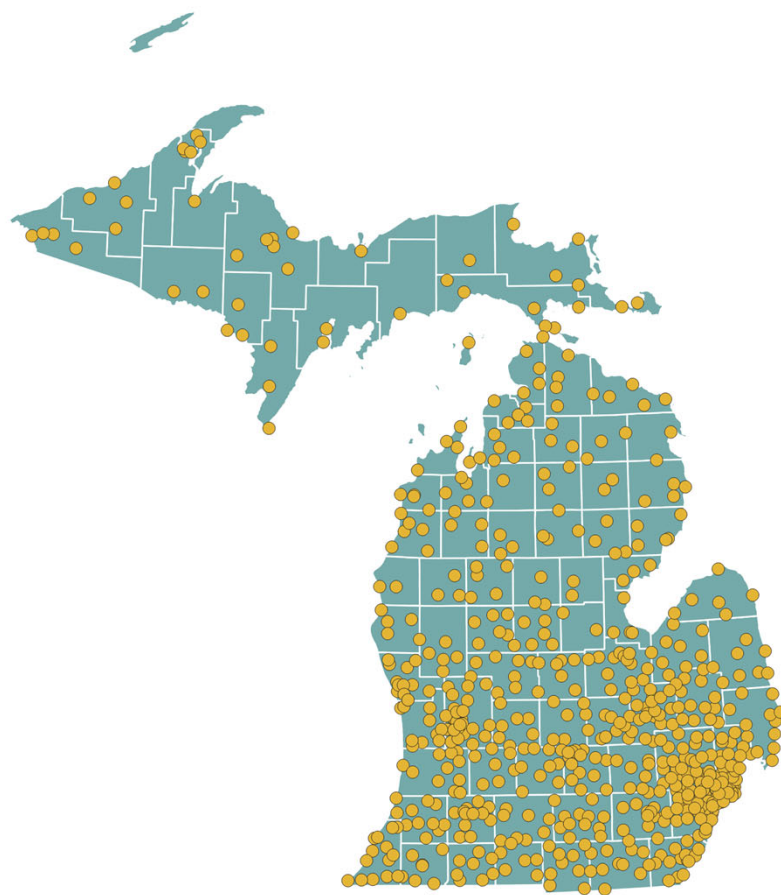
Topics

- Using data to answer population questions
- Population Trends
 - Differences between large and small counties
 - Population Trends
 - Age Structure
 - Fertility
 - Migration
- 2020 Census

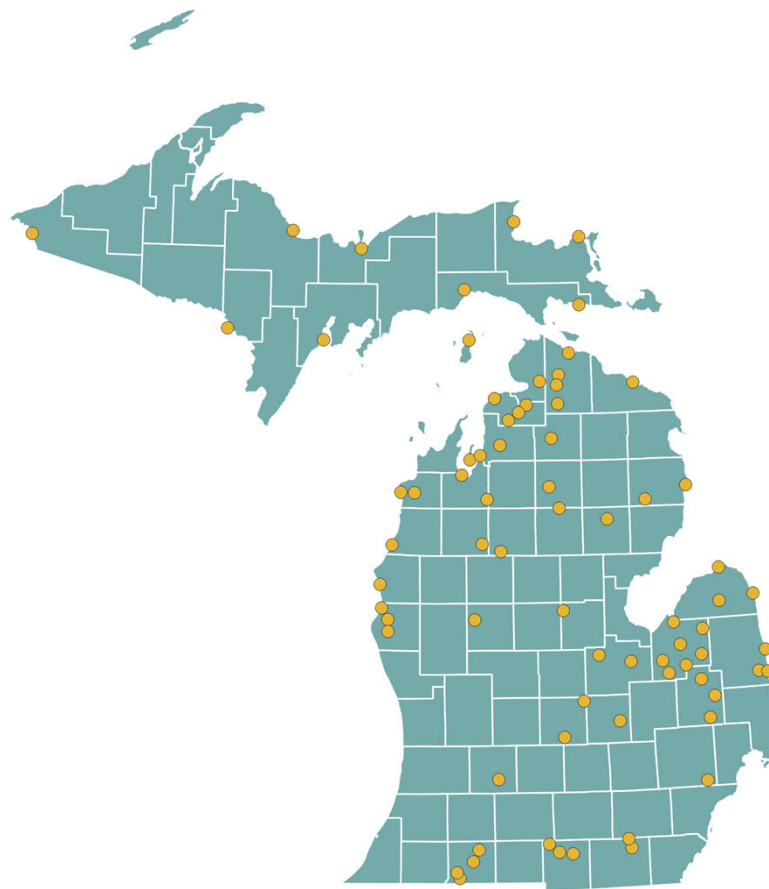


Asking Population Questions

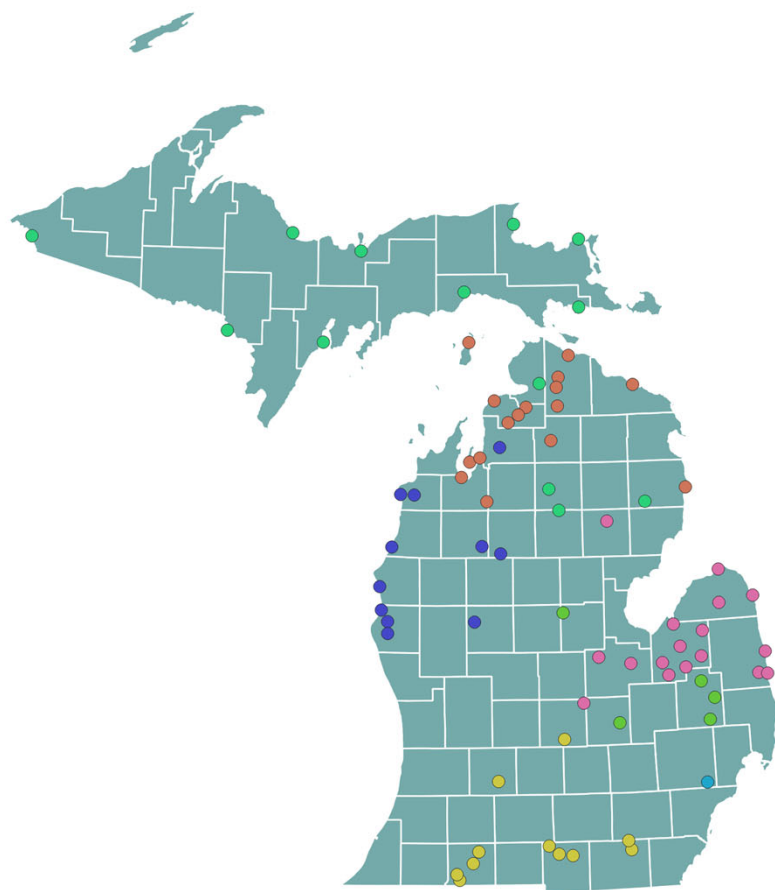
Public Libraries in Michigan



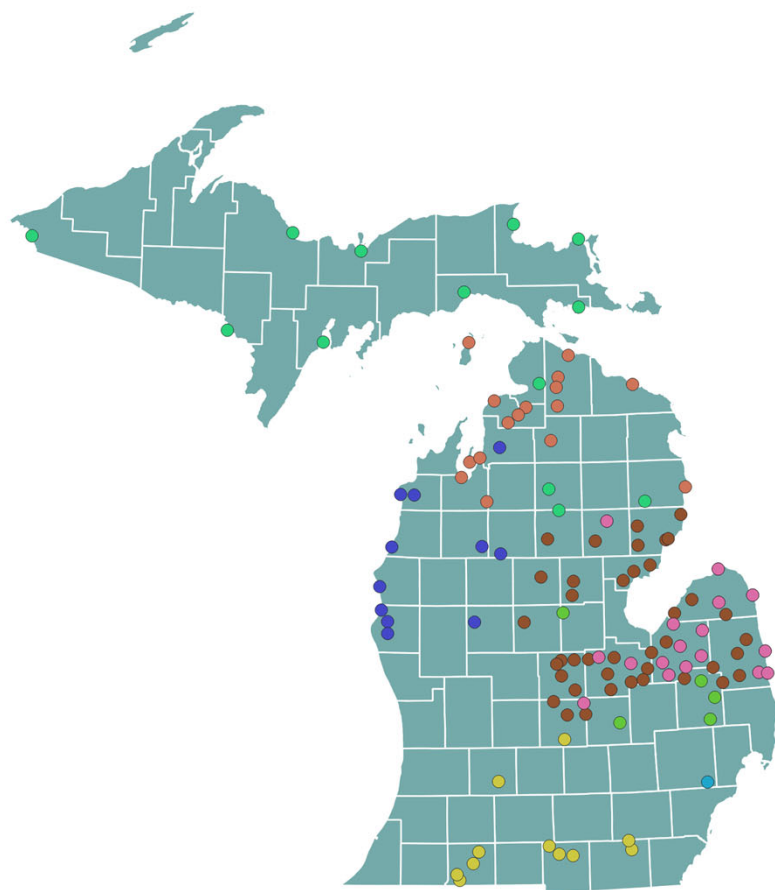
Attendee Libraries



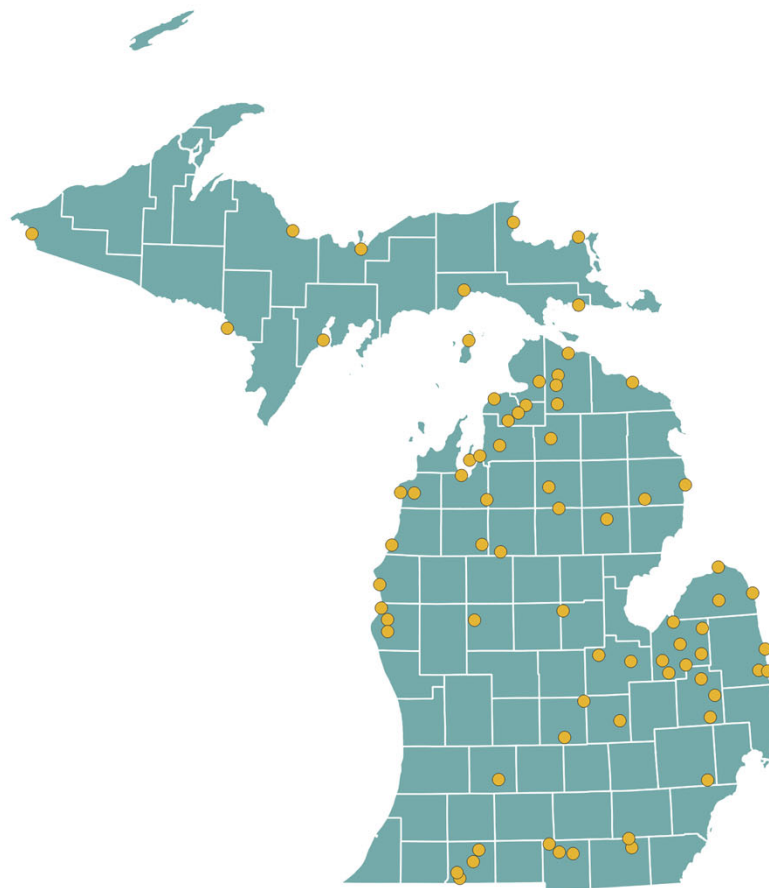
Different Library Systems



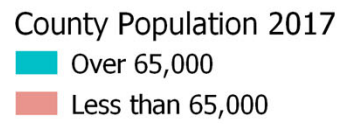
Different Library Systems



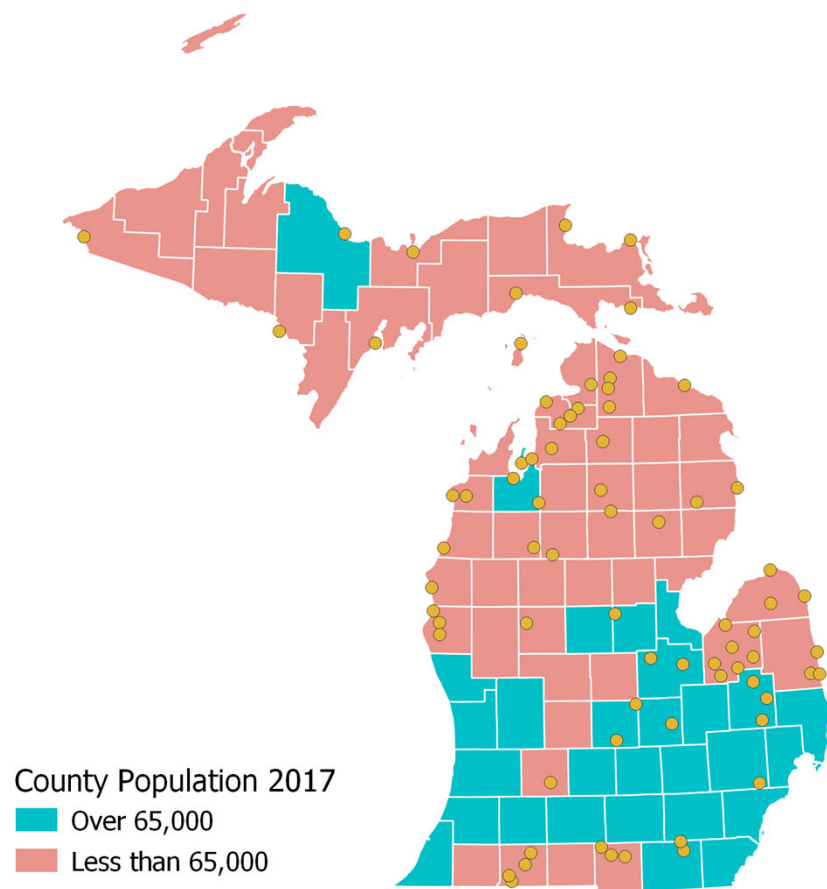
Attendees Come From All Areas of the State



One Way to Group Counties is by Population Size



One Way to Group Counties is by Population Size





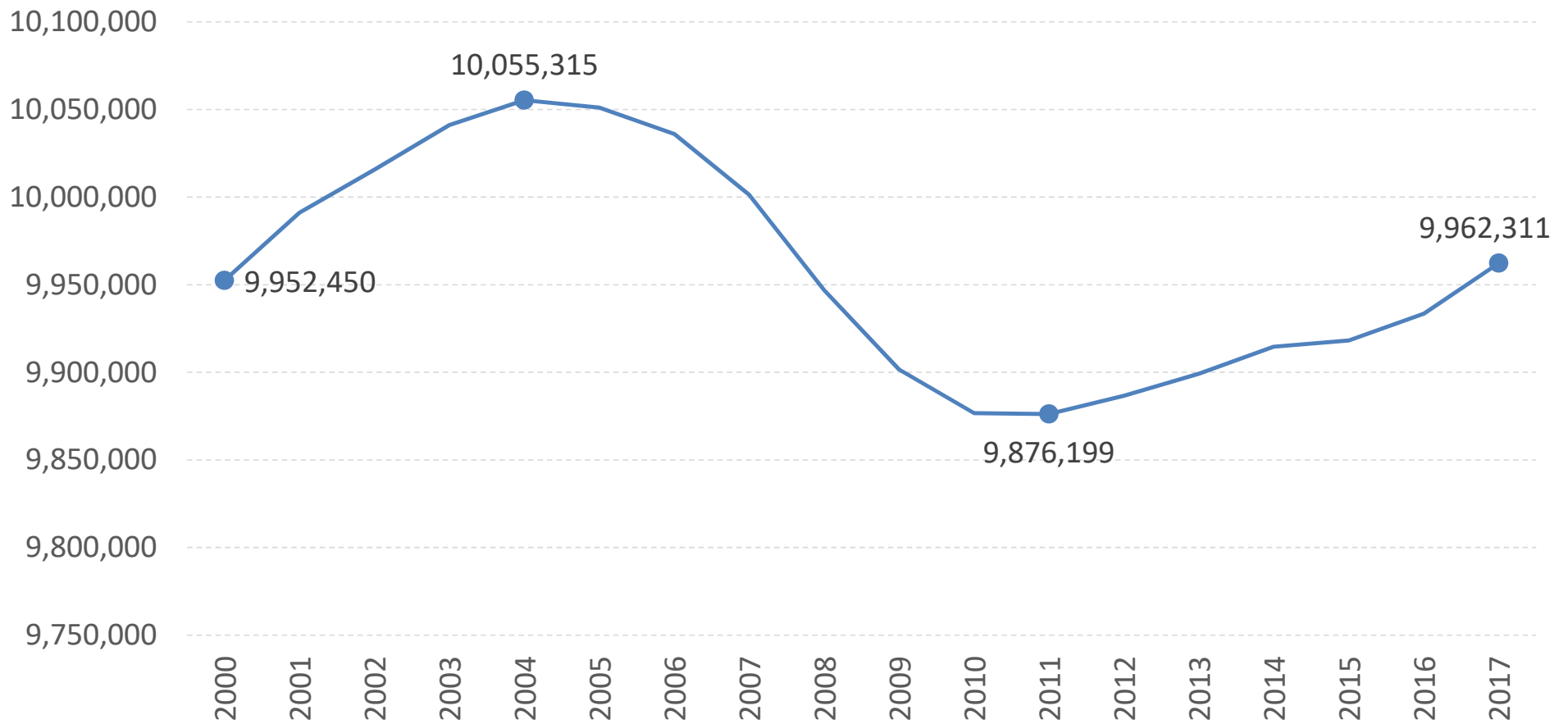
Difference in County Types

How Populations Change

- There are only three things that affect a population size over time:
 - Births
 - Deaths
 - Migration

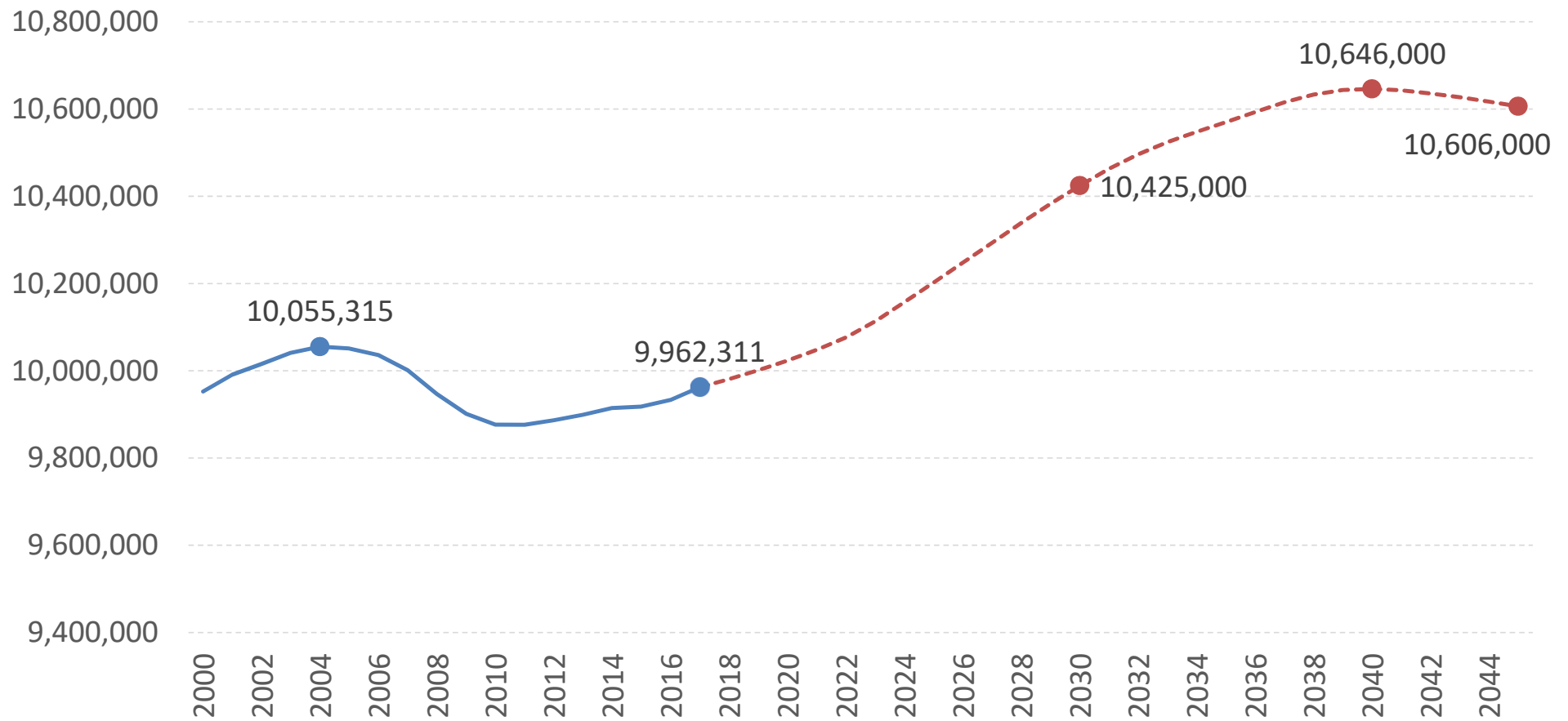
$$\text{Population}_2 = \text{Population}_1 + \underbrace{\text{Births} - \text{Deaths}}_{\text{Natural Change}} + \underbrace{(\text{In-migration} - \text{Out-migration})}_{\text{Net Migration}}$$

Michigan Population



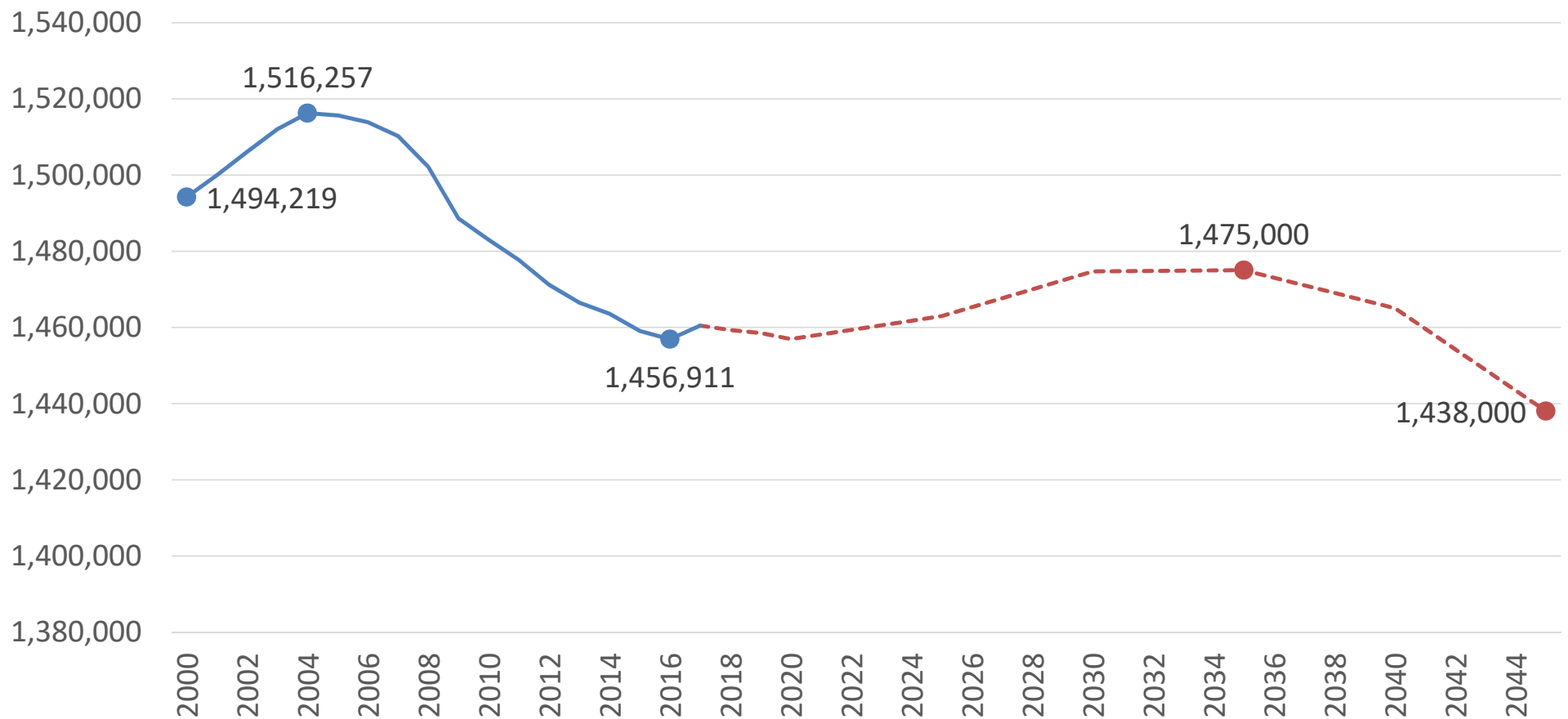
Source: U.S. Census Bureau, Population Estimates Program

Michigan Projected Population

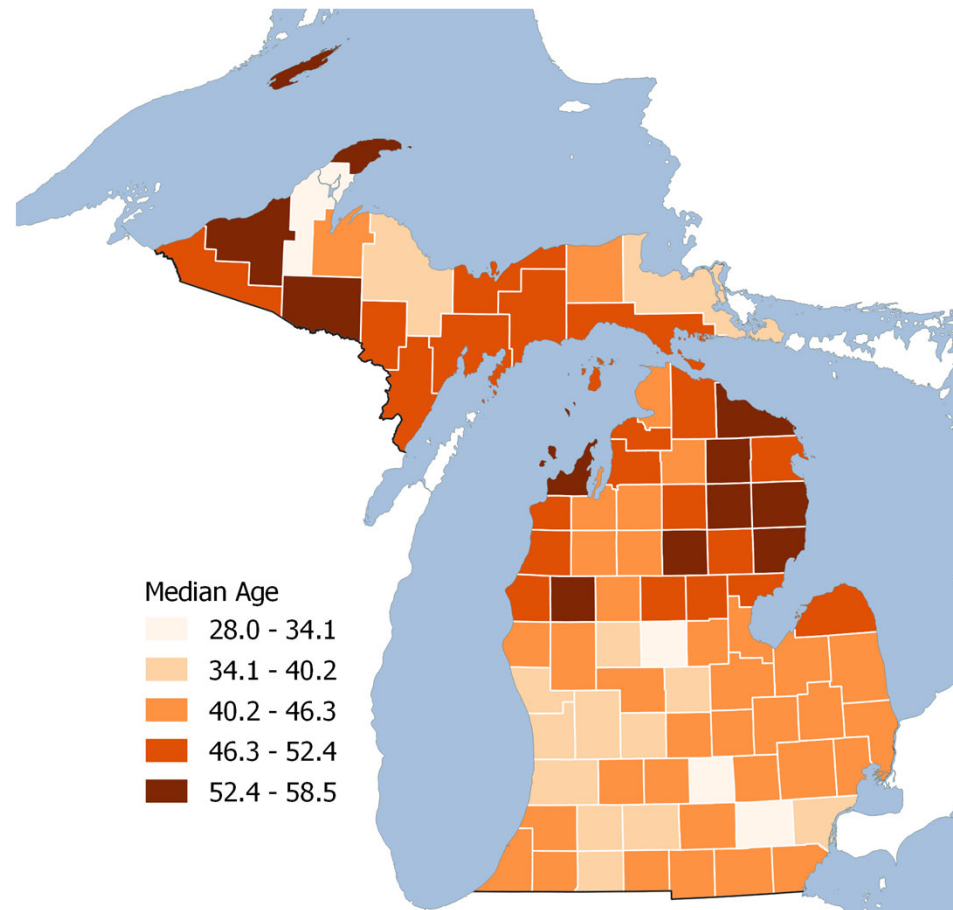


Source: U.S. Census Bureau, Population Estimates Program; DTMB, Labor Market Information & Strategic Initiatives, 2045 Population Projections

Small Population County Population Projections

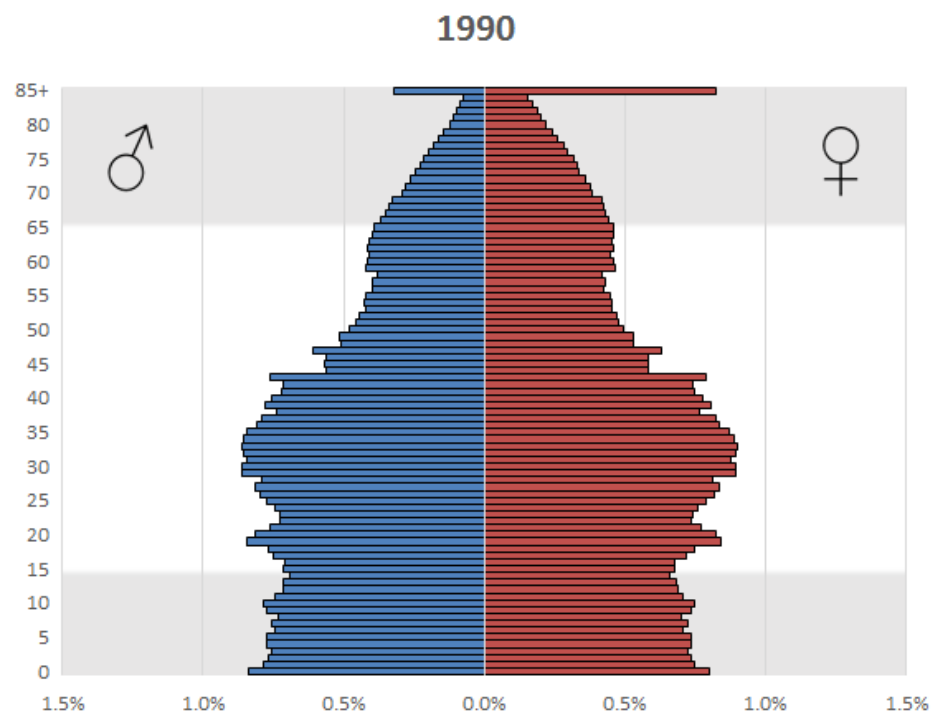


County Median Ages



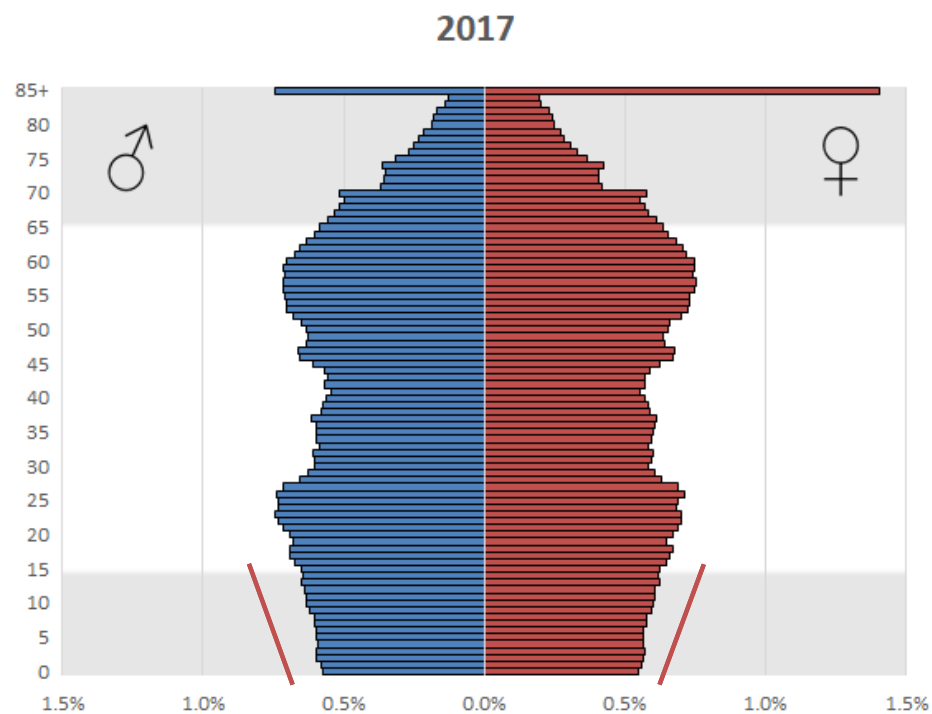
Source: U.S. Census Bureau, Population Estimates Program

Michigan Age Structure



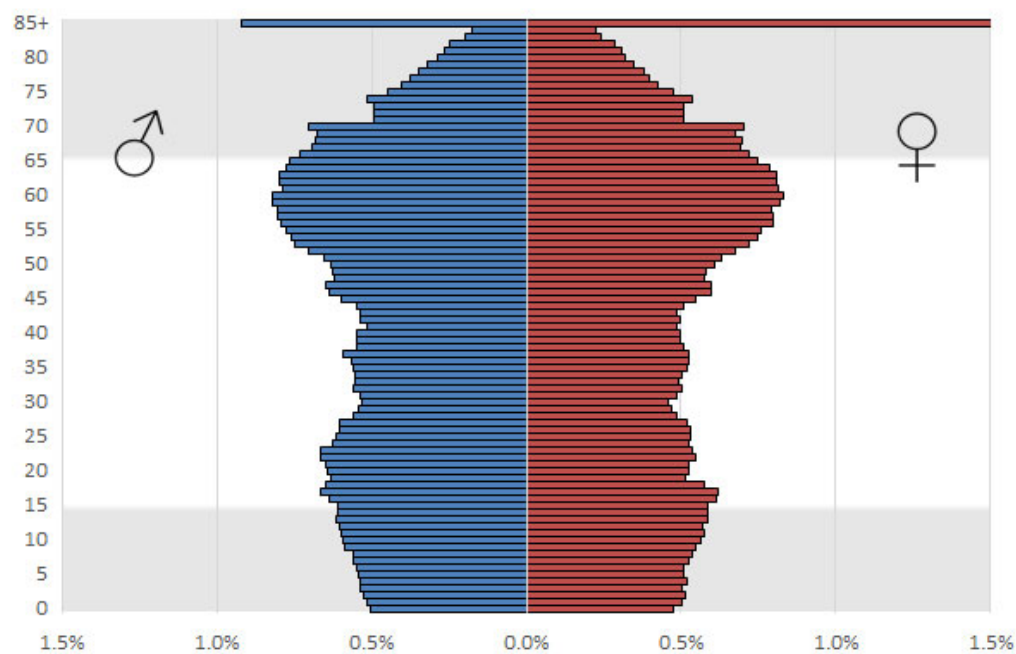
Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS)

Michigan Age Structure



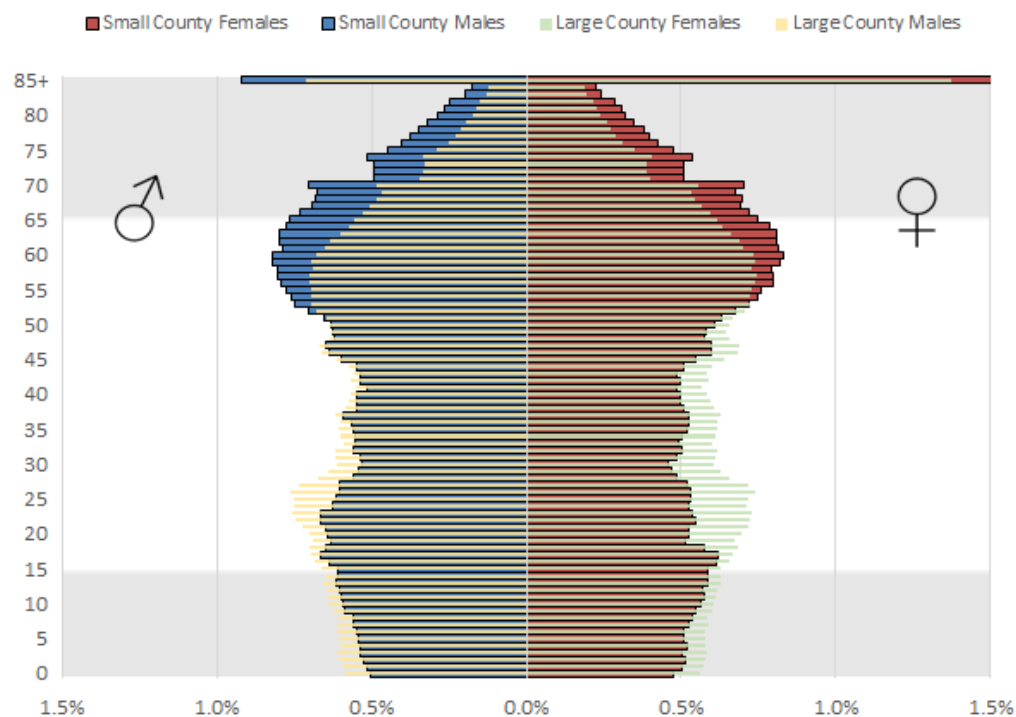
Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS)

Small County Population Structure



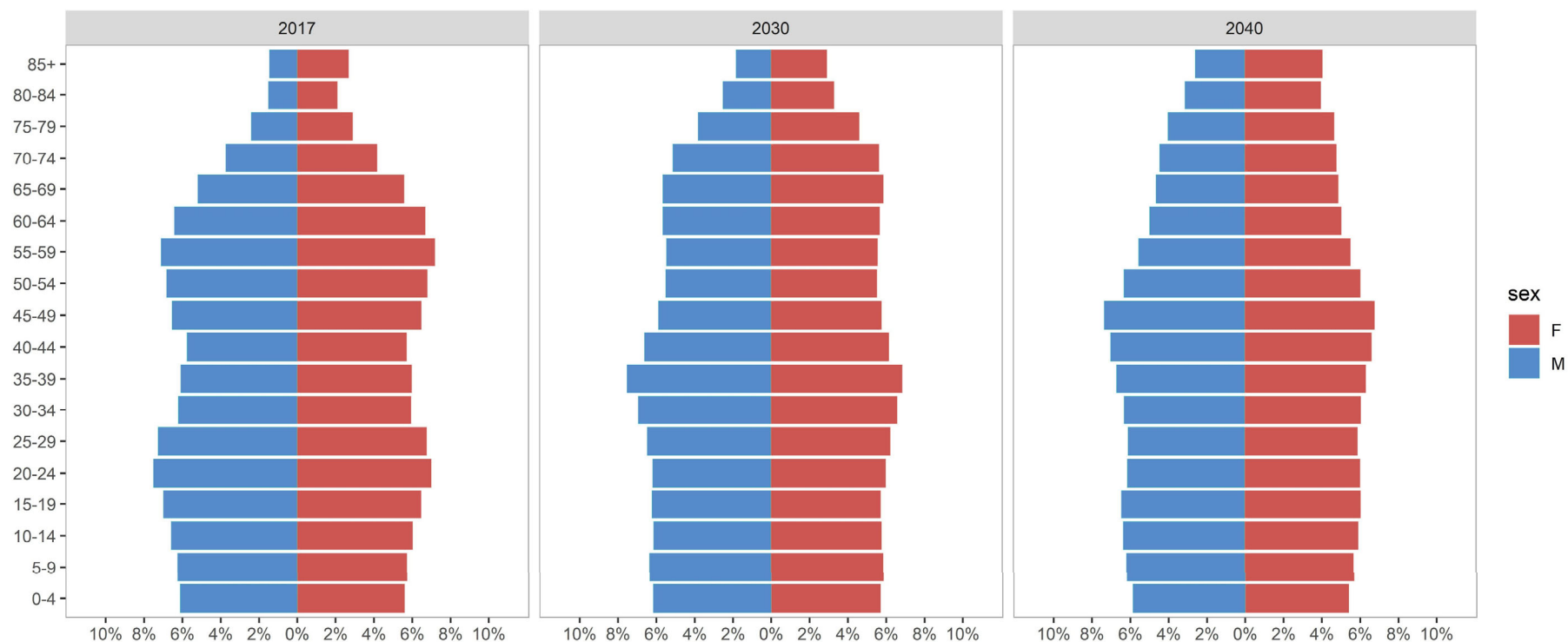
Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS)

Structural Comparison of Large and Small County Populations

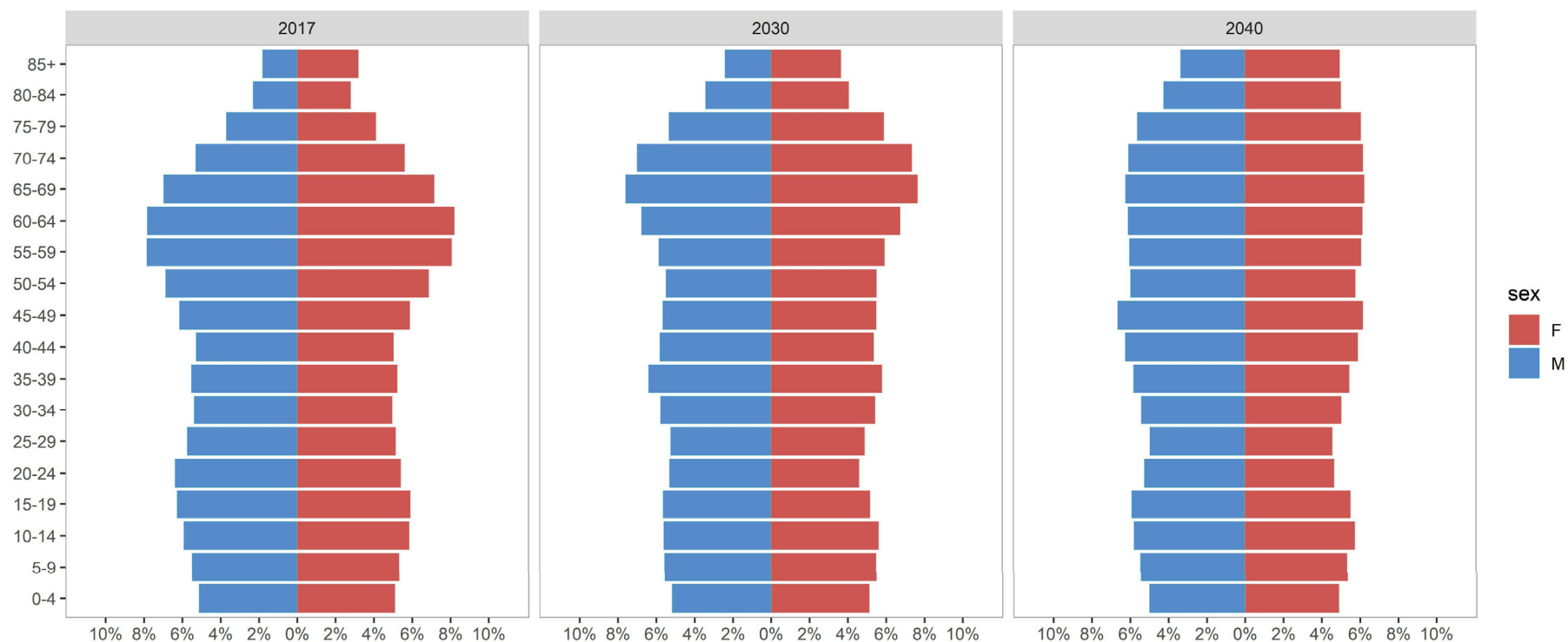


Source: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS)

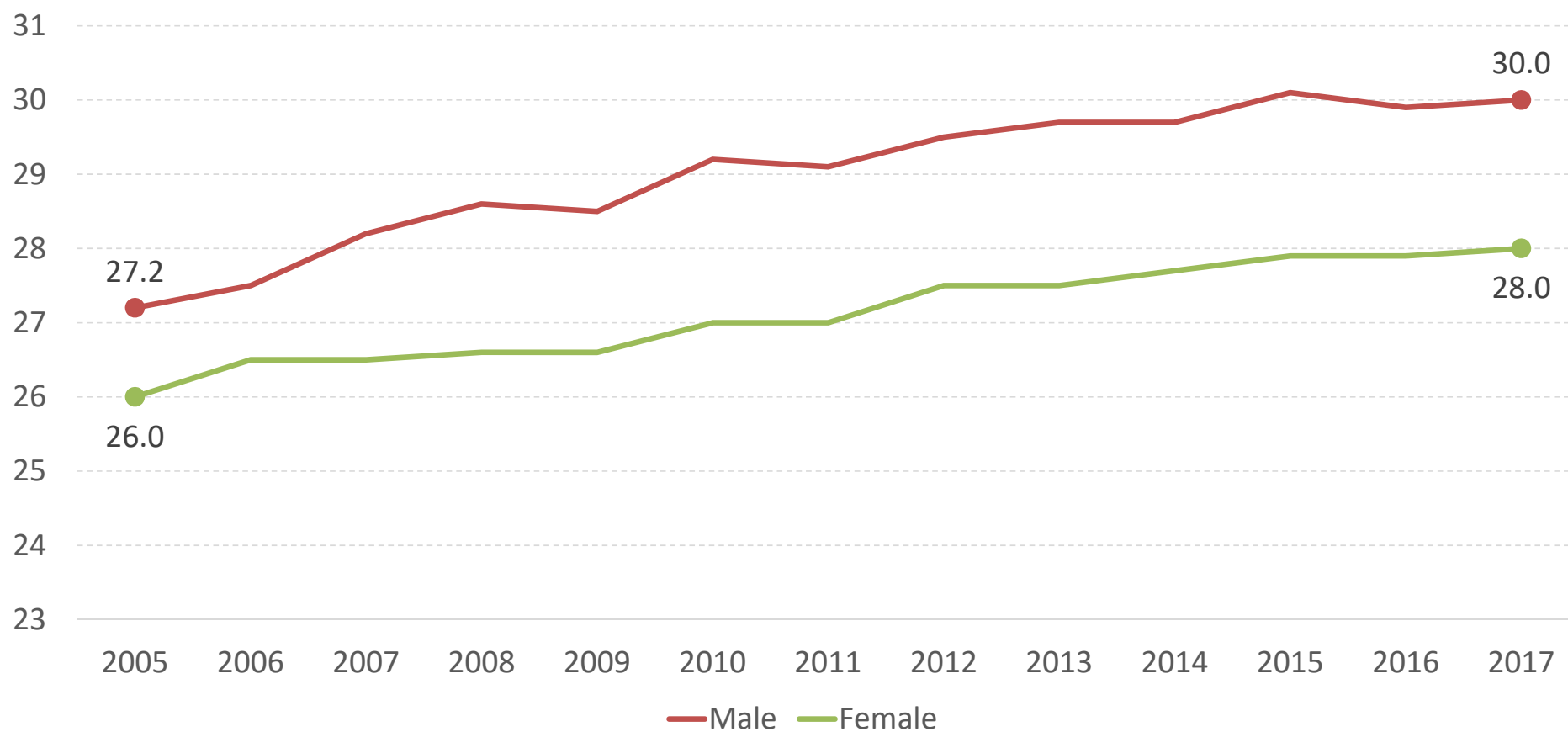
Structural Change in Counties with Populations Over 65,000



Structural Change in Counties with Populations Under 65,000



Median Age at First Marriage in Michigan



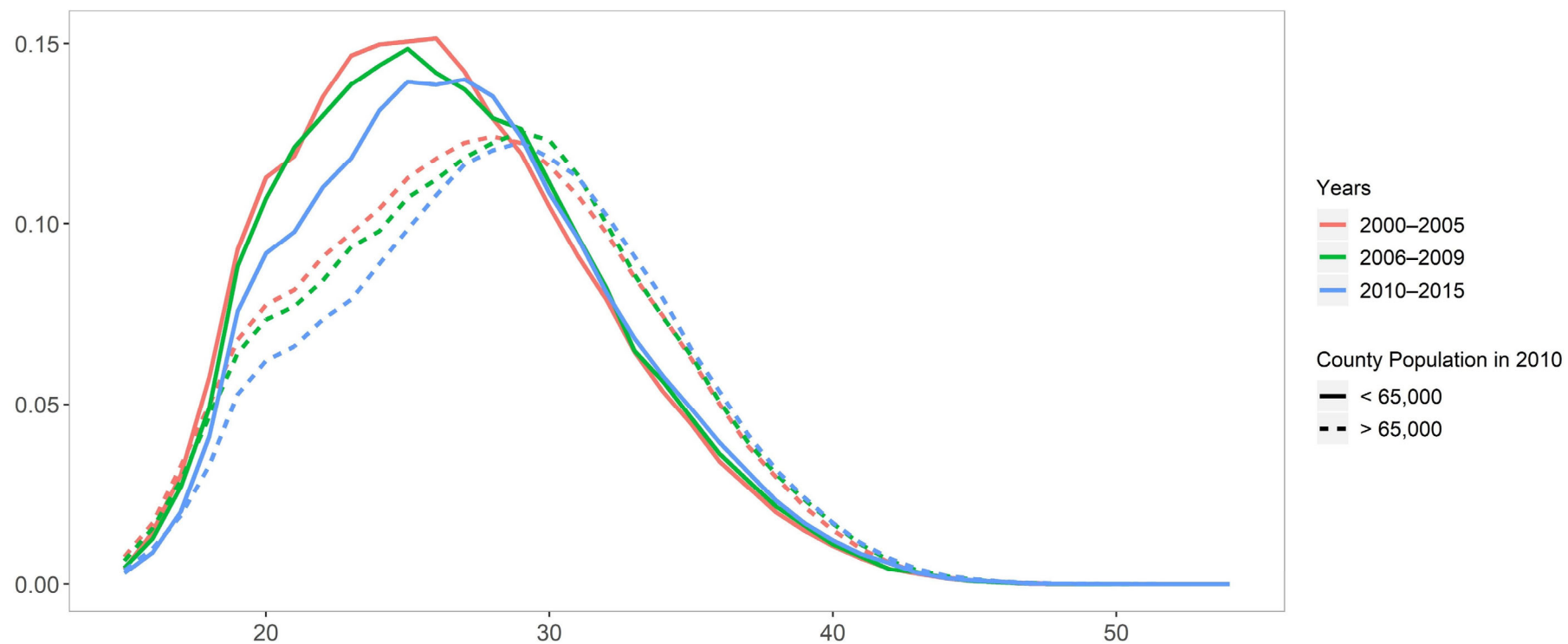
Source: U.S. Census Bureau, 2005 – 2017 American Community Survey 1-year Estimates

Increasing Median Ages for Mothers

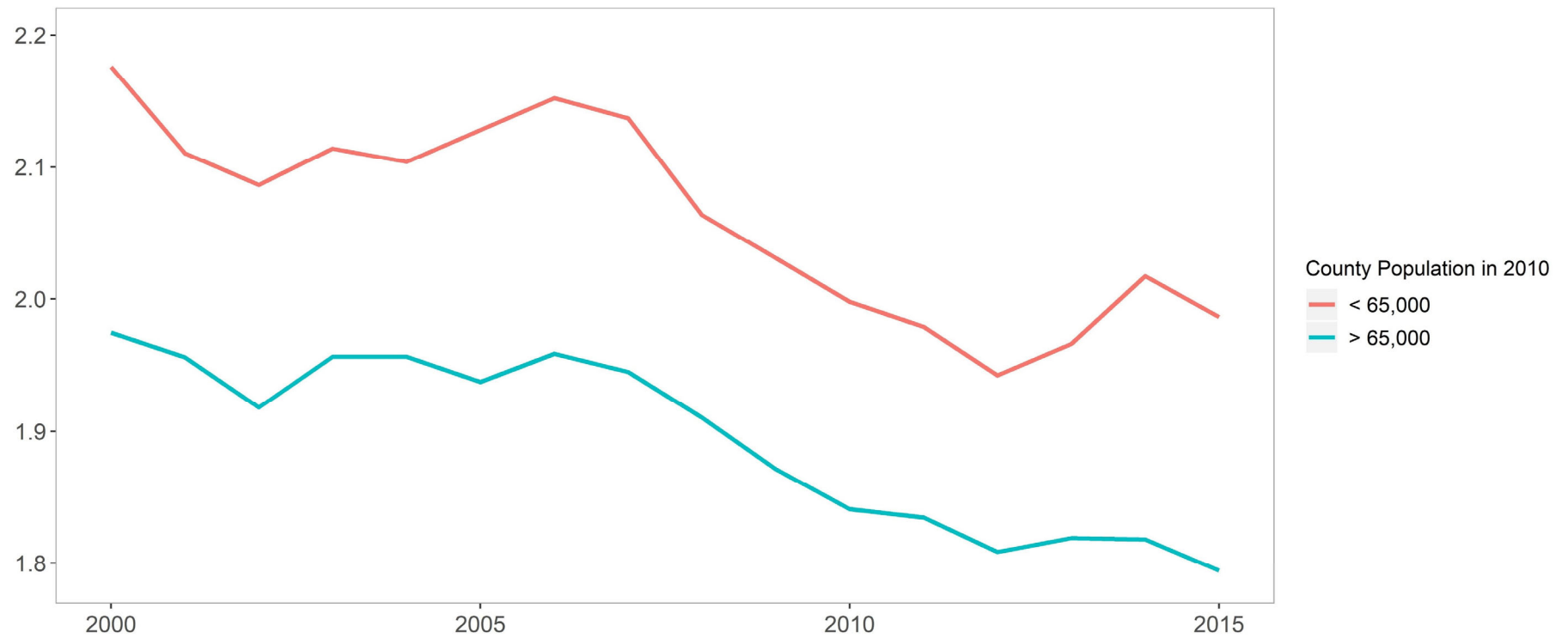
- Between 2003 and 2017 :
 - Median age for mothers having a first child increased from 25 to 26.
 - Median age for all mothers increased from 27 to 28 years

Source: U.S. Census Bureau, 2017 American Community Survey 1-year Estimates; United States Department of Health and Human Services

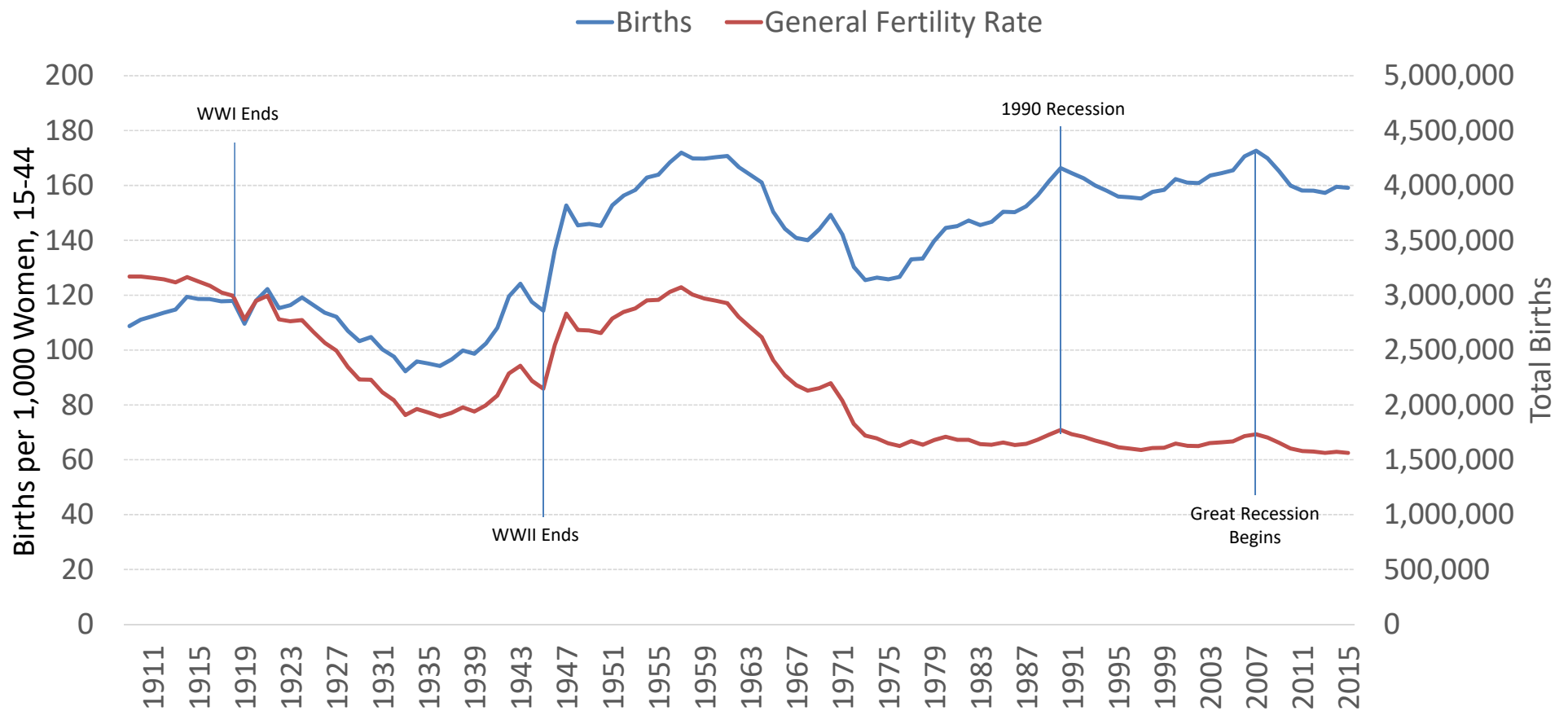
Age Specific Fertility for Large and Small Population Counties



Total Fertility Rate

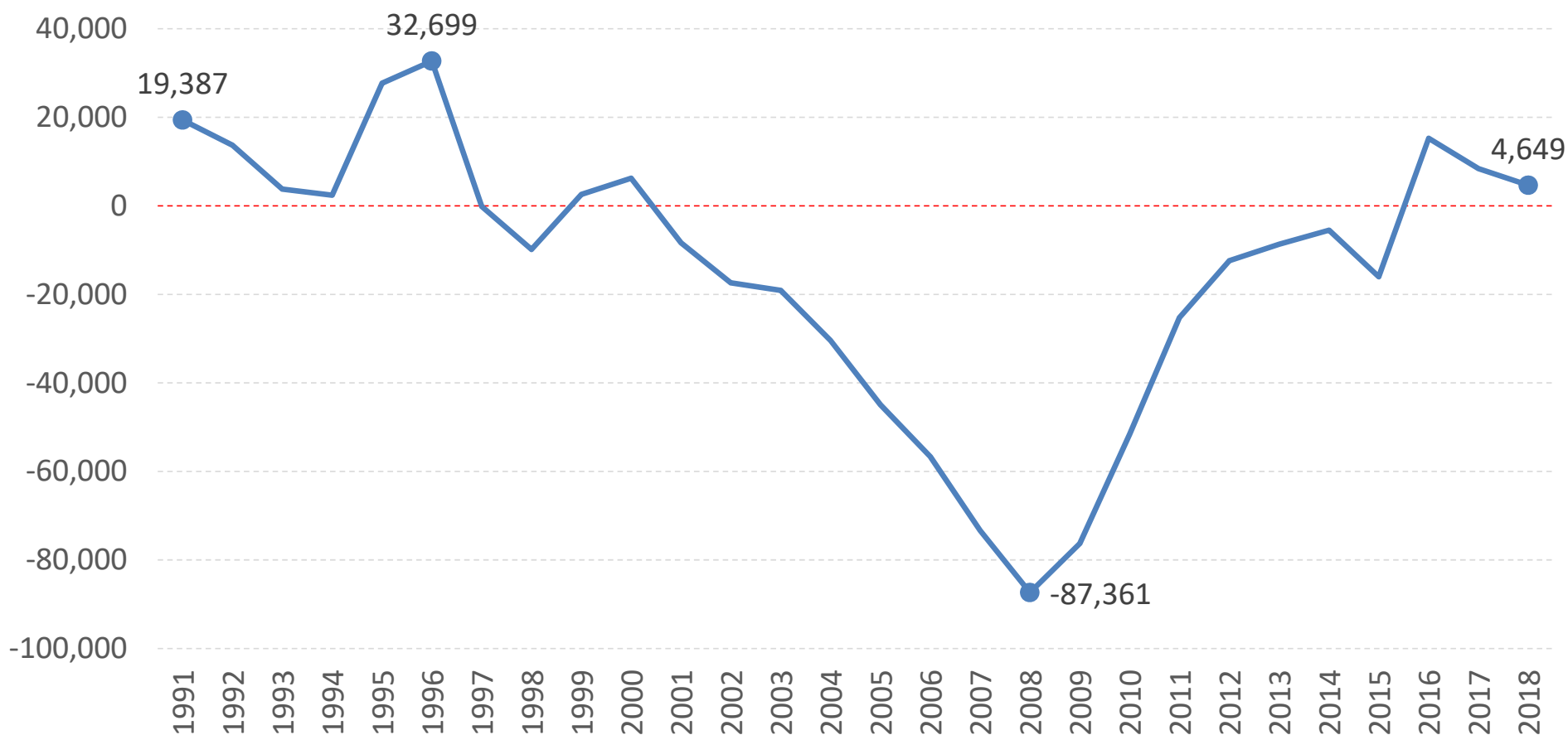


National Fertility Rates and Births



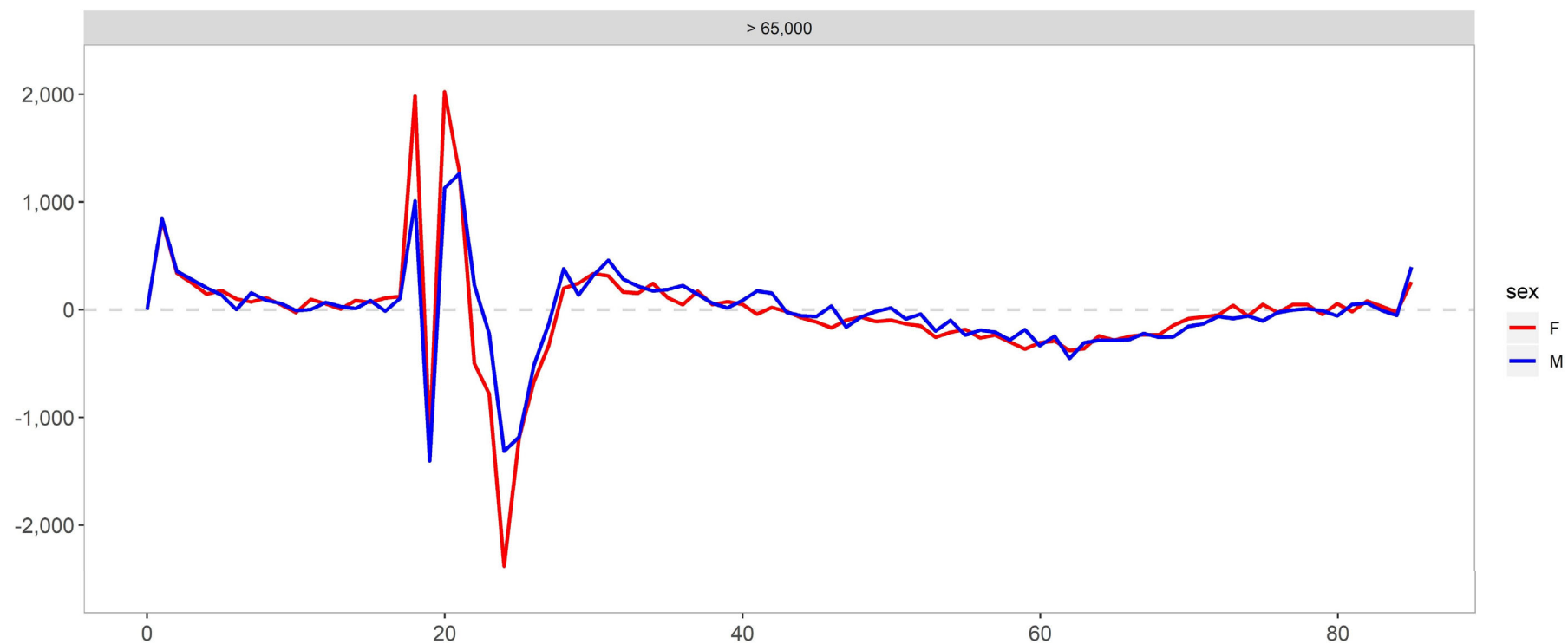
Source: NCHS Data Visualization Gallery, <https://www.cdc.gov/nchs/data-visualization/nativity-trends/>

Michigan Net Migration (Total Population)

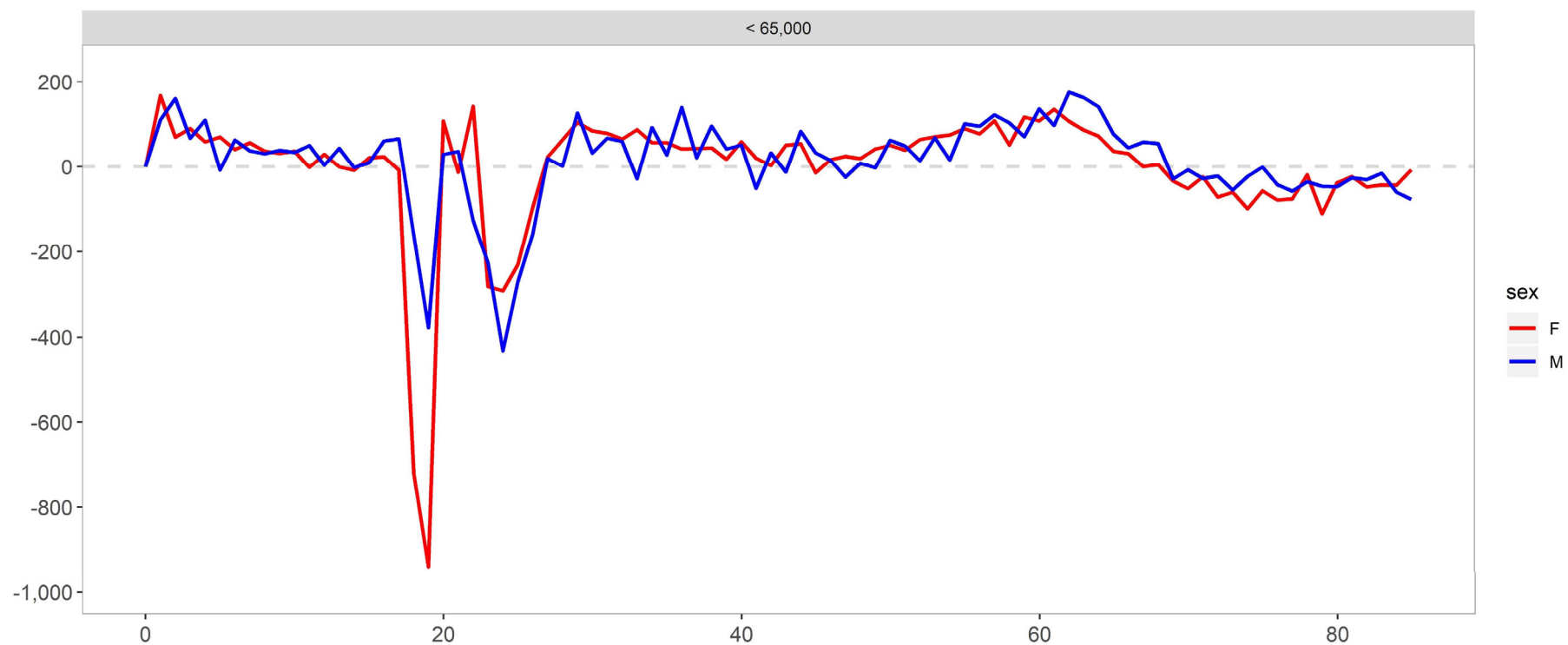


Source: U.S. Census Bureau, Population Estimates Program; MI DTMB, Bureau of Labor Market Information & Strategic Initiatives; MI DHHS Vital Statistics

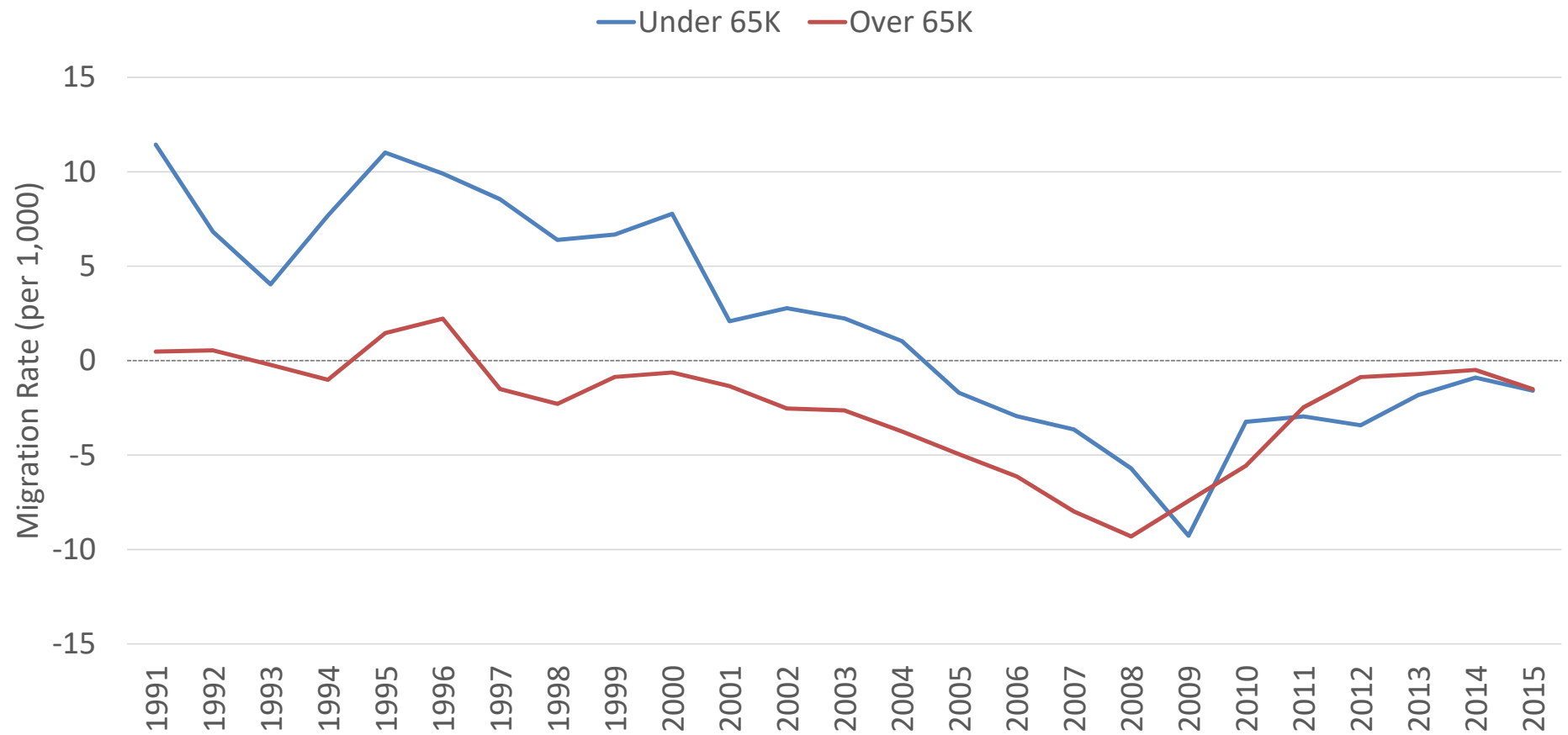
Migration Pattern for Counties Over 65,000



Migration Pattern for Counties Under 65,000



Net Migration Rate by County Type





Census 2020

2020 Census

- Once a decade count of all residents
 - Required by the Constitution
 - Used in Redistricting
 - Forms the basis of all the demographic data produced by the federal government
- The year (10 months) will see the ramp-up and execution of the Census
 - Partnership activities
 - Census offices
 - Complete Count Committees
 - Local hiring
 - Address canvassing

Issues with the 2020 Census

- Citizenship question:
 - Bureau is currently enjoined from asking a citizenship question on the 2020 Census.
 - This is pending an appeal to the Supreme Court.
- Internet response:
 - The Census Bureau is planning on the majority of response from the initial phase to be online.
 - The Census Bureau has spend the better part of the last decade building capacity to conduct this operation online and the recent end-to-end test in Rhode Island provided a final proof that the Bureau was ready for 2020.

What to Expect Locally

- Local officials are currently examining the local geographic framework to suggest and necessary changes (tracts, block groups, and CDPs)
- Partnership activities have been underway in the state since late 2018
 - Primary goal are stakeholder engagement and to gain local commitment in forming complete count committees (CCC).
 - Census officials will be approaching city, county, and township officials to form those committees.
- Michigan Non-profit CCC <https://becountedmi2020.com/>
 - Working with state and federal partners to leverage the resources of the non-profit community in support of the 2020 Census

What to Expect Locally

- State is in the process of standing up a state CCC
 - You may see outreach in your area from state agencies with which you interact.
- Increased media buys to get the work out
 - The Census Bureau has hired Young & Rubicam to handle the communications portion of the Census 2020 operations.
- Address Canvassing will begin in the last part of 2019/early 2020
 - Reduced address canvassing operation aided by in office canvassing carried out in the middle part of the decade
- Colleges will begin to be enumerated in February/March
- Mailings will start showing up in mailboxes in March

What's at Stake in the Census?

- Money?
 - Estimates range from 1,400 to 1,800 dollars are lost to the state for each person missed in the Census.
 - This is only looking at federal dollars allocated with Census statistics; it leaves out state and private dollars that also use population statistics to make distribution decisions.
- The most important thing lost when a community is not fully enumerated is Voice.
 - It is impossible to advocate for a group if there is not data available to substantiate its value.
 - A group not represented in the official data has no voice.

What Will Likely Be Asked of You for the 2020 Census


- As with many things happening in our communities, many will come to you for help with understanding what is expected with the Census.
- Residents are going to come to your libraries for help with filling out the form.
 - Both with help accessing it online and with understanding what is being asked
- People are going to come to you with safety and data privacy concerns.
 - Fears about submitting data on line
 - Is this really the census or a scam to get my data?
 - Unease about submitting data to the government (with or without the citizenship question)

Summary of 2020 Census

- Very important to ensure proper resource allocation to communities
- Some challenges and yet unknowns that are making this Census particularly challenging
- Lots of groups are beginning to come online to promote and assist with getting out the message about the Census
- Libraries will likely be asked to help, but the work being requested should not be overwhelming
 - Assistance getting online
 - Very general questions
 - Reassurance of safety



Questions?



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