

# Design for 2020 Census

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

#### *Conduct a nation-wide communications and partnership campaign*

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



### Establish Where to Count

#### *Identify all addresses where people could live*

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP



INTERNET SELF-RESPONSE

### Count the Population

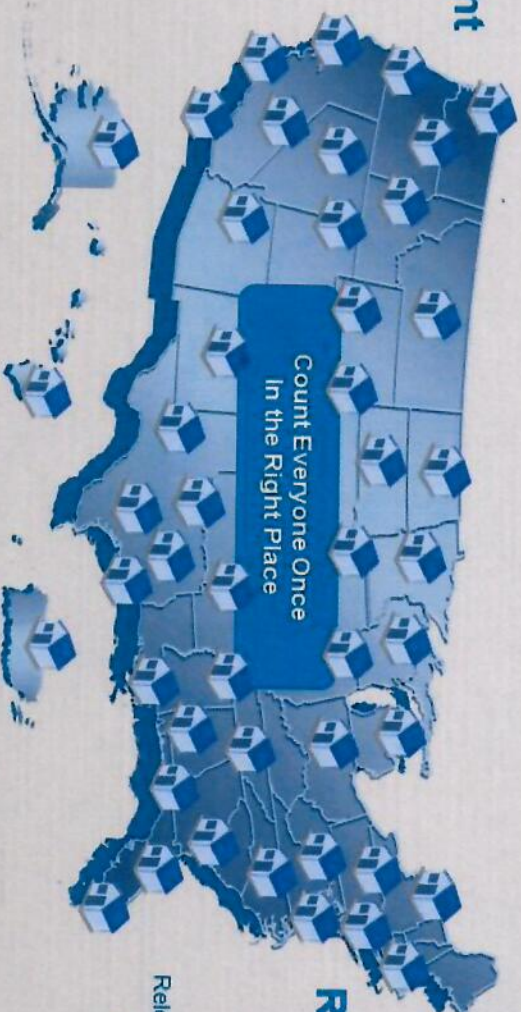
#### *Collect data from all households, including group and unique living arrangements*

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

### Release Census Results

#### *Process and Provide Census Data*

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data





# The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

*The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.*



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

## Foundation of a Successful Census



### Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



### Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



### Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



### Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data







## Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



## Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



## You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

## Key Dates

2017

- Local Update of Census Addresses—invitations sent to local governments for completion in 2018
- Publish final 2020 residence criteria and situations

2018

- Question wording to Congress—March 31, 2018
- 2018 End-to-End Census Test
- Regional Census Centers opening

2019

- Opening Field Offices
- Complete Count Committees established

2020

- Advertising—begins in early 2020
- Begin self response
- Census Day**—April 1, 2020
- Nonresponse Followup—early April–late July
- Apportionment counts to the President—December 31, 2020

2021

- Redistricting counts to the States—March 31, 2021

For more information, go to  
[census.gov](https://www.census.gov).

To get involved in your community, contact us!



# U.S. Census Bureau at a Glance

## How well do you know the 50 states?

The Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all the information the Census Bureau collects.

## OUR STATISTICAL PROGRAMS

### Censuses

- The **Decennial Census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico and the Island Areas as required by the U.S. Constitution. The results of the decennial census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts and to distribute more than \$675 billion in federal funds each year.
- The **Economic Census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the nearly 90,000 state and local governments in the nation every five years.

### Surveys

- The **American Community Survey (ACS)** is an ongoing annual survey that shows what the U.S. population looks like and how it lives. The ACS helps communities decide where to target services and resources.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the Economic Census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

United States™  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

## Our Mission

The U.S. Census Bureau's mission is to serve as the leading source of quality data about the nation's people and economy.

We honor privacy, protect confidentiality, share our experience globally, and conduct our work openly.

We are guided on this mission by scientific objectivity, our strong and capable workforce, our devotion to research-based innovation, and our abiding commitment to our customers.



## Our History

Thomas Jefferson directed the first census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, when the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.



## Population Estimates and Projections

- Every year, the Census Bureau publishes population estimates and demographic components of change, such as births, deaths, and migration. This data can be sorted by characteristics such as age, sex, and race, as well as by national, state, and county location.
- The Census Bureau estimates population size and characteristics. Population projections are based on future demographic trends, including births, life expectancy, and migration patterns.

## Data Tools and Apps at [census.gov](https://www.census.gov)

- **QuickFacts** provides easy access to facts about people, business, and geography.
- **American FactFinder** helps search a massive amount of data at multiple levels of geography over time periods.
- **My Congressional District** has key stats by Congressional district.

In addition, explore the **population clock**, **economic indicators**, topical **data visualizations**, and **infographics**.

Go to [census.gov/developers](https://www.census.gov/developers) for access to datasets via APIs. Developers should check out the **Discovery Tool**, sign up for e-mail newsletters and information exchanges, and make requests for features and data via the **Developer Forum**.

## Contact Us

There are many reasons you may want to contact the Census Bureau. Please see our list of contacts to help decide which is best for you.

**Call Center:** 301-763-INFO (4636) or 800-923-8282

**TDD:** TTY users can dial 1-800-877-8339 to use the Federal Relay Service.

**News Media:** 301-763-3030

**Mailing Address** via private carriers (FedEx, DHL, UPS, couriers and suppliers):

U.S. Census Bureau  
4600 Silver Hill Road  
Suitland, MD 20746

**Social Media:** Connect with the U.S. Census Bureau using social media.

Follow Us @uscensusbureau

Explore the U.S. Census Bureau's statistics about America's people, places, and economy at [census.gov](https://www.census.gov).

## Research

The Census Bureau engages in a range of scientific and statistical activities. We actively research survey and questionnaire design as well as different modes of data collection, processing, and dissemination.



## Geography

The Census Bureau maintains a nationwide geographic database that includes boundary information for legal, statistical, and administrative areas. We also track physical features such as streets and rivers for geographic area delineation.

The Census Bureau maintains a national address file to support censuses and surveys.



## International Stats

The Census Bureau produces international demographic data, estimates, projections, and reports. The Census Bureau also provides technical advisory services for foreign governments.

## Regional Offices

We have regional offices in Atlanta, Chicago, Denver, Los Angeles, New York, and Philadelphia. For more information, visit [census.gov/regions](https://www.census.gov/regions).