The 2020 Census at a Glance

Counting everyone once, only once, and in the right place.

The U.S. 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 individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- 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 determine where to open places to shop.

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

In 2020, we will implement 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, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.

KEY MILESTONES

2018

- 2018 End-to-End Census Test
- 2020 Census questions sent to Congress by March 31, 2018
- Six regional 2020 Census offices and 40 area census offices open

2019

- Partnership activities launch
- Complete Count Committees establish
- Remaining 248 area census offices open

2020

- Advertising begins in early 2020
- Public response (online, phone, or mail) begins
- **Census Day**—April 1, 2020
- In-person visits to households that haven't responded begin
- Apportionment counts sent to the President by December 31, 2020

2021

- Redistricting counts sent to the states by March 31, 2021

United States® Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
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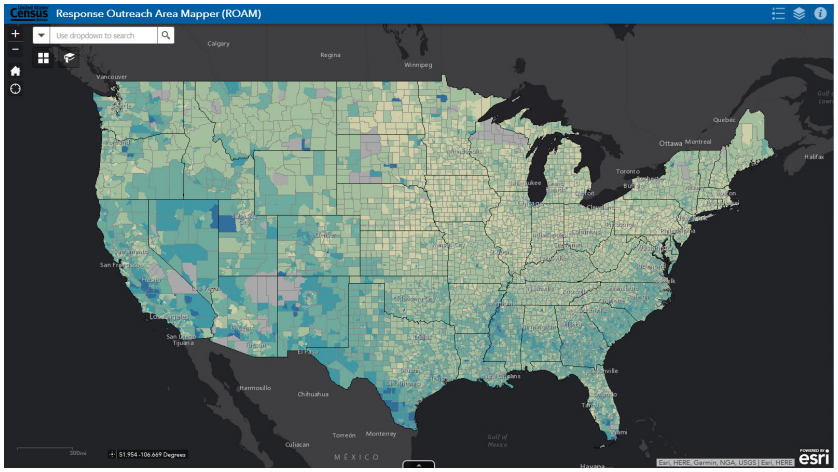
Planning Your Census Outreach

Get the Start You Need

The U.S. Census Bureau has a new tool that was developed to make it easier for government officials, community leaders, and businesses to start planning their outreach for the 2020 Census. By using the **Response Outreach Area Mapper (ROAM)**, an interactive Web mapping tool, users can access the Census Bureau's Planning Database (PDB). ROAM helps users determine areas, down to the tract level, that are harder to count.



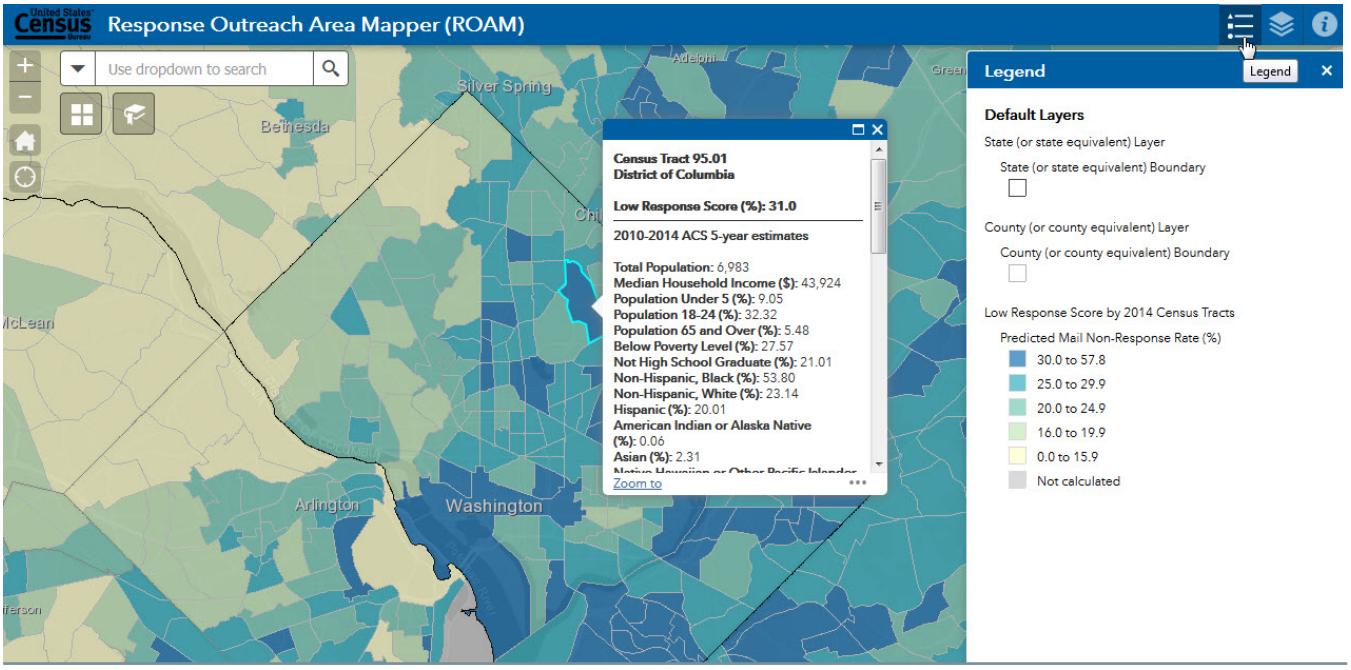
The PDB includes the Low Response Score, 2010 Census data, and select American Community Survey estimates. These data help create a picture of survey areas identified by their Low Response Scores.

Government officials, community leaders, and businesses can:

- Visualize areas by predicted mail nonresponse rates.
- Determine contributing socioeconomic or demographic factors.
- Plan outreach, marketing, and promotional efforts.

These data also help the Census Bureau hire staff who reflect the diversity and speak the languages in their community. These and other efforts by Census Bureau partners, can improve response rates.

To use ROAM, visit ***www.census.gov/roam***.



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