The 2020 Census: A New Design for the 21st Century

Count the Population

Establish Where to Count

Count Everyone Once

Get local government input
Generate new addresses
Detect and correct addresses
Maximize field work in-office updating
Conduct a 100% review and update of the
nation’s address list

In-Office

Motivate People to Respond

In-Field

Encourage people to use the new online
response option
Make it easy for people to respond
Collect data from all households, including
groups and unique housing arrangements

Nonresponse

Follow-up

Telephone

And paper/self

Internet self-response

STREAMLINE IN-HOUSE CENSUS TAKING

Knock on doors only when necessary
Conduct in-person interviews
Use the most cost-effective strategy to
make the most complete response

Release Census Results

Release census for redistricting by April 1, 2021
Update programming counts as of the
December 31, 2020
Delegate programming counts to the

Process and Provide Census Data