

The 2020 Census Operational Overview



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



ESTABLISH WHERE TO COUNT

Identify all addresses
where people could live.

Conduct a 100-percent review
and update of the nation's
address list.

Minimize in-field work
with in-office updating.

Use multiple data sources
to identify areas with
address changes.

Get local government input.



MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide
communications and
partnership campaign.

Work with trusted sources
to increase participation.

Maximize outreach using
traditional and new media.

Target advertisements to
specific audiences.



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
online response option.

Use the most cost-effective
strategy to contact and
count nonrespondents.

Streamline in-field
census taking.

Knock on doors only
when necessary.



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 information.