

**Shape
your future
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United States®
**Census
2020**

Kimberly Smith
Tennessee Partnership Specialist
U.S. Census Bureau

Mission:

Serve as the leading source of the nation's data. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

The U.S. Census Bureau conducts more than 100 surveys of households and business across the nation each year including:

- Economic Census
- Decennial Census
- Census of Governments
- Statistics of US Businesses
- American Community Survey





The 2020 Census is important for you and your community.

The results help you understand how demographics—including income and education levels—and population size are changing in your area.

Complete Count Committees

- * As a trusted voice, you have a critical role to play in reaching the communities you serve.
 - * Local Government, Education, Business, Community Leaders.
 - * By partnering with the Census Bureau, you serve as a 2020 Census ambassador.
 - * Educate, Encourage, and Engage

Census Confidentiality

- Answers to Census questions are protected by current law (Title 13 of the U.S. Code, Section 9) and are strictly confidential
- It is **illegal for the Census Bureau, or its employees, to share your personal information** with any other government agency—not law enforcement, IRS, Welfare, FBI, Immigration, etc.
- ***Differential Data in a Digital age.***

CONFIDENTIAL

The 2020 Census

Count Everyone, Only Once, in the Right Place

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



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

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



Count Everyone Once
In the Right Place

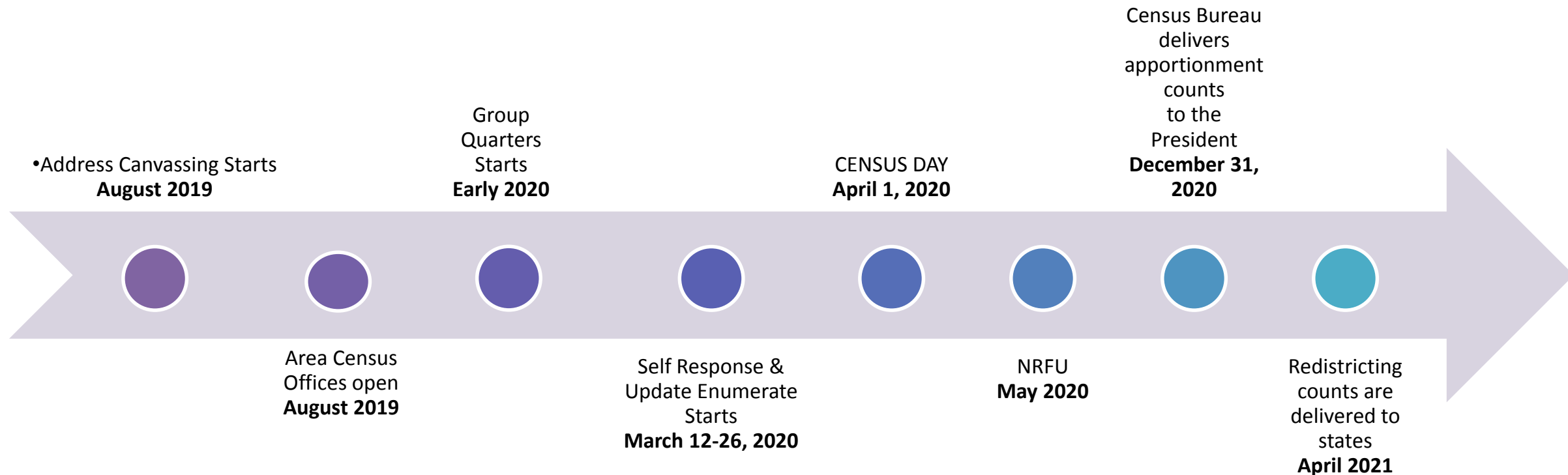
Release Census Results

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



Key dates of the 2020 Census Operational Timeline



Questions?

Kimberly Smith
Tennessee Partnership Specialist
U.S. Census Bureau
Decennial Partnership Branch
Community Engagement Program
Field Division

Office: 865-936-1592
Kimberly.Smith@2020census.gov