



# 2020 Census Adaptations

**To adapt, we provided additional opportunities for everyone to respond, including:**

- Extended data collection by 2.5 months.
- Deployed staff to places in low-responding areas.
- Phoned nonresponding households encouraging them to respond.
- Expanded outreach through our more than 400,000 national and local partners and through national advertising.
- Increased call center capacity to permit callbacks when sufficient operators were not available.
- Sent teams of skilled census takers from other parts of the country closer to finishing to areas lagging after hurricane damage.
- Changed field procedures to minimize necessary in-person contact with the public.
- Provided electronic response options for group quarters facilities, such as nursing homes and detention centers.
- Developed text-based outreach to nonresponding households.
- Mailed additional questionnaires to nonresponding households.
- Emailed households in low-responding areas.

# 2020 Census Data Collection

- **65% of the nation's households responded on their own.**
  - Final self-response rate of 65%, exceeding the final 61% self-response rate for the 2010 Census.
- **Of those households that responded on their own, 4 in 5 did so online.**



**We did not experience a single minute of downtime or any cyber intrusions for our online response option.**