



2020 Census Timeline

JANUARY 2020: The census begins in remote Alaskan communities, but companies everywhere can start by educating employees, customers, and the general public that the census is coming soon. Key messages include explaining the importance of the count for communities and why it will have an impact for the next decade.

MID-MARCH 2020 – JUNE 2020: This is a critical time for businesses to help with the census because households will now be able to complete their census forms. Beginning in mid-March, many households will receive census information by mail inviting them to complete their questionnaires. Due to social distancing recommendations, companies can play an important role by encouraging employees, customers and the general public to complete their census forms online, by phone or by mail from the comfort of their home – without ever meeting a census taker. Go to strongnation.org/census for information about specific strategies to utilize.

APRIL 1, 2020: CENSUS DAY: This is neither the beginning of the census nor the deadline, but, instead, a day that is designated to promote the census around the country. Companies can help by participating in local census events, posting messages on social media, and communicating with employees, among a range of other strategies.

AUGUST 11, 2020: Census takers will start to visit the homes of those who have not self-responded to help them complete the questionnaire in person. Households, though, can still self-respond at any time, so encouraging their participation is still important.

OCTOBER 31, 2020: Final day to complete a census questionnaire and end of door knocking operations.

BY APRIL 30, 2021: Congressional reapportionment determined; state population totals sent to the president. Due to delays caused by COVID-19, this is a new date that requires Congressional approval.

BY JULY 31, 2021: States will receive more detailed data for redistricting, and after that, the Census Bureau will begin publicly disseminating additional results and analyses. Due to delays caused by COVID-19, this is a new date that requires Congressional approval.