



From the State Library - April 1, 2019

## Census Day 2020: One Year Out

Census Day 2020 is one year away! By this time next year, the race to count every living person in the United States will be well under way. Libraries have an important role to play to ensure a successful count; here are some things to consider as promotional and outreach activities start ramping up across the nation.



### Complete the Census Online

For the 2020 Census, the public will be encouraged to complete their Census questionnaire online. This convenience factor for your community may increase traffic to public access computers at the library. Libraries should start thinking about potential space or usage issues, and if needed might consider keeping a PAC open for "Census Use Only" once the completion period begins.

### National Hiring Effort

If you encounter a patron seeking employment, refer them to the [Census Jobs](#) website. The U.S. Census Bureau will recruit thousands of workers for temporary jobs in advance of the 2020 Census. Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors and census takers.

### Start Promoting Early

The sooner the public can be prepared to complete their Census questionnaire, the better. The U.S. Census Bureau has a wealth of information and flyers ready to be deployed on topics including [Census 101: What You Need to Know](#), [The 2020 Census and Confidentiality](#), [2020 Census: Why We Ask](#), and more.

### Looking Ahead

Today the U.S. Census Bureau is hosting a [live operational press briefing](#) beginning at 9:00 a.m. CST to discuss national hiring efforts and highlight what partners and other stakeholders can do to ensure complete and accurate counts in communities across the country. We'll be watching and will report back in the coming months with additional guidance for libraries, including providing the sample questionnaire, how to respond to frequently asked questions from the public, and more.

### About the Census

The U.S. Constitution mandates that a census of the population be conducted once every 10 years for the purposes of reapportioning Congress. Census data is also used to determine how more than \$675 billion in federal funds are distributed back to states and local communities every year for services and infrastructure, including health care, jobs, schools, roads and businesses.

The State Data Center at the State Library of Iowa is the source for population, housing, business and government statistics about Iowa, including data from the U.S. Census Bureau.

[State Data Center 2020 Census Information](#)

**State Library of Iowa**  
1112 East Grand Avenue  
Des Moines, Iowa 50319

1-800-248-4483