

2020 Census, libraries, & COVID-19

BECAUSE LIBRARIANS
BELIEVE THAT
EVERYONE COUNTS.

LIBRARIES
TRANSFORM®
#LibrariesTransform

LIBRARIESTRANSFORM.ORG

ALA
American
Library
Association

Raise Hand 

if you've already
filled out your
2020 Census!

#CountOnLibraries



What's it to us?

- Information
- Representation
- Funding
- Advocacy




Image: Hoag Library (Albion, N.Y.)

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LIBRARIES AND THE 2020 CENSUS

ALA American Library Association

Adapting Outreach in Response to COVID-19



IN RESPONSE TO COVID-19, the Census Bureau and libraries delayed and adjusted 2020 Census operations and awareness activities. Buildings were closed, events were cancelled or moved online, and the deadline to [respond to the Census](#) was extended until October 31.

A complete count is vital to ensure communities don't miss out on billions of dollars in needed funding for libraries, schools, healthcare, and other services. Libraries can play a pivotal role by informing their communities that participating in the 2020 Census is easy, safe, and important.

HOW MANY PEOPLE HAVE RESPONDED TO THE 2020 CENSUS SO FAR?

About **61% of households nationwide** have responded to the 2020 Census as of June 14. This is several points lower than the final rate in the 2010 Census, which was 66.5%.



The response rate is substantially lower in some communities, particularly among populations that have been undercounted historically. For instance, the response rate in Wisconsin overall is 68%, but is less than 40% in many neighborhoods of Milwaukee.

KEY POINTS

The 2020 Census has been extended to October 31.

Residents can respond online, by phone, or by mail.

A reminder postcard will be mailed in late July.

Door-to-door follow-up will begin in August in most areas.

Online and contactless outreach can support a complete count.

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FOR ADDITIONAL RESOURCES ABOUT LIBRARIES AND THE 2020 CENSUS, VISIT [ala.org/census](#)

Share your library's Census story with the hashtag [#CountOnLibraries](#)

← New guide & other resources:

[ala.org/census](#)

How to respond:

[2020census.gov](#)

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