

## 2020 Census and Hampton Roads: Who We Are & Where We Live

While it only happens once per decade... it's one of the most important tools that analysts, policymakers, business leaders, and many others have for understanding its constituents. Simply put, the 2020 Census is a headcount of every person living in the United States as of April 1, 2020 – an obligation that dates back to 1790. To be sure the government represents the people, the Constitution requires a complete population count of the U.S. every 10 years. This important count determines the number of seats each state holds in the U.S. House of Representatives and informs how billions of dollars in public funds are allocated by state, local, and federal lawmakers for public services like emergency response, schools, hospitals, and bridges over the next 10 years.

In fact, **for each person not counted, localities lose an estimated \$20,000 over a 10-year period.** That's because each year, Census data informs federal funding for more than 100 programs, including school lunches, highway construction, fire departments, education, Medicaid, Supplemental Nutrition Assistance Program (SNAP), Head Start, block grants for community mental health services, and other critical programs and services.

**For each person not counted in the 2020 Census, localities lose an estimated \$2,000 per year —that's \$20,000 over a ten-year period for every person that isn't counted.**

Ninety-five percent of households (roughly 143 million) in the United States received an initial invitation to respond to the 2020 Census in their mailboxes between March 12 and 20, and those who do not respond will receive several follow-ups in the mail. In response to the COVID-19 pandemic, the U.S. Census Bureau has adjusted 2020 Census operations to ensure an accurate and complete count of all communities while protecting the health and safety of Americans and Census workers. The image below

### STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
Self-Response Phase (online, phone, mail)	March 12–July 31	Extended	March 12–August 14
Update Leave	March 15–April 17	Delayed	March 29–May 1
Update Enumerate	March 16–April 30	Suspended and extended	March 16–May 14
Mobile Questionnaire Assistance	March 30–July 31	Delayed	April 13–August 14
Early Nonresponse Followup (NRFU)	April 9–July 31	Delayed	May 7–August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13–July 31	Delayed	May 28–August 14
Group Quarters Enumeration	April 2–June 5	Delayed	April 16–June 19
Service-Based Enumeration	March 30–April 1	Delayed	April 29–May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9–May 4	Delayed	April 23–May 18
Deliver apportionment counts to the President	By December 31	On schedule	By December 31
Deliver redistricting counts to states	By April 1, 2021	On schedule	By April 1, 2021

Source: U.S. Census Bureau, 2020

represents the updates the U.S. Census Bureau made to the schedule as released March 15, one of the most important being the original deadline to respond online, over the phone, or by mail and has been extended to August 14. On March 28, the Census Bureau made an announcement delaying all 2020 Census field operations by another two weeks, to start no earlier than April 15. As the schedule for in-person data collection may continue to change due to coronavirus, **it is strongly encouraged for Americans to fill out their Census questionnaire online — it's quick, safe, and easy.**

As of March 30, 37% of the households in the Commonwealth of Virginia have sent in their responses; all localities in Hampton Roads clocking in with a self-response rate of over 30% and increasing daily. Check the progress of the entire country here: [Census Response Rates](#).

Once again, your responses to the 2020 Census are so important not only to support funding for important government programs,

but to help economists like us understand population trends and growth projections. Finally, business owners rely on Census data to make vital decisions, where to open new stores, restaurants, factories, or offices, where to expand operations, where to recruit employees, and much more. If you haven't already done so, please take 10 minutes to complete your Census online today at [my2020census.gov](https://my2020census.gov).

**Did you know that Census data is free and publicly available for anyone's use? American Fact-Finder (the website that has previously been housing Census data) retired on March 31. You can explore Census data on the new website located at [data.census.gov](https://data.census.gov).**