

2020 Census Mobile Questionnaire Assistance (MQA) Overview

Modified Operational Plan

WHAT WILL THE MODIFIED MQA INCLUDE?

MQA is a nationwide operation in low-responding areas to promote and assist with responding to the 2020 Census. The modified MQA will target places where people visit when leaving home such as grocery stores, pharmacies, faith-based organizations, food pantries, libraries (if reopened), and city offices, as opposed to large public events.

Additionally, MQA staff will engage in activities that drive people to respond in the lowest responding neighborhoods.

HOW IS THE U.S. CENSUS BUREAU IDENTIFYING LOW RESPONSE AREAS FOR MQA?

- We will use actual response rates to identify locations in low-response areas on a weekly basis.
- Additionally, low-response areas with language needs not offered by Census Questionnaire Assistance will be identified.

Important note: Conditions on the ground are rapidly changing each day, as people continue to test positive for COVID-19. This evolving environment may directly affect the Census Bureau's ability to conduct the modified MQA program in several areas of the nation. Census professionals will continue monitoring conditions throughout the nation on a daily basis and will instruct staff where MQA events cannot be conducted safely.

WHAT LANGUAGE ASSISTANCE IS AVAILABLE?

- People can respond online (or by telephone) in English or in 12 select languages.
- The MQA representatives will have instructions available in 59 non-English languages on how to complete the English questionnaire.
- The MQA representatives can provide the direct phone lines for English and the 12 other languages.

HOW CAN PEOPLE IDENTIFY OFFICIAL CENSUS RESPONSE REPRESENTATIVES?

- All 2020 Census staff will have an ID badge that includes their name, photograph, a U.S. Department of Commerce watermark, and an expiration date.
- Census response representatives will have an official bag and a Census Bureau-issued tablet—all bearing the U.S. Census Bureau logo.
- Locations will be identified with banners bearing the 2020 Census logo.

WHEN WILL MOBILE QUESTIONNAIRE ASSISTANCE BE AVAILABLE?

The Census Bureau soft-launched the MQA program the week of July 6. The full operation will begin in designated low-response areas the week of July 13.

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