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LANCASTER CENSUS OFFICIALS ENTER FINAL PHASE WITH CENSUS TAKERS

LANCASTER, Pa. – Sept. 19, 2020 – Lancaster County reports 74.9 percent of households have filled out the census form thus far, compared to the 66.2 percent Pennsylvania response rate; however, the response rate is low compared to surrounding counties. As Nonresponse Follow Up Census takers prepare to knock on thousands of doors until the Oct. 30 deadline to report the final headcount, Lancaster County Census officials hope to get a higher response rate than the 2010 Census.

Badge-wearing enumerators plan to make six attempts to Lancaster County households that have not responded to online, by phone, or through mail to the Census Bureau. Enumerators will follow social distancing protocols, wear protective masks, and will not enter census takers' homes to ensure everyone's health and safety. Despite enumerators taking to the streets to ensure the completion of the census, it is not too late to respond online, by phone, or by mail, if a form was received.

“We are very proud of our overall response rate in Lancaster County, and attribute it to the hard work of our census partners across the county,” said Emma Hamme of the Lancaster County Planning Commission and a leader on the county’s Complete Count Committee to LancasterOnline.

The 2020 Census is only 10 questions that take about 10 minutes to respond. You do not need to be a documented resident or citizen of the United States to fill it out, therefore, making it completely secure and safe. The results determine how many seats in the House of

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Representatives each state gets. Additionally, the census determines federal funding for schools, hospitals, fire departments, and other resources.

Multiple Lancaster County municipalities are lagging in response rate, leaving a remaining 25.1 percent unreported for Lancaster County.

To respond to the census by phone, call: 844-330-2020, Spanish speakers may call: 844-468-2020. To respond online, go to 2020census.gov/en/ways-to-respond/respondingonline.html.

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Strategy Sheet:

The Subject: 74.9% of Lancaster County households have been counted in the 2020 United States Census.

The Format:

1. Contact information
2. Headline
3. Lead
4. Body
5. Quote
6. Conclusion

The Objective: Motivate the remaining 25.1% of Lancaster households to fill out the census form online before October 30th, 2020 through the understanding of how simple it is. Mentioning other counties doing a better job will also motivate some households on a competitive level.

Intended Audience: Lancaster County residents

Key Ideas:

- Mention how easy the census is to complete
- Importance of the census
- Safety of the census

Length: One page

Sources:

- Census Bureau
- [Lancaster Online](#)

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