

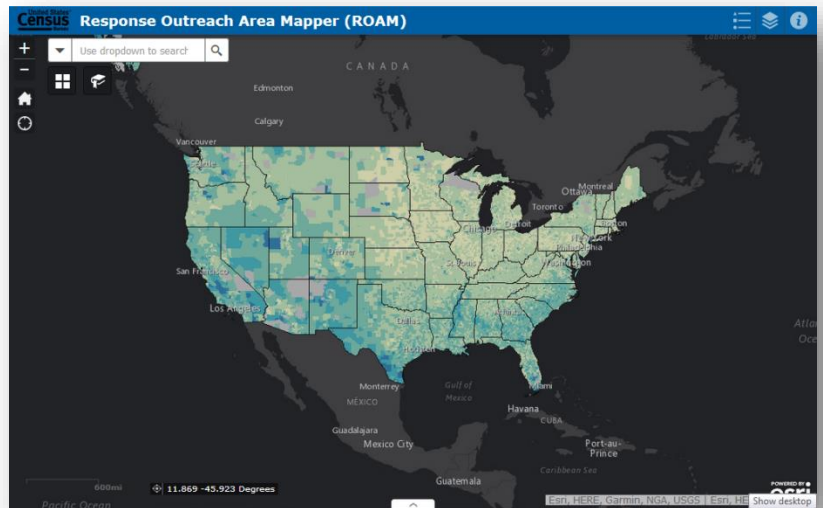
Explore your community's low response areas with . . .

Response Outreach Area Mapper (ROAM)

[Census.gov/roam](https://www.census.gov/roam)

The Response Outreach Area Mapper (ROAM) is an interactive Web mapping application that allows users to visualize areas in their communities that will be less likely to respond to the 2020 Census questionnaire. Census tracts (neighborhood-level) have been “scored” by predicted mail non response rates, selected socioeconomic/demographic factors that include age, housing status, and language. ROAM, along with local knowledge, can help Complete Count Committee members to plan outreach, marketing, and promotion efforts more effectively.

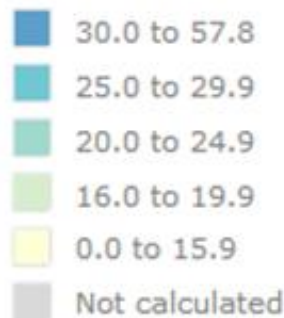
ROAM is a tool used by Census to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates.



[Census.gov/roam](https://www.census.gov/roam)

Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)



Color-coded tracts allow users to see the areas least likely to self-respond to the Census questionnaire

How to Use **ROAM** to increase self-response in your community

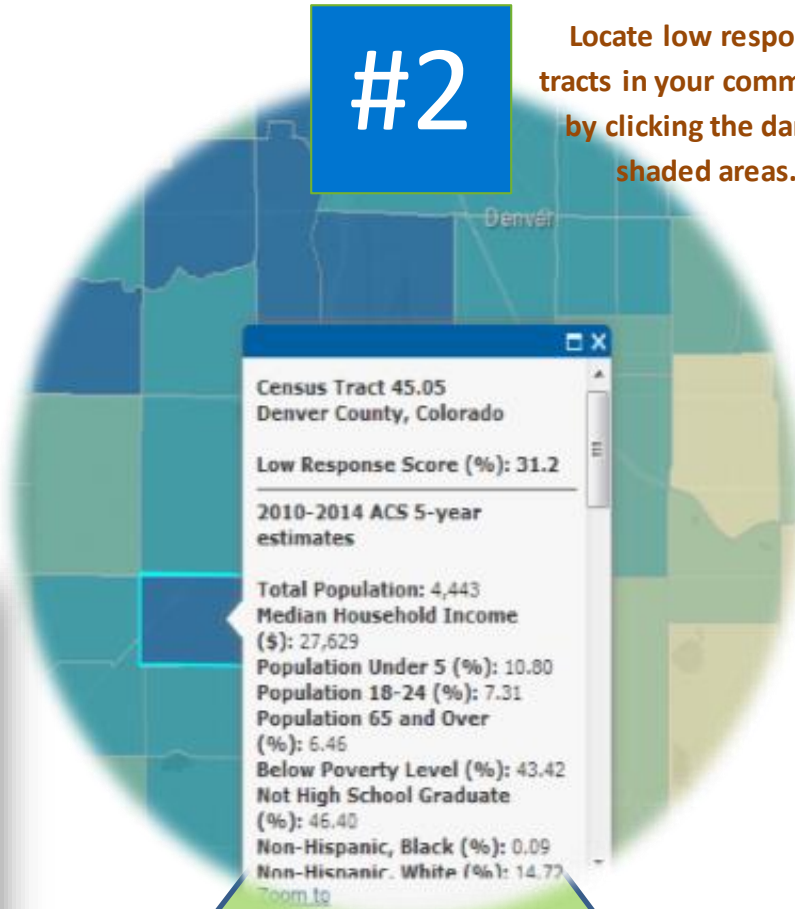
#1

Use the dropdown menu to search by geography



#2

Locate low response tracts in your community by clicking the darker shaded areas.



#3

Age, level of education, poverty, ability to speak and understand English, recent immigrants and other factors contribute a higher non-participation rate.

#4

Working through your local Complete Count Committee, bring your list of concerns that may impede the progress of a complete count in your area.

Develop and implement activities to involve *Trusted- Voices* in the community to help bring awareness of Census 2020 to low-response areas.

Allocate funds to implement your Census action