



**2020 CENSUS PROGRAM MEMORANDUM SERIES: 2019.18**

**Date:** August 16, 2019

**MEMORANDUM FOR:** The Record

**From:** Albert E. Fontenot, Jr. **(Signed August 16, 2019)**  
Associate Director for Decennial Census Programs

**Subject:** Census Questionnaire Assistance (CQA) Phone Numbers

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This memo documents the Census Questionnaire Assistance (CQA) phone numbers available to the public starting March 1, 2020 for assistance during the 2020 Census. These are being provided at the behest of partners so they can begin developing printed materials.

The following table represents the dedicated toll-free numbers for each language CQA will support.

| LANGUAGE LINE                   | TOLL-FREE NUMBER |
|---------------------------------|------------------|
| English                         | 844-330-2020     |
| Spanish                         | 844-468-2020     |
| Chinese (Mandarin)              | 844-391-2020     |
| Chinese (Cantonese)             | 844-398-2020     |
| Vietnamese                      | 844-461-2020     |
| Korean                          | 844-392-2020     |
| Russian                         | 844-417-2020     |
| Arabic                          | 844-416-2020     |
| Tagalog                         | 844-478-2020     |
| Polish                          | 844-479-2020     |
| French                          | 844-494-2020     |
| Haitian Creole                  | 844-477-2020     |
| Portuguese                      | 844-474-2020     |
| Japanese                        | 844-460-2020     |
| English (Puerto Rico residents) | 844-418-2020     |
| Spanish (Puerto Rico residents) | 844-426-2020     |
| Telephone Display Device (TDD)  | 844-467-2020     |

- Prior to March 1, 2020, the CQA toll-free numbers are **not** available for public use. Attempts to call CQA prior to March 1, 2020 are **not** recommended, as they will interfere with testing efforts.
- Beginning March 1, 2020, the English and Spanish language lines will be available to provide general information about the 2020 Census, including answers to frequently asked questions (FAQs), via an automated Interactive Voice Response (IVR) system. Callers to these lines will also be advised to call back starting March 9, 2020 to speak with a live customer service representative (CSR). Callers to all other language lines will hear the message to call back starting March 9, 2020, to speak with a live CSR.
- Beginning March 9, 2020, all lines will begin live CSR support providing information about the 2020 Census and assistance with the questionnaire.
  - Callers to the English and Spanish language lines will be routed through the IVR system prior to being transferred to a CSR.
  - Callers to all other language lines will be greeted in that language by a CSR.

The CQA IVR and live CSR support on all language lines will end on July 31, 2020.

The chart in Attachment 1 shows how the CQA phone numbers will be incorporated into paid advertising during the Motivation and Reminder Phases of the 2020 Integrated Communications Contract (ICC).

Attachment 1: 2020 ICC Paid Campaign – CQA Phone Numbers Mandate

| <i>Motivation &amp; Reminder Phases ONLY</i>              |                                | Creative Medium: |  |              |  |         |
|---|--------------------------------|------------------|--|--------------|--|---------|
|   | <i>Start Date</i>              | Radio            | TV/Video   | Out of Home* | Print  | Digital |
| <b>English</b><br>(all 50 states and DC)                  | <b>Starting April 1, 2020</b>  | No               | No**   | No           | No**   | No**    |
| <b>Spanish</b><br>(all 50 states and DC)                  | <b>Starting April 1, 2020</b>  | No               | No**   | No           | No**   | No**    |
| <b>Non-English, Non-Spanish</b><br>(all 50 states and DC) | <b>Starting March 12, 2020</b> | No               | <b>Yes</b><br>(CQA phone number will be superimposed on the screen at the end of the ad) | No           | <b>Yes</b><br>(if publications aren't in market before Motivation Phase) | No**    |
| <b>Puerto Rico</b>  | <b>Starting March 12, 2020</b> | No               | <b>Yes</b><br>(CQA phone number will be superimposed on the screen at the end of the ad) | No           | <b>Yes</b><br>(if publications aren't in market before Motivation Phase) | No**    |

\*Out of Home includes billboards, gas pump toppers, bus shelters, etc.

\*\*Based on the Campaign Optimization Playbook, alternate versions/new creative mediums may be produced to include the CQA phone numbers for use in low response areas, as needed.

**The 2020 Census Memorandum Series**

The 2020 Census Memorandum Series documents significant decisions, actions, and accomplishments of the 2020 Census Program for the purpose of informing stakeholders, coordinating interdivisional efforts, and documenting important historical changes.

A memorandum generally will be added to this series for any decision or documentation that meets the following criteria:

1. A major program-level decision that will affect the overall design or have significant effect on 2020 Census operations or systems.
2. A major policy decision or change that will affect the overall design or significantly impact 2020 Census operations or systems.
3. A report that documents the research and testing for 2020 Census operations or systems.

Visit [2020 Census.gov](https://www.census.gov) to access the Memorandum Series, the 2020 Census Operational Plan, and other information about preparations for the 2020 Census.