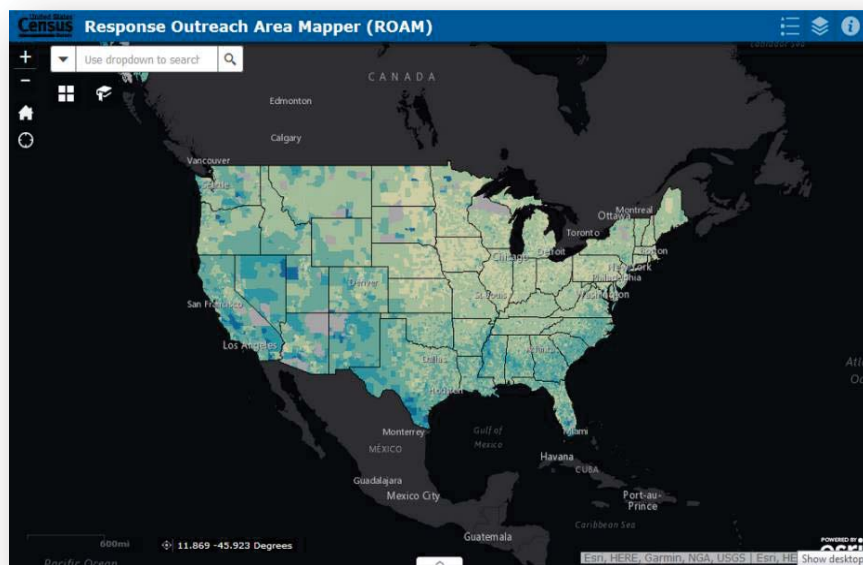Explore your community's low response areas with . . .

Response Outreach Area Mapper (ROAM)

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 the Census Bureau to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates.

Census.gov/roam

Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)

■	30.0 to 57.8
■	25.0 to 29.9
■	20.0 to 24.9
■	16.0 to 19.9
■	0.0 to 15.9
■	Not calculated

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

United States Census Bureau

U.S. Department of Commerce
U.S. CENSUS BUREAU
CENSUS.GOV

Source: 2010 Census and
2010-2014 American Community Survey

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

#2

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

#1

Use the dropdown menu to search by geography

#3

Identify variables such as age, level of education, poverty, ability to speak and understand English, recent immigrants and other factors that contribute a higher non-participation rate.

Denver

Use dropdown to sear

All
Search by Address
Search by State
Search by County
Search by Place
Search by ZIP Code Tabulation Area (ZCTA)
Search by 115th Congressional District
Search by Regional Office
Search by Census Tract

Census Tract 45.05
Denver County, Colorado

Low Response Score (%): 31.2

2010-2014 ACS 5-year estimates

Total Population: 4,443
Median Household Income ($): 27,629
Population Under 5 (%): 10.80
Population 18-24 (%): 7.31
Population 65 and Over (%): 6.46
Below Poverty Level (%): 43.42
Not High School Graduate (%): 46.40
Non-Hispanic, Black (%): 0.09
Non-Hispanic, White (%): 14.72
Zoom to

#4

Use this data to develop and implement activities in your community for a successful 2020 Census count.