Everyone Counts in the 2020 Census…
this Means Everyone

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The 2020 Census Affects Everyone for the Next Ten Years

• **Representation**
  - State representation in the U.S. House of Representatives and the Electoral College
  - Local and state legislative districts

• **Resources**
  - Allocation of more than $675 billion in federal funds each year
  - Funding for schools, healthcare, transportation, job creation, senior services, and many more programs and services
Many Challenges in Achieving an Accurate Count. Yet the Message is Incredibly Simple.

The Census is Important
The Census is Easy
The Census is Safe

Title 13 of the U.S. Code mandates confidentiality of individual census responses for 72 years. This confidentiality provision of Title 13 has consistently been upheld in the courts.
People Can Respond in 3 Ways

<table>
<thead>
<tr>
<th>Internet</th>
<th>Secure, easy, and available 24/7 in English and 12 non-English languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
<td>Live operators available days, evenings, and weekends in English and 12 non-English languages</td>
</tr>
<tr>
<td>Paper</td>
<td>Traditional paper questionnaires provided to households in English or English/Spanish</td>
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Every household receives several invitations to participate starting in Mid-March 2020

- Households can respond online, over the phone, or with a paper questionnaire
- Online and Phone response options available in English and 12 non-English languages
- Language Assistance Guides available in 59 languages
- Self-response eliminates need for Census Takers to visit one's household during Nonresponse Follow-up
- Those who don't respond will be contacted by a Census Taker during Nonresponse Follow-up starting in May 2020
What Questions are on the 2020 Census Form?

ON THE FORM

- Number of people living in house, apartment, or mobile home
- Name(s)
- Relationship to Person 1
- Sex
- Age
- Hispanic origin
- Race
- Own or rent

NOT ON FORM

- Citizenship
- Social Security Number
- Bank or credit card information
- Political donations
Advertising motivates the overall population. Partnership inspires Hard-to-Count communities.

- Paid advertising campaign began in January 2020.
  - Advertising includes television, radio, print, social media, and out-of-home.
  - Advertising in English and 12 non-English languages
  - Campaign tagline is “Shape Your Future: Start Here”

- 10,909 state, local, and tribal Complete Count Committees (CCC) are motivating their own communities to self-respond to the census

- 325,183 Census Partner organizations are implementing their own plans to motivate their members and constituents to actively participate in the census.
  - Schools are using Statistics in Schools materials in classrooms.
  - Faith based leaders are urging participation in their churches, mosques, synagogues, and temples.
  - Creative and compelling social media messaging is being delivered
  - Trusted Voice national and local community leaders are urging census participation.
  - Special events, including parades, festivals, and census block parties, are mobilizing participation.
  - Highly visible census messaging is appearing in busy intersections and on public transit.
What to Expect During the Next Several Months

1. **Advertising Campaign** – January through June 2020
2. **First enumeration in Toksook Bay, Alaska** – January 21, 2020
3. **Peak Recruitment Drive** – more than 2.6 million people have applied for temporary census jobs – efforts ramp down in March/April 2020
4. **Invitation letters, questionnaires, and reminder postcards to every household** – March 12 through April 27, 2020

**Census Day – April 1, 2020**

5. **Self Response Phase** – daily monitoring at neighborhood level – mid-March through April 2020 and beyond
6. **Nonresponse Follow-up and other Peak Field Operations with up to 500,000 employees** – March through late July 2020
   1. **Update Leave** – March 2020
   2. **Group Quarters Enumeration** – April 2020
   3. **Nonresponse Follow-up** – May through July 2020
7. **State-level apportionment counts to President** – by December 31, 2020
8. **Block-level redistricting data to states** – by March 31, 2021
Useful Resources

Public information about the 2020 Census
https://2020census.gov

Promotional materials in multiple languages
https://2020census.gov/partnership

Job application portal for temporary census jobs
https://2020census.gov/jobs

Near real-time self-response data with online maps posted daily starting March 20th.