2020 Census Overview

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U.S. Census Bureau
Our Approach to the 2020 Census

The Census Is Important, Safe, and Easy!

- **Important:** The 2020 Census counts every person living in the United States and five U.S. territories—once, only once, and in the right place. The census is conducted every 10 years by the U.S. Census Bureau, a federal statistical agency.

- **Safe:** The Census Bureau is bound by law to protect your answers and keep them strictly confidential. In fact, every employee takes an oath to protect your personal information for life.

- **Easy:** People can respond anytime, anywhere—via the internet, over the phone, or by mail!
The U.S. Constitution (Article 1, Section 2) requires a census every 10 years to determine representation in the U.S. Congress.

Federal funding—currently more than $675 billion a year—is allocated based on the census.

This funding affects vital local services, including:

- Education
- Housing
- Transportation
- Health care
- Special programs for the aging (Title III, Part C, Nutrition)

Census data is used by businesses, governments, non-profits and civic organizations to inform decision-making.

An Accurate and Complete Count is Essential!
Why is the 2020 Census important?

- Congressional Representation, Legislative Boundaries
- Public Funding Decisions
- Investments, Jobs, Services
- Community Services
Why Participation Matters: Federal Programs Informed by Census Data

- Supplemental Nutrition Assistance Program (SNAP)
- Temporary Assistance for Needy Families (TANF)
- Section 8 Housing Choice Voucher
- State Children’s Health Insurance Program (CHIP)
- School Breakfast Program
- National School Lunch Program
- Medicaid and Medicare
- Unemployment Insurance
- Violence Against Women Formula Grants
- Rural Rental Assistance Payments
- Indian Health Services
- Community Development Block Grants
- And many more…
How we conduct the census

Count everyone once, only once, and in the right place.
Timeline and important dates
Communications Campaign Phases

- **Strategic Early Education Phase**, January 2019 – December 2019*
- **Awareness Phase**, January 2020 – February 2020*
- **Motivation Phase**, March 2020 – April 2020
- **Thank-You Phase**, August 2020 – December 2020
- **Data Dissemination Phase**, January 2021 – Ongoing

*Timing is directional and subject to change based on ongoing research and planning.
Overall Timeline

January 2020: The Census Bureau begins counting the population in remote Alaska.

April 1, 2020: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census. **Once the invitation arrives, you should respond for your home in one of three ways: online, by phone, or by mail.** When you respond to the census, you tell the Census Bureau where you live as of April 1, 2020.

April 2020: Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people. Census takers also begin conducting quality check interviews to help ensure an accurate count.

May 2020: Census takers begin visiting homes that haven’t responded to the 2020 Census to make sure everyone is counted.

December 2020: The Census Bureau delivers apportionment counts to the President and Congress as required by law.

March 31, 2021: By this date, the Census Bureau sends redistricting counts to states. This information is used to redraw legislative districts based on population changes.

2020CENSUS.GOV
How the 2020 Census Will Invite Everyone to Respond

Every household will have the option of responding online, by phone, by mail, or in person. Nearly every household will receive an invitation to participate in the 2020 Census delivered by either a postal worker or a census worker.

- **95%** of households will receive their census invitation in the mail.
- **Almost 5%** of households will receive their census invitation when a census taker drops it off. This happens in areas where many households do not receive mail at their home’s physical location. They may use post office boxes or live in areas recently affected by natural disasters.
- **Fewer than 1%** of households will be counted in person by a census taker instead of being invited to respond on their own. This is done in very remote areas like parts of northern Maine and Alaska, and in selected American Indian areas that ask for an in-person count.
The 2020 Census will count everyone living in the United States and the five U.S. territories.

• Count everyone living in your home as of April 1, 2020.
• This includes anyone who is living and sleeping there most of the time.
• If someone is staying in your home on April 1 and has no usual home elsewhere, you should count them in your response to the 2020 Census.

Foreign citizens

• Citizens of foreign countries who are living in the United States, including members of the diplomatic community, should be counted at the U.S. residence where they live and sleep most of time.
• Citizens of foreign countries who are visiting the United States on vacation or business on April 1, 2020, should not be counted.
Hard-to-Count/Hard-to-Reach Populations

- Young children
- People who are highly mobile
- Members of racial and ethnic minorities
- People who do not speak English proficiently
- Low-income people
- People experiencing homelessness
- People who do not live in traditional housing
- Undocumented immigrants
- Individuals who identify as LGBTQ
- People who distrust the government
- Rural populations
- Persons with disabilities
- Veterans
Residence Rules: Where Should Residents At Service-Based Locations Be Counted?

People who, on Census Day, are in an emergency or transitional shelter that has sleeping facilities for people experiencing homelessness are counted…

- At the shelter.

Staff members of the shelter are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

People who, on Census Day, are served at a soup kitchen or regularly scheduled mobile food van that provides food to people experiencing homelessness are counted…

- At the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the soup kitchen or mobile food van location where they are on Census Day.

People who, on Census Day, are at staying at a non-sheltered outdoor location where people experiencing homelessness stay without paying are counted…

- At that outdoor location.

People who, on Census Day, are temporarily displaced or experiencing homelessness and are staying in a residence for a short or indefinite period of time are counted…

- At the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.
2020 Census questions
2020 Census Questions & New Options

Information that will be requested in census questions:

• The number of people living or staying at your home on April 1, 2020.
• Whether the home is owned or rented.
• The sex of each person in your home.
• The age of each person in your home.
• Whether a person in your home is of Hispanic, Latino, or Spanish origin.
• The race of each person in your home.
• Your relationship to each person in your home.

New Options:

• Write-in areas under the race question for those who identify as “White” or “Black or African American.”

• Category answer options for people in same-sex relationships living in the same household.
Responding is easier than ever

Online
Phone
Mail
Census Taker

• You will be able to respond anytime, anywhere, and from any device.

• You will be able to respond in English or in one of the 12 select languages.
Responding is easier than ever (cont.)

• You will be able to respond anytime, from anywhere. Regardless of how households receive their invitation to respond, they will be able to do so online, by phone, or by mail.

• The Internet Self-Response instrument has been optimized for responses from smartphones and mobile devices.

• You can respond in English or one of 12 other languages.

• Print and video language guides in 59 non-English languages will be provided to field partnership specialists and made available online.

• A video language guide will be available in American Sign Language, and print guides will be available in braille and large print.

• Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.
The 2020 Census Is Multilingual

Language Options for Self-Response (Online and Phone) and Advertising Campaign

- English
- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

Language Options for Video and Print Language Guides, Glossaries, and Language Identification Cards

- 59 languages besides English
- Language guides available in:
  - American Sign Language
  - Braille
  - Large print

Language Options for Paper Questionnaires, Mailing Materials, and Field Enumeration Instrument

- English
- Spanish
Nonresponse Followup

What You Need To Know

• Temporary Census Bureau employees, known as census takers, will determine the housing unit status for addresses that have not responded to the 2020 Census.

• Census takers will visit these housing units to count everyone in the household.

• If no one is at home, the census taker will leave a Notice of Visit to encourage self-response.

• In most situations, census takers will make at least six attempts to resolve a case.

• In-Field operation begins in May 2020 and concludes in July 2020.
Cybersecurity—Your Data Is Safe and Secure

Cybersecurity Focus

- From the moment respondents submit their answers to the census, their data is encrypted. Census Bureau employees take a lifetime oath to keep all personal data safe and secure.

- The Census Bureau is partnering with government and industry experts to protect the data it collects and maintains.

- The Census Bureau continually identifies, protects, detects, responds, and recovers from possible cyber threats.
Data Is Confidential

Responses are confidential, safe, and secure.

- Answers cannot be used against you in any way.
- Responses to the 2020 Census are protected by federal law (Title 13 of the U.S. Code) and can be used only for statistical purposes.
- All Census Bureau staff take a lifetime oath to protect your personal information. Any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

There are no exceptions.

- We will not share an individual’s responses with immigration enforcement agencies or law enforcement agencies nor allow them to be used to determine eligibility for government benefits.

We will never ask for:

- Your full Social Security number.
- Money or donations.
- Anything on behalf of a political party.
- Your bank or credit card account numbers.
Avoiding Fraud and Scams

Phishing
The Census Bureau will not send unsolicited emails to request your participation in the 2020 Census and will never ask for:

• Your full Social Security number.
• Your bank account or credit card numbers.
• Money or donations.

The Census Bureau will never contact you on behalf of a political party.

Verify a Census Taker
If a census taker comes to your home, make sure they have a valid ID badge with their photograph, a U.S. Department of Commerce watermark, and an expiration date.

If you still have questions about the person’s identity, you can call 800-923-8282 to speak with a local Census Bureau representative.
How you can get involved
Share Outreach Materials

Outreach materials are available at https://2020census.gov/en/partners/outreach-materials.html

Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:

Count every person living or staying in your home.

Respond at the address where you were living or staying on April 1, 2020.

What’s in it for me?
The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over $675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information visit: 2020CENSUS.GOV

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics— they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding is distributed each year based on census data back to states and local communities each year based on census data.

Your census responses are safe and secure.
The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for tax enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires that the Census Bureau take reasonable steps to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses. Even if you are identified, the law states that the information collected may only be used for statistical purposes and no other purposes. To support historical research, Title 13 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

A few Census Bureau staff take special oaths to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.

Casi el 5% de los hogares recibirá una invitación para participar en el Censo de 2020 ya sea de un empleado del servicio postal o de un censista.

El 95% de los hogares recibirá su invitación del censo por correo.

A menos del 1% de los hogares les contará en censos en persona, en vez de invitaciones a que respondan por su cuenta.

Casi todos los hogares recibirán la opción de responder por internet, por correo postal o por teléfono.

Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono.

Cómo el Censo del 2020 invitará a todos a responder

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

El 95% de los hogares recibirán su invitación del censo por correo.

Casi el 5% de los hogares recibirán una invitación del censo ya sea de un censista o de dos censistas.

A menos del 1% de los hogares le contará en censos en persona, en vez de invitaciones a que respondan por su cuenta.

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Encourage people to apply for a job with the Census Bureau

• We are hiring an estimated 500,000 people from local communities for temporary positions.

• Both full-time and flexible part-time positions are available.

• Positions include recruiting assistants, office operations supervisors, clerks, census field supervisors, and census takers.

BE A CENSUS TAKER

APPLY ONLINE!
2020census.gov/jobs

The U.S. Census Bureau is an Equal Opportunity Employer.
Connect to your local Complete Count Committee (CCC)

WHY?
Community influencers on Complete Count Committees (CCC) create localized messaging that resonates with the population in their area. These influencers are trusted voices who are well suited to mobilize community resources efficiently.

WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations and local influencers also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, health care, and other sectors of the community. These trusted voices develop and implement a 2020 Census awareness campaign based on their knowledge of the local community to encourage people to respond.
Questions? Contact Us!

National organizations can share ideas about how they can work with us by contacting the 2020 Census Partnership Program at census.partners@census.gov.

State & local organizations can contact their regional census center to speak with U.S. Census Bureau Staff in their area.

Atlanta (AL, FL, GA, LA, MS, NC, SC)
404-889-6520
Atlanta.rcc.partnership@2020census.gov

Chicago (AR, IL, IN, IA, MI, MN, MO, WI)
312-579-1605
Chicago.rcc.partnership@2020census.gov

Dallas (AZ, CO, KS, MT, NE, NM, ND, SD, OK, TX, UT, WY)
972-510-1800
Dallas.rcc.partnership@2020census.gov

Los Angeles (AK, CA, HI, ID, NV, OR, WA)
213-314-6500
Los.Angeles.rcc.partnership@2020census.gov

New York (CT, ME, MA, NH, NJ, NY, RI, VT, PR)
212-882-2130
New.York.rcc.partnership@2020census.gov

Philadelphia (DE, DC, KY, MD, OH, PA, TN, VA, WV)
267-780-2530
Philadelphia.rcc.partnership@2020census.gov
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More information on the 2020 Census Memorandum Series:

More information on the 2020 Census:
http://www.census.gov/2020Census

More information on the American Community Survey:
http://www.census.govprograms-surveys/acs

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Thank you.