

# The 2020 Census at a Glance

*Counting everyone once, only once, and in the right place.*

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.



The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes more than \$675 billion to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.



## KEY MILESTONES

- |             |   |
|-------------|---|
| <b>2018</b> | <ul style="list-style-type: none"><li>● 2018 End-to-End Census Test</li><li>● 2020 Census questions sent to Congress by March 31, 2018</li><li>● Six regional 2020 Census offices and 40 area census offices open</li></ul>   |
| <b>2019</b> | <ul style="list-style-type: none"><li>● Partnership activities launch</li><li>● Complete Count Committees establish</li><li>● Census takers update address list in person</li><li>● Remaining 248 area census offices open</li></ul>  |
| <b>2020</b> | <ul style="list-style-type: none"><li>● Advertising begins in January 2020</li><li>● Public response (online, phone, or mail) begins</li><li>● <b>Census Day—</b> April 1, 2020</li><li>● Census takers visit households that haven't responded</li><li>● Apportionment counts sent to the President by December 31, 2020</li></ul> |
| <b>2021</b> | <ul style="list-style-type: none"><li>● Redistricting counts sent to the states by March 31, 2021</li></ul>   |

Connect with us  
[@uscensusbureau](https://twitter.com/uscensusbureau)

# Overview of Census Bureau Programs

## CENSUSES

- The **decennial census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts. Federal agencies use the results to distribute more than \$675 billion in federal funds each year.
- The **economic census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the 90,000 state and local governments in the nation every five years.

## SURVEYS

- The **American Community Survey** (ACS) is an ongoing national survey—sampling approximately 3.5 million addresses annually—that provides vital information about our nation's housing and people. The ACS is the only source of comparable, quality information about the people in all our communities. These data show what the U.S. population looks like and how it is changing. ACS data are used to assess the past and present and to plan for the future.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the economic census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

For more information, go to [census.gov](https://www.census.gov).

Follow us [@uscensusbureau](https://twitter.com/uscensusbureau)

Contact us at:



## Your information is protected by law

The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics. We cannot publicly release your responses in any way that could identify you. We will never share your information with immigration enforcement agencies such as ICE, law enforcement agencies such as the FBI or police, or allow it to be used to determine your eligibility for government benefits.

## Our Mission

To serve as the nation's leading provider of quality data about its people and economy.

## Our Vision

To be the trusted source for timely and relevant statistical information, and the leader in data-driven information.

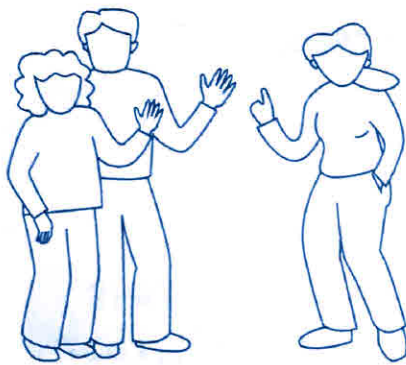
## Census History

Thomas Jefferson directed the first decennial census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.

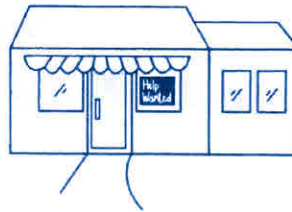


# Census Data is Used All Around You

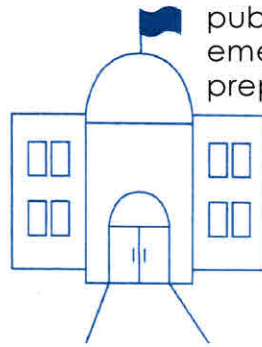
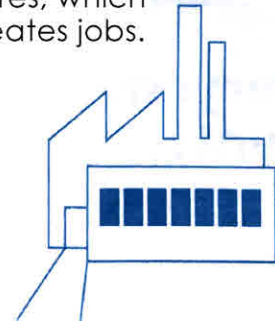
Find out how you can help at [www.census.gov/partners](http://www.census.gov/partners)



Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which creates jobs.



Local governments use the census for public safety and emergency preparedness

Real estate developers use the census to build new homes and revitalize old neighborhoods



## Your data is confidential.

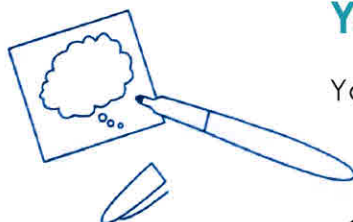
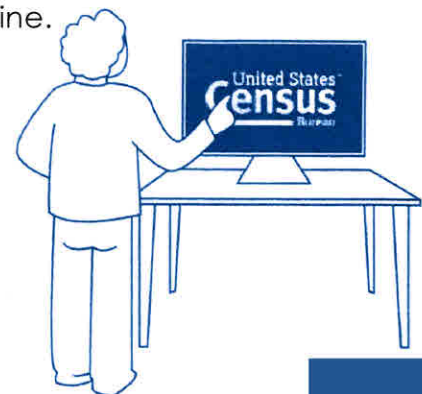
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies or allow it to be used to determine your eligibility for government benefits



## 2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



## You can help.

You are the expert—we need your ideas on the best way to make sure every one in your community gets counted.

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your future  
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Census  
2020

# CENSUS 101: What You Need To Know

The 2020 Census is closer than you think! Here's a quick refresher of what it is & why it's essential everyone is counted

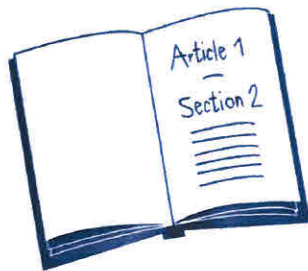
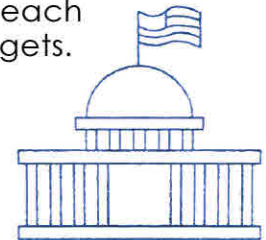
## Everyone counts.

The census counts every person living in the U.S. once, only once and in the right place.



## It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

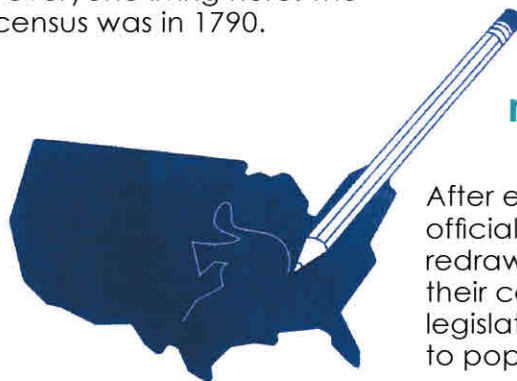


## It's in the Constitution.

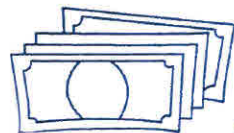
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

## It's about redistricting

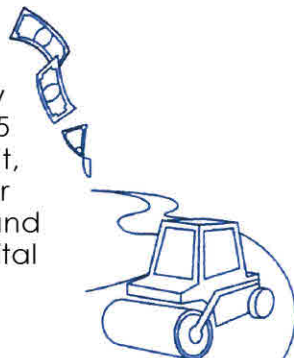
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.



## It's about \$675 billion.

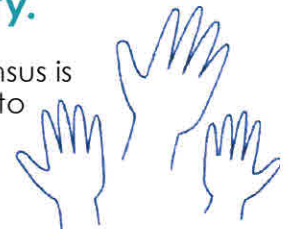


Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.



## Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



**2020census.gov/jobs**  
**1-855-JOB-2020**

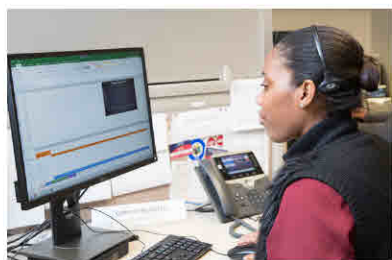
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**Census**  
**2020**



# The 2020 Census

## 4 Ways to Respond



### 1. Secure Internet

New and Quick, Respond Online.

It's safe, secure and confidential. Your information and privacy are protected. It's economical both for you and for the taxpayers. It's greener saving trees and it's user friendly—offering you help screens and the ability to review your answers.



### 2. Respond by Phone

Our enumerators are ready to take your information question by question from the convenience of your phone from any location.



### 3. Respond by Mail

Wait until you receive your paper form through the mail or dropped at your residence. It can be filled out at home and dropped into your mailbox or post office.



### 4. In-person Interview

Our enumerators will visit residences that choose not to self respond.

### Multiple Languages Available

Phone & Internet		Paper Mailer	In-Person Interview
English	Spanish	English & Spanish	Numerous Community individuals hired to interview others in their own community and language
Chinese	Vietnamese		
Korean	Russian		
Arabic	Tagalog		
Polish	French		
Japanese	Portuguese		
Haitian Creole			

**Each completed survey  
is a building block to  
a better America.**

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# Counting Young Children

*Counting everyone once, only once, and in the right place*

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Bureau

An estimated 5% of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest of any age group. We need your help closing this gap in the 2020 Census. Here's what research tells us about why young children are missed and what you can do to help make sure they are counted.

## Common situations where young children aren't counted



The **child splits time between two homes**.  
The child lives or stays with **another family or with another relative such as a grandparent**.



The child lives in a **lower income household**.



The child lives in a household with **young parents or a young, single mom**.



The child is a **newborn**.

## How you can help?

- Emphasize that the census counts **everyone where they live** and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on **Census Day, April 1**. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.
- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.
- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.
- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1. **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete. Parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

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The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**



The child lives in a household that **rents or recently moved.**



The child lives in a household where they're **not supposed to be**, for one reason or another.



The child lives in a **non-English or limited-English speaking** household.



The child lives in a household of **recent immigrants or foreign-born adults.**



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- Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property.
- Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don't need to worry about paper forms getting lost in the move.
- **Focus efforts** on multi-unit buildings that are likely to have renters.
- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence) that they should include the children because the **Census Bureau does not share information** so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census **responses confidential**.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police, FBI or allow this information to be used to determine eligibility for government benefits.
- **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.
- **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.
- Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the **community's gathering places** like local grocery stores, places of worship, and small restaurants.
- Emphasize the **Census Bureau's legal commitment** to keep census responses confidential.
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# Confidentiality

## The 2020 Census & Data Stewardship



When you trust us with your information, our goal — and legal duty — is to keep it safe. Our mission is to serve as the nation's leading provider of quality data about its people and economy. We couldn't produce this information without you.

Employees take an oath for life to safeguard your information. If they break that oath they can be fined up to \$250,000 and jailed up to 5 years. All of our employees take a mandatory annual training reminding them of our confidentiality policies.

### The Law Protects Your Information

By law, your information is confidential. Your answers cannot be used against you by any government agency or court. The law is found in Title 13 of the U.S. Code. Anyone who violates this law faces severe penalties.

### Our Privacy Principles Guide Our Work

Our privacy principles guide our actions so that we respect your privacy and protect your confidentiality.

- We do not identify individuals in the data
- We can only publish statistics.
- Our Disclosure Review Board verifies that any data product we release meets our confidentiality standards.

From the beginning of the data collection process through the final storage of information, we protect your data following industry best practices and federal requirements. We use data encryption and two forms of authentication to secure system access. The security of our systems is a top priority and we continually refine our approach to address emerging threats.

## ***We Keep Your Data Safe!***

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**Census**  
**2020**



## Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

## 2020 Census Timeline

### 2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

### 2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

### 2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

### April 1, 2020 – CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

## Complete Count Committees

### Please contact: If you reside in:

#### ATLANTA

Atlanta.rcc  
.partnership  
@2020census.gov

Alabama, Florida,  
Georgia, Louisiana,  
Mississippi,  
North Carolina,  
and South Carolina

#### CHICAGO

Chicago.rcc  
.partnership  
@2020census.gov

Arkansas, Illinois,  
Indiana, Iowa,  
Michigan, Minnesota,  
Missouri, and  
Wisconsin

#### DALLAS

Dallas.rcc  
.partnership  
@2020census.gov

Arizona, Colorado,  
Kansas, Montana,  
Nebraska, New  
Mexico, North  
Dakota, South  
Dakota, Oklahoma, Texas,  
Utah, and Wyoming

#### LOS ANGELES

Los.Angeles.rcc  
.partnership  
@2020census.gov

Alaska, California,  
Hawaii, Idaho,  
Nevada, Oregon,  
and Washington

#### NEW YORK

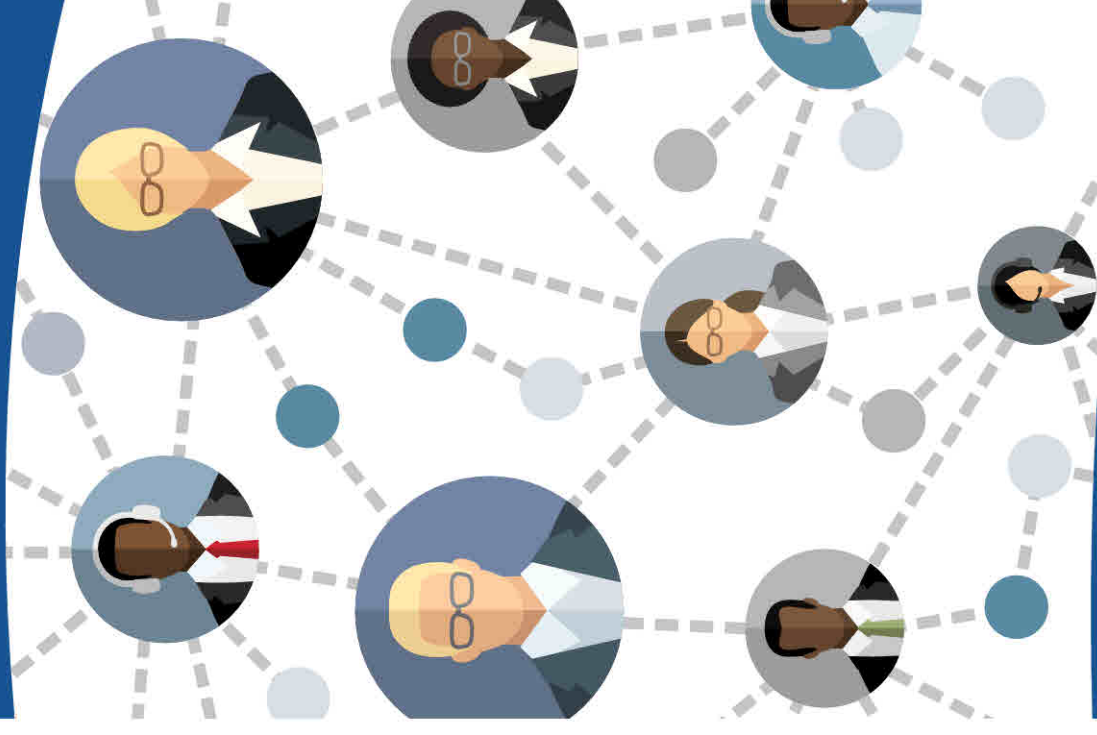
New.York.rcc  
.partnership  
@2020census.gov

Connecticut, Maine,  
Massachusetts, New  
Hampshire, New Jersey,  
New York, Rhode Island,  
Vermont, and Puerto Rico

#### PHILADELPHIA

Philadelphia.rcc  
.partnership  
@2020census.gov

Delaware, District of  
Columbia, Kentucky,  
Maryland, Ohio,  
Pennsylvania, Tennessee,  
Virginia, and West Virginia



July 2018  
D-1256 CCC

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**Census**  
2020

# The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

## **The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.**

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

# Get Started

## **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 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, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

## **WHEN?**

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

## **WHY?**

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

## **HOW?**

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.