

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

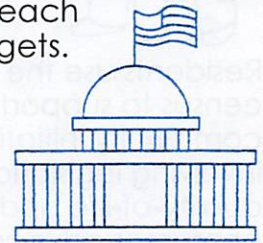
Everyone counts.

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.

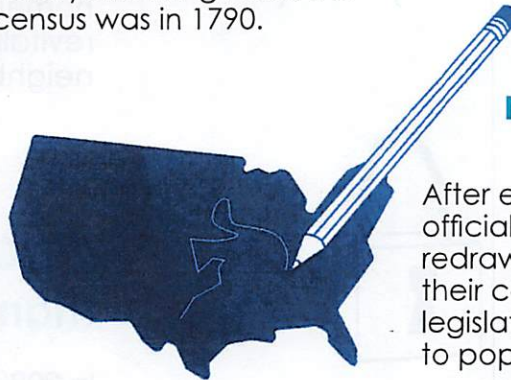


It's in the Constitution.

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.

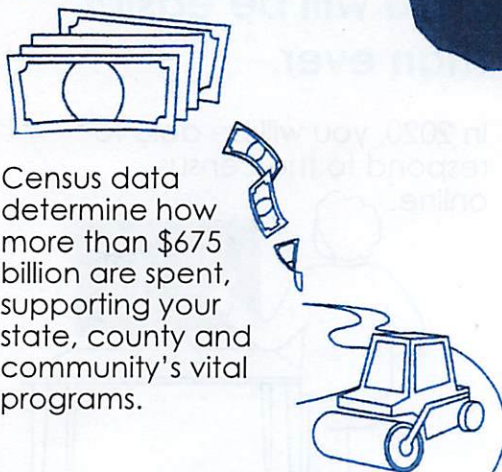
It's about redistricting

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



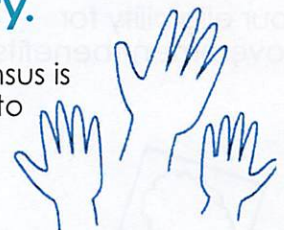
It's about \$675 billion.

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!"



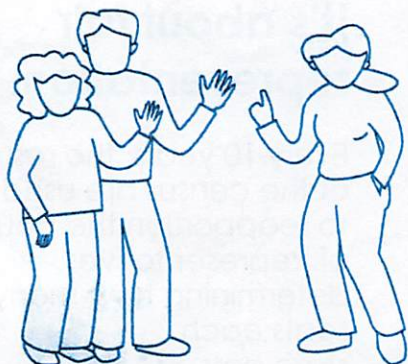
2020census.gov/jobs
1-855-JOB-2020

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Census Data is Used All Around You

Find out how you can help at www.census.gov/partners

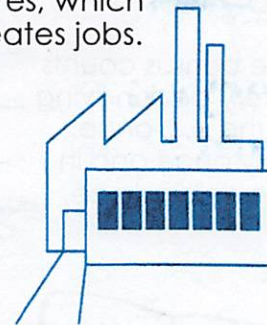
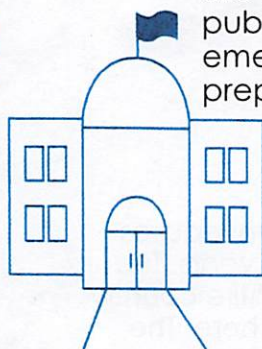


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

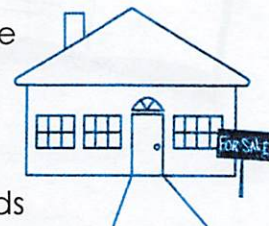


Businesses use census data to decide where to build factories, offices and stores, which creates jobs.

Local governments use the census for public safety and emergency preparedness



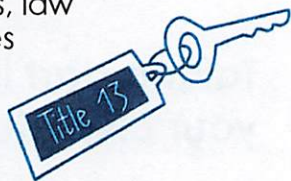
Real estate developers use the census to build new homes and revitalize old neighborhoods



Your data is confidential.

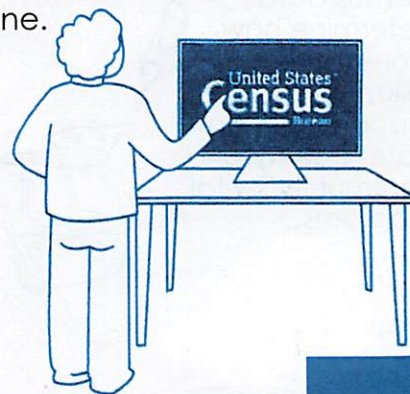
Federal law protects your census responses. Your answers can only be used to produce statistics.

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



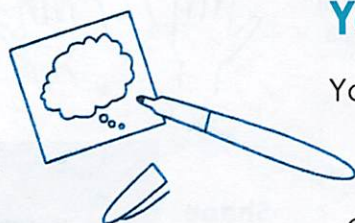
2020 will be easier than ever.

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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United States
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2020

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 hundreds of billions of dollars 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

- 2018**
 - 2018 End-to-End Census Test
 - 2020 Census questions sent to Congress by March 31, 2018
 - Six regional 2020 Census offices and 40 area census offices open
- 2019**
 - Partnership activities launch
 - Complete Count Committees establish
 - Remaining 248 area census offices open
- 2020**
 - Advertising begins in early 2020
 - Public response (online, phone, or mail) begins
 - **Census Day**—April 1, 2020
 - In-person visits to households that haven't responded begin
 - Apportionment counts sent to the President by December 31, 2020
- 2021**
 - Redistricting counts sent to the states by March 31, 2021

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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.

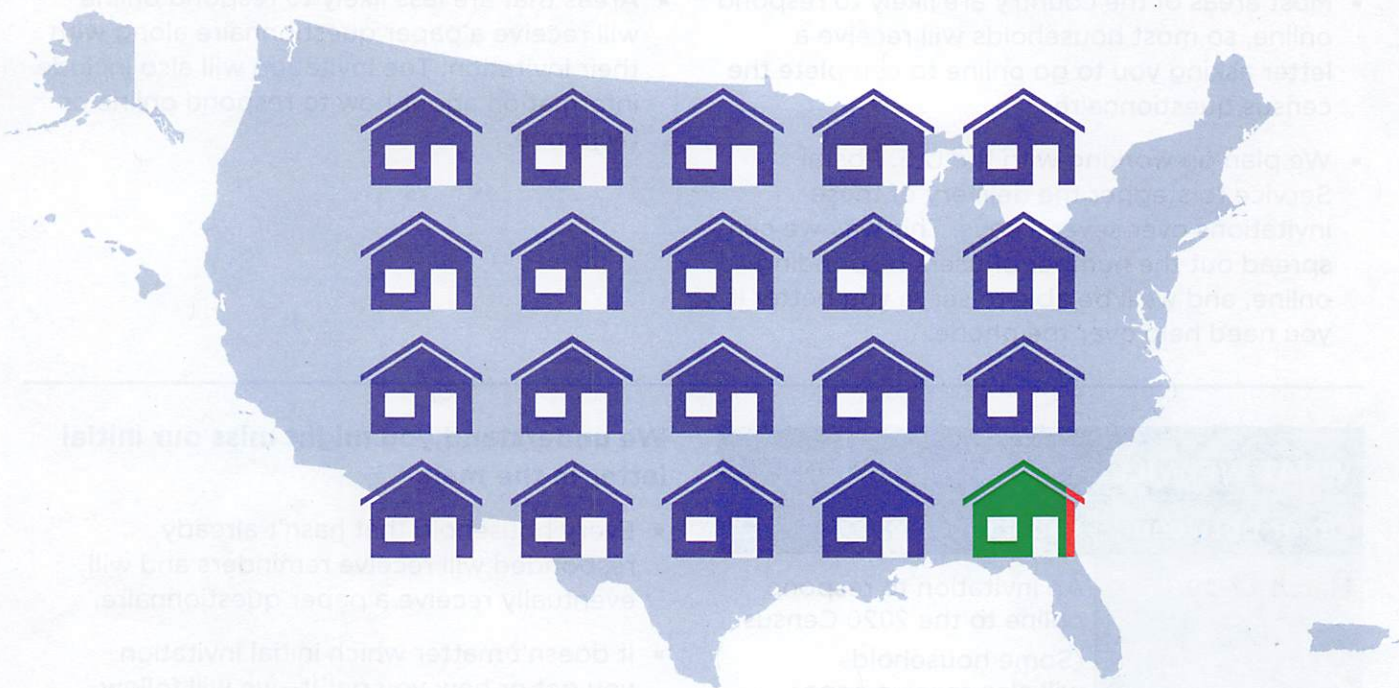
How the 2020 Census will invite everyone to respond





Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from 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. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

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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