

CENSUS 101: WHAT YOU NEED TO KNOW

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

Everyone counts.

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

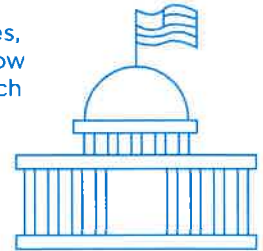


It's in the constitution.

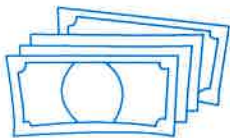
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

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 about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.



It's about redistricting.

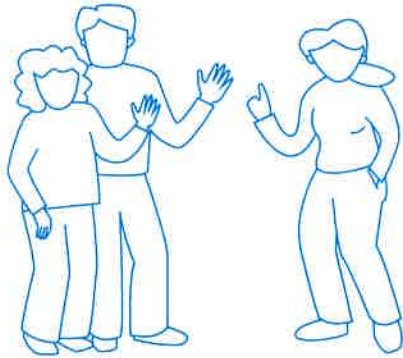
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

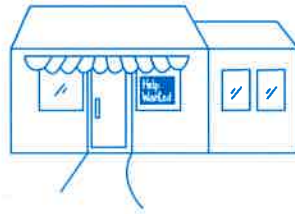
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



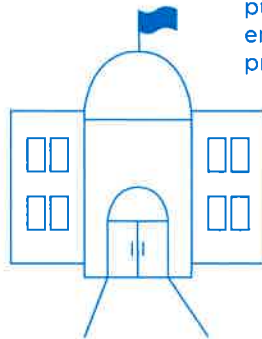
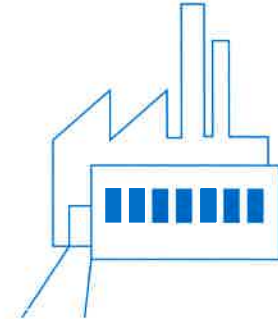
Census data are being used all around you.



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 create jobs.



Local governments use the census for public safety and emergency preparedness.

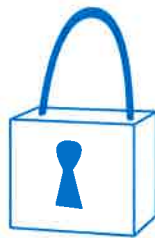
Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, the Census Bureau cannot share your answers with any other government agency.



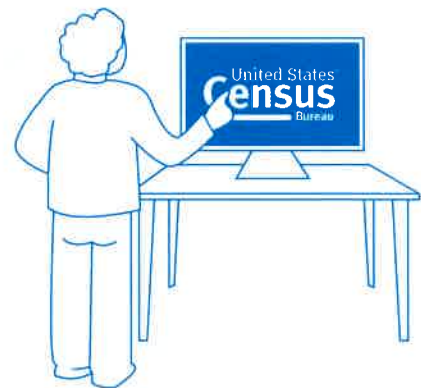
2020 will be easier than ever.

In 2020, you will be able to respond to the census online, by telephone, or on paper.



You can help.

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



United States
**Census
2020**

FIND OUT HOW TO HELP
AT [CENSUS.GOV/PARTNERS](https://www.census.gov/partners)

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 flows 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 law 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 the Census Bureau to keep your information confidential and use your responses only to produce statistics.



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 to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath 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.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

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.

Why Your Faith Community Should Become a 2020 Census Official Partner

The 2020 Census is fast approaching, and faith leaders play a key role in this important effort. The U.S. Constitution requires a complete count of the nation's population every 10 years. Census data impact decisions at the national, state, tribal, and local levels—from congressional representation to the annual allocation of more than \$675 billion. These resources are essential to the well-being of all of our neighbors, supporting schools, hospitals, fire departments, and more.

The U.S. Census Bureau partners with the faith community to get the word out about the importance of the count. Faith leaders are trusted voices in their communities. You know how to reach your congregation and members; hard-to-count families, individuals and children; other national and local leaders; and key stakeholders. By being a 2020 Census partner, you can inspire your community to support a complete and accurate count.



What is a 2020 Census partner?

Your community of faith or faith-based organization would join a network of nonprofit, corporate, public sector, and community organizations working to educate the public about the 2020 Census and encourage households to fill out their census form. Together, we can develop solutions to reach everyone. Faith community partners—including religious denominations, faith communities, and national and regional faith-based organizations and institutions, governing bodies and councils, and local congregations and members—are important 2020 Census voices.

What does a partner do?

You can make a difference in the places we live, work, and worship. We ask you to join us in ensuring we count everyone living in the United States once, only once, and in the right place, including helping us reach hard-to-count members of the community. The Census Bureau will provide resources that make it easy to help, including social media posts; handouts and posters; and e-mail, bulletin, and newsletter content.

Here are some of the ways you can help:

Communicate to your members: Highlight the 2020 Census in e-mails, bulletins, newsletters, and mailings to increase awareness of why the census is important. Hang posters in common areas, like the cafeteria. Link to <2020Census.gov> on your Web site and include 2020 Census messages on social media and in faith-based media.

Add your voice: Write a blog, op-ed, or letter to the editor on why participating in the 2020 Census is important to those you serve. Mention the 2020 Census in speeches. Tape a public service announcement or testimonial and post it to your Web site or share it with faith-based media. Serve on or support a Complete Count Committee, or start one of your own. (Visit <2020census.gov/partners> and click on Complete Count Committees to learn more.)

CONTACT US TODAY!
CENSUS.PARTNERS@CENSUS.GOV
2020CENSUS.GOV/PARTNERS

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Promote census hiring: Share our 2020 Census recruitment Web site <2020census.gov/jobs> in your communications and on bulletin boards and employment Web pages. Encourage your members, such as youth and retirees, to apply. Invite us to table or exhibit at your next job fair.

Donate space or translate materials: Provide testing and training sites and Internet access, and assist with translation of 2020 Census materials to help reach immigrant populations and those with limited English language skills.

Participate in Census Worship Weekend: This census-themed weekend is March 27-29, 2020—for your community, it could be Census Sunday, Census Shabbat, Census Sabbath, or Census Friday Prayers ahead of Census Day on April 1, 2020. These are examples and we encourage you to join the 2020 Census promotional weekend in any way that resonates with your practice or tradition. Educate your congregants or members about the importance of completing the census as part of your sermon or message, stressing that everyone in the household should be counted. Host a location where people can respond to the census online on service days too.

Be social: Launch social media campaigns or host Twitter chats or Facebook Live events on the 2020 Census. Retweet and repost Census Bureau social media content.

Stress that the 2020 Census is safe, secure, and confidential: Highlight the privacy and confidentiality of the 2020 Census and share materials in hard copy and online. Responses to the 2020 Census are safe, secure, and protected by federal law. They cannot be used against respondents in any way.

Host an event or invite us to speak: Host a 2020 Census informational or Q&A session and invite other faith leaders and their members. Invite us to speak at your conference, festival, or community gathering. Add 2020 Census materials to event information and invite us to host a table or exhibit.

Focus on children: Connect us to your childcare center and school leadership. About one million young children weren't counted in the last census—the highest of any age group. The Census Bureau also provides free classroom resources through the Statistics in Schools program that can be incorporated into weekend education classes or summer camp programming.

Tap into your groups: When considering 2020 Census education and outreach, remember groups or associations that work in hard-to-count areas, such as the boards you sit on, alumni chapters, mission leaders, and youth and grandparent groups.

When should I become a partner?

Today! We are recruiting partners and workers now. Help us get the word out. We look forward to welcoming you as a 2020 Census partner!

Contact us.

Get started at <www.census.gov/partners/join> to share ideas about how we can work together.

CONTACT US TODAY!
CENSUS.PARTNERS@CENSUS.GOV
2020CENSUS.GOV/PARTNERS

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