

CENSUS 101:

THE 2020 CENSUS EXPLAINED:

OURCOUNT

powered by Color Of Change

2020 will be a pivotal year for building power in our communities. The results of the 2020 Census and elections will shape the course of our nation for decades to come.

The Constitution requires the federal government to count every person living in the United States, regardless of citizenship, every ten years. The first census was in 1790 and the next census is this year, 2020. The census form will be open for response nationwide beginning in March -- online, by telephone, or with a paper questionnaire.

HOW THE CENSUS DIRECTLY IMPACTS OUR FAMILIES & COMMUNITIES:



Census data help determine where & how billions of dollars are spent on programs like SNAP, Medicaid, CHIP, the National School Lunch Program, and Head Start.



Businesses use census data to decide where to build new factories, stores, and offices. Therefore, filling out the census can help bring more job opportunities to your community.



The results of the census also determine how many seats each state gets in the U.S. House of Representatives and how many votes each state gets in the Electoral College.



State officials use the census to redraw the boundaries of their congressional and state legislative districts in ways that account for population changes.

WHAT'S AT STAKE IN 2020:

- Black people are among the least accurately counted populations in the country, undermining our political power and costing us billions in lost resources and opportunities.
- Over 800,000 Black people weren't counted in the 2010 Census, and experts warn that thousands of Black people could be missed again in the 2020 Census if we don't take the census and encourage our community to take the census, too.

WHAT'S DIFFERENT ABOUT THE 2020 CENSUS:

- The Census Bureau used to ask people to respond to the census mostly by mail. This year, people will be able to respond by phone or on the internet.
- The Census Bureau will urge households to respond via the internet if they can, but it also welcomes responses by phone or on the paper questionnaire if people prefer those methods.

IS MY INFORMATION SAFE?

- The information you provide on the census is confidential. Your responses are protected by federal law and can only be used to produce statistics. It is a federal crime for the Census Bureau to:
 - allow your information to be used to determine your eligibility for government programs
 - share your information with immigration enforcement or law enforcement agencies

Visit [OurCount.org](https://ourcount.org) for more information about the importance of the 2020 Census and ways to get involved.

Together, we can build a legacy of economic justice and political power for present and future generations.

HOW THE 2020 CENSUS WORKS

STEP-BY-STEP

OURCOUNT

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1. Each household will receive a notification in the mail with the census website and your unique User ID. Households can respond to the census online, or by phone without a unique ID. Census Bureau staff might call to confirm the address if it doesn't match the address on file.
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2. Beginning in March, the head of each household will be able to complete the 2020 Census online. **Households do not need to wait until April 1st to self-respond.**
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3. On the 2020 Census website, people will be asked to enter their unique User ID. The site will allow users to log back into the survey if the session times out or if they need to come back later.
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4. In May, the Census Bureau will begin following up with people who haven't filled out the questionnaire.
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5. By the 4th mailing, people who haven't responded will receive a paper form.

CENSUS TIMELINE OF ACTIVITIES

2020

JANUARY

Census Bureau begins advertising efforts.

Census Bureau staff continue doing outreach in communities, verifying addresses and other information.

MARCH

The Census Bureau opens the questionnaire help line.

All U.S. households are invited to respond to the 2020 Census questionnaire.

- All households will have three options to respond: internet, telephone, and paper.
- Individual housing units will be invited either by mail or by hand delivery (to rural, PO Box, and non-USPS housing units).
- You should count everyone who lives and sleeps in your home all or most of the time as of April 1st, 2020. It doesn't matter if they're on the lease or if they're blood relatives. Everyone counts!

APRIL 1

- Remember to count all kids (including babies) who live in your home, even if they aren't related to you. All kids count!

Census Day

The Census Bureau begins to follow-up with non-responders in areas around colleges and universities for students living off-campus.

MAY

The Census Bureau begins to follow-up with households that did not self-respond to the questionnaire.

You may see census takers in your neighborhood. **Real census takers will have a valid photo ID badge with a U.S. Department of Commerce watermark and expiration date. Real census takers will never ask you for your social security number, credit card info, banking info, or money.**

LATE AUGUST - DECEMBER

Local Census offices begin closing.

DECEMBER 31

State population totals and resulting congressional reapportionment reported to the president.

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