

Shape Your Future, START HERE: Reporting on the 2020 Census

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Shape
your future
START HERE >

United States[®]
Census
2020

<https://www.youtube.com/watch?v=LXJz7ZfzAuM>

2020 Census highlights

- Mandated by Article 1, Section 2 of the U.S. Constitution, the census determines congressional representation and is used for state and local redistricting
- Census Day is April 1, 2020
- The census is the nation's largest peacetime mobilization
- Respondent information is strictly confidential by law
- Census data will help direct more than \$675 billion annually in federal funding
- Census data is used by businesses, governments, and civic organizations to inform decision-making

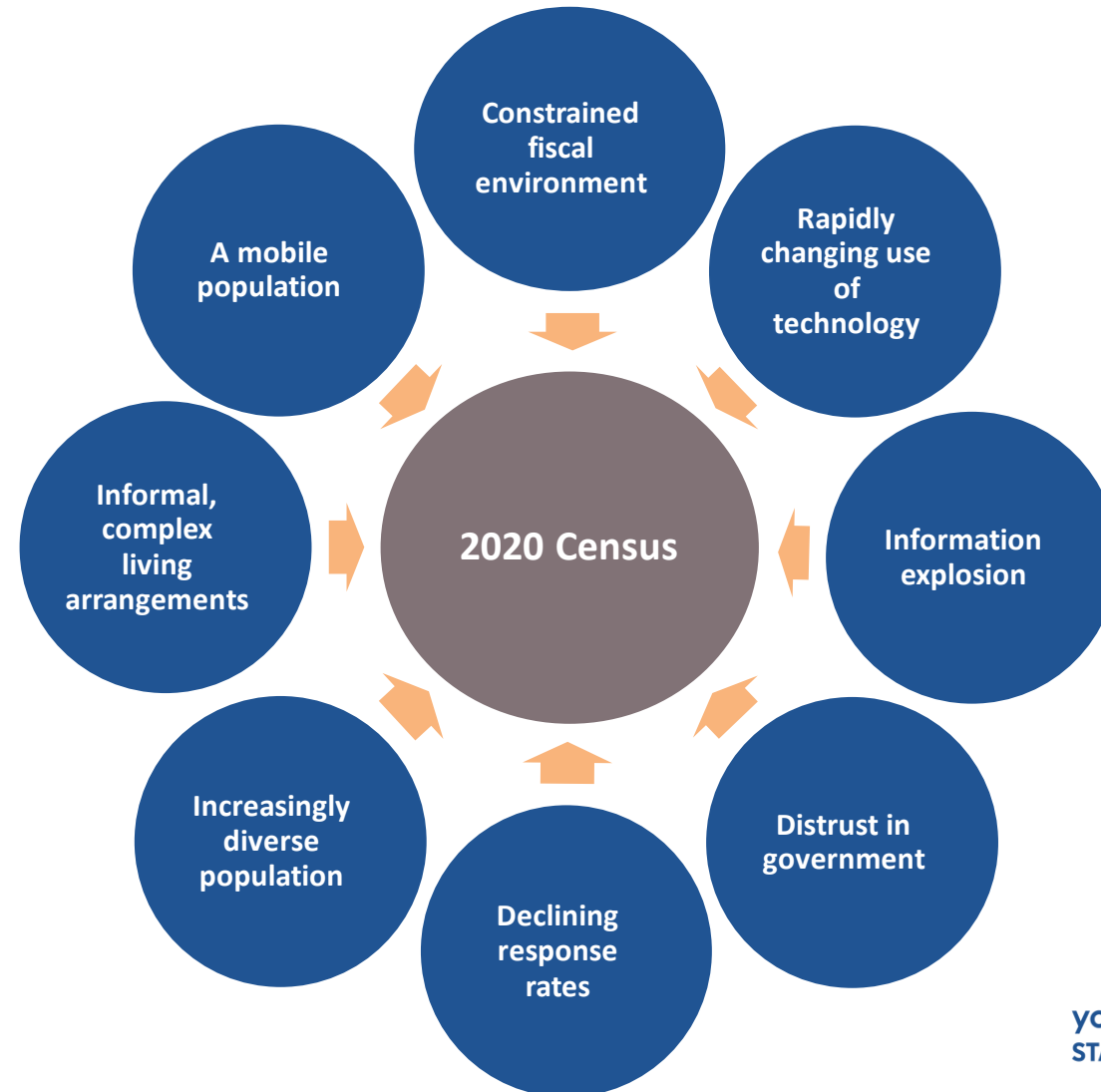


How we conduct the census



2020 Census environment

The 2020 Census will be conducted in a rapidly changing environment, requiring a flexible design that takes advantage of new technologies and data sources while minimizing risk to ensure a high quality population count.



2020 Census responses are confidential

- Responses to the 2020 Census are confidential and cannot be shared with immigration or law enforcement agencies
- Census Bureau employees take a lifetime oath to protect the personal information of every respondent
- Any Census Bureau employee that violates this law is subject to a penalty of up to \$250,000 and/or up to 5 years in prison



Why is the 2020 Census important?



**CONGRESSIONAL
REPRESENTATION,
LEGISLATIVE
BOUNDARIES**



**INVESTMENTS,
JOBS, SERVICES**

**PUBLIC
FUNDING
DECISIONS**



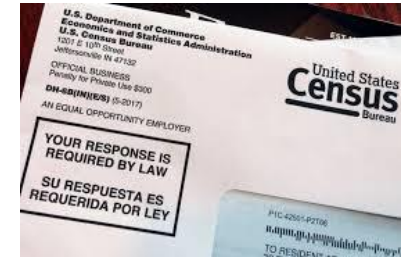
**COMMUNITY
SERVICES**



Responding is easier than ever

**Self-response is easier than ever:
online, by phone, or by mail.**

- 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.



Language support for the 2020 Census

99% → Percentage of U.S. households able to respond in their language

English

Spanish

Mandarin

Cantonese

Vietnamese

Korean

Russian

Arabic

Tagalog

Polish

French

Haitian Creole

Portuguese

Japanese



Additional language support for the 2020 Census

Beyond online and phone response in the 12 non-English languages:

- Print and video language guides available online in 59 non-English languages
- Language glossaries for the 59 non-English languages provide key terminology to bilingual staff
- Partnership specialists will be hired from within local communities, emphasizing the importance of communicating in local languages.



Spanish Support for the 2020 Census

All households will have the option to respond in Spanish online or by phone.



Households will receive an invitation to participate in the census. The invitation will include instructions in Spanish for how to respond in Spanish online or by phone using a direct toll-free line in Spanish.



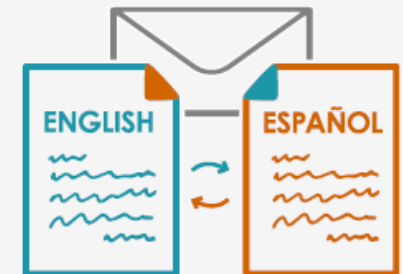
All households that have not yet responded by mid-April will receive a paper questionnaire.



Households in select areas needing Spanish assistance will receive an English/Spanish bilingual questionnaire.



About 13 million households across the nation (roughly 9%) will receive bilingual English/Spanish invitations.



What to expect in the mail

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.

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

Every household that hasn't already responded will receive reminders and a paper questionnaire.



Stories the media can tell

Happening now

Recruitment

- Continue recruiting efforts as we prepare to hire and train up to 500,000 people to be census takers.
- We're recruiting hundreds of thousands of people across the country to assist with the 2020 Census count.
- Earn extra income while helping your community!

2020Census.gov/Jobs



Awareness

Sept. 2019 – Feb. 2020

- Constitution Day (Sept. 17)
- Operational Updates
- Completed In-Field Address Canvassing (Oct. 11)
- Statistics in Schools Program Kicks Off Nationwide (Oct. 28)
- Events (Local and National)
- Paid advertising begins in Jan. 2020

Self Response

Jan. – May 2020

- First Enumeration in Remote Alaska (Jan. 21, 2020)
- Invitations to Respond (Beginning March 12, 2020)
- Census Day (April 1, 2020)
- Paper Questionnaires Sent (to those who have not yet responded; Beginning Apr. 8, 2020)
- Events (Local and National)

Nonresponse followup



Collect data from all households, including group and unique living arrangements

Field workers will use handheld devices for collecting the data

Ways the media can help

Information the media can share

What is the census?

The census is a complete count of everyone living in the United States that only happens once every 10 years.



What questions will I be asked?

The census asks questions such as age, sex, race, and the number of people living in your home regardless of country of origin, nationality, or immigration status.



How can I participate?

Respond online, by phone, or by mail. If you do not respond, a census taker will come to your home to help you respond.



Information the media can share

How will the census help me?

Census data helps inform decisions on how public funds are spent for schools, fire and emergency services, roads and bridges, health clinics and hospitals, and more in your community.



Who should be counted?

- Everyone who lives in the home or sleeps there most of the time (even if they are not relatives)
- Children
- Grandparents
- Newborn babies
- Documented and undocumented individuals



Is my information safe?

Responses to the 2020 Census are confidential and protected by law.



Ways the media can help the census

- Share the benefits census data provides to your local community
- Let people know about all three modes of response (online, phone, mail)
- Clarify census responses are safe and confidential
- Explain the consequences of an inaccurate census count, and focus on an area that is important to your audience (e.g., health services or schools)
- Describe how census data is collected and used
- Use census data to help support any story you're working on when relevant



Paid media campaign phases and timeline

1

Phase 1: Awareness*

*January 12 through March 12, 2020***

Bring attention that the 2020 Census is approaching and educate.

Keep the 2020 Census top of mind.

2

Phase 2: Motivation

*March 13 through May 12, 2020
(Census Day is April 1, 2020)*

Drive participation and action to encourage 2020 Census survey completes.

3

Phase 3: Reminder

May 13 through July 31, 2020

Remind people of the deadlines to drive non-responder survey completes.

Inform people of census takers for cooperation prior to when they will come to their door.

4

Phase 4: Thank You

September 2020 - Beyond

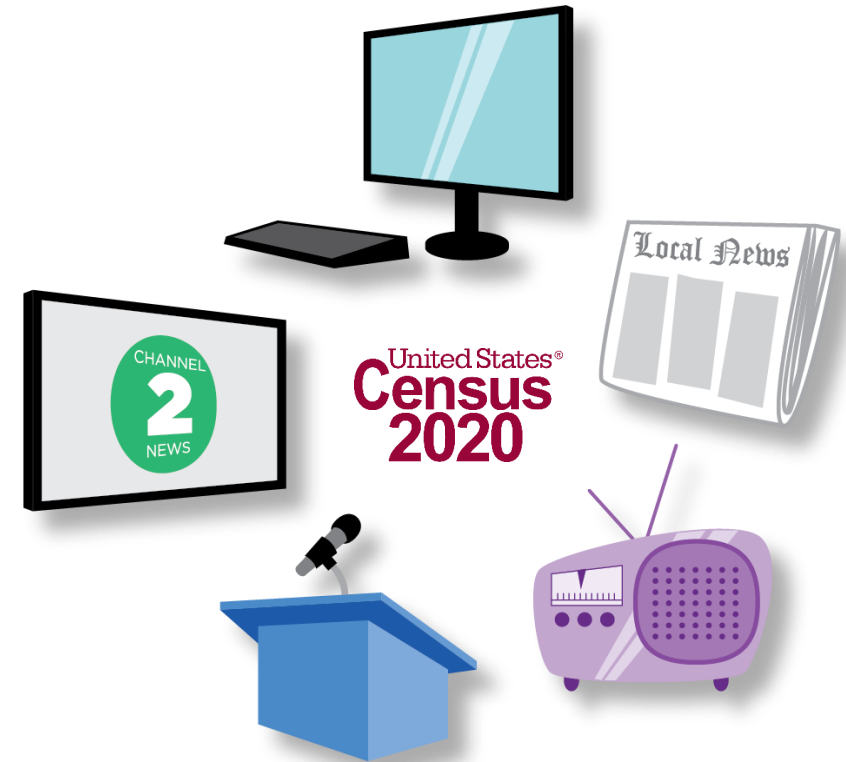
Inform the public that the 2020 Census is now complete and educate where census results can be found (private information will not be shared).

**Timing for each phase may be subject to change*

***Alaska (remote campaigns) to launch Phase 1 in January 2020 due to early enumeration*

Ways the media can help the census

- Understanding the **Census Operational Timeline** and driving stories around that timeline
- **NOW** Cover stories about **2020 Census jobs and recruiting** via social and traditional media channels
- Visit the Census Newsroom www.census.gov to sign up for **regular updates** on the Census operations timeline, data sources and press releases



2020Census.gov

The screenshot shows the homepage of the 2020 Census website. The background is a photograph of a diverse group of people, including men, women, and children, walking across a city street. The text 'Shape your future. START HERE.' is overlaid in large white font. A blue button with the text 'GET INVOLVED' is positioned at the bottom center. The top navigation bar includes the 'United States Census 2020' logo on the left, a search bar, and a language selector set to 'English'. Below the navigation bar are several menu items: 'Partners', 'Educators', 'News & Events', 'Get the Facts', 'How To Respond', 'Why Your Answers Matter', and 'Privacy and Security'.

United States[®]
Census
2020

Partners Educators News & Events

Search English

Get the Facts How To Respond Why Your Answers Matter Privacy and Security

Shape your future.
START HERE.

GET INVOLVED

Questions?

PIO Media Relations Branch

- Media line: 301-763-3030 or pio@census.gov
Monday – Friday
9:00 am to 5 p.m. Eastern
- Nonmedia: 1-800-923-8282 or ask.census.gov



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