



When we all respond, we all benefit.

When everyone is counted in the 2020 Census, our communities get the funding they need for things like health care, education, emergency services, and more.

For more information, visit:
2020CENSUS.GOV

D-PO-GP-EN-422

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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.

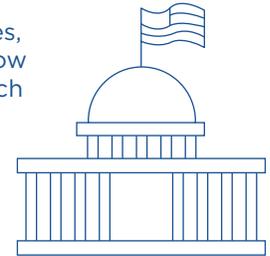
Everyone counts.

The census counts every person living in the United States once, only once, and in the right place.



It's about fair representation.

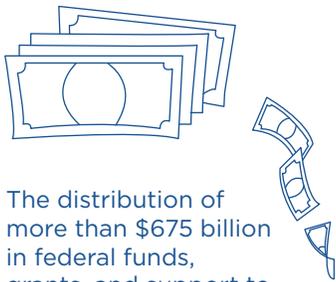
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.



It's in the Constitution.

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

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.

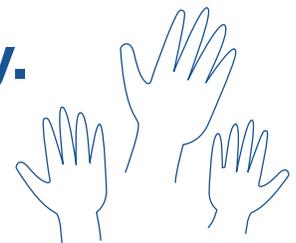


It's about redistricting.

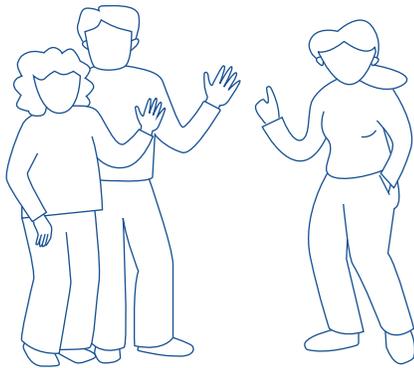
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

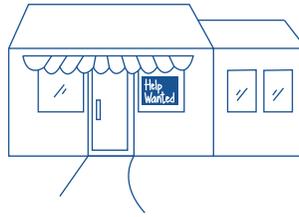
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



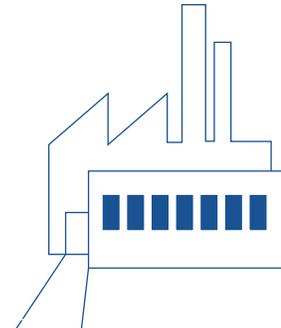
Census data are being used all around you.



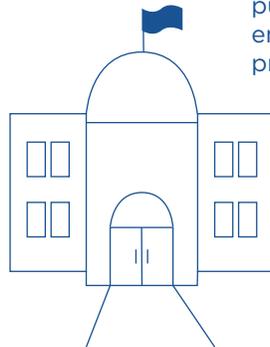
Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.



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, your responses cannot be used against you and can only be used to produce statistics.



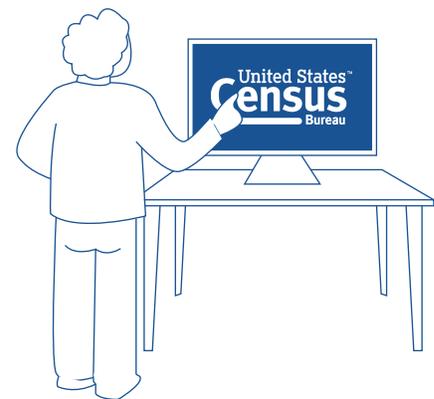
2020 will be easier than ever.

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 everyone in your community gets counted.





Shape our children's future. Start with the 2020 Census.

Young children experience new adventures each day, and little ones need all of the support they can get during these early years.

Responding to the 2020 Census is an easy, safe, and important way to help provide resources for children and their communities for the next 10 years.

Everyone living in the United States is asked to complete a simple questionnaire every ten years that asks for basic information about the people who live or sleep in their home. Children under the age of five, however, are often missed.

Young children who are missed in the census tend to live with large, extended families or with multiple families living under one roof. When newborn babies and children are not counted, support for programs such as health insurance, hospitals, childcare, food assistance, schools, and early childhood development is impacted.

Responding to the census is easier than ever. You can complete the census questionnaire online, by phone, or by mail.

And remember, just as you protect the children in your care, the U.S. Census Bureau protects your information. The Census Bureau is required by law to protect any personal information collected and keep it strictly confidential. All Census Bureau staff take a lifetime oath to protect your personal information and any violation of this oath comes with a penalty of up to \$250,000 and/or up to five years in prison.

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If you have children in your home, make sure they are counted in the right place.

Young children experience new adventures each day, and little ones need all of the support they can get during these early years.



Count children in the home where they live and sleep most of the time, even if their parents don't live there.



If a child's time is divided between more than one home, count them where they stay most often. If their time is evenly divided, or you don't know where they stay most often, count them where they are staying on Census Day—April 1, 2020.



If a child's family (or guardian) is moving during March or April 2020, count them at the address where they are living on April 1, 2020.



Count children in your home if they don't have a permanent place to live and are staying in your home on April 1, 2020, even if they are only staying with you temporarily.



Count newborn babies at the home where they will live and sleep most of the time, even if they are still in the hospital on April 1, 2020.

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Counting young children in the 2020 Census

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

The 2020 Census helps determine which areas qualify for the critical resources that children and families depend on for the next 10 years—basically an entire childhood! An estimated 5 percent of kids under the age of five were missed in the 2010 Census. At about 1 million babies and young children, that's the largest undercount of any age group. We need your help closing this gap in the 2020 Census.

Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

If the child splits time between two homes, or if the child lives or stays with another family or with another relative such as a grandparent.

- 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.

If the child lives in a home with a young, single parent or guardian.

- 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 homes that the form should only take about 10 minutes to fill out and can be done online, by phone, or by mail.
- Encourage parents and guardians with young children to ask other household members to count them and their children on the form if others live in the home.

If the child is a newborn.

- Emphasize that parents and guardians 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, and parents and guardians can fill it out online, by phone, or by mail at a time that works best for them.
- Explain to parents and guardians that if newborns are not counted, the next opportunity to count them will be when they are 10 years old. During those years, their communities could receive less funding for schools, parks, SNAP/WIC, hospitals, transportation, and other things kids need.

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If the child lives in a home that is large, multigenerational, or includes extended or multiple families.

- Remind the person filling out the form to count all children, including nonrelatives, foster children, 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.

If the child lives in a home that rents or recently moved.

- 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.

If the child lives in a home where they're not supposed to be, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children on their census form.
- Emphasize that responses to the 2020 Census are safe and confidential. Personal information is protected by law and cannot be shared with other law enforcement agencies—not the FBI, ICE, or even local police. It also cannot be used to determine personal eligibility for government benefits.
- Explain that all Census Bureau staff take a lifetime oath to protect your personal information, and any violation of this oath comes with a penalty of up to \$250,000 and/or up to five years in prison.

If the child lives in a lower-income home.

- Explain to service providers and families that responding to the census helps determine more than \$675 billion each year in local funding for programs and services such as food assistance, Head Start, childcare, housing, public schools, early intervention services for children with special needs, children's health insurance, and more. When children are missed in the census, these programs miss out on funding that is based on the number of children counted.

If the child lives in a non-English or limited-English speaking home.

- 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.

If the child lives in a home of recent immigrants or foreign-born adults.

- 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 that responses to the 2020 Census are safe and confidential. Personal information is protected by law and cannot be shared with other law enforcement agencies—not the FBI, ICE, or even local police. It also cannot be used to determine personal eligibility for government benefits.

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Why we ask the race question.

Every 10 years since 1790, the U.S. Census Bureau has counted everyone who lives in the country, as required by the U.S. Constitution. The census collects basic information, including age, sex, Hispanic origin, and race, for every person in every household. Starting in mid-March 2020, everyone will be asked to complete the 2020 Census online, by phone, or by mail.

The race and ethnicity questions provide important statistics.

Responses to census questions provide a snapshot of the nation. We ask about a person's race to create statistics about race and to present other statistics by race groups. In 2010, for example, the statistics illustrated the nation's changing racial diversity, as well as the size, growth, and geographic distribution of various racial population groups. In addition, the data collected in these questions is needed by federal agencies to monitor compliance with the anti-discrimination provisions of laws such as the Voting Rights Act and the Civil Rights Act.

Responding to the race question is easy.

The 2020 Census follows the most recent race and ethnicity standards for the federal government set by the Office of Management and Budget in 1997. When you complete your census form, select one or more boxes for the race(s) you identify with. You can also print your origins in the write-in space, if you choose.

For more information, visit:

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Why we ask the sex question.

Every 10 years since 1790, the U.S. Census Bureau has counted everyone who lives in the country, as required by the U.S. Constitution. The census collects basic information, including age, sex, and race, for every person. Starting in mid-March 2020, everyone will be asked to complete the 2020 Census online, by phone, or by mail.

The sex question provides important statistics.

Responses to census questions provide a snapshot of the nation. We ask about the sex of each person to create statistics about males and females. In 2010, for example, we learned that women made up 50.8 percent of the population. We also learned that the male population grew at a slightly faster rate (9.9 percent) than the female population (9.5 percent) in the decade between 2000 and 2010.

The data collected from the sex question is used in planning and funding government programs and in evaluating government programs and policies to make sure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations, and policies against discrimination in government programs and in society.

Responding to the sex question is easy.

A question on sex has been included since the first census in 1790. All 2020 Census questions that involve personal characteristics are based on self-identification. When you complete your census, select the box for the sex you identify with.

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Getting counted is easier than your next class.

Every 10 years, the census counts everyone living in the United States, including college students like you.

Students who do NOT live in university-owned or managed housing.

If you live in off-campus housing that is not owned or managed by your college or university, make sure you and your roommates submit only one response that includes everyone who lives there. Beginning in mid-March 2020, you can respond to the census online, by phone, or by mail. Even if you spend time somewhere else during school breaks, you should be counted at your off-campus address.

Students who live in university-owned or managed housing.

If you live in on-campus housing—like a residence hall, dorm, or apartment—or in off-campus housing that is owned or managed by your college or university, the Census Bureau will work with your college or university to count you in one of the following ways:

- A census taker may drop off census forms with your building contact person, who will distribute one to each resident.
- A census taker may interview each resident in your building to complete the census form.
- A representative from your dorm or building may complete the census form on behalf of all residents.

If you are an international student, the same rules apply both on and off campus.

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Shape the future for your family.

Every 10 years, the census counts everyone living in the United States. It is important to count every person living in your home to make sure your community and others across the nation are accurately funded and represented for the next decade.

Count everyone, from grandpa to the new baby.

No matter who lives in your home, be sure to count them all in the 2020 Census. This includes grandparents, young children, foster children, and nonrelatives who are living with you. Information collected in the census will inform the allocation of more than \$675 billion in federal funding each year. That includes money for things like:

- First responders
- School meals
- Medicare and Medicaid
- Adoption assistance
- Food assistance programs
- Libraries and community centers

Your response is safe.

Your personal information is kept confidential by law. Your responses can be used only for statistical purposes. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

Your family can help you respond.

The online census form is available in English and 12 additional languages. If you do not speak one of those languages, someone else in your home can complete the form for everyone in your home. If the adults in your home do not speak one of these languages, someone can translate for you. This includes a child in your home or a friend.

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Every renter can take ownership of the future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

To ensure an accurate count, remember to:



Count every person living or staying in your home.



Respond at the address where you were living or staying on April 1, 2020.

What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:

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How the 2020 Census will invite everyone to respond

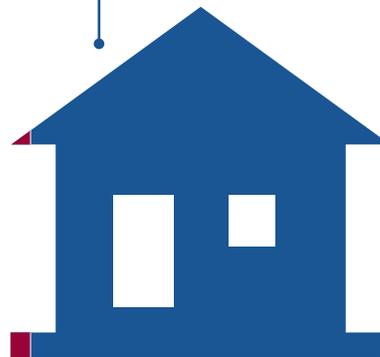
Nearly every household will receive an invitation to participate in the 2020 Census either in the mail or from a census taker.

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 dorms, people living in nursing homes, or people experiencing homelessness.

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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 phone, or by mail.

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 them to go online to complete the census questionnaire.
- We are 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 package. The package will also include information about how to respond online or by phone.

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

- Every household that hasn't responded will receive reminders and will eventually receive a paper questionnaire.
- If you don't respond online, by phone, or by mail, we will follow up in person.

What we will send you in the mail:



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.



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.

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Responding to the 2020 Census without a Census ID

The 2020 Census will be the first time that the public can respond online or by phone, in addition to the traditional paper response. Technology improvements over the last decade that allow for these secure response options also enable the public to respond without a Census Bureau-issued identification number—making it easier to respond anytime, anywhere.

Beginning in mid-March 2020, everyone will receive an invitation to participate in the 2020 Census. That invitation will include a unique Census ID that links you to a physical address. But you can also respond online or by phone without a Census ID.

How do I respond without an ID?

On the 2020 Census response website, select the link under the login button that says, “If you do not have a Census ID, click here.”

Can I respond online without an ID on any device or browser?

Yes. Responding online without an ID works on most modern devices. For best results use the two latest versions of the following browsers: Internet Explorer, Edge, Chrome, Safari, Firefox, Samsung Native.

Is my response affected if I don't use a Census ID?

Your Census ID allows us to immediately match your response to an address. If you respond without your Census ID, we'll ask you for your address when you respond so we can link your response to your address.

How do I provide my address?

When responding online without an ID, there are three options for entering an address:

1) STREET ADDRESS

For this option, you will be prompted to enter an address number, street name, and either the city and state or the ZIP Code. If a valid street address isn't available, check the box that says, "I do not have a street address" and you can proceed to enter a rural route address or other address/location (see options below).

2) RURAL ROUTE ADDRESS

A rural route address includes a rural route descriptor, rural route number, rural route box ID number, city and state or ZIP Code.

3) OTHER ADDRESS/PHYSICAL LOCATION

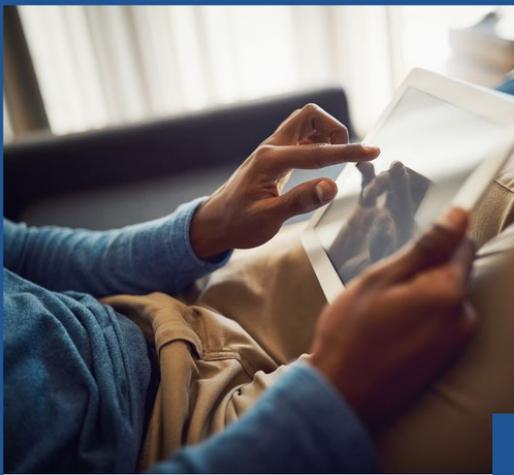
If you do not have a rural route address, the system will first ask if you are experiencing homelessness. Then, it will invite you to enter a city, state, ZIP Code, and description of the physical place where you live.

If I live or stay in a garage or added structure at a property, how do I respond?

To respond with a physical location on a property that does not have a separate address, utilize the "Street Address" option, enter the address, and include the description of the structure (e.g., "garage") in the apartment/unit number field. If you reply by phone, you will be prompted to provide the same description.

How do I respond for multiple people or families at a single address?

Everyone living or staying at an address, even if they are not a member of your family, should be counted by the person filling out the census form for that address. There are no restrictions on the number of people who can be included on your form. The Census Bureau has ways to resolve duplicate responses if multiple people at the same address respond separately.



The Census Trust & Safety Team

Protecting the Count in 2020

The use of digital platforms changed how people get their news and updates, making it easier to spread scams and false information. The U.S. Census Bureau is dedicated to protecting you from misinformation and disinformation about the 2020 Census. Help us protect the count by reporting **inaccurate, suspicious, or fraudulent information** you read, hear, or spot online, including:



A **rumor** in a message board or group claiming the information you provide will be publicly disclosed.



A **post** shared on social media discouraging participation in the 2020 Census.



A **suspicious email** requesting your social security number or bank account information for the 2020 Census.



An **advertisement** on social media sharing fake 2020 Census websites and inaccurate information.

What Can You Do?



Report suspicious information and tips to: rumors@census.gov.



Flag suspicious information on **Facebook, Twitter, Instagram, YouTube** and other platforms.



Call the **Census Bureau Customer Service Hotline** at 1-800-923-8282 to report suspicious activity.



Reach out to us on our **verified social media accounts** (@uscensusbureau).

Why it Matters

The census is one of the most important events in the United States. Every 10 years, the census helps **determine the number of seats your state gets in Congress and how billions of dollars in federal funding are distributed to states and communities each year.**

Help the Census Bureau **protect the accuracy of the count by reporting inaccurate, suspicious, or fraudulent information.**

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