

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- 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 help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce 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, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.

United States[™]
Census
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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Foundation of a Successful Census



Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



August 2017



Become a 2020 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Assure people that it is important—and safe—to respond to the census.
- Ensure accurate census data, which guide funding decisions for your community and affect your community's representation in Congress.
- Spread the word about temporary census jobs in your community.



Get Involved: What Can You Do Now?

- Create or join a Complete Count Committee and partner with other trusted voices and influential leaders in your area who are committed to increasing census participation. Encourage your peers to get involved too.
- Raise awareness by including census information in newsletters, social media posts, podcasts, mailings, and on Web sites.
- Help recruit census workers when jobs become available.



You can make a difference

As an influential community, business, or organization leader, you can raise awareness and encourage participation.

Key Dates



For more information, go to
[census.gov](https://www.census.gov).

To get involved in your community, contact us!

atlanta.rcc.partnership@census.gov

Counting Young Children in the 2020 Census

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

An estimated 5 percent of kids under the age of 5 weren't counted in the 2010 Census. That's about 1 million young children, the highest 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.



Common situations where young children aren't counted

How you can help?



The **child splits time between two homes**.

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.



The child lives in a **lower income household**.

- Explain to service providers and families that responding to the census helps determine **\$675 billion in local funding** for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.



The child lives in a household with **young parents or a young, single mom**.

- 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 households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a **newborn**.

- Emphasize that parents 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 can **fill it out online or over the phone in addition to paper** at a time that works best for them.

Common situations where young children aren't counted

How you can help?



The child lives in a household that is **large, multigenerational, or includes extended or multiple families.**

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



The child lives in a household 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 multiunit buildings that are likely to have renters.



The child lives in a household 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 because the Census Bureau does not share information so it can't be used against them.
- Emphasize the Census Bureau's legal commitment to keep census responses confidential.
- Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.



The child lives in a **non-English or limited-English speaking** household.

- 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.



The child lives in a household 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 the **Census Bureau's legal commitment** to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits.

Partnership Fact Sheet: Schools

The once-a-decade population count serves as the basis for distributing federal assistance to schools and educational institutions, including Title I aid, the National School Lunch Program, and special education grants to states. Join us to spread the word about the importance of the 2020 Census and help ensure that your students, educators, and community members receive the resources they need.

As a partner, you become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

BENEFITS OF A COMPLETE COUNT

A complete count of every person living in the United States has tremendous benefits for you and for your students, staff, and community members.

Census data:

- Accurately determine how many representatives each state has in Congress and inform the redrawing of congressional district boundaries.
- Are used as the basis for distributing more than \$675 billion in federal funds annually to states, counties, and communities to support resources such as schools, hospitals, and fire departments.
- Inform policy, community initiatives, and consumer advocacy.
- Are used to determine the allocation of Title I funds, which provide financial assistance to local educational agencies and schools with high numbers or high percentages of children from low-income families.

WHAT IT MEANS TO BE A 2020 CENSUS PARTNER

You can make a difference—no matter how much time you're able to commit. Educators are counted on by your community to share important information.

As trusted voices in the communities they serve, partners are critical to the success of the 2020 Census.

These are some of the many ways you can get involved:

- Use free Statistics in Schools resources to teach students about the importance of the census and the value of statistical literacy.
- Participate in Statistics in Schools Week—a week full of ways to bring statistics into your classroom.
- Use U.S. Census Bureau tools, information, and messaging in creative ways—such as in newsletter articles, on co-branded products, and in social media content—to raise awareness of the 2020 Census.
- Provide information to students, educators, and community members about the importance and benefits of participating in the 2020 Census. You can even invite Census Bureau officials to speak to them.
- Encourage people in your community to work for the Census Bureau, and share this link with them: 2020census.gov/jobs.

2020 CENSUS PARTNER RESOURCES

As a 2020 Census partner, not only will you help ensure that the people you work with are accurately represented, but you will also be able to use Census Bureau resources to enrich your classroom and community. You will have personalized access to Census Bureau data tools and products, workshops to help you use data effectively, and one-on-one support from data trainers.

INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

Atlanta

Phone: 404-889-6520

E-mail: Atlanta.rcc.partnership@2020census.gov

Chicago

Phone: 312-579-1605

E-mail: Chicago.rcc.partnership@2020census.gov

Dallas

Phone: 972-510-1800

E-mail: Dallas.rcc.partnership@2020census.gov

Los Angeles

Phone: 213-314-6500

E-mail: Los.Angeles.rcc.partnership@2020census.gov

New York

Phone: 212-882-2130

E-mail: New.York.rcc.partnership@2020census.gov

Philadelphia

Phone: 267-780-2530

E-mail: Philadelphia.rcc.partnership@2020census.gov

We look forward to welcoming you as a Census Bureau partner.

For the latest updates on the 2020 Census, visit 2020census.gov.

KEY MILESTONES

- **September 2018**—The Census Bureau's recruitment Web site went live: 2020census.gov/jobs. For each decennial census, the Census Bureau begins recruiting thousands of paid census takers to help ensure a complete and accurate count. Interested applicants can visit the Web site to apply for a variety of jobs beginning in 2019 and through summer 2020.
- **April 2019**—The 2020 Census Web site goes live: 2020census.gov. This site will be available in multiple languages and will provide downloadable materials, answers to frequently asked questions, and more information about how individuals and organizations can help spread the word about the 2020 Census.
- **August 2019**—New Statistics in Schools classroom activities are available online: census.gov/schools. The Statistics in Schools program provides resources for teaching and learning with real-life data.
- **January 2020**—The first enumeration of the 2020 Census takes place in Toksook Bay, Alaska. Local census takers must get a head start while the frozen ground allows easier access to remote areas with unique accessibility challenges.
- **March 2020**—The public can begin responding to the 2020 Census online at 2020census.gov. Replying by mail or phone will also be an option.
- **April 2020**—Every 10 years, we observe Census Day on April 1.
- **June 2020 through July 2020**—Census takers go door to door to count people who have not responded to the 2020 Census. Census takers are Census Bureau employees and will provide proof that they are official government personnel.
- **December 31, 2020**—By this date, as required by law, the Census Bureau reports to the President of the United States the population count and the apportionment of seats in the U.S. House of Representatives to each state.
- **2021**—Initial 2020 Census data are made available to the public on census.gov.

Connect with us
[@uscensusbureau](https://2020census.gov)

D-SS-SC-EN-010

2000 and 2010 CENSUS PARTICIPATION RATES

Source: Census Bureau 2010 Website. Retrieved from <https://www.census.gov/cgi-bin/census2010/staterates.cgi>

State/County Name	2000	2010
Florida	0.71	0.74
Alachua County, FL	0.65	0.74
Baker County, FL	0.63	0.61
Bay County, FL	0.70	0.75
Bradford County, FL	0.61	0.64
Brevard County, FL	0.78	0.79
Broward County, FL	0.70	0.73
Calhoun County, FL	0.55	0.55
Charlotte County, FL	0.75	0.75
Citrus County, FL	0.79	0.80
Clay County, FL	0.76	0.79
Collier County, FL	0.64	0.71
Columbia County, FL	0.61	0.60
DeSoto County, FL	0.49	0.66
Dixie County, FL	0.42	0.44
Duval County, FL	0.73	0.72
Escambia County, FL	0.74	0.74
Flagler County, FL	0.78	0.79
Franklin County, FL	0.47	0.67
Gadsden County, FL	0.60	0.72
Gilchrist County, FL	0.57	0.65
Glades County, FL	0.45	0.48
Gulf County, FL	0.50	0.72
Hamilton County, FL	0.49	0.50
Hardee County, FL	0.51	0.70
Hendry County, FL	0.53	0.58
Hernando County, FL	0.79	0.80
Highlands County, FL	0.71	0.75
Hillsborough County, FL	0.73	0.75
Holmes County, FL	0.62	0.76
Indian River County, FL	0.74	0.79
Jackson County, FL	0.58	0.71
Jefferson County, FL	0.59	0.58
Lafayette County, FL	0.44	0.47
Lake County, FL	0.74	0.79
Lee County, FL	0.68	0.72
Leon County, FL	0.69	0.73
Levy County, FL	0.58	0.69
Liberty County, FL	0.42	0.47
Madison County, FL	0.46	0.54

Manatee County, FL	0.69	0.74
Marion County, FL	0.69	0.77
Martin County, FL	0.74	0.78
Miami-Dade County, FL	0.70	0.72
Monroe County, FL	0.63	0.95
Nassau County, FL	0.61	0.70
Okaloosa County, FL	0.75	0.76
Okeechobee County, FL	0.56	0.67
Orange County, FL	0.73	0.72
Osceola County, FL	0.72	0.71
Palm Beach County, FL	0.72	0.74
Pasco County, FL	0.76	0.77
Pinellas County, FL	0.73	0.76
Polk County, FL	0.68	0.75
Putnam County, FL	0.57	0.70
St. Johns County, FL	0.75	0.79
St. Lucie County, FL	0.71	0.75
Santa Rosa County, FL	0.72	0.78
Sarasota County, FL	0.74	0.75
Seminole County, FL	0.77	0.77
Sumter County, FL	0.64	0.83
Suwannee County, FL	0.59	0.70
Taylor County, FL	0.51	0.50
Union County, FL	0.61	0.58
Volusia County, FL	0.75	0.74
Wakulla County, FL	0.60	0.79
Walton County, FL	0.57	0.72
Washington County, FL	0.60	0.75

Note: The 2010 Census Participation Rates, defined as the percentage of questionnaires mailed back by households that received them. The rates exclude households whose forms were returned by the U.S. Postal Service as 'undeliverable'.

50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing billions in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use, voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.