

## THE 2020 CENSUS

# Counting WV's Kids

"Our priority is to ensure that every kid counts in West Virginia. An undercount would result in less funding for education, limited access to health care for children and fewer vital supports for working parents. It would shortchange child well-being over the next decade by putting at risk hundreds of millions of dollars of federal funding for programs that are critical to family stability and opportunity. Everyone needs to be involved in ensuring that our fellow West Virginians know about and participate in the census."

-Tricia Kingery, WV KIDS COUNT Executive Director



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

Learn more at  
**2020CENSUS.GOV**

## MAKE IT A PRIORITY

### Why the Census is Important

The U.S. Constitution mandates a count of every person in America every 10 years, and 2020 is the year for the next count.

Data from the decennial count will produce a basic picture of who is living in the United States, but this foundational set of population information is also used to inform the creation of many data products that the public and private sectors use every day.

Companies have come to rely on the census for crucial demographic information about customers, the workforce and the economic landscape.

Census data are used to help allocate \$800 billion annually in federal funding, including transportation, housing, education and workforce development services that contribute to a thriving economy.

The census also determines political representation at all levels of government, including how many congressional representatives each state receives.

**As of mid-June 2020, West Virginia's response rate went from 47% to 53%. An improvement that ranks us the 48th lowest response rate in the nation.**

Several counties in the state have a 15% response rate or below including the following: Pocahontas, Mingo, Wyoming, Summers, Pendleton and McDowell.

*The top counties responding to the 2020 Census include Wood (66.1%), Jefferson (64.35), Berkeley (63.4%), Hancock (63.2%) and Pleasants (63.1%).*

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### Participating in the Census is Critical to the Future of West Virginia's Kids and Families

Continued losses in West Virginia's population heading into the 2020 Census threaten one of our state's seats in Congress and could cut into the nearly \$7 billion in federal funding we receive each year for programs like Head Start and the Children's Health Insurance Program.

Meanwhile, the census is moving primarily online for the first time when an estimated quarter of the state's population has little-to-no internet access. Exacerbating the problem is the potential for an undercount as more than 24% of West Virginians and approximately 26% of West Virginia's young children (under the age of 5) live in hard-to-count areas. These are children living in rural areas and multi-dwelling homes. In addition, children of color, those living in immigrant families and low-income children are disproportionately undercounted.

**"2020 Census data will help inform how billions of dollars are distributed to states and communities every year for the next 10 years."**

**"The 2020 Census will determine how many congressional representatives each state gets."**



### Newborns count.

### Hard-to-count groups include the following:

- Households with unreliable internet access or low internet use
- Those not speaking English fluently
- Young children
- Low-wage households
- Foreign-born residents
- People of color
- Frequent movers and renters including college students
- Young adults who are mobile
- Those with low education attainment
- Single parent households
- Residents who distrust the government People living in rural or geographically isolated areas or in places difficult for enumerators to access (e.g., buildings with strict doormen,

**"The 2020 Census is required by the Constitution, and the US has counted its population every 10 years since 1790."**



"In the 2010 Census, the net undercount of children under the age of 5 was 4.6 percent.

That's nearly 1 million children. Unlike other age groups, the undercount of young children grew between the 2000 Census and 2010 Census.

During the 2020 Census, WV Kids Count is partnering with the U.S. Census Bureau to help ensure that every child in WV is counted. Ms. Kingery and her team brought together hundreds of regional resources to include family resource networks, educators, nurses, child advocates, parents and legislators educating them on the importance of counting every child. WV Kids Count is passionate about ensuring that every child is counted in the 2020 Census and about 'making WV a Great Place to Be a Kid!"

--Ronald E. Brown, Partnership Coordinator,  
Beckley Lane, US Census Bureau

## How Business Can Contribute to an Accurate Census Count

1. Follow and like WV KIDS COUNT on social media.
2. Share and post messages, videos and a link to the official 2020 Census web page on company websites, Twitter, Facebook, Instagram and YouTube encouraging participation.
3. Speak about the importance of the census to build awareness among the business community and the general population.
4. Encourage employees to complete the census questionnaires and potentially allow them to do so at work in an area equipped with computers or tablets.
5. Include messages promoting the census on customer receipts and in bills, statements, or other correspondence with customers.



**College students count.**

### U.S. Senator Joe Manchin (D-W.Va.) released the following statement on May 18, 2020.

"The U.S. Census is vital to ensuring all Americans are counted and represented every ten years. In West Virginia, every citizen who fills out the Census brings \$20,000 in federal funding to West Virginia for vital programs and services across the state and secures correct representation for West Virginians in Congress. With one of the lowest 2020 Census response rates in the nation, West Virginia must do better. I encourage every West Virginian to fill out the Census by visiting 2020census.gov or calling 844-330-2020 to help West Virginia receive federal funding for essential education programs, health services, and transportation."

## CENSUS 2020 TIMELINE

This year, in 2020, the U.S. Census Bureau, for the first time, will be encouraging residents to complete an online questionnaire to reduce the overall cost of the census. Paper questionnaires and the option to respond by phone will be available for all households, especially those living in areas with little access to the internet. The Census Bureau's 2020 Census Integrated Communications Plan offer a basic timeline (below) about when to engage partners, employees, customers and the general public to achieve an accurate census.

### Strategic Early Education Phase (January 2019 - December 2019)

Based on lessons from the 2010 Census, starting early to build a base of understanding and trust about the census is important, especially in areas with higher concentrations of hard-to-count populations. This was period to get buy-in and establish collaboratives (Complete Count Committees) with a range of community leaders including companies and business-membership organizations.

### Awareness Phase (January 2020 – February 2020)

Although Census forms were not yet available, communications to notify and educate the general public about the count were ramped-up. Key messages included explaining the importance of the count, why people should participate, and how they can complete their census forms.

### Motivation Phase (March 2020 – April 2020)

Starting in mid-March, all households received a census package instructing them to complete their census form online. These were sent by mail or delivered by a census worker in some rural and all remote areas. (Note: Some households who rarely use the internet or have limited access will also receive a paper questionnaire at this time.) Please send messages to employees, customers and the public to encourage them to complete their questionnaire. If they did not self-respond by mid-April, they received a paper form, even though everyone can continue to complete the form online.

### Reminder Phase (May 2020 – July 2020)

By this time, residents have had the opportunity to complete their forms for at least six weeks, so now is the time to really encourage those who have not yet participated. If residents have not self-responded by April 30, a census worker will visit their home to help them complete the questionnaire in person.

**The deadline for all responses for the Census has been pushed to Oct. 31 due to the pandemic.**

### Thank You Phase (August 2020 – December 2020)

Residents and partners can be thanked for participating at any time, but the U.S. Census Bureau will focus on thanking everyone during this period.

### Data Dissemination Phase (starting in January 2021)

The U.S. Census Bureau will deliver the final state population totals and resulting reapportionment of seats in Congress to the President in December 2020. Between January and March 2021, states will receive more detailed data for redistricting, and after that, the Census Bureau will publicly disseminate additional results and analyses.

**Call to Action!**  
Respond to the Census by completing your questionnaire online, by phone or by mail. Visit [my2020census.gov](http://my2020census.gov) to begin.

## Contact Us

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