



# **MAKE YOUR VOICE COUNT: 2020 CENSUS ENGAGEMENT**

# WHAT YOU WILL LEARN

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- What the Census is and what it includes
- Why participation matters
- How to identify and overcome barriers to participation
- Who is at risk of being undercounted in the 2020 Census
- How the data is used and who has access
- When and how to participate
- How you can help to ensure that your community is counted

# WHAT IS THE CENSUS?

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- ▶ Every **10 years**, the U.S. Census Bureau conducts a nation-wide survey to measure the population
- ▶ The Census is mandated by the U.S. Constitution and has been administered since 1790

## The Census asks about:



- ▶ Age
- ▶ Sex
- ▶ Race
- ▶ Number of people per household

## The Census does not ask about:



- ▶ Political affiliation
- ▶ Finances
- ▶ Citizenship status
- ▶ Sensitive and identifying information like Social Security numbers

# WHY IS CENSUS PARTICIPATION IMPORTANT?

Every person counted impacts a decade of funding, public services, and government representation

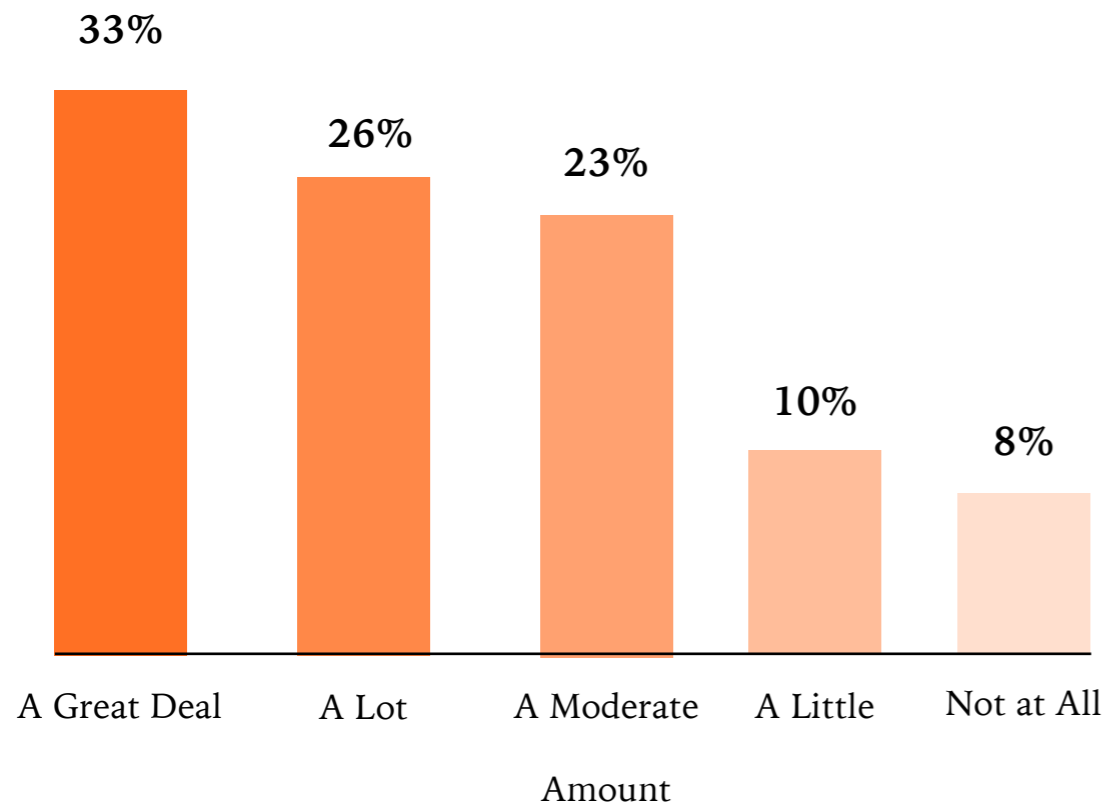
- Census data is used to **create and fund government programs** including...<sup>1</sup>
  - Public infrastructure, like schools and hospitals
  - Social services, like elderly and job-finding services
  - Emergency response preparedness, like responding to natural disasters
- The Census determines **how you will be represented** in government
  - Allocation of seats in the House of Representatives
  - Boundaries for congressional, state, and local districts (redistricting)
- Communities of color and low-income communities have been **historically undercounted**
  - Lack of access to equal political representation and public resources

# HOW MUCH DOES THE CENSUS MATTER?

How much, if at all, do you think it matters if you personally are counted in the 2020 Census?

- **59%** believe that being counted matters a great deal or a lot
- **41%** believe that being counted matters a moderate amount, a little, or not at all
- Asian-identifying participants are most likely to believe that **being counted matters a moderate amount**, a little, or not at all
- Black/African American-identifying participants responded that **being counted mattered a great deal or a lot more** than any other group

General Results



Results by Race

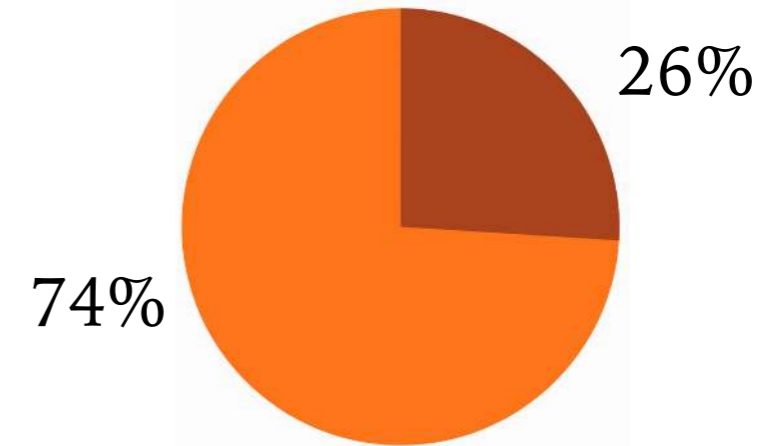
	A Great Deal	A Lot	A Moderate Amount	A Little	Not at All
White	31%	26%	25%	10%	8%
Black/ African American	44%	23%	16%	9%	8%
Asian	24%	29%	29%	12%	6%
Small-sample races	34%	20%	23%	11%	13%
Hispanic of any race	36%	30%	20%	7%	6%

# 2010 CENSUS PARTICIPATION

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- Households that returned their questionnaires
- Households that did not return their questionnaires\*

\*Those who did not return questionnaires were contacted by the Bureau, faced fines, or were not counted at all



- **Overcounts** result from duplicates, mistakes in recent births/deaths, or Census records filed with fake names, birthdays, and other personal data
  - The net overcount was 0.01%
  - 0.8% of the non-Hispanic White population was overcounted
  - 0.6% of homeowners were overcounted
- **Undercounts** occur when people do not respond and/or cannot be easily contacted
  - 2.1% of the Black population was undercounted
  - 1.5% of the Hispanic population was undercounted
  - 4.9% of the Native Americans living on reservations were undercounted

SOURCES: <sup>1</sup>U.S. Census Bureau, Nation Achieves 74 Percent Final Mail Participation in 2010 Census, 2010; <sup>2</sup>U.S. Census Bureau, Census Bureau Releases Estimates of Undercount and Overcount in the 2010 Census, 2010

# CENSUS BARRIERS

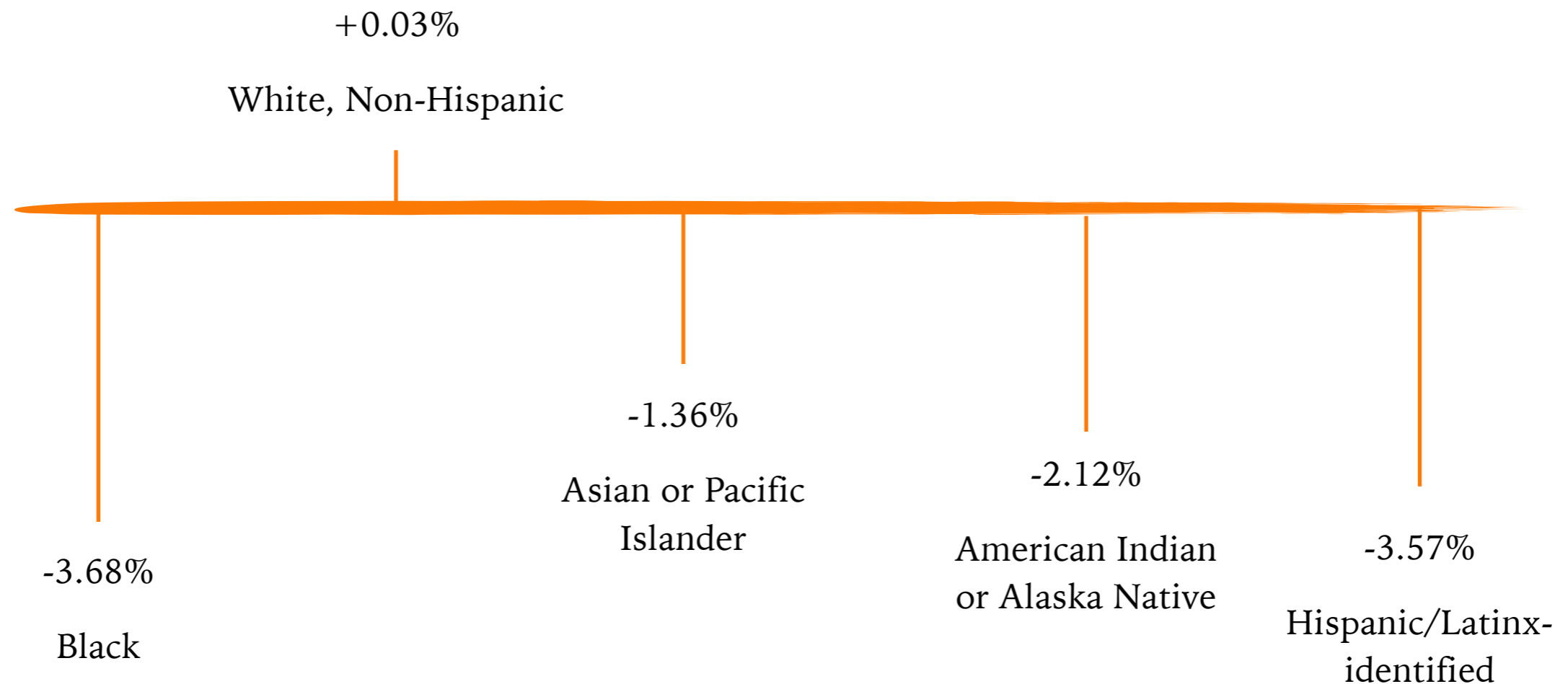
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- There are **many barriers** to being counted, which include...<sup>1</sup>
  - Language barriers
  - Mistrust in government
  - Lack of internet connection
  - Concerns about privacy and confidentiality
  - Low awareness
- The **most at-risk groups** for not being counted are...
  - Children under 5
  - Racial and ethnic minorities
  - Those with limited English proficiency
  - Immigrants
  - People experiencing homelessness
  - People living on reservations

# WHO IS AT RISK OF BEING UNDERCOUNTED IN THE 2020 CENSUS?

In the event of a high-risk scenario\*, there could be a **net undercount of 1.22%** of the population. This primarily affects people of color.

\*high-risk scenario: if the Census operations perform below expectations, including a lower number of responses. A high risk scenario is increasingly likely as COVID-19 hampers Census Bureau operations and key in-person efforts to reach at-risk populations are delayed.





# WHO HAS ACCESS TO CENSUS DATA?

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- The Census Act ensures that individuals' **responses cannot be used against them**
- Under the act, it is illegal for...
  - The Census Bureau to disclose identifying data of a respondent
  - Anyone other than Census Bureau employees to access data
  - Data to be used for non-statistical purposes
  - The Bureau to disclose responses to other government agencies



# PARTICIPATING IN THE 2020 CENSUS

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- Census day is **April 1, 2020**
- The population of all 50 states, DC, and 5 U.S. territories will be counted
- For the first time in U.S. history, there will be **three ways to respond**

Online



By phone



By mail



- More detailed information has been **mailed to households**, arriving in mid-March, or can be accessed on **[www.2020census.gov](http://www.2020census.gov)**
  - Census information has been translated into 59 languages

# PARTICIPATING UNDER SPECIAL CIRCUMSTANCES

College Students	People Living in Shelters	Foreign Citizens in the U.S.	People in Healthcare Facilities	People Living on Reservations <sup>1</sup>
<p>Counted at their on or off-campus residence if living away from home</p> <p>Not counted if studying outside of the U.S.</p>	<p>Counted at the shelter address</p>	<p>Counted at residence where most time is spent if living in the country</p>	<p>Counted at the facility if person has no permanent home, is in a psychiatric hospital, or is in a nursing facility</p>	<p>Counted through phone, online, or paper responses</p> <p>If possible, can contact a Questionnaire Assistance Center to obtain paper form</p>

# ENGAGE TO ENSURE YOUR COMMUNITY IS COUNTED

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- Find a **Complete Count Committee** to join by exploring the Bureau's nationwide CCC database, or start your own<sup>1</sup>
  - Mobilize community members and raise awareness for the importance of an accurate count
- **Attend or host a solutions workshop** in your workplace or community to address common barriers to responding in your community such as...<sup>2</sup>
  - Privacy and confidentiality concerns
  - Language barriers
  - Lack of awareness
- Support the Census efforts of **advocacy organizations**
  - Donate to organizations that are working to make underrepresented populations more visible
  - Use social media to retweet, share, and post about campaigns that target undercounting
  - Volunteer with local organizations that are working in your community to spread awareness



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If organizing under social distancing orders, consider hosting zoom workshops or spend time planning for future in-person workshops

# WORK WITH THE CENSUS BUREAU

- Apply by completing the online application on [www.2020census.gov](http://www.2020census.gov)
- The process will take around 30 minutes
- You will be asked for your
  - Social Security Number
  - Home address
  - E-mail address and telephone number
  - Date and place of birth

Job Title	Description
Census Taker	Interview household residents and update addresses
Census Field Supervisor	Ensure that Census takers complete work on-time and maintain a high quality of work
Recruiting Assistant	Interact with multiple stakeholders to promote Census employment opportunities and the recruitment of local residents
Clerk	Perform administrative tasks such as payroll and field operations
Office Operations Supervisor	Manage office functions and day-to-day activities required to support field operations

**\*Bilingual or multi-lingual applicants are strongly encouraged to apply to all positions**

# QUESTIONS?

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Email us at [info@aitogether.org](mailto:info@aitogether.org)

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