

2020 Census Resources Guide

Get Out the Count Video Prize Challenge

Introduction

This document is a quick reference guide to information about the census, key messaging, and links and resources to aid and inform in the creation of Get Out the Count (GOTC) video content to promote the 2020 Census.

Key Facts About the Census

The basics:

- The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0.
- It's in the Constitution
- There is NOT a Citizenship question on the 2020 Census.

It's important:

- It's about money, power, and information.
- Every year in April, people pay their taxes. Only every 10 years, we help decide how those dollars come back to us. The 2020 Census will help to distribute billions of dollars in federal resources to your community.
- Our community gets resources based on census information that helps pay for schools, roads, police, fire, health care and many more services. An undercount in our community would jeopardize our full share of these resources.
- An accurate and complete Census helps businesses, community leaders and elected officials make informed decisions every day.

It's easy:

- For the first time, people can respond online from any device in 13 languages. It takes about 10 minutes to complete and impacts the next 10 years because the next Decennial Census does not happen until 2030.

It's safe and confidential:

- Your data is confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.
- The law states that census records can only be released after 72 years.
- All Census staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

Key 2020 Census Dates

- **March-April:** the Census Bureau launches “motivation / participation” stage of the national advertising campaign
- **March 12:** Households will begin receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.
- **April 1:** Census Day (a reference and activation day — i.e., when completing the census, you will include everyone living in your home on April 1, 2020. Census Day will be celebrated with events across the country.
- **May - July:** “Reminder / Non-response Followup” phase of national advertising campaign. Census takers will begin visiting homes that have not yet responded to the 2020 Census to help make sure everyone is counted.
- **December:** The Census Bureau will deliver the official apportionment counts to the President and Congress as required by law.

Hard-to-Count (HTC) populations

The Census Bureau recognizes a range of sociodemographic and other groups as **hard-to-count**. The following communities are at risk of being undercounted in the 2020 census. These individuals are considered **hard-to-locate; hard-to-contact; hard-to-persuade; and/or hard-to-interview**.

- African American and Black
- American Indian and Alaska Native (AIAN)
- Asian America, Native Hawaiian, and Pacific Islander
- Children 0-5
- Hispanic / Latinx
- LGBTQ+
- Low English proficiency/ ESL
- Low internet proficiency
- Digitally disconnected communities
- Middle Eastern and North African (MENA)
- Immigrants
- Rural populations
- Young and mobile
- Renters

Hard To Count Maps: Where are the Hard-to-Count populations?

[Census Engagement Navigator, US Census Bureau](#)
[Response Outreach Area Mapper \(ROAM\), US Census Bureau](#)
[2020 Hard to Count Map, CUNY Mapping Service](#)

Official Campaign

[Shape Your Future. Start here.](#)
[Awareness Campaign videos](#)
[Ads package](#)

Communications Platform

The “Shape Your Future. START HERE.” communications platform is the foundation for all advertising and communications about the 2020 Census. This tagline highlights that people can shape their future by responding to the 2020 Census. The campaign reinforces that message by explaining how their future and their community’s future are impacted by the 2020 Census.

Research on Message Testing

2020 Census Barriers Attitudes and Motivators Study (CBAMS)

[CBAMS Summary Findings Presentation](#)
[CBAMS Survey Report](#)
[CBAMS Focus Groups Report](#)

Audience Segmentation

2020 Census audience segments are groups of census tracts with similar predicted self-response behavior and similar demographic variables associated with self-response. These audience segments were determined by the U.S. Census Bureau for their distinctive patterns of media consumption and distribution of census mindsets. The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond.

[2020 Census Audience Segment Descriptions](#)

The Census Questionnaire

Invitation Letter:

[Sample copy of the Census letter inviting households to respond](#)

Paper Questionnaire:

[2020 Census Questionnaire \(Paper Form\)](#)

[Respondent Guide](#)

Online - Internet Self Response:

[Video of the online census](#)

[Questions and Answers for Stakeholders Supporting the 2020 Census](#)

2020 Census Language Resources

U.S. Census Bureau provides translated web pages and guides in 59 non-English languages, including American Sign Language, as well as guides in braille and large print.

The online questionnaire will be available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).

[Video Language Guide](#)

[Language Guides](#)

[Language Glossaries](#)

[Language Templates](#)

Informational Links

[2020 Census Press Kit](#)

[Brand Guidelines, US Census Bureau](#)

[2020 Census Outreach Materials](#)

[Where you are counted matters- Residence Criteria](#)

National Campaigns of Census Partners

[CensusCounts.org](https://censuscounts.org)

[Countusin2020.org](https://countusin2020.org)

[Countallkids.org](https://countallkids.org)

[Hagasecontar.org](https://hagasecontar.org)

[Countthenation.org](https://countthenation.org)

[Rockthevote.org](https://rockthevote.org)

[Census.narf.org](https://census.narf.org)

Materials, Factsheets and Other Resources

[Census 101: What you Need to Know](#)

[How the 2020 Census will invite everyone to respond](#)

[Census at a Glance Factsheet/Timeline](#)

[Who counts on the census?](#)

[Questions asked on the Census](#)

[About Census Takers/Enumerators](#)

[2020 Census Press Kit](#)

[Brand Guidelines, *US Census Bureau*](#)

[2020 Census Outreach Materials](#)

[Where you are counted matters- Residence Criteria](#)

[The Census Safety and Security](#)