

2020 U.S. CENSUS: YOU COUNT!

EVERY 10 YEARS, THE U.S. CENSUS COUNTS EVERY PERSON AND HOUSING UNIT IN THE UNITED STATES.

April 1, 2020, is Census Day. No matter when you respond to the Census, you should count everyone who is living in your home as of April 1.



HOW THE CENSUS HELPS YOU

The Census:

- impacts federal funding for many public services, grants, and programs in your community and statewide – such as **hospitals and healthcare, fire and police protection, schools, roads and public transportation, housing assistance, Medicaid and child health programs, and job training**
- guides local **community planning and decision-making**
- determines your **fair representation** in the U.S. Congress and the Iowa Legislature
- affects **business development and investment**
- contributes to a **better future** for you, your family, your community, and Iowa



WHAT YOU NEED TO KNOW

- The 2020 Census is accessible for everyone. Most households will receive their Census invitation in the mail. You can respond online, by mail, or by phone. Many language options are available.
- Include everyone in your household. **Be sure to count your children.**
- Your privacy is protected, and your personal information is kept confidential. By law, your responses cannot be used against you.
- The Census Bureau will NEVER ask for Social Security numbers, bank or credit card numbers, money or donations, or anything on behalf of a political party.

For each Iowan who isn't counted in the 2020 Census, Iowa will lose federal funds every year between 2020 and 2030.



An undercount of even 0.1% could mean losing **\$89.6 MILLION** from 2020-2030. An undercount of 1% would equal 10 times as much - **\$896 MILLION**

Source: George Washington University Institute of Public Policy, <http://bit.ly/count-dollars>

Respond to your Census invitation!

Share Census information at community organizations and events, and encourage your family, friends, and colleagues to respond.



WHAT WILL YOU BE ASKED?

The 2020 Census will ask:

- how many people are living or staying at your home on April 1, 2020
- whether your home is owned or rented
- about the sex, age, race, and Hispanic, Latino, or Spanish origin of each person in your home
- about the relationship of each person in your home
- for a phone number for a person in your home

The Census will NOT ask about citizenship or immigration status.



WHAT HAPPENS TO YOUR ANSWERS?

The Census Bureau compiles your responses with responses from other households to produce statistics, which never identify you, your home, or anyone in your home. The data collection process is designed with layers of security to keep your information safe and secure. If you have concerns, you can contact the Chicago Regional Census Center by phone at 630-288-9200 or 1-800-865-6384, or by e-mail at Chicago.Regional.Office@census.gov. Learn more at www.census.gov/about/regions/chicago.html.

MORE INFORMATION

→ U.S. CENSUS BUREAU: WWW.2020CENSUS.GOV

Iowa State University Extension and Outreach Indicators Portal:

www.indicators.extension.iastate.edu/Indicators/Census

Iowa Data Center:

www.iowadatacenter.org/2020census

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It is your civic duty to participate. Completing the census is mandatory.