

U.S. Census 2020: **You Count !**

What It Is¹

Every 10 years, the U.S. Census counts every person and housing unit in the United States.

It is mandated in the Constitution to apportion Congress.

Your privacy is protected. It is against the law to publicly release responses that could identify you or your household.

By law, your responses cannot be used against you.²

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.

How to Respond³

April 1st, 2020 is Census Day.

Almost all households will receive their census invitation in the mail.

You will have the option of responding online, by mail, or by phone.

You can respond in many languages and accessibility is provided for everyone.³

Include everyone in your household. Be sure to count your children and infants.

It is your civic duty to take part and completing the census is mandatory.

What It Does for You⁴

Census data are widely and wisely used all around you and your community. The census:

- Determines the **funding level** for many public services, grants, and support in your community so that Iowa and your community gets its **fair share** of federal funding programs.

Hospitals and Healthcare

Fire and Police Departments

Schools, Education, and Daycare for Children

Roads, Highways, and Public Transportation

Housing Assistance

Medicaid and Child Health Programs

Job Training Programs

- Guides local **community planning** and **critical decisions**.

Emergency Services and Preparedness

Affordable Housing

Health Centers and Needs

Community Development Block Grants

- Determines your **fair representation** in the U.S. Congress and the Iowa Legislature.
- Guides **business** development, investment, and planning.
- Contributes to a **better future** for you, your family, your community, and for Iowa.

An Undercount in Iowa = Federal Funding Loss

Because many federal funds are distributed based on Census data, **Iowa will lose** some portion of federal funds **every year** between 2020 and 2030 for **each person missed**. It is estimated⁵ that an **undercount** in Iowa of:

- 1/10 of one percent = loss of \$89.6 million from 2020-2030
- 1/4th of one percent = loss of \$224 million from 2020-2030
- one percent = loss of \$896 million from 2020 to 2030

What Happens to Your Answers?²

The Census Bureau uses your information **only** for statistical purposes. Your responses are compiled with other homes to produce statistics which never identify your home or any person in your home.

Your personal information is kept **confidential**.

The Census Bureau is required by law to protect your information. The data collection process is designed with layers of security to keep your information safe and secure.²

Safety and Security

Census takers may be in your neighborhood as a part of Census activities. If someone visits your home to collect information you can verify their identity. They should have a valid ID badge with their photo, a U.S. Dept. of Commerce watermark, and an expiration date.² If you have concerns you can contact a Regional Census Center.⁷

Questions Asked in the 2020 Census⁶

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

The Census will **NOT** ask about citizenship or immigration status.

How You Can Help

- **Respond to your Census invitation!**
- Spread the word to your family, friends, and colleagues.
- Publicize the Census at community organizations and events.

Useful Guides and Sites

U.S. Census Bureau: <https://2020census.gov/en.html>

Iowa State University Extension and Outreach Indicators Portal: www.indicators.extension.iastate.edu/Indicators/Census

Iowa Data Center: <https://www.iowadatacenter.org/2020census>

Iowa and National League of Cities: <https://www.iowaleague.org>
<https://www.nlc.org/resource/cities-count-preparing-for-the-2020-census>

Nonprofit Vote: <https://www.nonprofitvote.org/nonprofitscount/>

YOU COUNT !! YOUR RESPONSE MATTERS !!

Resources

¹<https://2020census.gov/en/what-is-2020-census.html>

²<https://www.census.gov/library/fact-sheets/2019/dec/2020-safety-security.html>; <https://2020census.gov/en/census-takers.html>
<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>; <https://2020census.gov/en/data-protection.html>

³<https://www.census.gov/library/fact-sheets/2019/dec/2020-census-accessible.html> <https://www.census.gov/newsroom/press-kits/2019/respond-to-2020.html>

⁴<https://www.census.gov/newsroom/press-kits/2019/2020-helps-communities.html>

⁵<https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

⁶<https://2020census.gov/en/about-questions.html>

⁷The Chicago Regional Office is responsible for all data collection, data dissemination, and geographic operations for the 2020 Census in Iowa. (630) 288-9200 or 1-800-865-6384; E-mail: Chicago.Regional.Office@census.gov; <https://www.census.gov/about/regions/chicago.html>

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