2020 Census
What’s In It for US?

Lynn Whitlow
Partnership Specialist
U.S. Census Bureau
WHAT WE WILL TALK ABOUT

• What the Census Is/Is NOT
• What the Census Does for Communities
  • Health Care Services
  • Immigrant Populations
• Who Missing/Undercounted Communities
• Why Some Populations Don’t Respond/Barriers
• Resources and Contacts
CENSUS OVERVIEW

What is the Census:

• Nationwide Count of People
• Every 10 Years
• 9 Questions/9 Minutes
• When: (April 1\textsuperscript{st} is a Census Point in Time)
• Safe/Aggregate Data
• Legislative Voice/Representation
The Census is Confidential

✓ All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code

✓ We will never share a respondents personal information with other government agencies

✓ Results from the census are reported in statistical summary format only

✓ All Census Bureau employees swear a lifetime oath to protect respondent information.

✓ Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000
5 Things You May **NOT** Know About the 2020 Census

- U.S. Constitutional Mandate, Article 1, Section 2
- Records are confidential for 72 years by law (Title 44, U.S. Code)
- The Census is **ADDRESS DRIVEN** – Not Person Specific
- The Census is counting the population including young children, toddlers, babies and newborns at an address!
- Counts Citizens and Non-Citizens
WHAT THE DECENNIAL CENSUS (Short-Form) WON’T ASK/WHAT CENSUS TAKERS WON’T DO

**WILL NOT:**

- Ask for your Social Security Number
- Banking Information (or traditional security questions like your Mother’s Maiden Name)
- Ask if you are documented or your immigration status
- Disclose your responses in a manner that personally identifies an individual or family
- Disclose your information to your landlord, the IRS, or Law Enforcement or communicate your info to other entities
Start here OR go online at [uri removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [uri removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

   Number of people = □□□□

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
   Mark X all that apply.
   □ Children, related or unrelated, such as newborn babies, grandchildren, or foster children
   □ Relatives, such as adult children, cousins, or in-laws
   □ Nonrelatives, such as roommates or live-in babysitters
   □ People staying here temporarily
   □ No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.
   □ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
   □ Owned by you or someone in this household free and clear (without a mortgage or loan)?
   □ Rented?
   □ Occupied without payment of rent?

4. What is your telephone number?
   We will only contact you if needed for official Census Bureau business.
   Telephone Number
   □□□□□□□□ - □□□□□□□□ - □□□□□□□□
WHAT'S AT STAKE

✓ Apportions seats in the U.S. House of Representatives
  - (Cusp of getting an Additional Representative)

✓ Guides redistricting at the federal, state, and local levels

✓ Distribution of over $675 billion federal dollars to state and local governments

✓ Provides data for important Health funding like Medicaid, WIC, TANF, SHIP

✓ Provides data to help us understand the health of our nation and health needs

✓ Helps communities plan for future needs and statistical support for hospitals and clinics

✓ Helps us understand demographically who comprises our nation and their unique needs
Other Assistance Programs Using Census Data

- Medical Assistance Program (Medicaid)
- Supplemental Nutrition Assistance Program (SNAP)
- Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services
- Highway Planning and Construction
- Section 8 Housing Choice Vouchers
- Title I Grants to Local Education Agencies
- National School Lunch Program
- Special Education Grants (IDEA)
- State Children's Health Insurance Program (S-CHIP)
- Section 8 Housing Assistance Payments Program (Project-based)
- Head Start/Early Head Start
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Health Center Programs (Community, Migrant, Homeless, Public Housing)
- Low Income Home Energy Assistance (LIHEAP)
- Child Care and Development Fund – Entitlement
CENSUS BUREAU HEALTH STATISTICS AND DATA PRODUCTS

Health statistics are increasingly important in measuring the nation’s overall well-being. The Census Bureau provides accurate, detailed, and up-to-date statistics—covering people and business—relating to health in America.

Read More

- Disability
- Annual Capital Expenditures Survey (ACES)
- Fertility
- Health Insurance
- Small Area Health Insurance Estimates (SAHIE) Program
- HIV/AIDS Surveillance Data Base
CENSUS BUREAU HEALTH STATISTICS AND DATA PRODUCTS

Publications

PUBLICATION | NOVEMBER 08, 2019
Health Insurance Coverage in the United States: 2018
This report presents data on health insurance coverage in the United States based on information collected in the 2018 CPS ASEC.

PUBLICATION | NOVEMBER 07, 2019
Health Insurance Coverage by Type of Coverage and State: 2018
This brief uses data from the 2013, 2017, and 2018 American Community Survey 1 year estimates (ACS) to examine health insurance coverage rates.

PUBLICATION | JUNE 13, 2019
Men's Fertility & Fatherhood: 2014
This report describes the fatherhood and fertility of men in the United States.

Visualizations

FIGURE | MAY 12, 2016
Uninsured Rate for Working-Age Adults Decreases
2013-2014 Change in Uninsured Rate for Low-Income Adults Ages 18 to 64

FIGURE | MARCH 28, 2017
Uninsured Rates Decrease for Most Counties From 2014 to 2015
SNAP PROGRAM PULLED THOUSANDS ABOVE POVERTY LEVEL

Impact of SNAP on the Supplemental Poverty Rate: 3-Year Average 2016 to 2018

Note: All percentage point changes are statistically different from zero at the 90 percent confidence level.
NON-RESPONDER PROFILE/UNDERCOUNTED COMMUNITIES

• Likely to be Housing Renters

• Households with Children Under Age 5

• Low Internet Access

• WIC, SNAP, TANF, HealthCare Supplemented Households

• Historical Governmental Distrust

• Safety Net Programs/Communities that have the most to gain are the often the lowest responders
TRUST VS. RISK

WHAT ARE YOU “FIGURING OUT” WITH THAT INFORMATION?

IS THAT INFORMATION SHARED IN A WAY THAT CAN HARM ME?

“It’s the government, so the information is available to all departments of the government” - False

WHAT ABOUT ME OR MY FAMILY ARE YOU “STUDYING”?

I DON’T KNOW ENOUGH ABOUT HOW THAT INFORMATION WILL BE USED LATER...
# PERCEIVED RISK

<table>
<thead>
<tr>
<th>Census Question</th>
<th>Risk Entity</th>
<th>Perceived Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is in your household?</td>
<td>Landlord</td>
<td>People in a Household not on the lease</td>
</tr>
<tr>
<td>How Many Children live here?</td>
<td>Government, IRS, Schools</td>
<td>Claim Children or Dependents that do not live in your home</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Report a different address so your child can attend a better school</td>
</tr>
<tr>
<td>Who else Lives in your home?</td>
<td>Public Housing</td>
<td>Loss of Income Based Housing</td>
</tr>
<tr>
<td>Are You Hispanic, Latino, Spanish?</td>
<td>Immigration</td>
<td>Undocumented Persons living in Household</td>
</tr>
<tr>
<td>What is your Gender? (Transgender, LGBTQ)</td>
<td>Neighbors, Clergy, Community</td>
<td>Societal Retribution, Safety</td>
</tr>
</tbody>
</table>
Why we ask the race question.

Every 10 years since 1790, the U.S. Census Bureau has counted everyone who lives in the country, as required by the U.S. Constitution. The census collects basic information, including age, sex, Hispanic origin, and race, for every person in every household. Starting in mid-March 2020, everyone will be asked to complete the 2020 Census online, by phone, or by mail.

The race and ethnicity questions provide important statistics. Responses to census questions provide a snapshot of the nation. We ask about a person’s race to create statistics about race and to present other statistics by race groups. In 2010, for example, the statistics illustrated the nation’s changing racial diversity, as well as the size, growth, and geographic distribution of various racial population groups. In addition, the data collected in these questions is needed by federal agencies to monitor compliance with the anti-discrimination provisions of laws such as the Voting Rights Act and the Civil Rights Act.

Responding to the race question is easy. The 2020 Census follows the most recent race and ethnicity standards for the federal government set by the Office of Management and Budget in 1997. When you complete your census form, select one or more boxes for the race(s) you identify with. You can also print your origins in the write-in space, if you choose.

For more information, visit: 2020CENSUS.GOV
WHAT CONFIDENTIAL MEANS FOR YOUR CENSUS INFORMATION

YOUR ANSWERS ARE CONFIDENTIAL...

MEANS:

✓ “NO ONE CAN USE YOUR ANSWERS TO HURT YOU OR YOUR FAMILY IN ANY WAY”
RESOURCES:

CENSUS.GOV/PARTNERS (also Social Media Resources)

2020CENSUS.GOV/JOBS

FAITH INSTITUTIONS/LOCAL GOVERNMENT
SOCIAL MEDIA CONTENT AND LINKS!

Brochure About Residence Criteria
Explains what the 2020 Census is, why it's important, and how to respond.

2020 Census at a Glance
Explains the 2020 Census in a clear, concise manner and highlights key milestones relating to the upcoming census.

Information for Partners
Outlines how partnering with the 2020 Census will benefit your organization, plus other key information.
SOCIAL MEDIA CONTENT AND LINKS!
Show your support of the 2020 Census on your website.

DOWNLOAD IMAGE

Option 1
[< 1 MB]

Option 2
[< 1 MB]

More Badges

We support the 2020 Census.

Learn more at 2020census.gov.
THANK YOU!!
Questions/Contact Information

Elean Whitlow
Partnership Specialist
(615) 957-7636
Elean.L.Whitlow@2020census.gov