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

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

**95%** of households will receive their census invitation in the mail.

**Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home’s physical location (like households that use PO boxes or areas recently affected by natural disasters).

**Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don’t live in households, such as students living in university housing or people experiencing homelessness.
What to Expect in the Mail

When it’s time to respond, most households will receive an invitation in the mail.

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

Depending on how likely your area is to respond online, you’ll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

**Letter Invitation**
- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we’ll be able to serve you better if you need help over the phone.

**Letter Invitation and Paper Questionnaire**
- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

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**WHAT WE WILL SEND IN THE MAIL**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You'll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

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**We understand you might miss our initial letter in the mail.**
- Every household that hasn’t already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn’t matter which initial invitation you get or how you get it—we will follow up in person with all households that don’t respond.
Why We Ask

The 2020 Census is easy. The questions are simple.

The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Determine how many seats your state gets in Congress.
- Guide how more than $675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

Population Count (Number of People Living or Staying)
We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts and school districts.

Any Additional People Living or Staying
Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

Owner/Renter
We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation’s economy and help in administering housing programs and informing planning decisions.

Phone Number
We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

Name
We ask for names to ensure everyone in the house is counted. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.

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Sex
We ask about the sex of each person to create statistics about males and females. Census data about sex are used in planning and funding government programs, and in evaluating other government programs and policies to ensure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations and policies against discrimination in government programs and in society.

Age and Date of Birth
We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations and policies against age discrimination in government programs and in society.

Hispanic, Latino or Spanish Origin
We ask about whether a person is of Hispanic, Latino or Spanish origin to create statistics about this ethnic group. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act.

Race
We ask about a person’s race to create statistics about race and to present other statistics by race groups. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts.

Whether a Person Lives or Stays Somewhere Else
Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

Relationship
We ask about the relationship of each person in a household to one central person to create estimates about families, households and other groups. Relationship data are used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

Citizenship
A question about a person’s citizenship is used to create statistics about citizen and noncitizen populations. These statistics are essential for enforcing the Voting Rights Act and its protections against voting discrimination. Knowing how many people reside in the community and how many of those people are citizens, in combination with other information, provides the statistical information that helps the government enforce Section 2 of the Voting Rights Act and its protections against discrimination in voting.
Partnerships at a Glance

Join us as a partner and become part of a powerful network of government, nonprofit, corporate, and community organizations. Together, we can develop solutions to effectively reach everyone and encourage them to respond to the 2020 Census.

WHAT IS THE DECENNIAL CENSUS?
Every 10 years, the federal government conducts a population count of everyone in the United States. Data from the census provide the basis for distributing more than $675 billion in federal funds annually to communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy. They are also used to redraw the boundaries of congressional and state legislative districts and accurately determine the number of congressional seats each state has in the U.S. House of Representatives.

HOW ARE CENSUS DATA USED?
The 2020 Census is important for you and your community. The results help you understand how demographics—including income and education levels—and population size are changing in your area. Businesses, researchers, and policymakers depend on the high-quality data provided by the U.S. Census Bureau to make important decisions such as:

• Where to build schools, roads, and hospitals.
• Where to open new stores and expand operations.
• What products and services to sell.
• What new policies and public programs will be most helpful in your community.

WHY IS A COMPLETE AND ACCURATE COUNT SO IMPORTANT?
The census is a valuable tool for improving communities across the country. If your community members don’t respond, your community may not receive the funding it needs. It is important that everyone understand the importance of the census.

WHY SHOULD I BECOME A 2020 CENSUS PARTNER?
As a trusted voice, you have a critical role to play in reaching the communities you serve. You can support our goal of a complete and accurate count by explaining to your community, customers, members, or stakeholders why participating is important. By partnering with the Census Bureau, you serve as a 2020 Census ambassador. Your efforts in spreading the message and mobilizing your stakeholders to respond to the census will provide accurate data for your community.

Serving as a 2020 Census partner means you can help ensure that the people you care about are accurately counted and represented, which in turn will increase the accuracy of the census data that are used by organizations like yours to make important decisions.
WHAT OUTREACH RESOURCES EXIST FOR 2020 CENSUS PARTNERS?

Outreach is not a one-size-fits-all approach. That is why the Census Bureau provides various types of resources to help partners tailor their outreach to their communities. As a partner, you will have access to:

- A community outreach toolkit (with a Census 101 handout, printable stickers, and outreach tips and tricks).
- Mapping tools to better understand the demographic composition and characteristics of your communities.
- Resources on Census Bureau confidentiality and data security efforts to keep census responses secure.

WHAT CAN I DO AS A 2020 CENSUS PARTNER?

There are many ways to make a difference as a 2020 Census partner, including by:

- Using Census Bureau tools, information, and messaging in creative ways to increase public participation—for example, through newsletters, co-branded products, and social media.
- Providing information to your community, customers, members, or stakeholders about the importance and benefits of participating in the 2020 Census.
- Hosting a workshop to develop possible solutions to 2020 Census challenges in your community and generate commitments to tackle them.
- Forming and getting involved in a Census Complete Count Committee to educate and motivate residents to participate in the 2020 Census. To learn more about the Complete Count Committees or to start one in your community, visit census.gov/2020completecount.
- Inviting Census Bureau officials to present at your next event.
- Signing up and being recognized.
- Encouraging people in your community to work for the Census Bureau, and sharing this link with them: 2020census.gov/jobs.

INTERESTED IN PARTNERING WITH THE CENSUS BUREAU?

National organizations interested in partnering with the Census Bureau can contact the 2020 Census Partnership Program at census.partners@census.gov to share ideas about how we can work together to ensure a complete and accurate count.

State and local organizations can reach out to their regional census center using the contact information below.

**Atlanta**
Phone: 404-889-6520
E-mail: Atlanta.rcc.partnership@2020census.gov

**Chicago**
Phone: 312-579-1605
E-mail: Chicago.rcc.partnership@2020census.gov

**Dallas**
Phone: 972-510-1800
E-mail: Dallas.rcc.partnership@2020census.gov

**Los Angeles**
Phone: 213-314-6500
E-mail: Los.Angeles.rcc.partnership@2020census.gov

**New York**
Phone: 212-882-2130
E-mail: New.York.rcc.partnership@2020census.gov

**Philadelphia**
Phone: 267-780-2530
E-mail: Philadelphia.rcc.partnership@2020census.gov

We look forward to welcoming you as a Census Bureau partner!

WHERE CAN I GO TO LEARN MORE?

To learn more about becoming a 2020 Census partner, visit census.gov/partners.

For the latest updates on the 2020 Census, visit 2020census.gov.
The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.
There are no exceptions.
The law requires the Census Bureau to keep everyone’s information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual’s responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It’s your choice: you can respond securely online, by mail, or by phone.
You will have the option of responding online, by mail, or by phone. Households that don’t respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.
The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.
At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau’s data protection and privacy program at www.census.gov/privacy.
El Censo del 2020 y la Confidencialidad

Sus respuestas al Censo del 2020 están seguras, a salvo y protegidas por la ley federal. Sus respuestas se pueden usar solamente para producir estadísticas—no se pueden usar en su contra de ninguna manera. Por ley, todas las respuestas a las encuestas sobre hogares y empresas que realiza la Oficina del Censo de los EE. UU. se mantienen completamente confidenciales.

Responda al Censo del 2020 para dar forma al futuro.

Responder al censo ayuda a las comunidades a obtener los fondos que necesitan y ayuda a las empresas a tomar decisiones basadas en datos que hacen crecer a la economía. Los datos del censo influyen en nuestra vida diaria, aportando información para tomar decisiones importantes sobre el financiamiento de servicios e infraestructura en su comunidad, incluyendo atención médica, centros para personas de la tercera edad, empleos, representación política, carreteras, escuelas y negocios. Más de $675 mil millones de fondos federales se distribuyen a los estados y a las comunidades locales basándose en los datos del censo.

Sus respuestas al censo están seguras y a salvo.

La Oficina del Censo está obligada por ley a proteger toda la información personal que se recopile y a mantenerla en estricta confidencialidad. La Oficina del Censo puede usar sus respuestas solo para producir estadísticas. De hecho, cada uno de los empleados de la Oficina del Censo presta un juramento para proteger su información personal de por vida. Sus respuestas no se pueden usar para fines del cumplimiento de la ley o para determinar su elegibilidad personal para beneficios del gobierno.

Por ley, sus respuestas no pueden ser usadas en su contra.

Por ley, sus respuestas al censo no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno ni tribunal—ni por el Buró Federal de Investigaciones (FBI), ni por la Agencia Central de Investigaciones (CIA). En conformidad con el Título 13 del Código de los EE. UU., la Oficina del Censo no puede divulgar ninguna información identificable sobre individuos, hogares o empresas, ni siquiera a agencias encargadas de hacer cumplir la ley.

La ley es clara: no se puede compartir ninguna información personal.

En conformidad con el Título 13 del Código de los EE. UU., la Oficina del Censo no puede divulgar ninguna información identificable sobre individuos, hogares o empresas, ni siquiera a agencias encargadas de hacer cumplir la ley.

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La ley es clara: no se puede compartir ninguna información personal.
de Inteligencia (CIA), ni por el Departamento de Seguridad Nacional (DHS), ni por el Servicio de Inmigración y Control de Aduanas de los EE. UU. (ICE). La ley exige a la Oficina del Censo mantener confidencial su información y usar sus respuestas solo para producir estadísticas.

No hay excepciones.

La ley exige a la Oficina del Censo mantener confidencial la información de todas las personas. Por ley, sus respuestas no pueden ser usadas en su contra de ninguna manera por ninguna agencia del gobierno o tribunal. La Oficina del Censo no compartirá las respuestas de ninguna persona con las agencias de inmigración o las agencias encargadas de hacer cumplir la ley, ni permitirá que esa información se use para determinar la elegibilidad para beneficios del gobierno. El Título 13 deja muy claro que la información que recopilamos se puede usar solo para propósitos estadísticos—no podemos permitir que se use para nada más, incluyendo el cumplimiento de la ley.

La opción es suya: usted puede responder de manera segura por internet, por teléfono o por correo.

Usted tendrá la opción de responder por internet, por correo o por teléfono. Un censista visitará los hogares que no respondan de una de estas maneras para recopilar la información en persona. La ley protege su información personal, sin importar cómo responda.

Sus respuestas por internet están a salvo de la piratería informática (hacking) y otras amenazas cibernéticas.

La Oficina del Censo toma rigurosas precauciones para mantener seguras las respuestas por internet. Todos los datos que se envíen por internet son cifrados para proteger la privacidad personal, y nuestro programa de seguridad cibernética cumple con los estándares más exigentes y recientes para proteger la información personal. Una vez que se reciben los datos, ya no permanecen en línea. Desde el momento en que la Oficina del Censo recopila las respuestas, nuestro objetivo y obligación legal es mantenerlas seguras.

Estamos comprometidos a mantener la confidencialidad.

En la Oficina del Censo de los EE. UU., estamos absolutamente comprometidos a mantener confidenciales sus respuestas. Este compromiso significa que es seguro responder al censo sabiendo que sus respuestas solo se usarán para pintar un retrato estadístico de nuestra nación y sus comunidades.

Averigüe más sobre el programa de protección de datos y privacidad de la Oficina del Censo en www.census.gov/privacy.
Counting Young Children in the 2020 Census

Counting everyone once, only once, and in the right place

An estimated 5 percent of kids under the age of 5 weren’t counted in the 2010 Census. That’s about 1 million young children, the highest of any age group.

We need your help closing this gap in the 2020 Census. Here’s what our research tells us about why young children are missed and what you can do to help make sure they are counted.

<table>
<thead>
<tr>
<th>Common situations where young children aren’t counted</th>
<th>How you can help?</th>
</tr>
</thead>
<tbody>
<tr>
<td>The child splits time between two homes.</td>
<td>• Emphasize that the census counts <strong>everyone where they live</strong> and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.</td>
</tr>
<tr>
<td>The child lives or stays with another family or with another relative such as a grandparent.</td>
<td>• If the child truly spends equal amounts of time between two homes, count them where they stayed on <strong>Census Day, April 1</strong>. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.</td>
</tr>
<tr>
<td>The child lives in a lower income household.</td>
<td>• Explain to service providers and families that responding to the census helps determine <strong>$675 billion in local funding</strong> for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children’s Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.</td>
</tr>
<tr>
<td>The child lives in a household with young parents or a young, single mom.</td>
<td>• Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should <strong>only take about 10 minutes</strong> to fill out and can be done online or over the phone, in addition to mailing it back.</td>
</tr>
<tr>
<td>The child is a newborn.</td>
<td>• Emphasize that parents should <strong>include babies</strong> on census forms, even if they are still in the hospital on April 1.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Encourage facilities</strong> providing services to newborns to remind parents about the importance of counting their children on the census form.</td>
</tr>
<tr>
<td></td>
<td>• Highlight the fact that the census form only takes about 10 minutes to complete, and parents can <strong>fill it out online or over the phone in addition to paper</strong> at a time that works best for them.</td>
</tr>
</tbody>
</table>

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U.S. CENSUS BUREAU
census.gov
### Common situations where young children aren’t counted

<table>
<thead>
<tr>
<th>Situation</th>
<th>How you can help</th>
</tr>
</thead>
</table>
| The child lives in a household that is large, multigenerational, or includes extended or multiple families. | • Remind the person filling out the form to count all children, including nonrelatives and children with no other place to live, even if they are only living at the address temporarily on April 1.  
  • Spread the word that the census **counts all people living or staying** at an address, not just the person or family who owns or rents the property. |
| The child lives in a household that rents or recently moved.               | • Encourage renters and recent movers to complete their census forms **online or over the phone**, right away. That way they don’t need to worry about paper forms getting lost in the move.  
  • **Focus efforts** on multiunit buildings that are likely to have renters. |
| The child lives in a household where they’re not supposed to be, for one reason or another. | • Please explain to those that have children living in places where they aren’t allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children because the Census Bureau **does not share information** so it can’t be used against them.  
  • Emphasize the Census Bureau’s legal commitment to keep census **responses confidential**.  
  • Explain that the Census Bureau **will never share information** with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits. |
| The child lives in a non-English or limited-English speaking household.    | • **Conduct outreach** and create resources in non-English languages that highlight the importance of counting young children.  
  • **Encourage non-English speakers to self-respond** to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English. |
| The child lives in a household of recent immigrants or foreign-born adults. | • Work with community members to conduct outreach in neighborhoods with recent immigrants. **Focus efforts** on the community’s gathering places like local grocery stores, places of worship, and small restaurants.  
  • Emphasize the Census Bureau’s legal commitment to keep census responses confidential. Explain that the Census Bureau will never share information with immigration enforcement agencies like Immigration and Customs Enforcement (ICE), law enforcement agencies like the police or Federal Bureau of Investigation (FBI), or allow this information to be used to determine eligibility for government benefits. |