

# THE 2020 CENSUS

UCLA 2020 Census  
Engagement Project



# Outline

1. What Is the Census?
2. Why Does the Census Matter?
3. Barriers to Overcome with the Census
4. Census Timeline
5. How to Fill out the Census
6. Resources



# What is the Census?

According to **Article 1, Section 2** of the Constitution...

*“[An] Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within **every subsequent Term of ten Years**, in such Manner as they shall by Law direct.”*



# What is the Census?

A constitutionally mandated headcount by the federal government to be taken every 10 years & counts each person living in the U.S.

*The Census collects/asks for the following information:*

- Name
- Age
- Birth
- Race
- Ethnicity
- Sex
- Relationship to person responding
- Number in household (even non-family)

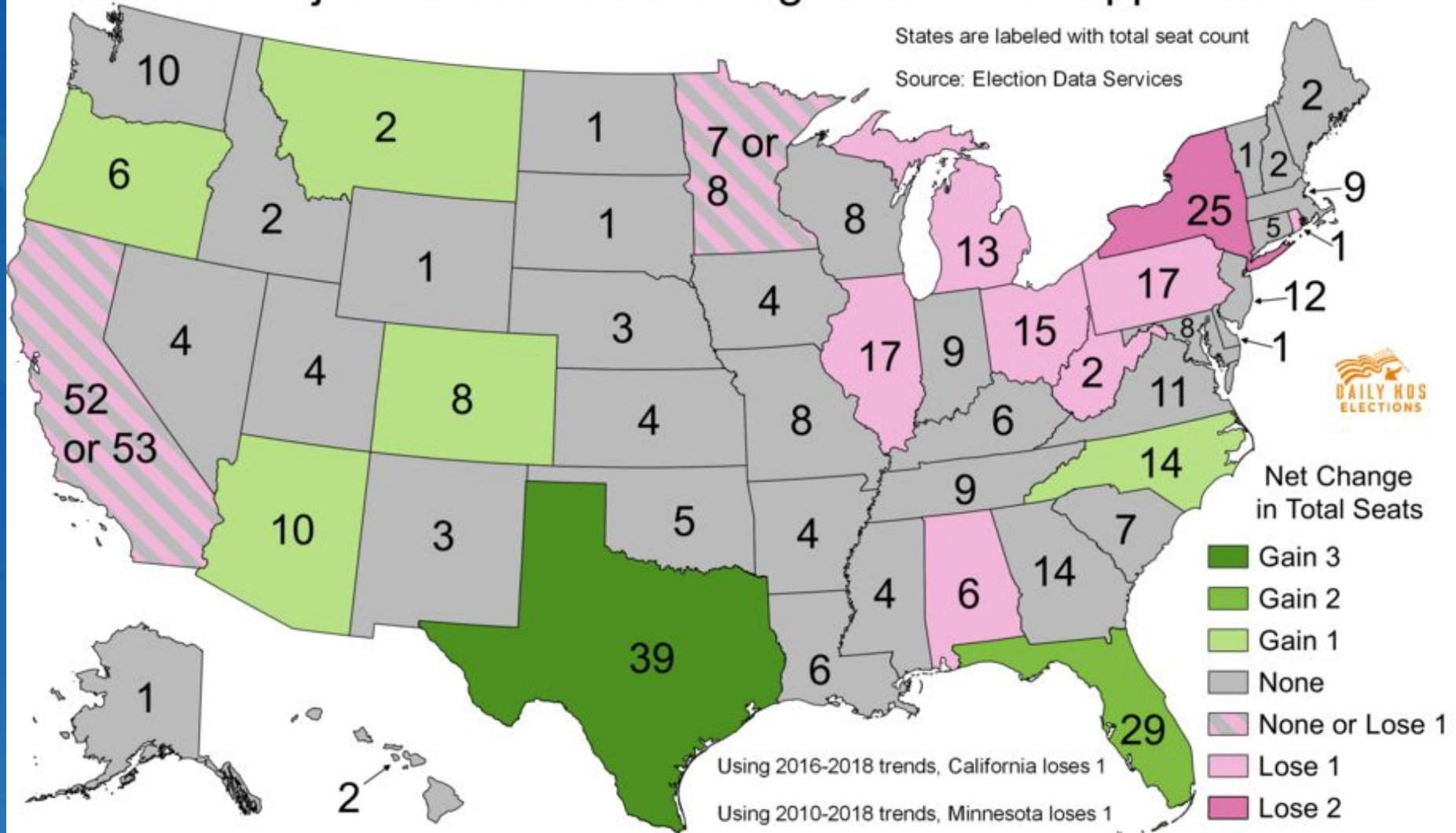


# Why Does the Census Matter?

Census 2020 will determine the political power distribution until 2030

Representation	Funding	Policy
<ul style="list-style-type: none"><li>● Congressional apportionment and redistricting</li><li>● State Representation in the House</li><li>● 2020: California is at-risk of losing a seat in the House</li></ul>	<ul style="list-style-type: none"><li>● Medicaid</li><li>● SNAP</li><li>● Foster Care</li><li>● <b>Education Programs</b></li><li>● Child Welfare Programs</li><li>● Affordable Housing</li><li>● Job Training</li><li>● Transportation</li><li>● Programs for Seniors and Veterans</li><li>● Head Start</li><li>● <b>School Lunches</b></li></ul>	<ul style="list-style-type: none"><li>● Public policies use Census data</li><li>● Enforce laws, regulations, and policies against discrimination</li></ul>

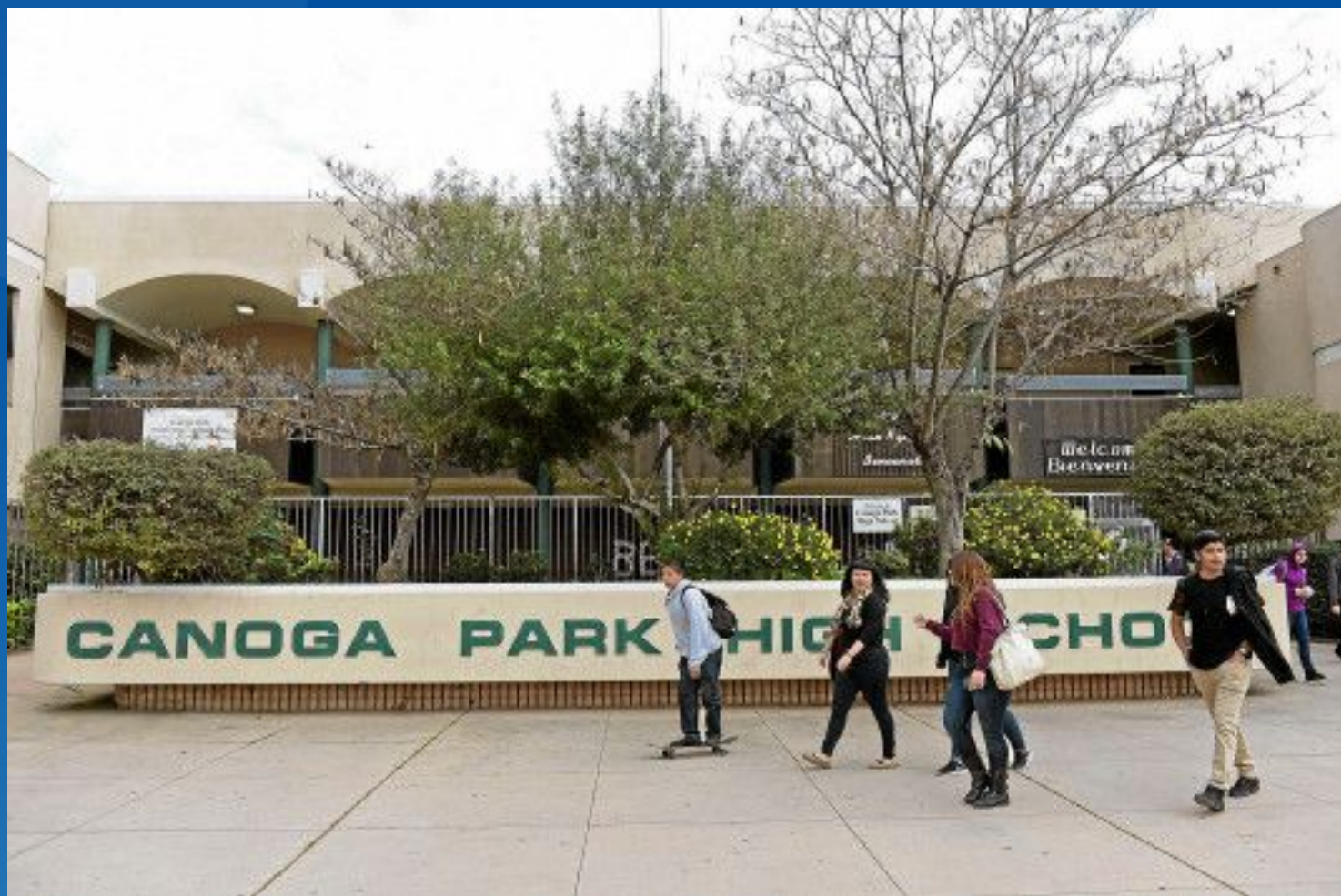
# Census Projections for 2020 Congressional Reapportionment



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# Policy Example: Voting Rights Act of 1965



# Barriers to Overcome

- **2020 Specific:**
  - Digital Literacy
  - Internet Access
  - Linguistic Access
- **Confidentiality**
- **Census undercount**
  - Hard-to-Count Populations



# Hard-to-Count Populations

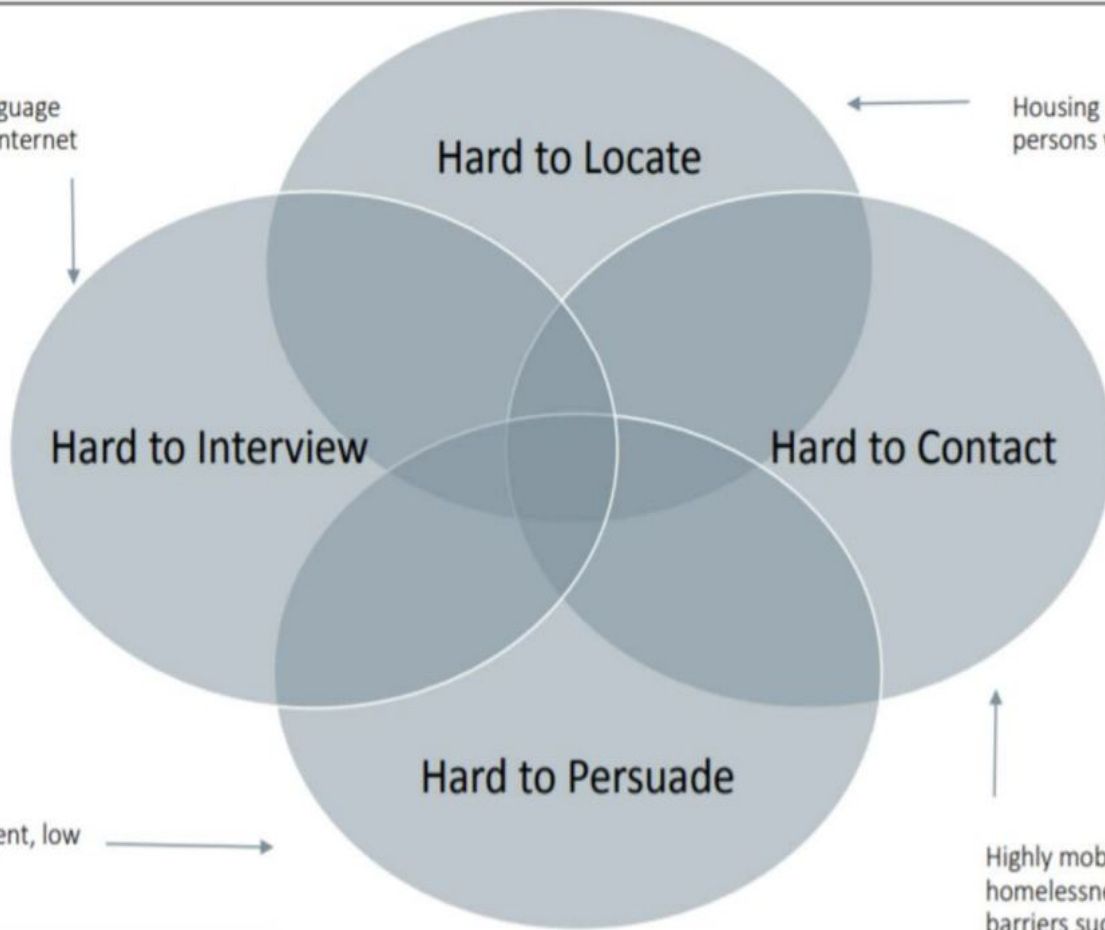
- Young children
- College students
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low-income persons
- Persons experiencing homelessness
- Undocumented immigrants
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons living in non-traditional housing



# Think, Pair, Share

Why wouldn't these populations be willing or able to participate in the Census? What makes them hard-to-count?

Participation hindered by language barriers, low literacy, lack of internet access



Housing units not in our frame and/or persons wanting to remain hidden

Hard to Interview

Hard to Contact

Hard to Persuade

Suspicious of the government, low levels of civic engagement

Highly mobile, people experiencing homelessness, physical access barriers such as gated communities

# Census Timeline

JANURARY-  
MARCH



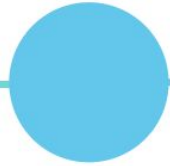
Education and  
outreach

MARCH



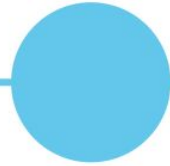
Letter mailed to  
home address  
inviting you to  
respond to the  
Census

APRIL 1ST



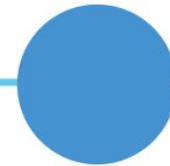
Census Day

MAY



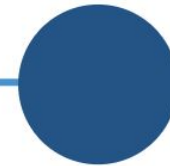
Follow-up  
enumerators  
will begin to  
visit homes

DECEMBER



Census  
enumeration  
delivered to  
President

MARCH 31ST, 2021



Apportionment  
information  
given to states

# Where do I fill out the Census?

- Self-Response Period (starts in March)
  - Invitation to respond mailed out
  - Internet: [2020census.gov](https://2020census.gov)
  - Phone available in 12 languages
- Census Action Kiosks
  - Public spaces, like libraries, city hall, recreation and park centers, etc.
- Non-response Follow-Up Period (starts in May)
  - Mail/Paper Form
  - Census Enumerators



This is the official questionnaire for this address.  
It is quick and easy to respond, and your answers are protected by law.

Para completar el cuestionario en español, dele la vuelta y complete el lado verde.

FOR  
OFFICIAL  
USE ONLY

Go to: 2020census.gov



Start here OR go online at [url 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 [url 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  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  
  -   -

Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name   MI   
Last Name(s)

6. What is Person 1's sex? Mark  ONE box.

- Male  Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.  
Age on April 1, 2020  years Month  Day  Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?

Mark  one or more boxes AND print origins.

- White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

- Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

- American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow, Inupiat Traditional Government, Nome Eskimo Community, etc.

- Chinese  Vietnamese  Native Hawaiian
- Filipino  Korean  Samoan
- Asian Indian  Japanese  Chamorro

- Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.

- Some other race — Print race or origin.

→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.



**1. Print name of Person 2**

First Name MI Last Name(s)

**2. Does this person usually live or stay somewhere else?**

Mark [X] all that apply.
No
Yes, for college
Yes, for a military assignment
Yes, for a job or business
Yes, in a nursing home
Yes, with a parent or other relative
Yes, at a seasonal or second residence
Yes, in a jail or prison
Yes, for another reason

**3. How is this person related to Person 1? Mark [X] ONE box.**

Opposite-sex husband/wife/spouse
Opposite-sex unmarried partner
Same-sex husband/wife/spouse
Same-sex unmarried partner
Biological son or daughter
Adopted son or daughter
Stepson or stepdaughter
Brother or sister
Father or mother
Grandchild
Parent-in-law
Son-in-law or daughter-in-law
Other relative
Roommate or housemate
Foster child
Other nonrelative

**4. What is this person's sex? Mark [X] ONE box.**

Male Female

**5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.**

Age on April 1, 2020
Print numbers in boxes.
Month Day Year of birth

NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

**6. Is this person of Hispanic, Latino, or Spanish origin?**

No, not of Hispanic, Latino, or Spanish origin
Yes, Mexican, Mexican Am., Chicano
Yes, Puerto Rican
Yes, Cuban
Yes, another Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

**7. What is this person's race?**

Mark [X] one or more boxes AND print origins.

White - Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
Chinese
Filipino
Asian Indian
Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc.
Vietnamese
Korean
Japanese
Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc.
Native Hawaiian
Samoan
Chamorro
Some other race - Print race or origin.

If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.

Use this section to complete information for the rest of the people you counted in Question 1 on the front page. We may call for additional information about them.

**Person 7**

Person 7
First Name MI Last Name(s)
Sex Age on April 1, 2020 Date of Birth Related to Person 1?
Male Female years Month Day Year of birth Yes No

**Person 8**

Person 8
First Name MI Last Name(s)
Sex Age on April 1, 2020 Date of Birth Related to Person 1?
Male Female years Month Day Year of birth Yes No

**Person 9**

Person 9
First Name MI Last Name(s)
Sex Age on April 1, 2020 Date of Birth Related to Person 1?
Male Female years Month Day Year of birth Yes No

**Person 10**

Person 10
First Name MI Last Name(s)
Sex Age on April 1, 2020 Date of Birth Related to Person 1?
Male Female years Month Day Year of birth Yes No

FOR OFFICIAL USE ONLY

Thank you for completing your 2020 Census questionnaire.

JIC1 JIC2

If your enclosed postage-paid envelope is missing, please mail your completed questionnaire to:

U.S. Census Bureau
National Processing Center
[address removed]

If you need help completing this questionnaire, call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

TDD - Telephone display device for the hearing impaired. Call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

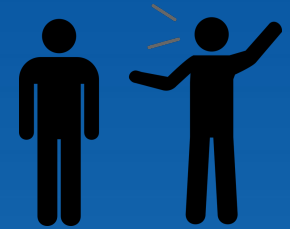
The U.S. Census Bureau estimates that completing the questionnaire will take 10 minutes on average. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-1006, U.S. Census Bureau [address removed] Washington, DC 20233. You may email comments to [email address removed]. Use "Paperwork Reduction Project 0607-1006" as the subject.

This collection of information has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number 0607-1006 confirms this approval. If this number were not displayed, we could not conduct the census.



# What can YOU do?

1. **Fill out the Census** for your household or ensure someone in your household fills it out
2. **Tell others** about the importance of the Census & encourage participation
  - Be the “Trusted Messenger”
  - Be an advocate for yourself and your community
  - Incorporate information into community events
3. **Speak on issues or concerns** that the Census will impact that your intended audience will care about
  - Frame the Census as relevant and impact on their everyday life
4. Let community members know ways they can get **language assistance**
5. **Volunteer** for organizations providing questionnaire assistance



# Myth or Fact?

The Census will include a question about citizenship.

**MYTH: Despite the current administration's attempts, there will be no question asking about citizenship status and undocumented and other non-citizen residents should still complete the Census.**

# Myth or Fact?

The Census will never ask for donations, credit card information, or social security number.

**FACT: The Census will not ask for any of these. You can also verify Census workers are legitimate through the Census Bureau's website.**

# Myth or Fact?

If you fill out the census, any government agency and your landlord will have access to your personal information.

**MYTH: Only aggregate (not personal) level data is released to other government institutions - it is illegal for any Census Employee to share any personal data.**

# Myth or Fact?

The person filling out the Census is required to write down each individual's full name on the form.

**MYTH:** You can actually just put “Person 1, Person 2, etc.” if you are concerned about privacy.

# Myth or Fact?

You can use a cross street if you don't have a current street address.

**FACT: Also, if you have moved recently use the address you lived in on April 1st.**



# Census Resources

- **Census.LACity.org**
  - Social media toolkit
- **CountUsIn2020.org**
- **2020CensusEngagement.org**
  - Other UCLA campaigns: high schools, college students, LGBTQ folks, community colleges, first-generation and undocumented students
- **Census Goodwill Ambassador program (for 18+)**
  - City of LA recruit volunteers to assist with outreach  
[census.lacity.org/outreach-resources/volunteer](https://census.lacity.org/outreach-resources/volunteer)
- Finding a location to **host a community event** for 25+ people  
contact [Mayor.LAcensus2020@lacity.org](mailto:Mayor.LAcensus2020@lacity.org)



# I'M COUNTING



MYSELF



MY LOVED ONES



\_\_\_\_\_

# ON THE 2020 CENSUS



NAME \_\_\_\_\_

United States®  
Census  
2020

# REMEMBER TO



TELL YOUR  
FRIENDS & FAMILY



SHARE WHAT YOU  
LEARNED TODAY



FILL OUT THE CENSUS:  
[www.2020census.gov](http://www.2020census.gov)

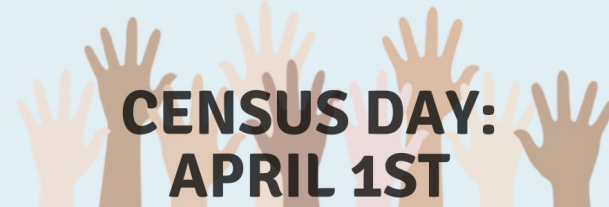


additional resources:

[census.lacity.org](http://census.lacity.org)

[countusin2020.org](http://countusin2020.org)

[2020censusengagement.org](http://2020censusengagement.org)



**CENSUS DAY:  
APRIL 1ST**

United States®  
Census  
2020