

When we all respond, we all benefit.

When everyone is counted in the 2020 Census, our communities get the funding they need for things like health care, education, emergency services, and more.

#MakeRoCoCount

2020CENSUS.GOV



Respond your way to the 2020 Census.

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding. All of them are easy!



The 2020 Census marks the first time you will be invited to respond online—even on your mobile device. The online form is available in many different languages. Visit 2020CENSUS.GOV for more information about responding online.

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Census data impacts funding for things like:

- › Education programs and grants
- › Public transportation
- › Medicare and Medicaid
- › Supplemental Nutrition Assistance Program
- › Libraries
- › Community centers
- › School meal programs
- › Parks, playgrounds, and recreational facilities

For more information, visit:

2020CENSUS.GOV

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Support small businesses. Complete the census.

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. This data can help businesses better understand how to serve their customers, where to open new locations, and where to find a skilled workforce. Respond to the 2020 Census online, by phone, or by mail for a complete and accurate census.

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Census data helps inform future business decisions on things like:

- Expansions and closures
- Hiring strategies
- Products to offer
- Targeting your consumer base
- Engaging your environment and community

For more information, visit:
2020CENSUS.GOV

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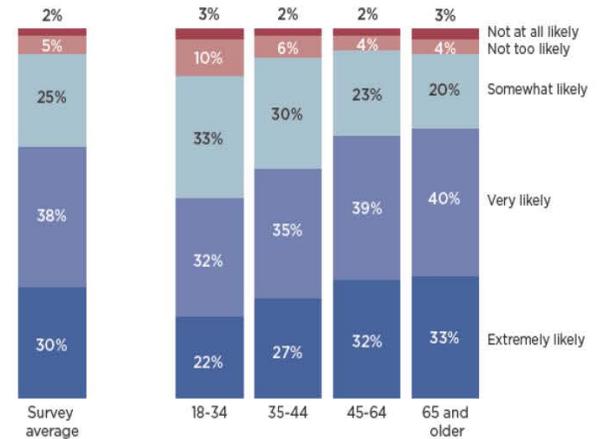
Why We Ask You to Allocate Resources to the 2020 Census

- Political Power
 - Census is constitutionally mandated for re-apportionment of Congress
 - Census results are used for Redistricting at national, state, and local levels.
- Money/Economic Impact
 - Federal funding is distributed to state and local governments using Census numbers (Over \$4 Trillion over the decade).

2020 Census New Initiatives

- Allowing people to respond anytime, anywhere, via **phone or internet**. Tests have shown internet self-response is the most cost effective and accurate way. Residents can also complete the Census using the form.
- The Census Bureau is eliminating paper and incorporating the use of handheld data collection devices.

How Likely Would You Be to Fill Out the Census Form?



Notes: All estimates were rounded so that the sum of estimates equals 100 percent.

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Source: 2020 Census Barriers, Attitudes,
and Motivators Study (CBAMS)
Public Use Microdata Sample

The goal of the 2020 Census is to count everyone once, only once and in the right place.

Privacy and Confidentiality

- Under Title 13, U.S. Code, all Census Bureau employees swear a lifetime oath to protect respondent data. It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment, and the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000.
- We protect information by taking precautions in how we collect, analyze and disseminate information. The Census Bureau has strong program to protect information as they collect, process and store it in secure IT systems.
- The Census Bureau encrypts information, limits access, and actively monitors systems to make sure information stays secure.



It is important
to note that
the US Census
Bureau

never asks for your full Social Security number;

never asks for money or a donation;

never sends requests on behalf of a political party;

never requests PIN codes, passwords or similar access information for credit cards, banks or other financial accounts.