Census 101

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

What is the census?

A constitutionally required count of housing units and everyone living in the United States and Puerto Rico conducted every ten years

Results are used to allocate congressional representatives for each state

When is the 2020 Census?

Census Day is April 1, 2020

Online response will be available March 23, 2020

Most households will receive a postcard with instructions in early to mid-March 2020

Why does it matter for Utah?

Utah has been the fastest growing state in the nation since the 2010 Census

Our population has become more diverse both racially and ethnically as well as in age

The 2020 Census provides a once in ten-year opportunity to discover and understand Utah's population

Yes!

Most households in Utah will get a postcard inviting them to participate online; some households in more rural or remote areas will get personal visits from census personnel

If you don't respond, Census Bureau employees will follow up with a personal visit

Should I respond to the census?

How can people complete the census?

Online, using the internet or a cell phone

Using a paper form

Over the telephone, by calling the census call center listed on the census card

By responding to a census enumerator

Census forms are available in 13 different languages
Are my responses confidential?

All data is protected under Title 13 of the U.S. Code, records are confidential for 72 years by law, all Census Bureau employees swear a lifetime oath to protect respondent information; the penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

The U.S. Census Bureau will never share a respondent's personal identifiable information with other government agencies.

Data is only released in summary tables, no individual records are released.

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Why is this important?

<table>
<thead>
<tr>
<th>Funding</th>
<th>Political Power</th>
<th>Planning</th>
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<tr>
<td>In FY2016, Utah received nearly $5.7 billion from 55 federal spending programs guided by data derived from the 2010 Census; this equates to about $1,870 per Utahn.</td>
<td>New census results mean a review of existing boundaries for political office.</td>
<td>Census results create the baseline for population projections that help provide a picture of Utah’s future - used by schools, hospitals, businesses, governments, etc.</td>
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<tr>
<td>Programs supported by funding:</td>
<td>These impacts go all the way from the Utah Senate to local boards of education and city councils.</td>
<td>If we get an inaccurate count, it impacts our ability to plan for the entire decade.</td>
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<td>» Title 1 grants to educational agencies</td>
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<td>» Head Start programs</td>
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<td>» Women, Infants, and Children (WIC)</td>
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<td>» Transportation (public transit, road rehabilitation, and construction)</td>
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<td>» Emergency food and shelter</td>
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<td>» Health and human services programs</td>
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RESOURCES


Counting for Dollars, Utah


Utah Complete Count Committee: [Census.Utah.gov](http://Census.Utah.gov)

For more information visit [Census.utah.gov](http://Census.utah.gov) or contact

Governor's Office: 801-538-1427 • Utah State Data Center: 801-587-9224
How the 2020 Census will invite everyone to respond

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.
How the 2020 Census will invite everyone to respond

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.

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>On or between</th>
<th>You'll receive:</th>
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<tbody>
<tr>
<td></td>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
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<tr>
<td></td>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
</tbody>
</table>

If you haven't responded yet:

- March 26–April 3: A reminder postcard.
- April 8–16: A reminder letter and paper questionnaire.
- April 20–27: A final reminder postcard before we follow up in person.

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.
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.

United States Census 2020

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to $250,000 and/or up to 5 years in prison.
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.