

2020 Census Resources Guide

Get Out the Count Video Prize Challenge

Introduction

This document is a quick reference guide to information about the census, key messaging, and links and resources to aid and inform in the creation of Get Out the Count (GOTC) video content to promote the 2020 Census. Visit 2020census.gov for additional, up to date information.

Key Facts About the Census

The basics

- The census counts every person living in the United States, regardless of age or citizenship status, every 10 years in years ending in 0.
- It's in the Constitution.

It's important

- It's about money, power, and data.
- Every 10 years we help decide how taxpayer dollars come back to our communities. The 2020 Census will help to distribute billions of dollars in federal resources to your community.
- Our community gets resources based on census population counts, that help pay for hospitals, emergency services, schools, roads, and more.
- An accurate and complete census helps businesses, community leaders and elected officials make informed decisions every day.

It's easy

- For the first time, people can respond online and by phone, in addition to the mail-in option. Your response impacts funding for your community for critical services for the next 10 years.
- The next decennial census happens in 2030.

It's safe and confidential

- Your data is protected and it's confidential. Federal law protects your responses, which cannot be shared with law enforcement, immigration agencies, or housing authorities.

COVID-19 & the 2020 Census

- The 2020 Census is underway and the most important and safe thing you can do is respond online, by phone, or by mail. It has never been easier to respond to the 2020 Census.
- Responding now will minimize the need for the Census Bureau to send census takers out into communities to follow up with households.
- Please [check this page regularly for updates](#) and adjustments in response to COVID-19. See the latest [status of operations & current timeline](#).

Key 2020 Census Dates

- **March 12:** Households began receiving official Census Bureau mail with detailed information on how to respond to the 2020 Census online, by phone, or by mail.
- **April 1:** Census Day (a reference and activation day) — i.e., when completing the census, you include everyone living in your home as of April 1, 2020. Census Day was celebrated with events across the country.
- **March 12 – October 31:** Self-Response Phase. Everyone can complete the 2020 Census online, by phone or by mail.
- See the [latest operational timeline here](#).

Get Inspired, Make a Video

Below are sample video scripts. Check out Census Bureau resources: [Library of PSA's](#) / [PSA Toolkit](#) and head over to our [YouTube channel](#) to get inspired!

10 seconds

When you respond to the 2020 Census you help ensure that your community receives the funding for healthcare that it deserves. Respond today at [2020Census.gov](#).

10 seconds

In our country, everyone counts—no matter who you are, how you worship, or whom you love. The 2020 Census is how this great American promise is kept. Respond today at [2020Census.gov](#).

10 seconds

Even while social distancing, please take a moment to respond to the census. You can do it online, by phone, or by mail. Respond today at [2020Census.gov](#).

15 seconds

Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to [2020Census.gov](#) and respond today to make America's tomorrow brighter.

15 seconds

The COVID-19 pandemic underscores the importance of census data and responding to the 2020 Census. Respond today at 2020Census.gov and make sure your family, friends, and neighbors do too! It's safe, easy, and important.

15 seconds

It's time to respond to the 2020 Census. Your community needs your help. It's essential that everyone gets counted, including young children. Your responses are safe and confidential. Respond today at 2020Census.gov.

15 seconds

The COVID-19 pandemic underscores the importance of Census data and responding to the 2020 Census. Together with data from the Census Bureau's American Community Survey, census data also allows scientists and healthcare experts to model the potential impact of an emerging health threat. Respond today at 2020Census.gov.

30 seconds

The COVID-19 pandemic underscores the importance of responding to the 2020 Census and the importance of census data. That's because your response helps shape decisions about how billions of dollars in federal funds flow into communities each year for the next 10 years for critical services. Like health care clinics. And hospitals. And emergency services like EMTs and fire departments. Emergency situations like COVID-19 illustrate just how important it is to respond to the census. So please do today at 2020Census.gov.

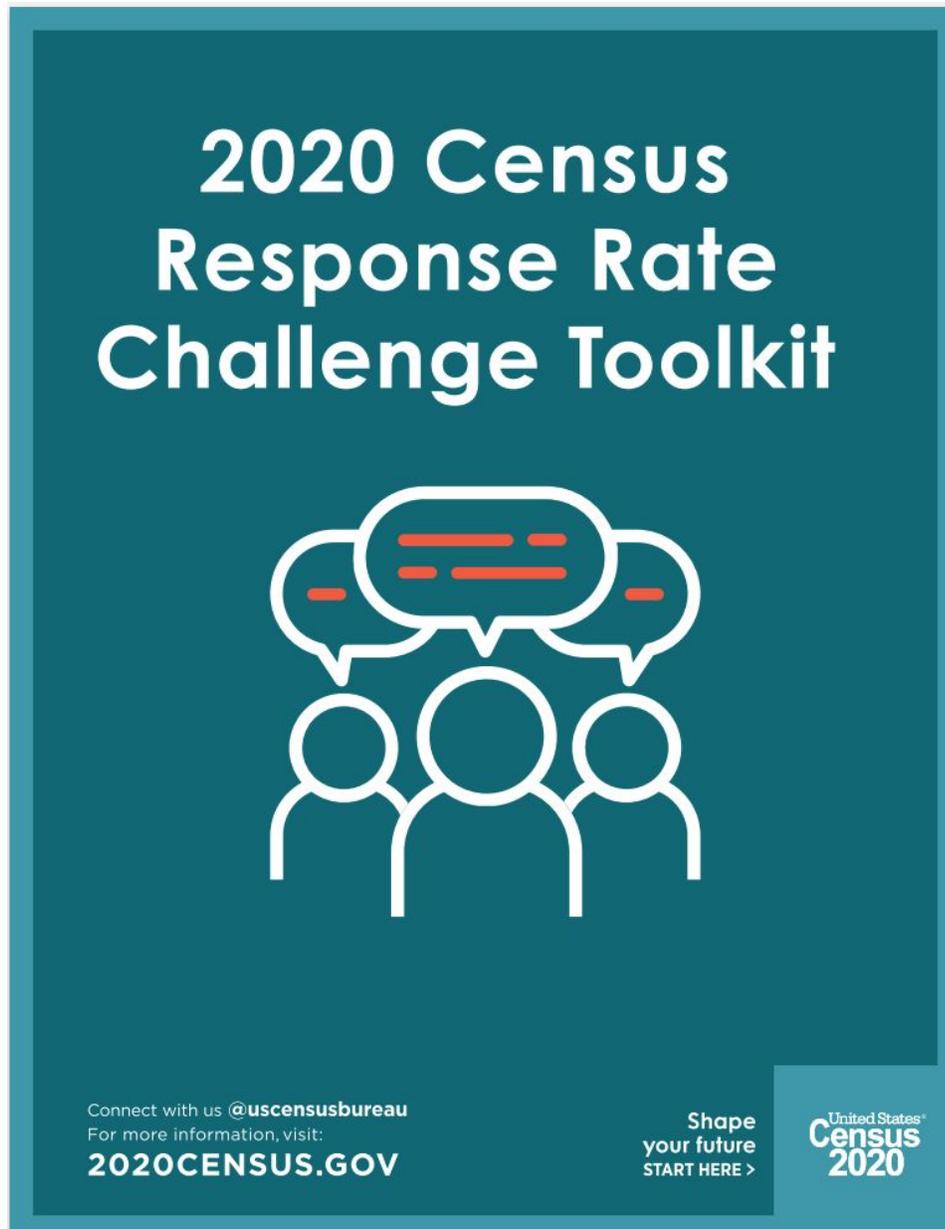
30 seconds

Getting an accurate count of everyone who lives in the United States is so important. Especially right now! The census helps inform how billions of dollars in federal funds are spent every year for services that are critical to all of us, including hospitals, health clinics and emergency response like EMTs and fire departments. Today we all see how important these services are. So, please respond at 2020Census.gov as soon as you can.

30 seconds

There will be parties again soon, and family gatherings. There will be parades and sporting events and concerts. To help our communities when they come back together after the COVID-19 pandemic, I'm asking you to please respond to the 2020 Census now. Spend a few minutes online today to impact the next 10 years of funding on healthcare, infrastructure, and education. We all see how important these are today. So please go to 2020Census.gov and respond today to make America's tomorrow brighter.

- Are you curious about how many people in your community are responding to the 2020 Census? Check out how your community is doing and challenge everyone to increase response rates for your state, city or county. ([Response Rate Map/ Rankings Dashboard](#))
- While you keep tabs on local response rates, challenge others on social media to respond, check out the [Response Rate Challenge Toolkit!](#)



Responding to the 2020 Census

Paper Questionnaire

[Sample 2020 Census Questionnaire \(Paper Form\)](#)

[Respondent Guide](#)

Online Questionnaire - Internet Self Response

my2020census.gov

[Video Guide for completing the census online](#)

Invitation Letter

[Sample copy of the Census letter inviting households to respond](#)

National Campaigns of Census Partners

Take a look at social media toolkits and other content from partners' national campaigns:

[CensusCounts.org](https://censuscounts.org) (Join the [Twitter Town Hall](#) on May 1st at 1pm ET! **#CensusCounts**)

[Countallkids.org](https://countallkids.org) (May 2 = Baby Day, **#CountAllKids** **#BabiesCount**)

[Hagasecontar.org](https://hagasecontar.org) (**#HagaseContar**)

[Countthenation.org](https://countthenation.org)

[Rockthevote.org](https://rockthevote.org)

[Census.narf.org](https://census.narf.org)

[Yallacountmein.org](https://yallacountmein.org)

[Countusin2020.org](https://countusin2020.org)

2020 Census Language Guides

The 2020census.gov informational website and language guides are available in 59 languages other than English.

The online questionnaire itself (my2020census.gov) is available in 13 languages (Arabic, Chinese [Simplified], English, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, and Vietnamese).

- [Video Language Guides](#) - “How-to” walkthrough videos that help respondents complete the 2020 Census online.
- [Print Language Guides](#) - These help respondents complete the 2020 Census paper form. Also available in braille and large print.
- [Language Glossaries](#) - Translations of commonly used terms for the 2020 Census.
- [Language Templates](#) - Template versions of the guides and glossaries are available for communities to create materials in additional languages beyond the 59 supported non-English languages.

Official Census Bureau Campaign

[Shape Your Future. Start here.](#)

[Awareness Campaign videos](#)

[Motivation Campaign videos](#)

2020 Campaign Slogan & Messaging

“Shape Your Future. START HERE.” is the foundation for all advertising and communications about the 2020 Census. This tagline highlights that people can shape their future by responding to the 2020 Census. The campaign reinforces that message by explaining how their future and their community’s future are impacted by the 2020 Census.

Message Testing & Research Studies

2020 Census Barriers Attitudes and Motivators Study (CBAMS)

- [CBAMS Summary Findings Presentation](#)
- [CBAMS Survey Report](#)
- [CBAMS Focus Groups Report](#)

Audience Segmentation

2020 Census audience segments are groups of census tracts with similar predicted self-response behavior and similar demographic variables associated with self-response. These audience segments were determined by the U.S. Census Bureau for their distinctive patterns of media consumption and distribution of census mindsets. The eight 2020 Census audience segments in the U.S. range from highly likely to respond to the census to unlikely to respond.

- [2020 Census Audience Segments](#)

Hard-to-Count (HTC) populations

The Census Bureau recognizes a range of socio-demographic and other groups as [hard-to-count](#). The following communities are at risk of being undercounted in the 2020 census. These individuals are considered hard-to-locate; hard-to-contact; hard-to-persuade; and/or hard-to-interview.

- African American and Black
- American Indian and Alaska Native (AIAN)
- Asian America, Native Hawaiian, and Pacific Islander
- Hispanic / Latinx
- Middle Eastern and North African (MENA)
- LGBTQ+
- Children 0-5
- Complex households/ multi-family households
- Low English proficiency/ ESL
- Low internet proficiency
- Digitally disconnected communities
- Immigrants
- Rural populations
- Young and mobile/ Millennials/ Gen Z
- University/ College Students
- Renters

Hard To Count Maps: Where are the Hard-to-Count populations?

[What makes communities hard-to-count?](#)

[Census Engagement Navigator, US Census Bureau](#)

[Response Outreach Area Mapper \(ROAM\), US Census Bureau](#)

[2020 Hard to Count Map, CUNY Mapping Service](#)

Materials, Factsheets and Other Resources

[Census 101: What you Need to Know](#)

[How the 2020 Census will invite everyone to respond](#)

[Census at a Glance Factsheet/Timeline](#)

[Who counts on the census?](#)

[Questions asked on the Census](#)

[About Census Takers/Enumerators](#)

[2020 Census Press Kit](#)

[Brand Guidelines, US Census Bureau](#)

[2020 Census Outreach Materials](#)

[Where you are counted matters- Residence Criteria](#)

[The Census Safety and Security](#)