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Business for the 2020 Census

2020 Census Talking Points in Light of COVID-19

Now is the time to encourage employees and customers to complete their census forms from the comfort of their own home – online, by mail or by phone. This will ensure that a census taker will not need to visit their residence in the coming months, contributing to the health and safety of everyone.

- The census is designed for people to respond on their own in the comfort of their homes. Anyone can go online now to complete the questionnaire or call the Census Bureau. It only takes a few minutes. A pre-stamped paper form will also arrive in the mail in April if a household has not already received one.
- Completing the census questionnaire on your own today means that a census taker will not visit your home later.
- Every year, roughly $1.5 trillion in federal resources is distributed using census data. Participating this year will help ensure our communities get their full share of funding for hospitals, schools, roads, workforce development, fire, police and much more. These are investments that contribute to a strong community and economy and will assist in our recovery when the COVID-19 pandemic is over.
- Emergency planning such as our current public health crisis relies on accurate census data.
- Count everyone in your home on your 2020 Census questionnaire, which includes babies, young children, foster children and nonrelatives who live with you. Students who should be living in a college dorm, if not for COVID-19, will be counted by their school.
- The census website 2020Census.gov is live and can accept responses in English and 12 other languages. Respondents can also call by phone for questionnaire assistance.
- Households do not need an ID code to respond to the census online or by phone.
- It is safe and private. In fact, federal law prohibits anyone at the Census Bureau from sharing personal census information, with violations resulting in stiff penalties and jail time.
- It only asks for basic information (e.g., age, sex, race, type of housing, etc.) for all people living in your household. It does not ask for sensitive information like social security numbers, immigration status or bank account information.
- Once you complete your questionnaire, please encourage your family and friends to do the same.