

# CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think! Here's a quick refresher of what it is and why it's essential that everyone is counted.

## ▶ **EVERYONE COUNTS.**

The census counts every person living in Alabama once, only once, and in the right place.

## ▶ **IT'S ABOUT FAIR REPRESENTATION.**

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats Alabama gets. We stand to lose a representative without an accurate count.

## ▶ **IT'S IN THE CONSTITUTION.**

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

## ▶ **IT'S ABOUT \$13 BILLION.**

The distribution of \$13 billion in federal funds, grants, and support to our state's, counties, and communities are based on the census data. That money is spent on schools, healthcare, hospitals, roads, and other vital programs.

## ▶ **TAKING PART IS YOUR CIVIC DUTY.**

Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"

## ▶ **CENSUS DATA IS BEING USED ALL AROUND YOU.**

Residents use the census to support community initiatives involving legislation, quality-of-life, and consumer advocacy.

Businesses use census data to decide where to build factories, offices, and stores, which create jobs.

Local governments use the census for public safety and emergency preparedness.

Real estate developers use the census to build new homes and revitalize old neighborhoods.

## ▶ **YOUR PRIVACY IS PROTECTED.**

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.

## ▶ **2020 WILL BE EASIER THAN EVER.**

In 2020, you will be able to complete your census online at [census.gov](https://census.gov), by phone, or by completing the traditional paper form.

## ▶ **IMPORTANT DATES.**

### **MARCH 12-20**

An invitation to respond online to the census will be mailed to all households.

### **MARCH 25-APRIL 3**

A reminder postcard will be mailed.

### **APRIL 20-27**

A final reminder postcard will be mailed before we follow up in person.

### **MARCH 16-24**

A reminder letter will be mailed.

### **APRIL 8-16**

A reminder letter and paper questionnaire will be mailed.