

Key Messaging

- I. What is the Census? What will happen in 2020?
 - a. The U.S. Constitution requires a count of all people living in the US every 10 years.
 - b. 2020 will be the year in which the next Census happens.
 - c. Census forms will be available in multiple languages and can be completed online for the first time
- II. Who Participates? Who should care?
 - a. Everyone participates because everyone counts!
 - b. Hoosiers care because everyone benefits from the data collected.
 - c. The Census count does not set apart citizens and non-citizens; all people, regardless of gender, race, ethnicity, age, etc., living in the U.S. are counted.
- III. Where are people counted?
 - a. Census responses should include all people living in a home, who do so for most of the year.
 - b. If people do not stay in any home for most of the year, include them wherever they are when Census completed.
- IV. When will the Census take place?
 - a. Forms will arrive in the U.S. mail in mid- to late-March 2020.
 - b. April 1, 2020 is Census Day in America
 - c. If no response is received, Census Bureau staff will be sent door-to-door in May- June
- V. Why does the Census matter?
 - a. Constitutionally required – Directs \$883 billion in Federal funding, \$18 billion directly to Indiana, every year
 - b. It is essential to our democracy because the data is used to apportion congressional seats.
 - c. Also used to make districts of the Indiana General Assembly.
 - d. The count needs to be accurate, valid, reliable, and fair.