



# Census 2020





## U.S. Population

3 2 9 , 1 6 0 , 3 7 2



## World Population

7 , 6 2 2 , 6 2 4 , 5 4 4

### Components of Population Change

19:26:11 UTC

One birth every 9 seconds



One death every 10 seconds



One international migrant (net) every 47 seconds



Net gain of one person every 26 seconds



### TOP 10 MOST POPULOUS COUNTRIES (July 1, 2019)

1. China	1,389,618,778	6. Brazil	210,301,591
2. India	1,311,559,204	7. Nigeria	208,679,114
3. United States	331,883,986	8. Bangladesh	161,062,905
4. Indonesia	264,935,824	9. Russia	141,944,641
5. Pakistan	210,797,836	10. Mexico	127,318,112



Select a Date

The United States population on **January 7, 2020** was: **329,154,938**

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Select a Date



# Why does it matter?





“Ultimately, the census is not just about the survey. It’s about the future. If the census fails, communities will be starved of crucial resources, and we all will have to live with the consequences.”

- Opinion: Every Person Counts: Why the Census Must be Rescued

# Why is it important?

- Fair representation
  - The results are used to reapportion the House of Representatives, determining how many seats each state gets
- Redistricting
  - State officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts
- Funding
  - Money is spent on schools, hospitals, roads, public works, local communities, and other vital programs





# \$675 Billion

The distribution of more than \$675 billion in federal funds, grants and support to states, counties, and communities are based on census data





What's done with  
all the info?



# Data use



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



- Businesses use the data to decide where to build factories, offices, and stores – which ultimately create new jobs

- Real estate developers use the data to decide where to build new homes and revitalize old neighborhoods



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



# Allocation of Funds

Schools/Education



Roads



Health



Education/Employment



Community



Misc.





# Timeline

March 12-20  
Mailing 1 – Invitation  
to respond online

March 16-24  
Mailing 2

March 26-April 3  
Mailing 3

April 2020  
Mailing 4 –  
Letter & questionnaire

April 2020  
Mailing 5

May-July  
Census  
enumerators  
visit  
non-respondents





# Privacy

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





# The law is clear

The Census Bureau cannot release any identifiable information, not even to law enforcement agencies

**Information collected may only be used for statistical purposes**

Staff take a lifetime oath to protect information – violations come with a penalty of up to \$250,000 and/or up to 5 years in prison



# Easier than ever!

This is the first time that you'll be able to respond to the census online



**Start here** OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people =

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark  all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark  ONE box.**

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

**4. What is your telephone number?**

We will only contact you if needed for official Census Bureau business.

Telephone Number

-  -

**Person 1**

**5. Please provide information for each person living here, or visit to someone living here who gets the mail to using the number or last person who pays the rent. Mark and live here. Mark for listing any adult living here on Profile 1.**

What is Person 1's name? Print name below:  
First Name:  MI  
Last Name:

**6. What is Person 1's sex? Mark  ONE box.**  
 Male  Female

**7. What is Person 1's age and what is Person 1's date of birth? Do not include age if you are still in the military or active in the U.S. Coast Guard.**

Age on April 1, 2020:  from numbers in boxes  
Month:  Day:  Year of birth:

Your child  
 Your spouse  
 Living in a household with you  
 Living elsewhere

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**  
 Yes, or a mix of Hispanic, Latino, or Spanish origin  
 Yes, Mexican, Mexican Am., Chicano  
 Yes, Puerto Rican  
 Yes, Cuban  
 Yes, another Hispanic, Latino, or Spanish origin - Print for example: Dominican, Honduran, Cuban, Guatemalan, Salvadoran, Honduran, etc.

**9. What is Person 1's race? Mark  one or more boxes AND print origin.**

White - Print, for example: German, Irish, English, Italian, Lebanese, Egyptian, etc.  
 Black or African Am. - Print, for example: African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.  
 American Indian or Alaska Native - Print race or ethnicity or principal ancestry, for example: Navajo, Hopi, Cherokee, Creek, Mohawk, Arapaho, Kiowa, Nez Perce, Pima, Pit River, Yakima, etc.  
 Other race - Print race or ethnicity, for example: Hawaiian, Japanese, Korean, Vietnamese, etc.

Chinese  
 Vietnamese  
 Native Hawaiian or other Pacific Islander  
 Japanese  
 Korean  
 Other race - Print race or ethnicity - Print for example: Hawaiian, Japanese, Korean, Vietnamese, etc.

Some other race - Print race or origin

**NOTE: Please answer BOTH Questions about Hispanic origin and Question 9 about race. For this person, Hispanic origin and race are:**



# Oakland County – Complete Count Committee Coordinators

- ◇ Tyrone Jordan
- ◇ Amanda Alkatib

