



CENSUS 2020: WHAT YOU SHOULD KNOW

Here's a quick guide about what the census is and why it matters.



What is the census?

It's a count of every living person in the U.S. and where they reside.



When does it take place?

Households are asked to self-respond online, by phone or by paper March – May 2020. U.S. Census Bureau employees will visit non-responding households May – August 2020.



What will be asked?

You will be asked a few easy questions about your age, gender and how many people live in your home (including children).

Why is it important to be counted?

The census determines the following:



Census data are used by public officials to distribute federal funds for programs such as Title I and special education grants; foster care and child care grants; Section 8 housing vouchers; K-12 education and Head Start/Early Start; SNAP and school lunch; spending on rebuilding roads, highways and bridges; and more.



The Census is vital to ensuring that our representational democracy is truly representational – determining Kentucky's number of seats in Congress, boundaries for congressional and state house/senate districts and more.



Kentucky could lose \$2,021 of federal funding PER YEAR FOR 10 YEARS for EACH PERSON not counted. Ultimately, an inaccurate census count means that **hard-to-count populations will rely more heavily on nonprofit organizations for services.**

KENTUCKY LOSES FEDERAL FUNDING FOR EACH PERSON NOT COUNTED. NONPROFITS HAVE AN IMPORTANT OPPORTUNITY TO BE SURE KENTUCKY DOESN'T LEAVE MONEY ON THE TABLE.



Who uses census data?



NONPROFITS

To assess community needs, implement effective programs and services, and apply for grant funding



BUSINESSES

To select places to build factories, offices and retail stores—all of which create jobs



REAL ESTATE DEVELOPERS

To choose where to build new homes or revive old neighborhoods



GOVERNMENT

To assess community needs, including infrastructure needs such as roads and bridges.

Are responses to the census protected?

Responses are safe. In fact, it's against the law for the Census Bureau to release them to the public.

**It's critical for every Kentuckian to be counted!
Consider simple ways your nonprofit can help get the word out.**

**For information and resources, visit
kynonprofits.org/census2020.**

