



CENSUS 2020 EVERYONE COUNTS

IMPORTANCE OF THE CENSUS SURVEY FOR CALIFORNIA



Potential undercount.

California is the Hardest to Count State in the nation, with 3 out of 4 residents belonging to groups that tend to be undercounted.



Congressional representation.

California could potentially lose a congressional seat. Census data also determines districting from state to local level.



Federal funding allocation.

Each person counted equates to almost \$2,000 of federal funding per year. An inaccurate count means less money for critical programs.

SIGNIFICANT CHALLENGES



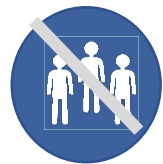
The 2020 census count has been underfunded.

Despite increasing costs and declining response rates, the Bureau will have less funding per household.



For the first time, the census will be primarily online.

Less than 20% of residents will receive paper surveys, based on existing broadband access.



There will be less census staff.

The Bureau will have fewer local offices, less field staff, and limited follow-up.



The potential citizenship question increases anxiety in immigrants.

Confidentiality of the surveys may be questioned, reducing participation.



There is fear and lack of trust in federal government.

Concerns about data security and how information might be used will deter participation.



There are challenges hiring qualified staff for Census field operations.

Census enumerators may lack language and cultural skills for follow up.



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