

# 2020 Census Talking Points

## High Level Themes

- Be Legendary. Be Counted!
- We're counting on you!
- Everybody counts.

## Impact Messages

- Every person not counted costs the state \$19,100 per decade in federal funds.
- The census determines funds for education, infrastructure, healthcare and much more.
- The census helps ensure that other states don't receive our share of federal funding from our tax dollars.
- Your community benefits when everyone is counted.
- The census determines how legislative districts are drawn.
- There has been a major population increase. For the first time in 100 years North Dakota will move from 600,000 to over 700,000 residents.
- Census data impacts business decisions as well as grants to build businesses; an accurate count can encourage businesses to expand into growing areas. Cities on the brink of population over 50,000 may now have the chance to bring in new retail and restaurant opportunities.

## Who Messages

- Every man, woman and child in North Dakota needs to be counted in the census, whether you're a permanent resident or not.
- It is important to be counted in North Dakota if that is where you sleep and live 51% of the time.
- Even if your parents or spouse are elsewhere, if you are in North Dakota for a majority of the year, it needs to be reflected in your response.
- Anyone who is a resident of North Dakota as of Census Day on April 1, 2020, or any child born by that date, needs to fill out the census in North Dakota.
- It is better to be over-counted than under-counted, especially college students, newborns, and children under 5 in foster care and various custody situations.

## Privacy Messages

- Your unique census data is kept private for 72 years.
- The US Census Bureau will never share your personal information with any other government agencies.
- Your landlord or benefits manager cannot access census data. Be accurate with your responses and make sure to count every person in your household!
- Filling out the census does not impact your residency, voting rights or hunting privileges.
- There is no citizenship question and non-citizens do not need to worry about immigration officials contacting them about the census.
- There are ways to ensure you are talking to a federal employee. A census worker can provide the proper ID upon request, and will never ask for your Social Security number or any financial information.
- Sharing data is illegal and can lead to a \$250,000 fine and up to five years in federal prison for a census worker.

## Process Messages

- The census will take less than 10 minutes to complete.
- The census forms are available in English and Spanish, and in 14 languages by phone or online.
- The Census Bureau is collecting information in four ways: online, by phone, by paper forms, and if you do not self-respond, by enumerator at your door.
- Online responses will begin March 12 and continue through July, no form code necessary. The vast majority of residents should be counted on or before Census Day.
- All households should receive postcards with information about the census and how to respond. Postcards will be received in waves starting March 12.
- Everyone should have a 911/GIS address associated with your residence, even if you only have a PO box. If you do not, use your best judgment to provide a location in relation to where you live.
- The 2020 census is not the same as other surveys like the American Community Survey, political surveys or Tribal Census – your answers are not applied to the census if you have filled out any of these other forms.