

# 2020 Census Key Messaging Themes

Themes	Everyone/What is the Census?	Important	On Track	Get Involved	Safe & Secure	Easy	Respond
Message	The 2020 Census counts everyone.	The 2020 Census is important.	The 2020 Census is on track.	Get involved to ensure everyone is counted.	Your response to the 2020 Census is safe and secure.	It's easy to respond.	Respond to the 2020 Census. Your response matters.
Primary Audiences	The general public, hard-to-count audience stakeholders, current and potential partners, Congress, state/local government, national/local media, social media influencers, oversight bodies.	General public, hard-to-count audience stakeholders, current and potential partners, national/local media, Congress, state/local governments.	General public, Congress, state/local government, oversight bodies, national/local media, current and potential partners.	General public, job seekers, students, general public 18+, national/local media, Congress, state/local government, current and potential partners.	General public, hard-to-count audience stakeholders, trusted voices and influencers, Congress, state/local governments, oversight bodies, national/local media, data users.	General public, current and potential partners, Congress, state/local government, national/local media, social media influencers.	General public, current and national partners, Congress, state/local government, national/local media, social media influencers.
Call to Action	<ul style="list-style-type: none"> <li>When you fill out the census form, count everyone who sleeps in your home most of the time.</li> <li>Be sure to count children under 5 and newborn babies.</li> <li>Be sure to count people who are staying with you on April 1 that don't have a permanent place to live.</li> </ul>	<ul style="list-style-type: none"> <li>Spread the word to your friends, neighbors, and colleagues that it is important to participate in the 2020 Census.</li> <li>Respond right away when you get notified about the 2020 Census.</li> <li>Follow the Census Bureau on social media and share updates about the 2020 Census.</li> </ul>	<ul style="list-style-type: none"> <li>Apply to work for the 2020 Census and help us ensure everyone is counted.</li> <li>Become a Census Bureau partner.</li> <li>Encourage your community and local groups to become partners or part of Complete Count Committees.</li> </ul>	<ul style="list-style-type: none"> <li>Apply to work for the 2020 Census and help us ensure everyone is counted.</li> <li>Become a Census Bureau partner.</li> <li>Start or participate in a local Complete Count Committee. Encourage others to join you.</li> <li>Follow the Census Bureau on social media and share updates.</li> <li>Subscribe to Census Bureau email updates.</li> <li>Encourage your friends, neighbors, and coworkers to respond.</li> </ul>	<ul style="list-style-type: none"> <li>Spread the word that responses are confidential and protected by law.</li> <li>Help ease concerns about the confidentiality of responses to the 2020 Census.</li> <li>Protect yourself whenever you're online.</li> </ul>	<ul style="list-style-type: none"> <li>Respond right away when you are notified about the 2020 Census.</li> <li>Respond online if you can.</li> <li>Don't wait to respond as that will require us to follow-up with you in person.</li> <li>Open your door to a census taker</li> </ul>	<ul style="list-style-type: none"> <li>Respond right away when you are notified about the 2020 Census.</li> <li>Respond online if you can.</li> <li>Encourage your friends, neighbors, and coworkers to respond because it is so important to your community.</li> </ul>

Themes	Everyone/What is the Census?	Important	On Track	Get Involved	Safe & Secure	Easy	Respond
Key Talking Points	<ul style="list-style-type: none"> <li>The 2020 Census counts everyone who lives in the United States.</li> <li>The Census is required by the U.S. Constitution.</li> <li>The Census Bureau goes to extraordinary lengths to make sure everyone is counted once, only once, and in the right place.</li> <li>The 2020 Census counts everyone, including children and newborn babies.</li> <li>The 2020 Census counts everyone, including citizens and non-citizens.</li> <li>The 2020 Census counts everyone who lives in your home and sleeps there most of the time.</li> <li>The 2020 Census is a non-partisan effort to get a complete and accurate count of the U.S. population.</li> <li>We are partnering with organizations at the federal, state, and local levels to ensure that everyone is counted.</li> <li>The 2020 Census will paint a picture with numbers of the changing population of America.</li> </ul>	<ul style="list-style-type: none"> <li>Your response shapes decisions about how public funds are spent for schools, fire and emergency services, and healthcare for your community.</li> <li>Responses to the 2020 Census shape how more than \$675 billion in federal funding is distributed annually to local communities.</li> <li>2020 Census results determine how many seats your state gets in Congress.</li> <li>The census provides data for redrawing legislative districts.</li> <li>Responding to the 2020 Census shapes your community's future.</li> <li>Governments and businesses use census results to plan new investments, services, and jobs.</li> <li>The census has always been a record of our history. The 2020 Census will shape a roadmap for our future.</li> <li>Your response determines your future political representation in Congress.</li> </ul>	<ul style="list-style-type: none"> <li>Counting everyone at one time is a massive undertaking, but we're prepared with a thoughtful design that's been thoroughly tested.</li> <li>Every part of the 2020 Census is grounded in research, from our IT systems to our outreach.</li> <li>We are hiring hundreds of thousands of people across the country and U.S. territories to serve as census takers and to help spread the word about the importance of the 2020 Census.</li> <li>We've successfully completed numerous tests, including a full dress rehearsal in Rhode Island.</li> <li>The Census Bureau manages the census every 10 years and numerous surveys every year in between.</li> <li>We feel confident in the resources we have to conduct the census.</li> <li>We are at or above the standards for our IT and cybersecurity systems.</li> <li>We have a large scale outreach program in place with local and national reach.</li> <li>We are partnering with organizations and helping establish Complete Count Committees to ensure everyone is counted.</li> </ul>	<ul style="list-style-type: none"> <li>You can shape your community's future by getting involved and helping the 2020 Census count everyone.</li> <li>Partners play a critical role in the public education and outreach effort.</li> <li>We are working with organizations at the national, state, and local level, including Complete Count Committees.</li> <li>We need your help to stay on track for the 2020 Census. Apply for a job and spread the word.</li> <li>We are hiring hundreds of thousands of people across the country and U.S. territories to serve as census takers and to help spread the word about the importance of the 2020 Census.</li> </ul>	<ul style="list-style-type: none"> <li>Your response to the 2020 Census is confidential and protected by law.</li> <li>Census Bureau employees are sworn for life to protect your personal information.</li> <li>We have strong security measures in place to safeguard against cyberthreats.</li> <li>We will not share your responses with immigration or law enforcement agencies.</li> <li>By law, your answers can only be used to produce statistics.</li> <li>The Census Bureau takes extraordinary steps to protect the confidentiality of your response.</li> <li>By law, your responses cannot be used against you. There are no exceptions.</li> </ul>	<ul style="list-style-type: none"> <li>For the first time, you can respond to the census online.</li> <li>Filling out the 2020 Census is quick and easy.</li> <li>Responding to the 2020 Census only takes a few minutes.</li> <li>When it's time to respond, most households will receive an invitation in the mail.</li> <li>You can choose how to respond – online, by mail or by phone.</li> <li>Respond to the 2020 Census online as soon as you can and check it off your to-do list.</li> <li>Responding to the 2020 Census is required by law.</li> <li>It is so much easier just to respond right away. Don't wait for a census taker to come to your door.</li> <li>The Census Bureau will help you complete your responses if you are unable to respond on your own.</li> <li>The public can respond to the 2020 Census in English and 12 additional languages, covering the language needs of 99 percent of all households.</li> </ul>	<ul style="list-style-type: none"> <li>Respond online, by mail or by phone.</li> <li>Help shape the future of your community—for you and future generations.</li> <li>Your response helps shape decisions about how public funds are spent for schools, fire and emergency services, and healthcare for your community.</li> <li>Do your civic duty by responding to the 2020 Census.</li> <li>If you want things to get better, shape your future. Start here.</li> <li>Your community and the people you know and care about need you to respond.</li> <li>It is worth your time to respond.</li> <li>Your response is so important that we will follow up with those who don't respond to be sure they are counted.</li> </ul>

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Connect with us: [@uscensusbureau](https://twitter.com/uscensusbureau)  
 For more information: [2020CENSUS.GOV](https://2020census.gov)

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START HERE >

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