



# 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.



**COUNTY OF SAN MATEO**  
**OFFICE OF COMMUNITY AFFAIRS**

For more information contact: [SMC\\_Census@smcgov.org](mailto:SMC_Census@smcgov.org) or visit <https://cmo.smcgov.org/census-2020-san-mateo-county>

