



CENSUS 2020 OUTREACH: 5 COMMON BARRIERS AND HOW TO ADDRESS THEM

“The Census doesn’t impact me.”

- The census impacts ALL of us EVERY day.
- The census count impacts funding and planning for programs and services we rely on, like roads, schools, housing, and health care.
- The census count impacts how much of a voice we have in government and the policy decisions that affect us.
- The census count impacts the number of businesses, jobs, and development projects in our communities – our local economy.

“I’m just one person - my participation doesn’t matter.”

- EVERY person that is counted in Census 2020 makes a difference.
- Participating in the census is an important civic responsibility and a powerful tool for making your voice heard.
- The census count directly affects how billions of dollars are distributed every year for important services and programs.
- For each person not counted in Census 2020, we could lose up to \$10,000 over the next 10 years in federal funding.

“I don’t feel comfortable sharing my information.”

- By law, information you give to the Census Bureau is confidential and only used for statistics.
- Census 2020 will only ask for very basic information, like age, sex, and race/ethnicity. Citizenship or immigration status will NOT be asked.
- Your personal information can’t be shared with anyone outside the Census Bureau or be used against you by immigration authorities, a court of law, or any law enforcement agencies.
- The Census Bureau takes many steps to make sure personal information is protected.

“I don’t have time to fill out the census.”

- It will only take 5-10 minutes to fill out Census 2020.
- Census 2020 will only ask basic questions about everyone living in the residence.
- You can fill out Census 2020 online, by phone, or by mail – whatever is convenient for you.
- The 10 minutes you spend filling out the census will mean more funding, services, and jobs in your community for the next 10 years.

“I need help filling out the census.”

- There will be support for anyone who needs help filling out Census 2020.
- Census 2020 can be filled out online, by phone, or by mail in different languages.
- Assistance Centers and Kiosks will be set up across San Mateo County to provide digital, language, and disability support.
- For more information, visit www.smccensus.org