What You Need to Know for the 2020 Census:

ORGANIZING for a Complete Count

The problem:

- The Census Bureau estimates that 17.7% of Minnesota's population won't self-respond to the census which is 965,000 people.

Census counts guide the distribution of dollars

- **800 billion** federal dollars are distributed to state and local governments **each year** on the basis of census data
- At least **$2,796** per person is allocated by the federal government to Minnesota each year (that's **$28,000** for the decade)

MINNESOTA STATE DEMOGRAPHIC CENTER
DEPARTMENT OF ADMINISTRATION

United States Census 2010

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people = ☐☐

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

First Name ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐ MI ☐

6. What is Person 1's sex? *Mark ✗ ONE box.*

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010	Month	Day	Year of birth
☐☐☐	☐☐	☐☐	☐☐☐☐

➜ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ **No,** not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

9. What is Person 1's race? *Mark ✗ one or more boxes.*

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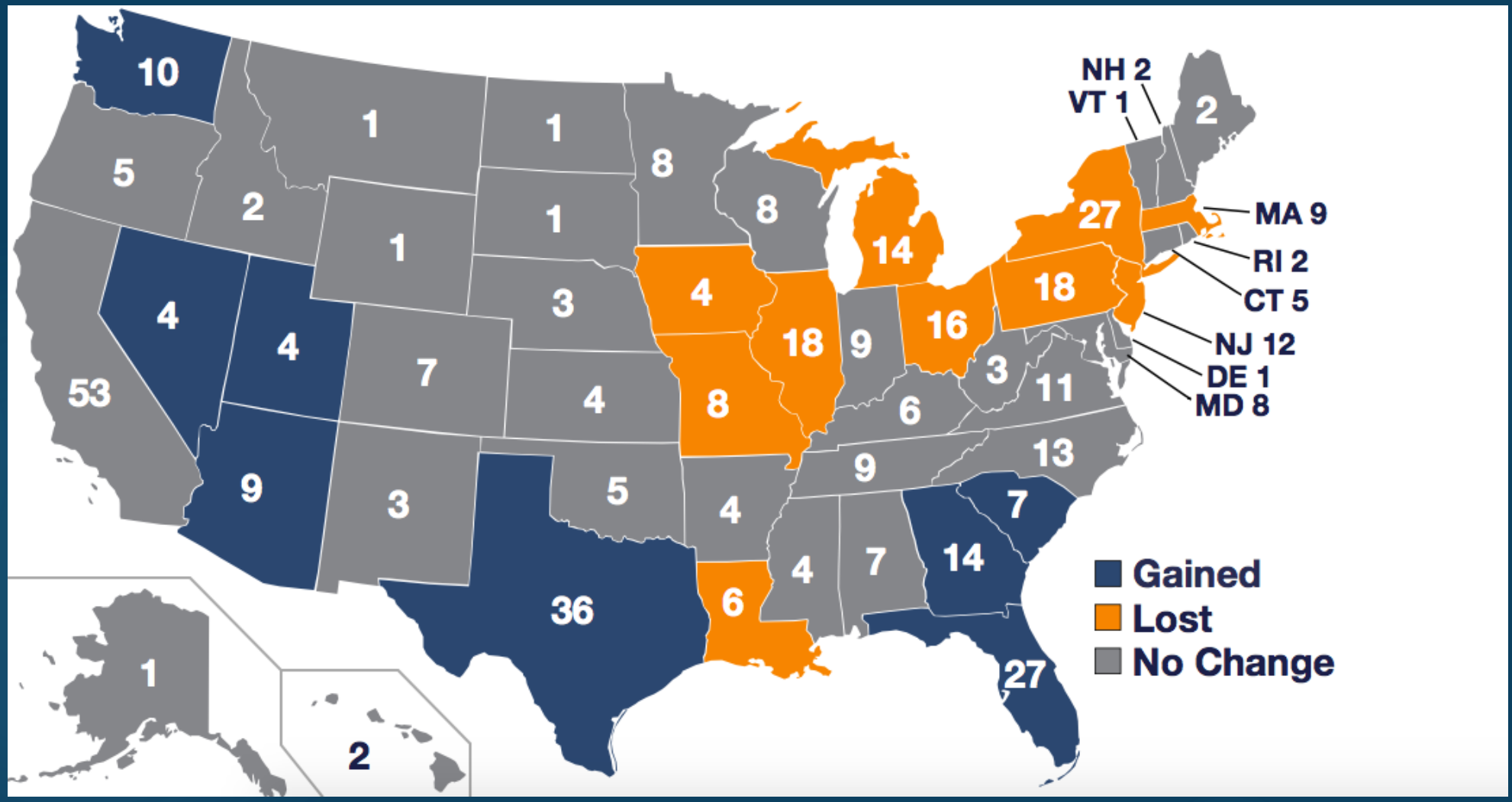
DEPARTMENT OF ADMINISTRATION

2010 Congressional Reapportionment



How will residents know what to do?

- When it's time to respond, households will receive an invitation in the mail.
- Every household will have the option of responding online, by mail, or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	**You'll receive:**
March 12–20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16–24	A reminder letter.
	If you haven't responded yet:
March 26–April 3	A reminder postcard.
April 8–16	A reminder letter and paper questionnaire.
April 20–27	A final reminder postcard before we follow up in person.

Hard-to-Count Areas

- The Census Bureau calculates which areas are "hard-to-count" based on a number of variables that are correlated with high non-response rates, such as:

1. Renters (1,300,000)
2. Low-income persons (185% FPL: 1,156,985. 100% FPL: 517,476)
3. Racial and ethnic minorities (1,060,000)
4. Children ages 0-4 (350,000)
5. Persons with mental or physical disabilities (584,974)
6. Young adults (especially those in college) (Ages 18-24: 505,783; College: 301,000)
7. Non-English speakers (Less than “very well” 233,073)
8. Native/Indigenous people (AIAOIC: 105,477)
9. Undocumented immigrants (80,000)
10. Snowbirds (44,000)
11. Persons experiencing homelessness (10,000)

State resources

$300,000 in grants on first come, first serve basis, requires:

- Be a non-profit entity (501(c)(3), government entity, school district, college or university) or operate under a fiscal agent.
- Agree to participate in one census outreach training provided by the MN State Demographic Center.
- Agree to participate in the Commit to Be Counted (C2BC) digital organizing campaign managed by the MN State Demographic Center.
- Agree to use the grant for at least one of the following purposes: 1) Digital organizing; 2) Outreach to residents in high-density housing; or 3) Efforts to target historically undercounted communities.

What can you do to help?

- Help educate others about the 2020 Census
- Encourage people to apply to work on the 2020 Census: www.2020census.gov/jobs
- Volunteer for your local CCC
- Form a CCC if there isn't one in your area
- Offer space for CCC meetings or subcommittees
- Contact constituents to ensure they complete their forms
- Help others complete their forms or allow organizations to table in your spaces.

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