



The Census: **What, Why, How**



Article I, Sec 2

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.”

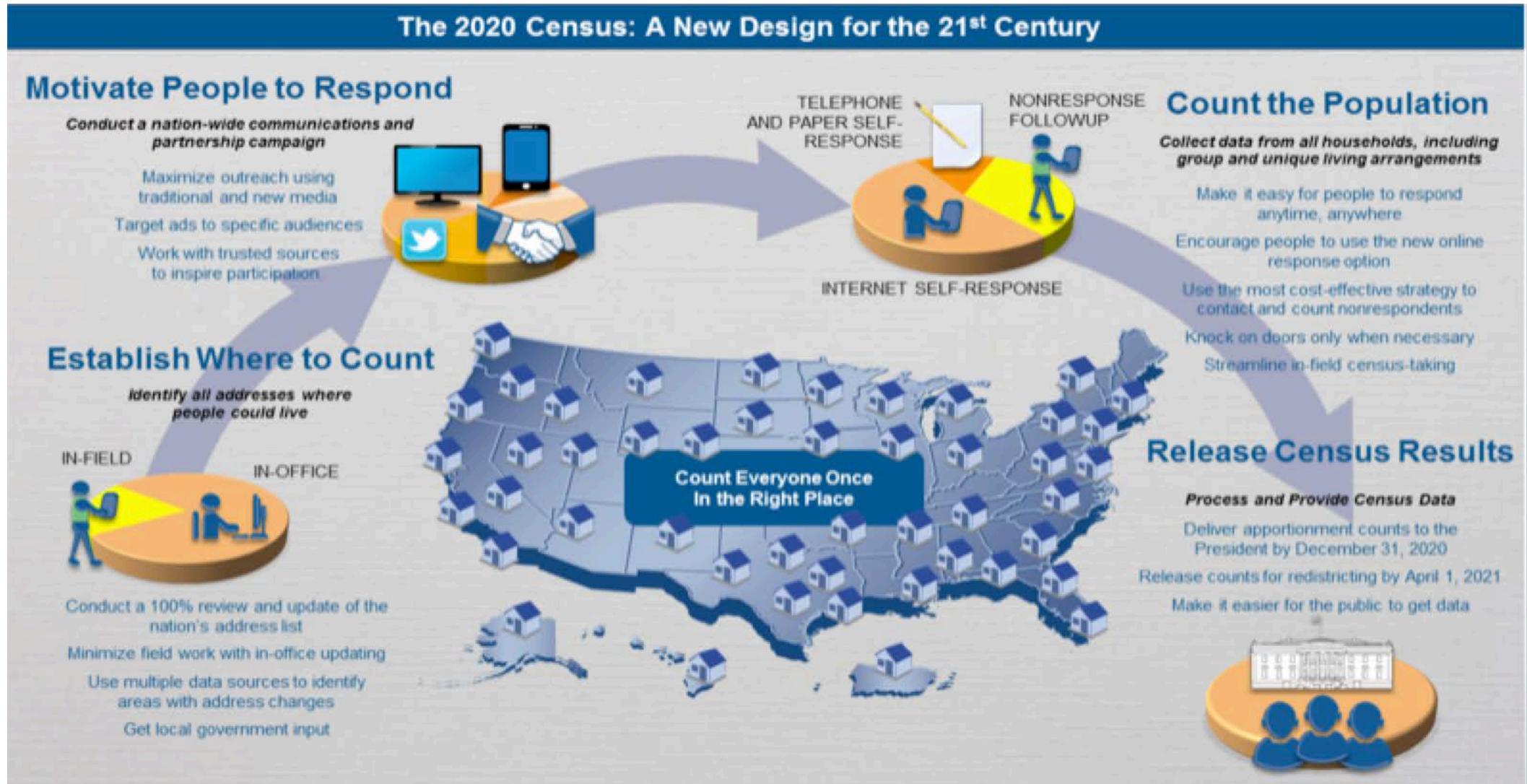
XIV Amendment

“Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State, excluding Indians not taxed.”

Why?

- Apportion representation among states
- Draw congressional, state legislative districts, and voting precincts
- Distribute federal dollars to states
- Inform federal, tribal, state, and local government planning decisions

How?



TIMELINE

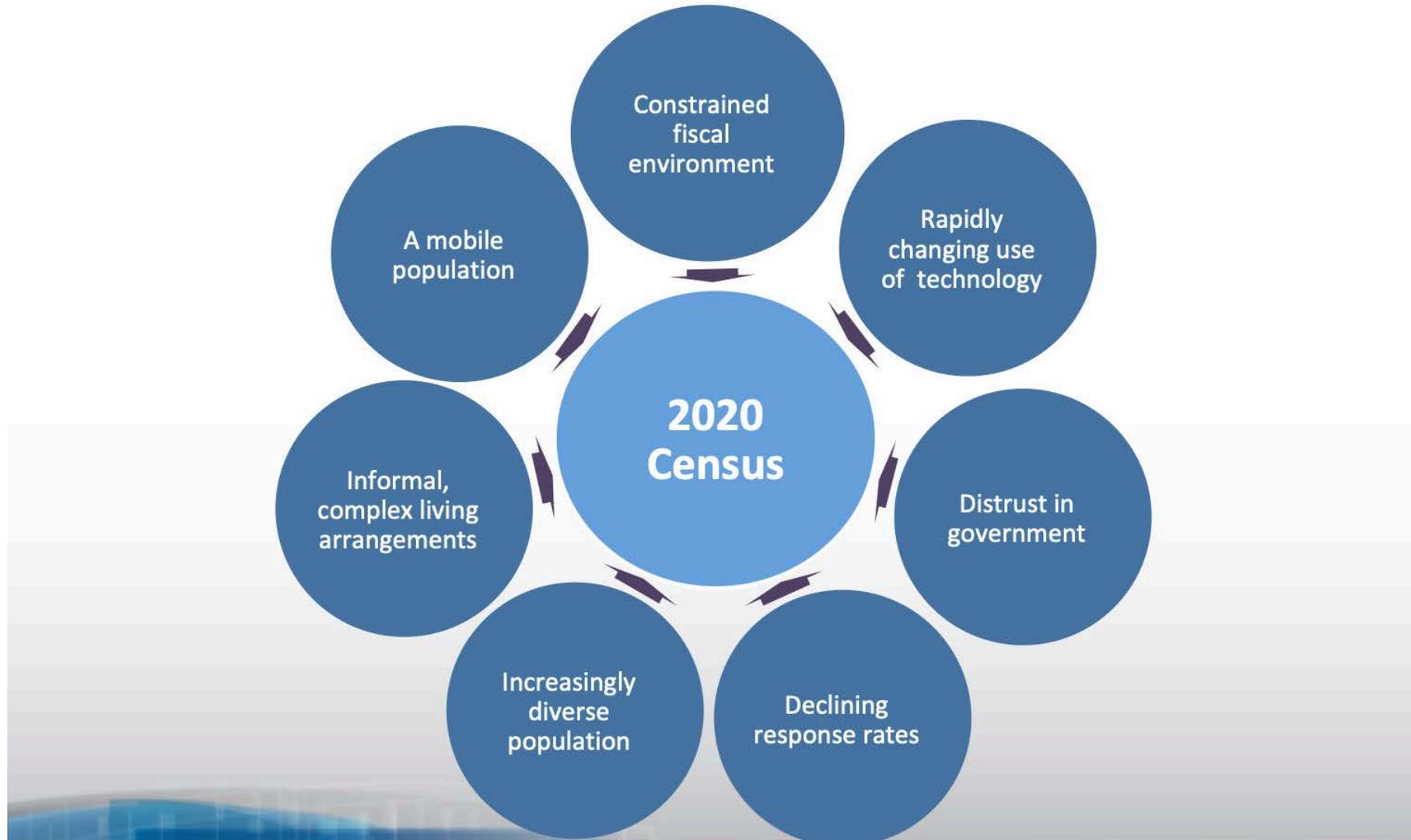
2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

2021

- Redistricting Counts to the States - By March 31, 2021

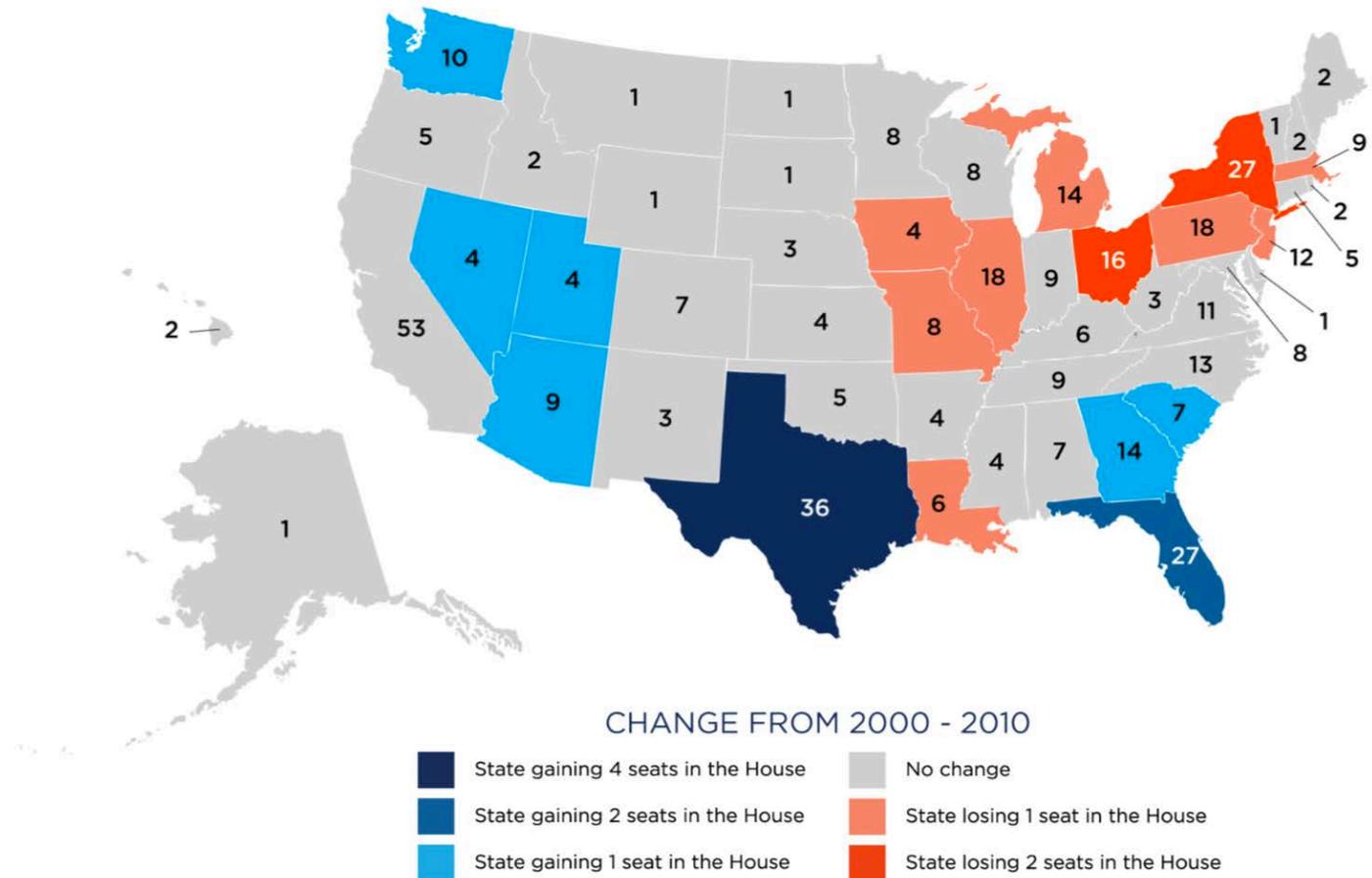
Challenges to an Accurate Count



UNDERCOUNT: WHAT'S AT STAKE?

An undercount could cost Texas the representation and resources we deserve. Even an undercount of one percent in 2020 could result in a **significant loss in federal funding for Texas — at least \$300 million a year over the next decade.**¹ This conservative estimate demonstrates the financial burden that could fall to our state over the next decade without a full and accurate count.

UNDERCOUNT: WHAT'S AT STAKE?



What can you do?

Census

How can you help?

- Download the outreach and messaging materials provided and make available to your clients
- Connect with state and local Complete Count Committees
- Participate in a “Get-Out-the Count” campaign, including:
- Use your social media platforms to spread the word

MESSAGING: GENERAL VIEWS

- Participants had a **generally positive view** of the Census.
- **Hesitation, fear, and cynicism** arose among focus group participants when they saw a version of the actual questionnaire
 - The citizenship question raised the most concerns, anxiety increased as participants considered the reality of providing their information to the current administration
- There was **lack of confidence that the data provided would be kept confidential.**

MESSAGING: INITIAL PERCEPTIONS

- **Immigrants** were especially **responsive to the convenience, safety, and required** message with **75 percent** saying they would definitely participate in response to the message. This is consistent with the serious privacy concerns voiced in the study
- **Women** were most **responsive to the civic and community duty** message with **57 percent** saying they would definitely participate in response to the message
- **Latinos under age 40** were most **responsive to the resistance** message, with **53 percent** saying they would definitely participate in response to the message

MESSAGING: MESSENGERS

- Consistent with previous NALEO voter engagement research, **“Family Members”** were the most trusted messengers
- Our previous voter engagement research also suggested that women in the household, in particular, were effective messengers
- **Nurses, doctors, health providers and Latino community organizations** were also highly trusted as messengers
- **Elected officials were among the least trusted** as a reliable source for information

MESSAGING: EFFECTIVE MESSAGES

- **Any message is better than none:** all four messages tested - Convenient, Safe, Required; Civic/Community Duty; Funding; Resistance/Defend Community - performed better than the control group which received no message
- Messages about Census participation being “**Convenient, Safe and Required**” showed the most positive response in the survey
- Messages about the role of Census data in providing **funding for local schools and community programs** were the most effective in the focus groups

RESOURCES: CENSUSCOUNTS.ORG

- Census Counts is a collaborative campaign involving more than 15 national organizations and dozens of community partners in more than 30 states working together to make sure that the 2020 Census is fair and accurate—so that our communities do not miss out on the political power they deserve and the resources their communities have earned.
- Get Out The Vote Toolkit
- Library of Resources