

Why Should You Participate in the 2020 Census?

What You Need to Know About Making Sure You Count

2020 marks an important year for Kansans, and all Americans, as the census returns! The census is everyone's civic duty, but it is also an incredible opportunity to help shape the future of Kansas.

As far back as 1790, we've been counting everyone who lives in this country. We call it the census. America's founders included the census in the Constitution because they wanted a government that represents the people.

Article 1 Section 2 requires that a census occur every 10 years. That count is used to allocate seats in the House of Representatives for all 50 states and help determine important, often valuable, federal funding. The census is all that and more. It's a once-a-decade chance to track the shifts in population across our country. Where do we need to build more schools, hospitals, and roads?

Your response to the 2020 Census will inform how over \$6 billion dollars are allocated in Kansas every year for health clinics, schools, housing, senior services, fire stations, job training, veterans' programs, community centers, literacy programs, and hundreds of other critical services and programs that make a difference in our lives every day. [\[insert specific community services and programs for your city/county/community that can be attributed to census data collection.\]](#)

Census Day is April 1, 2020. The U.S. Census Bureau will send every household a letter with instructions for completing the census on March 9, 2020. Every household is encouraged to complete the census form in one of many ways: online; using the Internet or a smart phone; over the telephone; calling the Census call center; or by using a paper form.

The census form will ask these questions: 1) Name; 2) Phone number; 3) Age of all members in the household; 4) Sex; 5) Race; 6) Hispanic origin; 7) Relationship to head of household; 8) Household tenure (own/rent); 9) Number of people in household; and 10) Usual place of residence.

Census responses are confidential. All data are protected under Title 13 of the U.S. Code and are confidential for 72 years. All Census Bureau employees swear a lifetime oath to protect respondent information. The penalty for wrongful disclosure is up to five years imprisonment and/or a fine of up to \$250,000. The Census Bureau will never share a respondent's personal information with other government agencies. Data is only released in summary tables, no individual records are released.

We all care about Kansas, our communities, [\[city/county/community\]](#), and our homes. We can make a difference by participating in the 2020 Census. [\[insert quote from trusted city/county/community leader.\]](#)

Look for a letter mailed from the U.S. Census Bureau in mid-March sharing with you how to complete the 2020 Census. Don't throw it away! Follow the instructions and complete the 10 questions to ensure you count, [\[insert city/county/ community\] counts](#), and Kansas counts! It only takes a few minutes, but the impact will be felt for years. In the spring of 2020, everyone in our country will get counted, so don't miss out on your chance to make a difference. For more information, visit www.KansasCounts.org or [\[city-specific website on census.\]](#)



Census Data Matters to Our Community

An undercount in Topeka means our community could miss out on approximately \$48,0947.20 in federal funding (over 10 years) for each household that is missed in the 2020 Census or \$480,942 for every 10 households missed.

Total Population: 127,139
Median Age: 37.2
Population Change Since 2010: -334
Median Household Income: \$46,087
Median Household Size: 2.31
Median Household Value: \$100,400
Number of School-age Children: 30,374

KANSAS COUNTS
CENSUS2020

Ensure You Count, [\[City/County\]](#)
Counts & Kansas Counts by
Completing the 2020 Census



www.KansasCounts.org



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