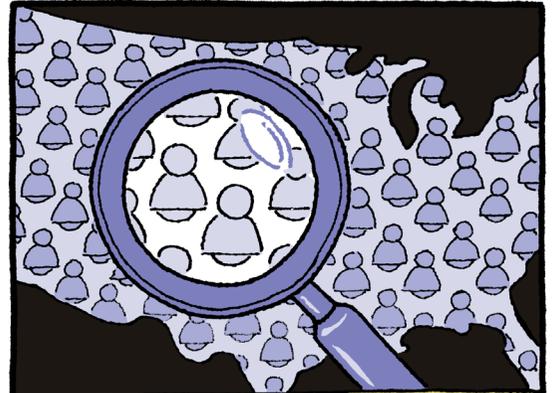
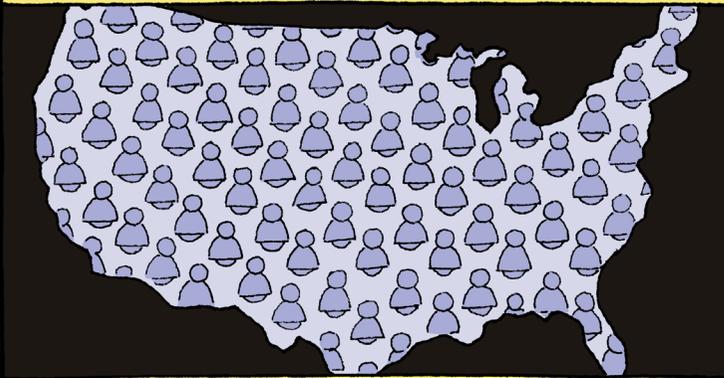


WITH ALL THE CHANGES AMERICA HAS GONE THROUGH IN THE PAST 2+ CENTURIES -- WARS, SOCIAL UPHEAVAL, POLITICAL SCANDALS -- THERE'S AT LEAST ONE THING THAT'S KEPT GOING: THE DECENNIAL CENSUS.

AND BUSINESSES USE CENSUS-DERIVED DATA -- SUCH AS INFORMATION ON EDUCATION AND JOB TRAINING -- TO MAKE COMMUNITY INVESTMENT DECISIONS, LIKE WHERE TO OPEN STORES AND WHICH KINDS OF GOODS AND SERVICES TO OFFER.



RESULTS FROM THE CENSUS HELP TO DIRECT FUNDING FOR HUNDREDS OF FEDERAL PROGRAMS -- EVERYTHING FROM HIGHWAY CONSTRUCTION TO SPECIAL EDUCATION TO MEDICAID TO FOOD STAMPS.

THIS IS A GUIDE TO WHAT TO WATCH OUT FOR AS THE COUNT* GETS UNDERWAY.

THE 2020 CENSUS A JOURNALIST'S RESOURCE COMICS EXPLAINER by JOSH NEUFELD

WILL THE 2020 CENSUS BE PARTICULARLY VULNERABLE TO UNDERCOUNTS? WHO IS MOST AT-RISK OF BEING UNDERCOUNTED?

I'M ORIGINALLY FROM ALGERIA. SO, ACCORDING TO THE CENSUS, WHAT IS MY RACE?

9. What is Person No. 1's race? Mark one or more boxes

White-Print, for example, Lebanese, Egyptian, etc.

Black, or African Am.-Print, for example, African, Jamaican, Haitian, Nigerian, Ethiopian, Somali

American Indian or Alaska Native (mark all that apply) (e.g., enrolled or tribal (e.g., Blackfeet Tribe, Navajo Traditional)

Chinese

Japanese

Vietnamese

Korean

Thai

Pacific Islander

I JUST MOVED TO A NEW APARTMENT. WILL I BE COUNTED?

I'M PART OF THE NUNAKAUYARMIUT TRIBE. I LIVE IN NIGHTMUTE, ON THE BERING SEA.

I DON'T HAVE INTERNET, AND YOU CAN ONLY VISIT MY VILLAGE BEFORE THE SPRING THAW BY DOG SLED, SNOW MOBILE, OR BUSH PLANE...

ONCE THE THAW COMES, EVERYONE LEAVES MY VILLAGE FOR HUNTING SEASON. HOW WILL WE GET COUNTED?

*INCLUDES ALL 50 STATES, THE DISTRICT OF COLUMBIA, PUERTO RICO, THE U.S. VIRGIN ISLANDS, GUAM, AMERICAN SAMOA, AND THE COMMONWEALTH OF THE NORTHERN MARIANA ISLANDS.

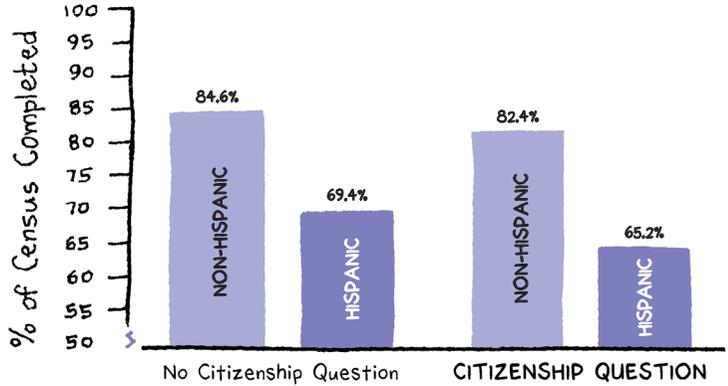
SO WHAT'S THE DEAL WITH THE CITIZENSHIP QUESTION?

IN JUNE 2019, THE U.S. SUPREME COURT **DENIED** THE TRUMP ADMINISTRATION'S REQUEST TO ADD A CITIZENSHIP QUESTION TO THE 2020 CENSUS.

THE SOLE STATED REASON ... SEEMS TO HAVE BEEN **CONTRIVED**.



DESPITE THIS, THERE ARE FEARS OF A **CHILLING EFFECT**. MULTIPLE STUDIES SUGGEST THAT ADDING A CITIZENSHIP QUESTION TO THE CENSUS WOULD HAVE DECREASED HOW MANY PEOPLE FULLY COMPLETE THE QUESTIONNAIRE --



-- PARTICULARLY **LATINOS**, FOR FEAR OF BEING TARGETED BY **IMMIGRATION AUTHORITIES**.

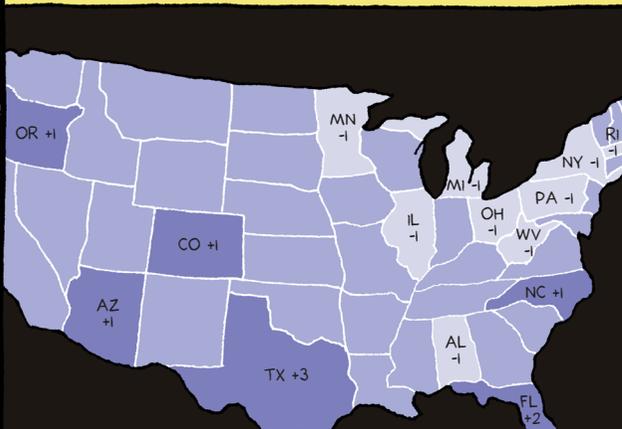
I'M WORRIED THAT **SOMEONE** MIGHT BE READING THIS INFORMATION.



NOT EVERYONE KNOWS THAT CENSUS WORKERS SWEAR A **LIFETIME OATH** TO PROTECT PERSONAL INFO -- NOT EVEN TO REVEAL IT TO OTHER GOVERNMENT AGENCIES -- UNDER THREAT OF **PRISON TIME AND FINES**.

U.S. Code § 214. Wrongful disclosure of information
Whoever, being or having been an employee or staff member referred to in subchapter II of chapter 1 of this title, having taken and subscribed the oath of office, ... publishes or communicates any information ... which comes into his possession by reason of his being employed ... under the provisions of this title, shall be fined not more than \$5,000 or imprisoned not more than 5 years, or both.

FROM A **POLITICAL PERSPECTIVE**, RESULTS FROM THE CENSUS DETERMINE HOW THE **HOUSE OF REPRESENTATIVES'** 435 SEATS ARE DIVIDED AMONG THE 50 STATES.



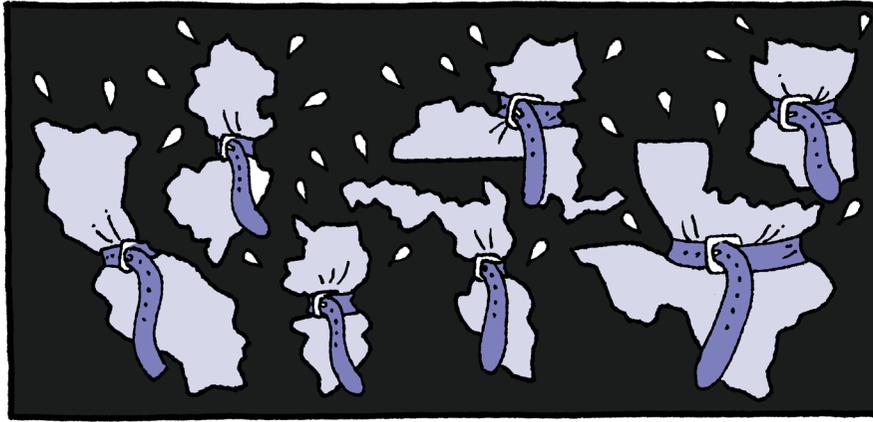
(CENSUS RESULTS ARE ALSO USED TO ADJUST THE **ELECTORAL COLLEGE**.)

EVERY DECENNIAL CENSUS RESULTS IN SOME **REAPPORTIONMENT** -- IF THE TALLY IS WRONG, SOME STATES WILL GET **MORE SEATS** THAN THEY SHOULD AND OTHERS WILL GET **FEWER**.



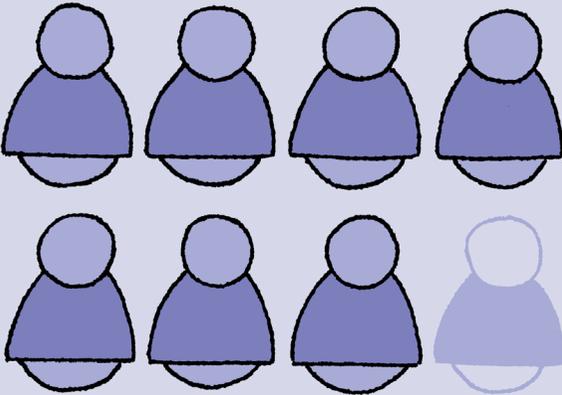
UNDERCOUNTS CAN LEAD TO SMALLER HOUSE DELEGATIONS AND LESS FEDERAL FUNDING.

STATE POPULATION NUMBERS THAT ARE OFF BY 4% COULD LEAD TO 10-15 HOUSE SEATS GOING TO THE INCORRECT STATES...

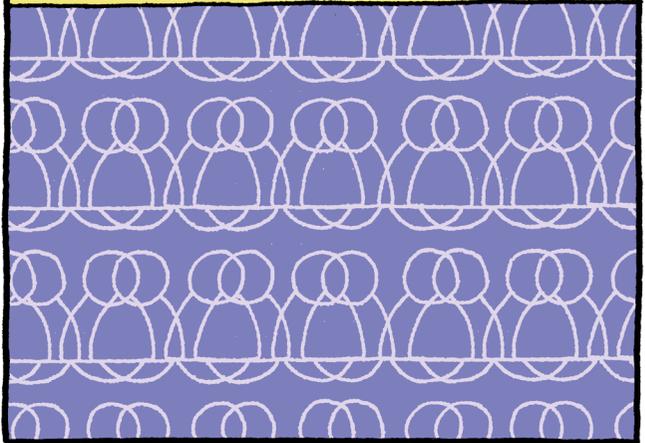


SUCH AN ERROR COULD LEAD TO THE MISALLOCATION OF \$60-80 BILLION IN FEDERAL GRANT MONEY OVER THE FOLLOWING TEN YEARS.

SO... UNDERCOUNTS MATTER.



PLUS -- LOWER COMPLETION RATES OF CENSUS FORMS LEADS TO INACCURATE DATA FOR THE CENSUS OVERALL.



WHAT OTHER CHALLENGES DOES THE 2020 CENSUS FACE?

WELL, GETTING PEOPLE TO WANT TO PARTICIPATE IN THE CENSUS.

THERE'S A LOT OF FEAR.



JOHN THOMPSON, FORMER CENSUS DIRECTOR

HARD-TO-COUNT COMMUNITIES -- PARTICULARLY COMMUNITIES THAT HISTORICALLY HAVE A LOT OF MISTRUST OF THE GOVERNMENT -- NEED TO HEAR FROM TRUSTED VOICES.

IN 2000 AND 2010, THE CENSUS BUREAU USED PAID ADVERTISING AND TRUSTED VOICES SPONSORSHIPS TO URGE PEOPLE TO PARTICIPATE.

THIS TIME AROUND, UNDERFUNDING DELAYED CERTAIN OPERATIONS, INCLUDING THE "TRUSTED VOICES" PROGRAM.

KYLA FULLENWIDER, FORMER CHIEF INNOVATION OFFICER AT THE CENSUS BUREAU



THERE ARE ALSO A LOT OF **SHENANIGANS** THAT JUST WEREN'T AROUND IN 2010.

INSTAGRAM, WHATSAPP, A LOT OF THE PLATFORMS WHERE PEOPLE ARE LIVING OUT A LOT OF THEIR LIVES, WERE IN A NASCENT STAGE -- IF THEY EXISTED AT ALL -- BACK THEN.



"WE HAVE TO REALLY WATCH OUT FOR **MISINFORMATION AND DISINFORMATION** -- IT'S AMPLIFIED BY A THOUSAND WHEN YOU'VE GOT TECHNOLOGY PLATFORMS THAT CAN SPREAD A RUMOR TO EVERYONE AT ONCE."

CENSUS WORKERS ARE ACTUALLY ICE AGENTS!



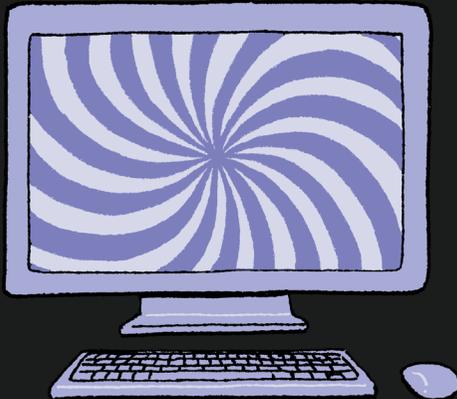
DON'T BOTHER FILLING OUT THE CENSUS -- IT'S NOT IMPORTANT.



YOU PAID YOUR TAXES LAST YEAR? THEN YOU'VE ALREADY COMPLETED THE CENSUS!



BAD ACTORS ONLINE CAN ALSO MISLEAD PEOPLE ABOUT **HOW TO PARTICIPATE** --



-- LIKE POSING AS AN ADVOCACY GROUP TO CONVEY **FALSE INFORMATION**, OR SPREADING **FALSE DATA** BY DOCTORING ADS AND NEWS STORIES.



"PEOPLE NEED TO HEAR FROM THEIR **PASTORS, FROM THEIR IMAMS, FROM THEIR PEDIATRICIANS, FROM THEIR TEACHERS** -- IN REAL LIFE."

WE ARE ALL **STAKEHOLDERS** IN THE CENSUS. IT'S IMPORTANT FOR US TO FILL IT OUT SO OUR COMMUNITY GETS ITS **FAIR SHARE**.



OK, WHAT'S DIFFERENT THIS TIME AROUND?

TECHNOLOGY.



THIS WILL BE THE FIRST CENSUS TO BE WIDELY AVAILABLE ONLINE.

WHICH IS REALLY GOING TO HELP WITH MANY OF THE **HARDEST-TO-COUNT** COMMUNITIES.

MILLENNIALS MOVE A LOT, AND THEY ARE HARD TO TRACK.

WHEN YOU'RE USING A PAPER FORM AND YOU'VE GOT PEOPLE MOVING, IT BECOMES A **CAT-AND-MOUSE** GAME.

AND THE **RESEARCH** IS SHOWING THAT MILLENNIALS -- ONE OF THE MOST RELUCTANT-TO-ENGAGE COMMUNITIES -- ARE MUCH **MORE LIKELY** TO PARTICIPATE USING THE **ONLINE FORM**.



ABOUT **65% OF HOUSEHOLDS** ARE EXPECTED TO COMPLETE THE CENSUS ONLINE.



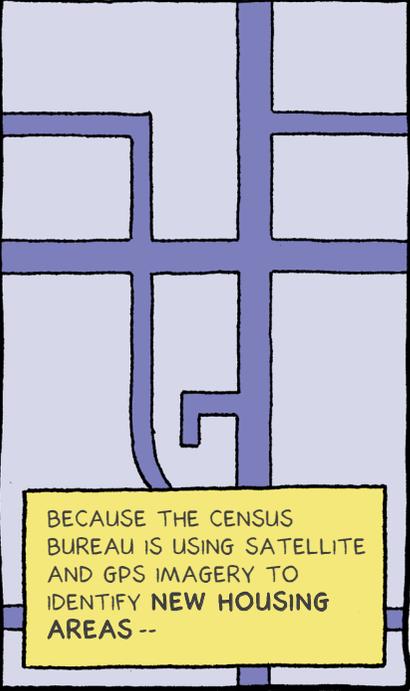
BUT THAT'S A **TYPICAL** RESPONSE RATE.

WHEN PEOPLE FAIL TO RESPOND, CENSUS WORKERS ATTEMPT TO REACH THEM **IN PERSON**.

NON-RESPONSE FOLLOW-UP IS USUALLY THE BIGGEST, MOST EXPENSIVE PART OF THE CENSUS...

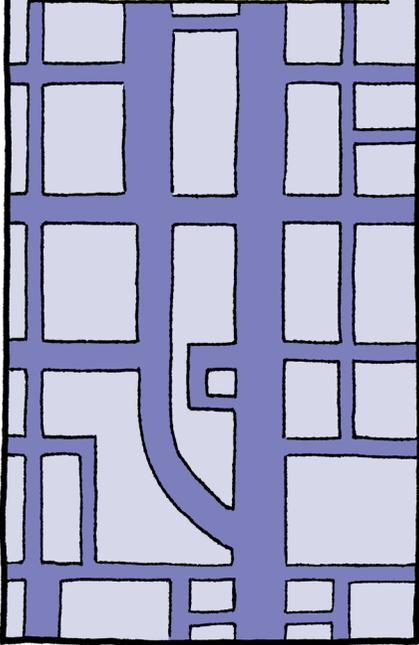


THE PROCESS SHOULD BE MORE **EFFICIENT** THIS TIME AROUND.

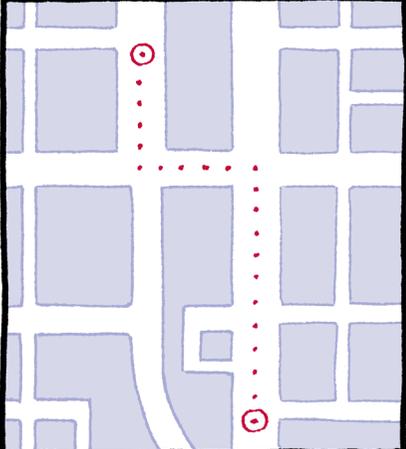


BECAUSE THE CENSUS BUREAU IS USING SATELLITE AND GPS IMAGERY TO IDENTIFY **NEW HOUSING AREAS** --

-- AND IS SENDING WORKERS TO PHYSICALLY **VERIFY** THOSE NEW ADDRESSES.

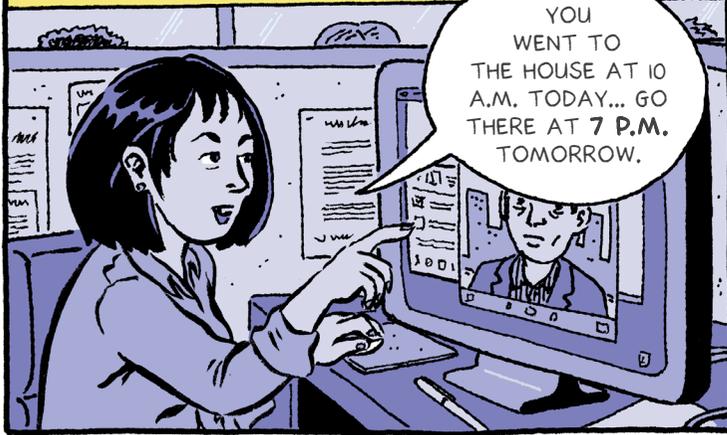


CENSUS WORKERS ON THE GROUND WILL USE **SMARTPHONES** TO GET THEIR DAILY ASSIGNMENTS, AND **GPS** TO NAVIGATE TO INTERVIEWS.



CUSTOMIZED SOFTWARE WILL **STREAMLINE** THE PROCESS AND REDUCE UNNECESSARY FOLLOW-UP VISITS.

NECESSARY FOLLOW-UPS WILL BE ASSISTED BY EXISTING GOVERNMENT AND THIRD-PARTY DATA TO PREDICT THE BEST TIME OF DAY TO VISIT.



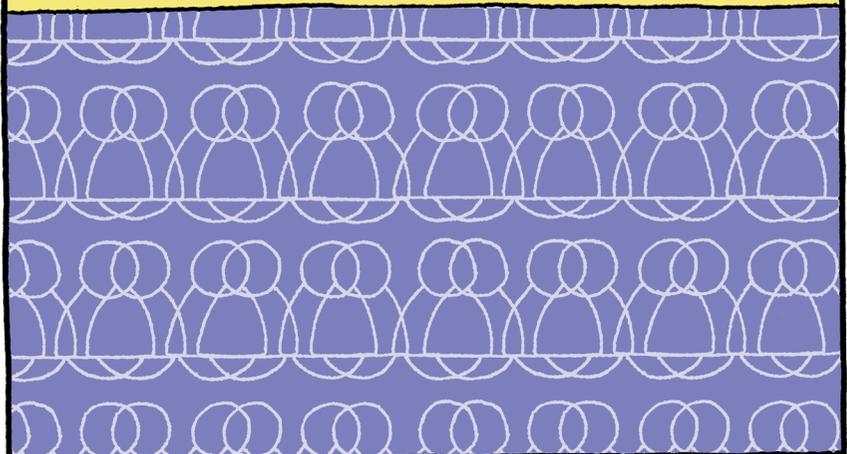
ALSO, SOME HOUSEHOLDS WILL BE GIVEN THE OPTION TO TAKE THE CENSUS OVER THE PHONE (IN ADDITION TO THE ONLINE AND PAPER OPTIONS).



AND ONLINE CENSUS FORMS WILL BE OFFERED IN ENGLISH AND 12 OTHER LANGUAGES.

- English
 - Español
 - العربية
 - Français
 - Kreyòl Ayisyen
 - 日本語
 - Polski
 - Português
 - Tagalog
 - 汉语
 - 한국어
 - Русский
 - Tiếng Việt
- } NEW for 2020

BUT WITH ALL THIS NEW TECHNOLOGY, THERE ARE NEW CONCERNS.



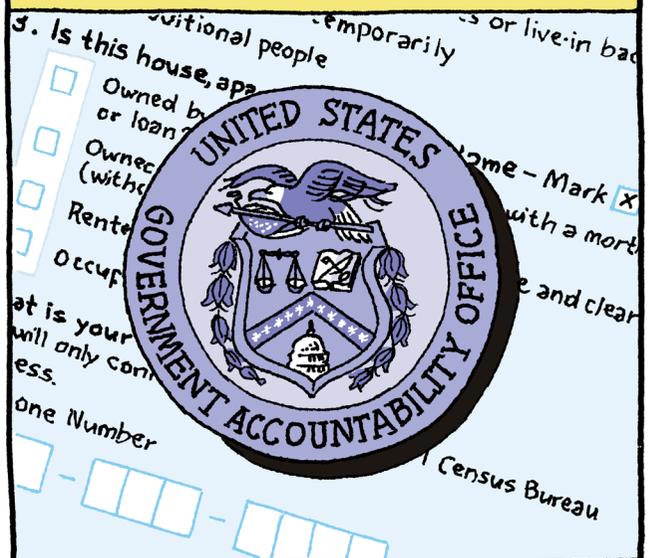
LIKE ABOUT THE INTEGRITY OF THE DATA TO BE COLLECTED, OR FEAR THAT IT COULD BE ALTERED, DELETED, OR STOLEN.

COMMERCIAL AND GOVERNMENT DATA BREACHES HAVE LEFT MANY PEOPLE LEERY ABOUT REVEALING PERSONAL DATA ONLINE --



-- EVEN THOUGH THE CENSUS BUREAU INSISTS THAT PERSONAL INFORMATION WILL BE KEPT CONFIDENTIAL FOR 72 YEARS.

GIVEN THE VARIOUS CHALLENGES, THE U.S. WATCHDOG AGENCY THE GOVERNMENT ACCOUNTABILITY OFFICE HAS PUT THE 2020 CENSUS ON ITS HIGH-RISK LIST.



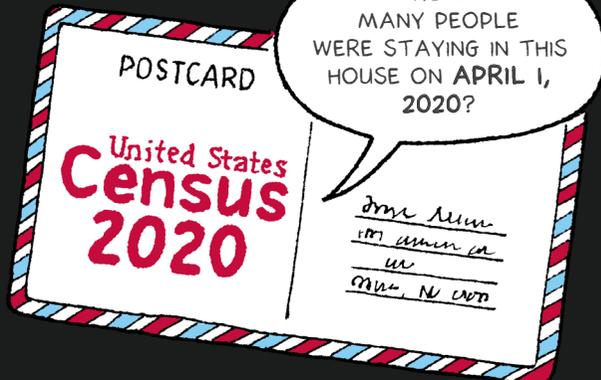
THAT'S A LOT TO THINK ABOUT. WHAT ARE IMPORTANT DATES FOR THE 2020 CENSUS?

PREPARATIONS FOR THE 2020 CENSUS HAVE BEEN GOING ON FOR AT LEAST **SEVEN YEARS**.

United States Census 2020

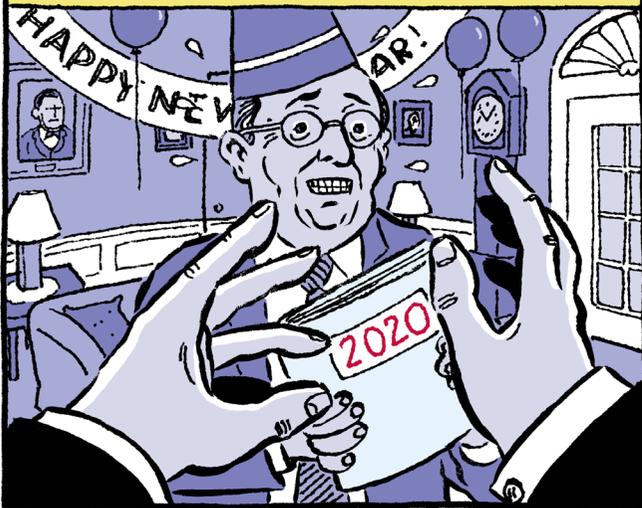
YOU MAY HAVE ALREADY STARTED SEEING **ADS** FOR IT.

INVITATIONS TO FILL OUT THE CENSUS WILL BE MAILED IN **MID-MARCH**.

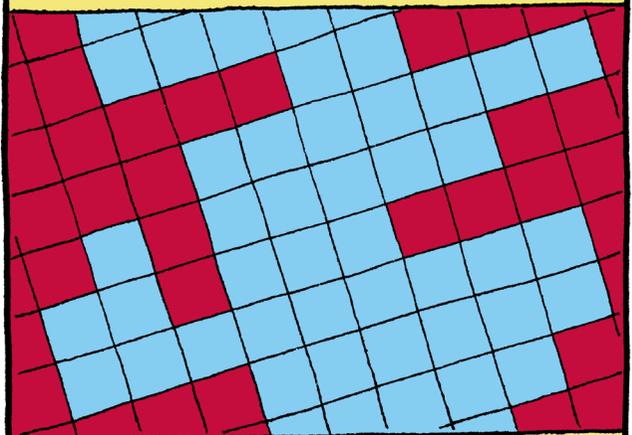


FOLLOW-UPS WILL GO ON THROUGHOUT THE **SPRING AND SUMMER**.

COMMERCE SECRETARY **WILBUR ROSS** SHOULD DELIVER **APPORTIONMENT COUNTS** TO THE PRESIDENT ON **NEW YEAR'S EVE 2020**.



AND **MARCH 31, 2021**, IS THE DEADLINE WHEN **CENSUS STATE RESULTS** MUST BE DELIVERED...



...FOR REDRAWING DISTRICTS IN A "**NON-DISCRIMINATORY FASHION**."

IT'S IMPORTANT FOR **JOURNALISTS** TO EDUCATE THEMSELVES ABOUT CENSUS PROCEDURES TO INFORM THE PUBLIC -- AND **HOLD THE CENSUS BUREAU ACCOUNTABLE**.

