














KEY MESSAGES

What is the Census?

-  Every 10 years, the U.S. Census Bureau counts every person in the U.S. as mandated in the Constitution. The next enumeration will begin mid-March and will be the first to rely heavily on online responses.
-  Every Californian counts. The Census counts every person living in the U.S. once, only once, and in the right place.
-  This data is used to distribute billions of dollars in federal funds to state and local governments.
-  It's about fair representation: every 10 years, the results of the Census are used to reapportion the House of Representatives, determining how many seats each state gets.
-  It's a civic duty: completing the Census is mandatory and it's a way to participate in our democracy and say: "My story counts!"
-  It's about redistricting: after each decade's Census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.
-  Your data is confidential: federal law protects your Census responses. Your answers can only be used to produce statistics.

How is the Census data used?

-  To allocate funding for communities.
-  To ensure public safety and plan new schools and hospitals.
-  People use Census data to decide where to open businesses and offices, which create jobs.
-  By law, the U.S. Census Bureau cannot share the data with immigration or law enforcement agencies or allow it to determine eligibility for government benefits.