



The 2020 Census

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United States
Census
2020

2020 Census: a population count

Easy

Respond online, by phone, or by mail



Safe

Your information is protected by law



Important

Responses help determine community funding and congressional representation



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Important Dates



- Today! Hiring census workers
- January 2020—paid campaign begins
- March 2020—website goes live
- April 1, 2020—Census Day
- Mid-May through mid-August—census takers visit homes to help those who haven't responded
- December 2020—official counts delivered to the President

Reaching everyone

Lead Agency	Audience
CULTURE ONE WORLD	U.S. Hispanic
carol h williams	Black/African American
	American Indian/Alaskan Native (AIAN)
	Native Hawaiian/Pacific Islander (NHPI)
TDW + CO	Asian American
Y&R	Diverse Mass
	Puerto Rico

Reaching Everyone

Advertising

Y&R and 6 subcontractors for different ethnic groups.
In-language and in-culture testing of ads.



Partner Organizations

Over 1,100 organizations in southern California, and growing.



Partnership staff

44 dedicated staff for southern CA. Expected to add 117.



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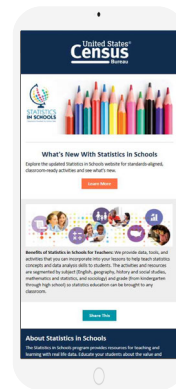
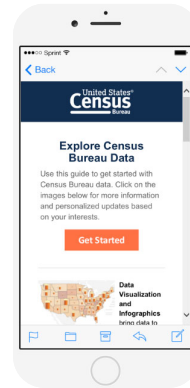
Engaging Content

Measuring America
How ready are we?
Recent Disaster or Emergency Preparedness

Broadband subscription rate for U.S. counties
Average Subscription Rate for by Median Household Income (in percent)

Income Level	Subscription Rate (%)
Less than \$50,000	69.7
\$50,000 - \$75,000	79.9
More than \$75,000	83.3

Supervisory & Non-supervisory positions available in Los Angeles County, CA
\$21.00 - \$23.00 per hour
JOIN THE 2020 CENSUS TEAM
APPLY ONLINE!
2020census.gov/jobs
2020 Census jobs provide:
✓ Great pay
✓ Flexible hours
✓ Weekly pay
✓ Paid training

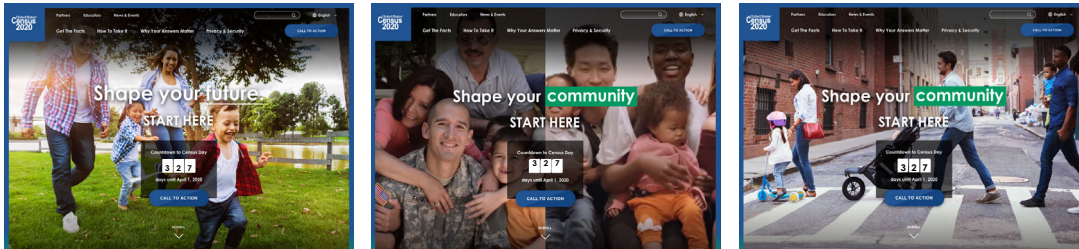


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Personalized experience



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Get involved now!



- Become a 2020 Census Partner
- Help us recruit
- Host a creative workshop
- Create 2020 Census content

You can make a difference.

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Thank you.

Get involved in your community today.

@uscensusbureau | #2020Census