



2020 Census: Key Messages

- The census takes place once every 10 years. Census Day is April 1, 2020. By this date, every home will have received an invitation to participate in the census.
- Census data is used to determine **how many representatives each state gets in Congress**. It is also used in redistricting at all levels of government.
- Locally, communities use census data to determine where to **plan for roads, emergency services and schools**.
- Census data is used to **distribute billions of dollars in federal funding**, grants and supports, including: Medicaid, Federal Direct Student Loans, Supplemental Nutritional Assistance Program, Medicare Supplemental Medical Insurance (Part B), highway planning and construction, the Federal Pell Grant Program, Section 8 Housing Choice Vouchers, Temporary Assistance for Needy Families, very low to moderate income housing loans, **Title I grants to local education agencies**, and the State Children's Health Insurance Program.
- Florida receives approximately \$44 billion in census-guided federal funds annually.
- **In Polk County, every person counted equates to approximately \$1,400 in federal funding**. We need a complete count so that Polk County receives as much federal funding as it possibly can.
- **Certain populations have historically been undercounted**, including: African Americans, Hispanics, and American Indians; households with low incomes; immigrants and individuals who don't speak English as their first language; renters; individuals living in non-traditional housing; rural residents; highly mobile residents, such as farmworkers; children aged 0-4. These are populations that would most benefit from federal programs.
- **Personal information provided to the Census Bureau is confidential**. Census data can only be used for statistical purposes. It cannot be used against respondents in court or by any governmental agency. **Revealing personal census data is a felony. Your data is safe!**
- Residents will begin receiving mailers in March with instructions on how to participate. **Read the card, participate and be counted!**