

JETPACKS!

PIRATES!

GOLD!

The Count

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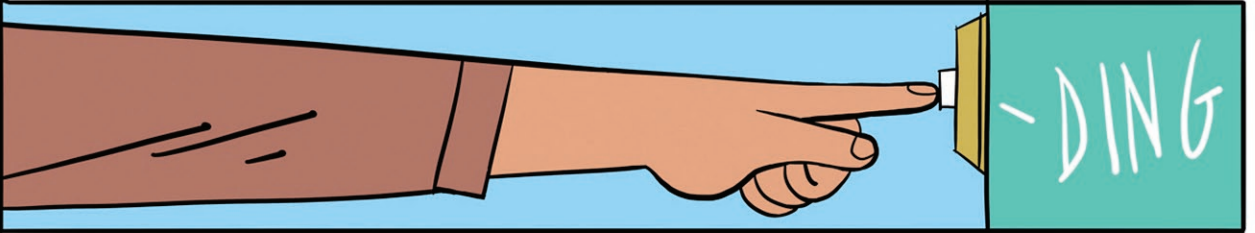
A
(VEGETARIAN)
CROCODILE!

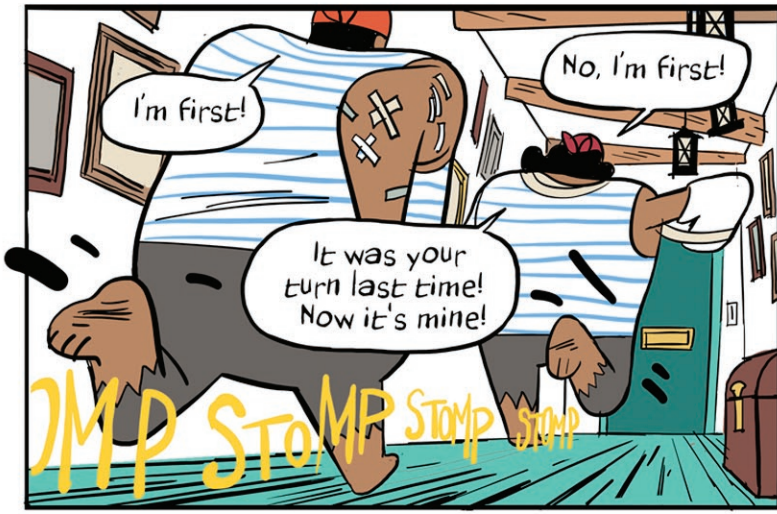
VALUABLE
2020
CENSUS
INFO!

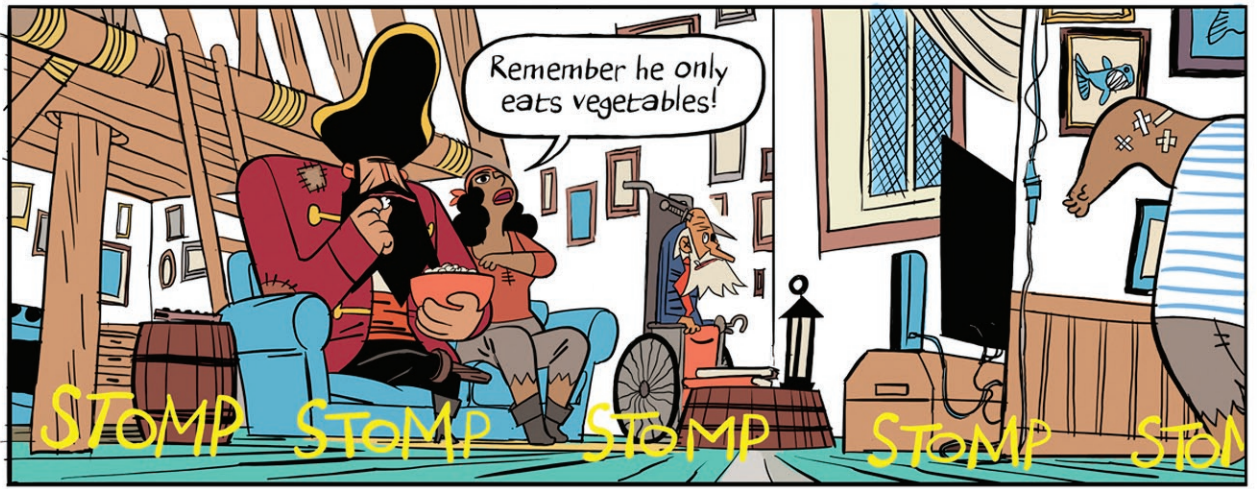


#StandUp
BeCounted

The Count







Remember he only eats vegetables!

STOMP STOMP STOMP STOMP STOMP



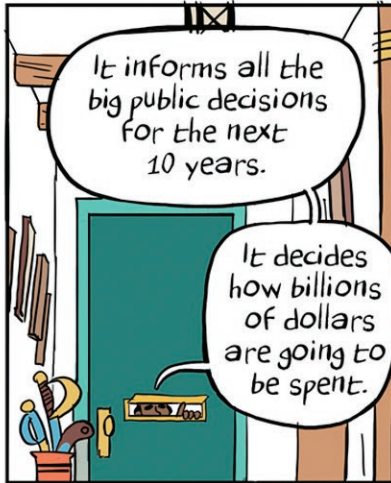
We're sorry to insist...



...but the census is a very important matter.



Your representation in Congress depends on it.



It informs all the big public decisions for the next 10 years.

It decides how billions of dollars are going to be spent.



Of course they have to bother us while we're watching our baking show!



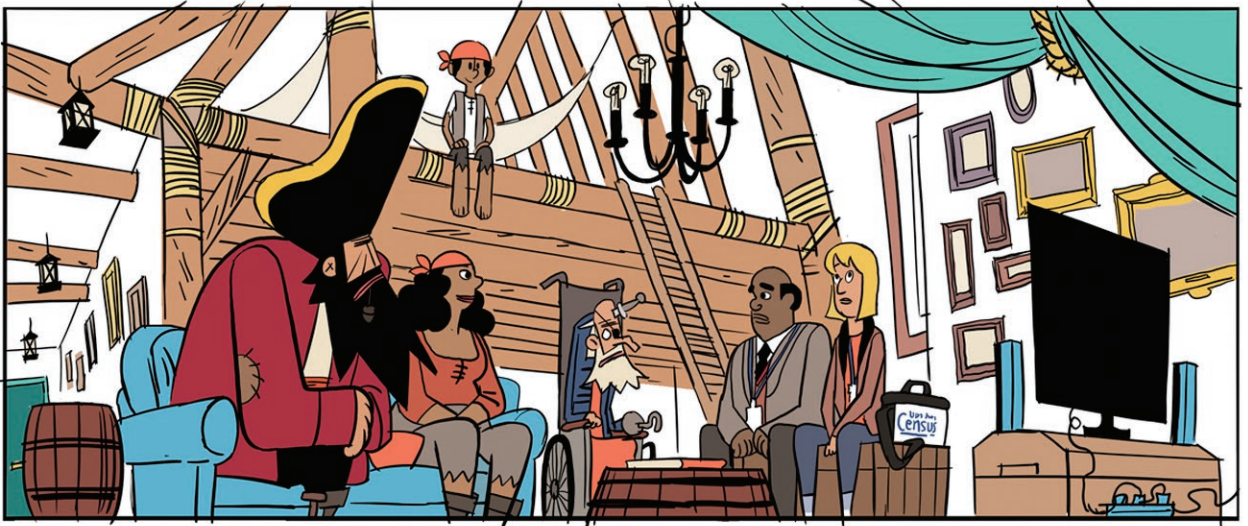
Aaah!

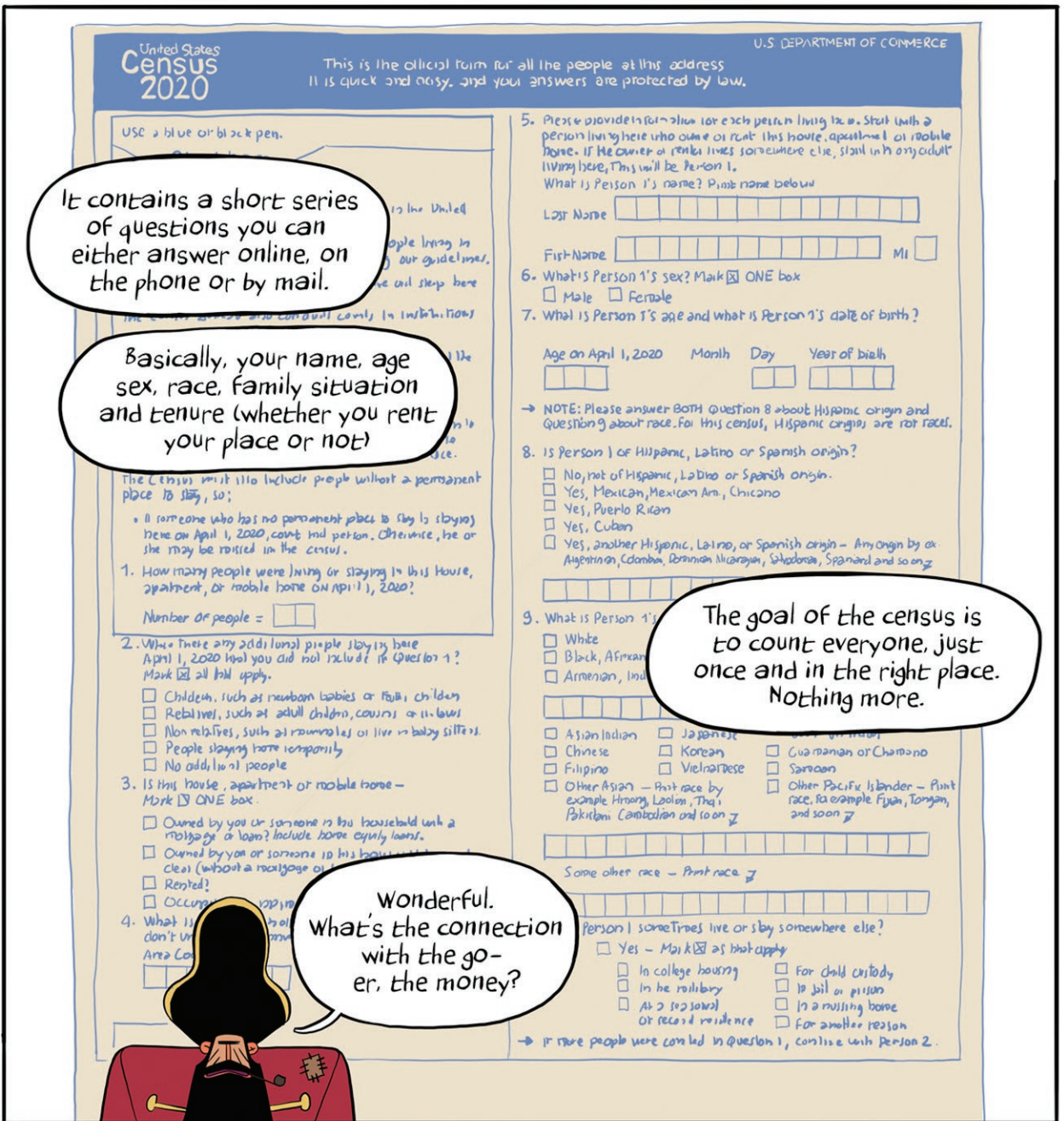
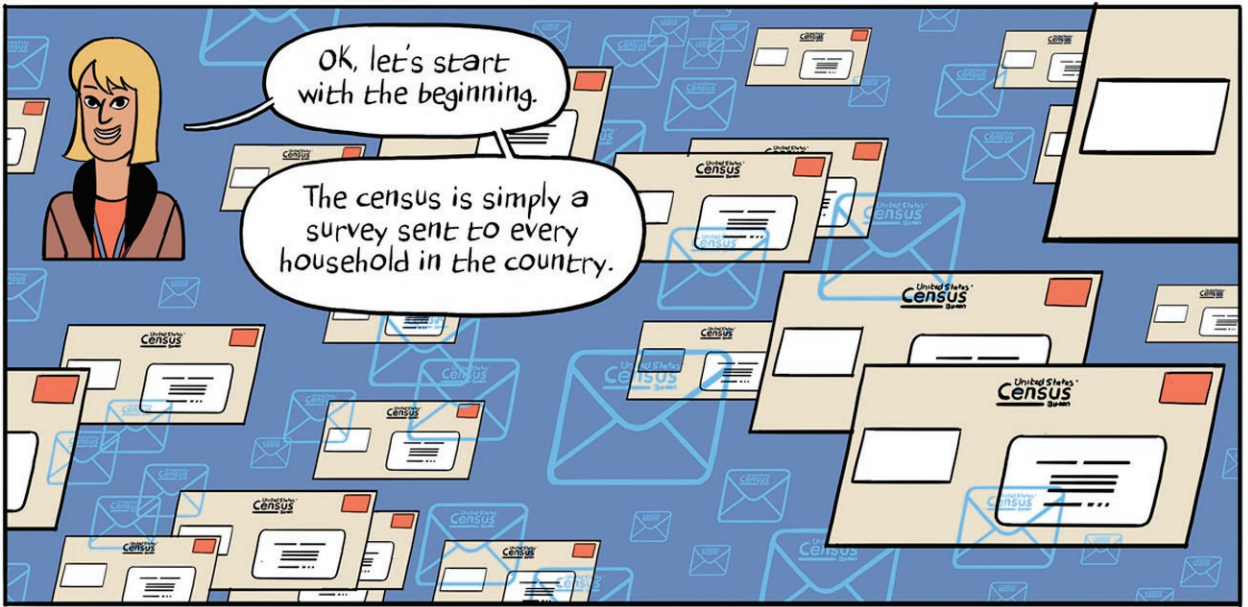
Don't you people have anything else better to do than-

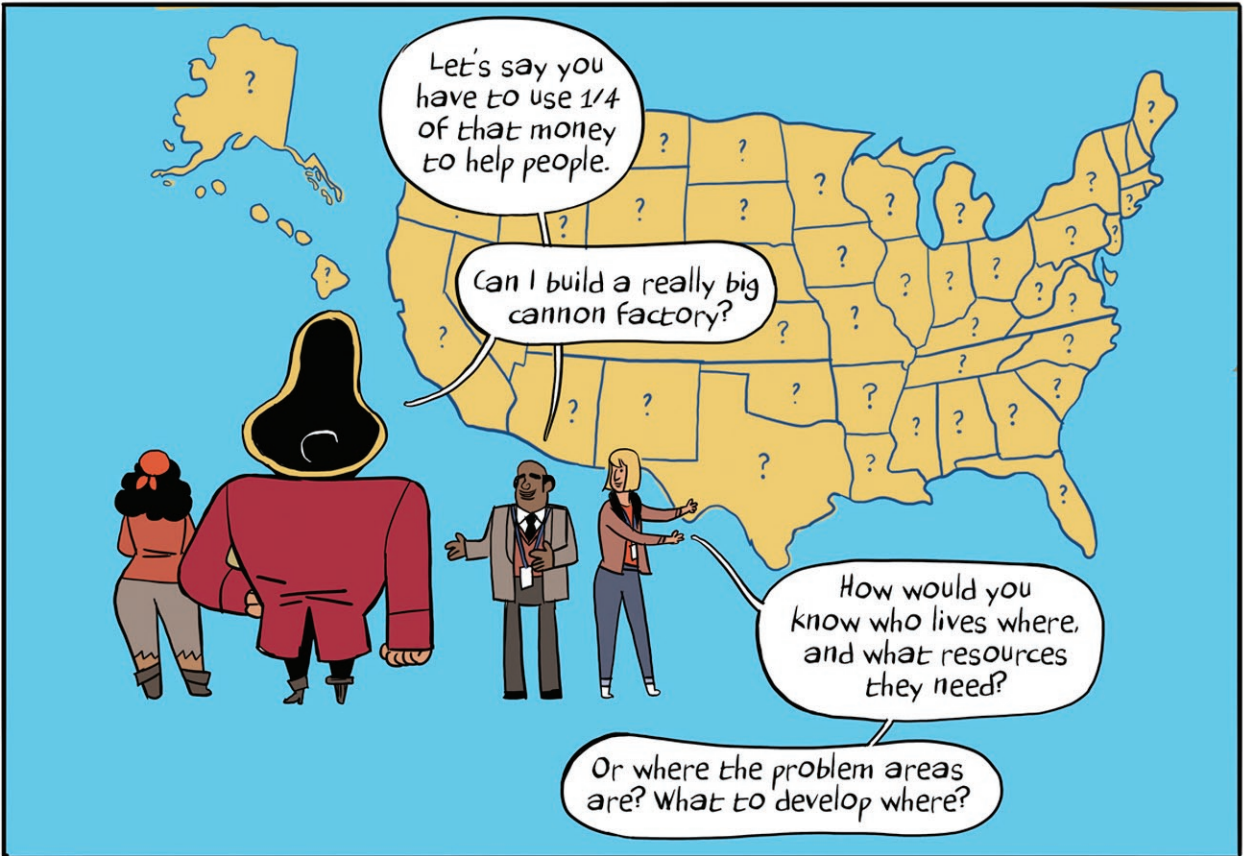
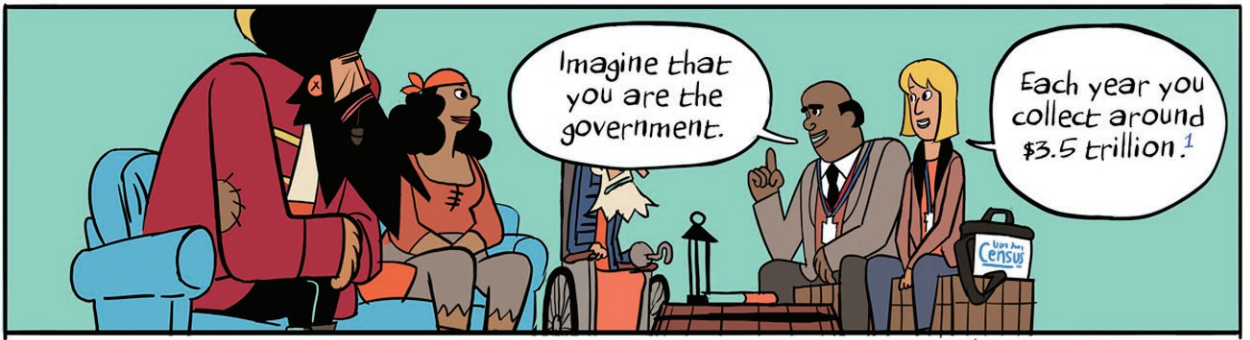


Wait.

Did you say billions of dollars?







\$3.5
trillion
US revenues

That's why more than \$880 billion is spent every year using census data.²



That money is meant to fix roads, fund foster care, save lives. It helps low income families out of medical bankruptcies, puts food on the table, and so much more.

\$880
billion
money spent guided
by census data

NUTRITION
PROGRAMS
Food stamps
\$69.4
billion

FEMA
Disaster
relief fund

CHILDREN
PROGRAMS
Education, Foster care,
development
\$38.5
billion

HOUSING
PROGRAMS
\$9.2
billion

MEDICAID
Health insurance for
low income families
\$361
billion

Even though they are designed to help families living in poverty, these programs actually reach a much wider population.



Just as an example, nearly half of all births happening in the USA are paid for by Medicaid.³



Pft! More money that we never see!

Actually, you might be using these very resources without knowing it!



Not us!

We're pirates! We don't need anybody!



What about the kids' school lunches?



That's-

That's different!



PSCHIT PSCHIT

You should really go see Dr Asher for your asthma.

I don't know what you're talking about!



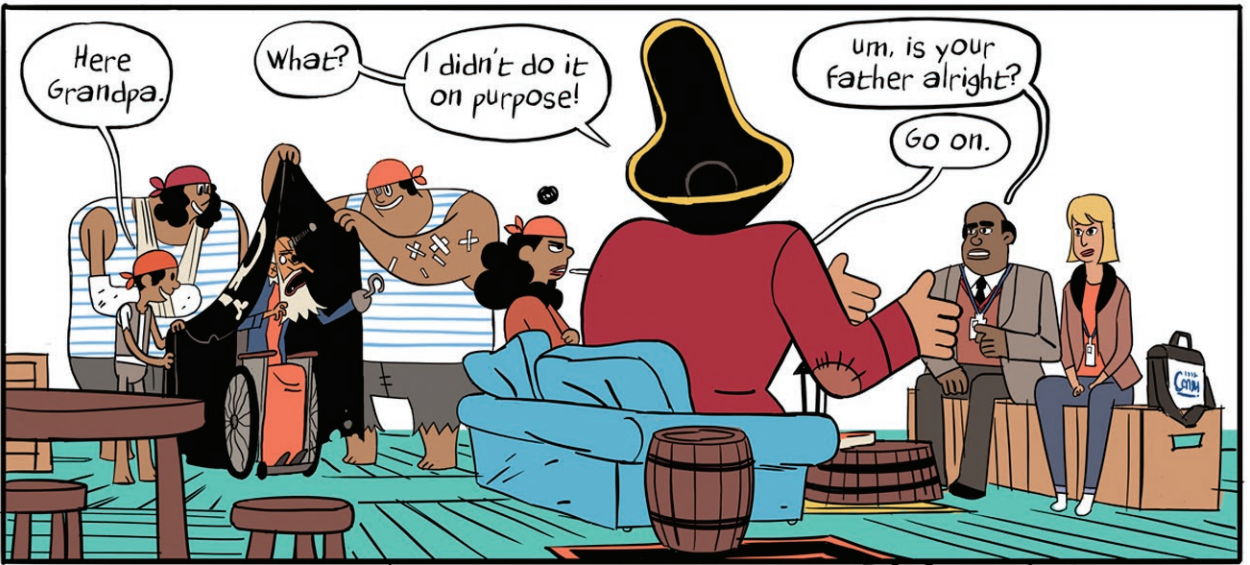
Really! I'm fine! I just went to see Jack the Surgeon!

The blind guy?

He's very competent.

He cured the crocodile's cold!





OK.

Census data plays another important role in the government.

It determines the number of representatives each state has in Congress.⁴

Congress is composed of two chambers of elected officials.

The Senate

The House of Representatives

Each state gets **2** seats in the Senate, regardless of the size of its population.

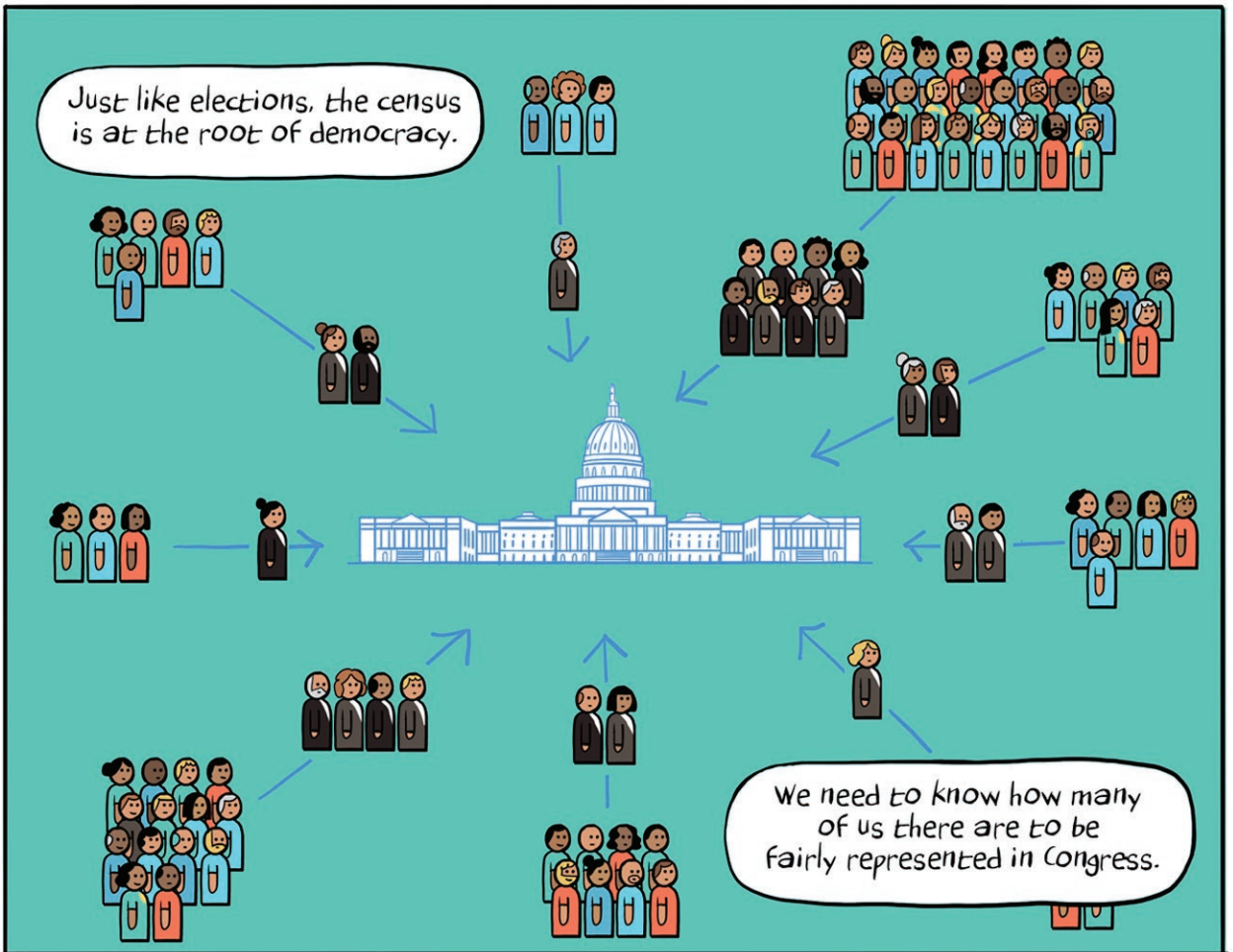
Each state gets at least **1** seat, but the rest is distributed according to the census.

The bigger the population of a state is, the more seats it gets.

For each congressperson, states get one of the 538 Grand Electors who in turn elect the president.

Elections ...

What happened to good old duelling?



The fewer people there are who participate in the census...

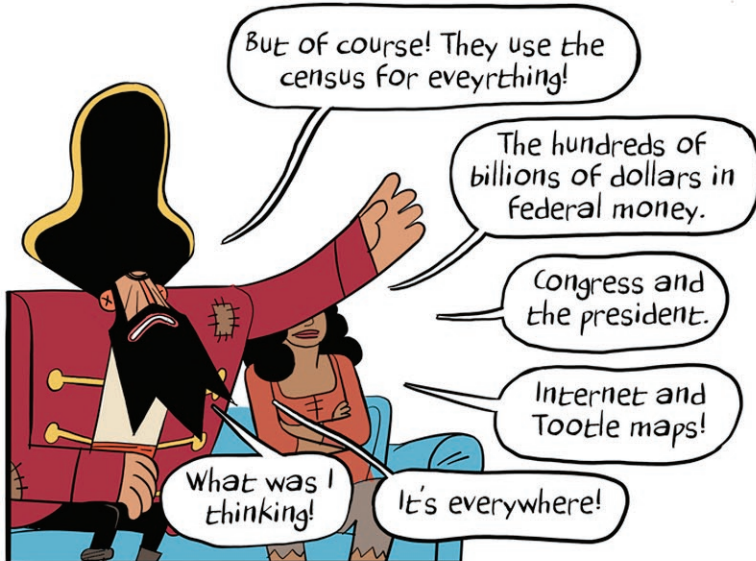
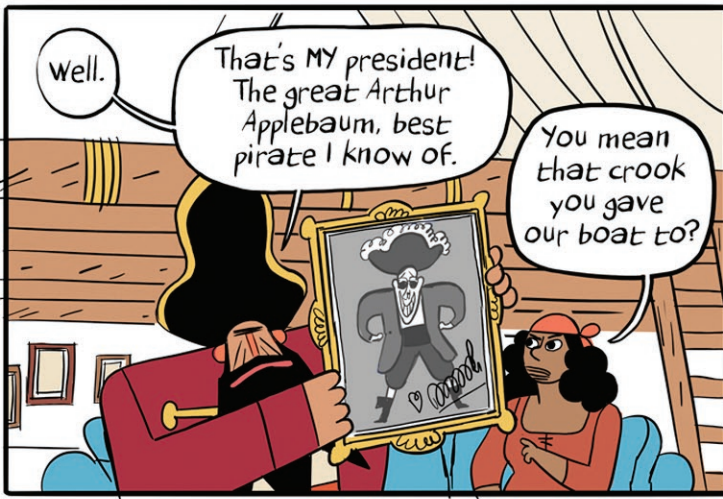
...the fewer Representatives and Grand Electors each state has...

... meaning the less of a voice you have in Congress and in choosing the President.

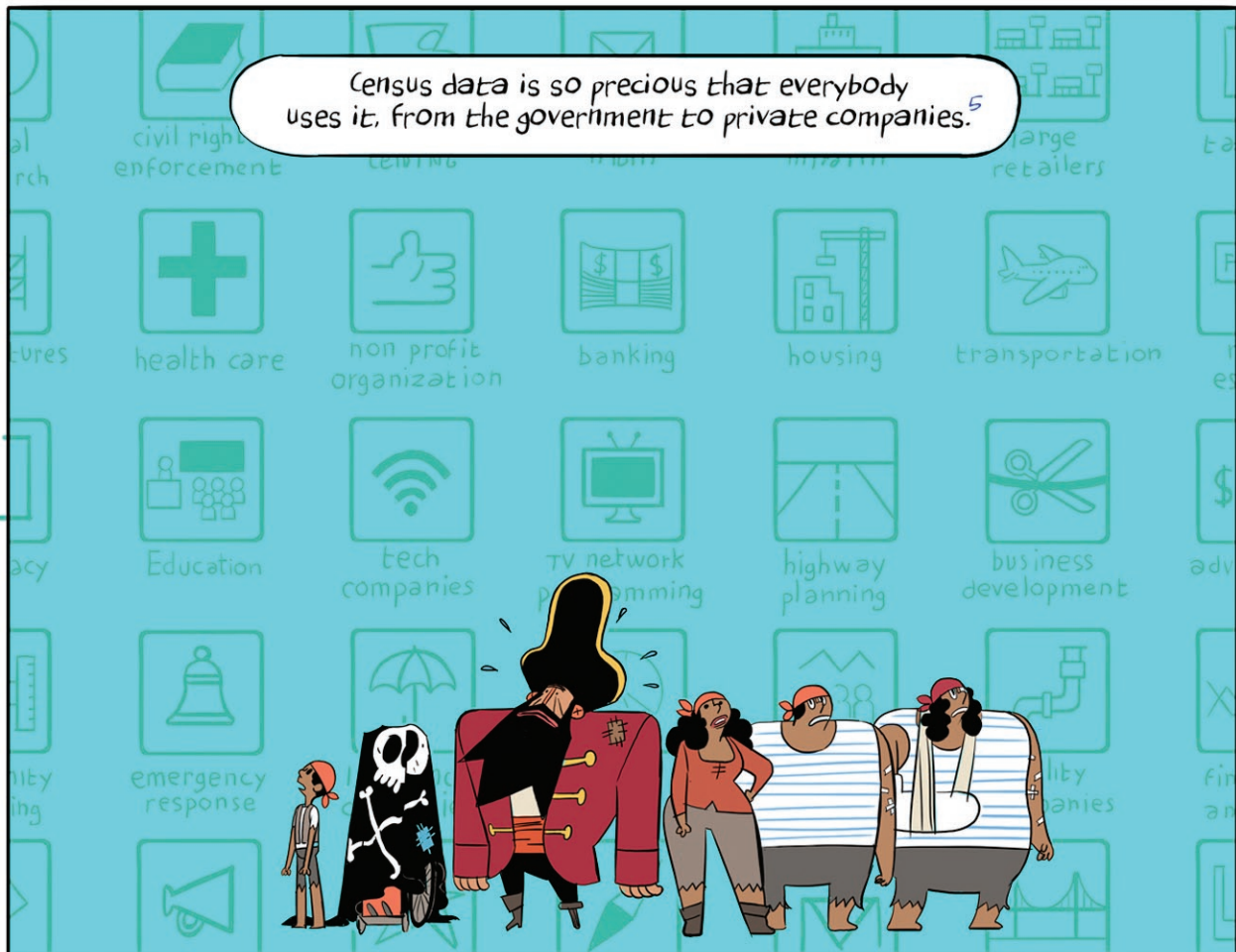
Come on! Fight with me!

States often gain or lose seats in the House of Representatives after each census.

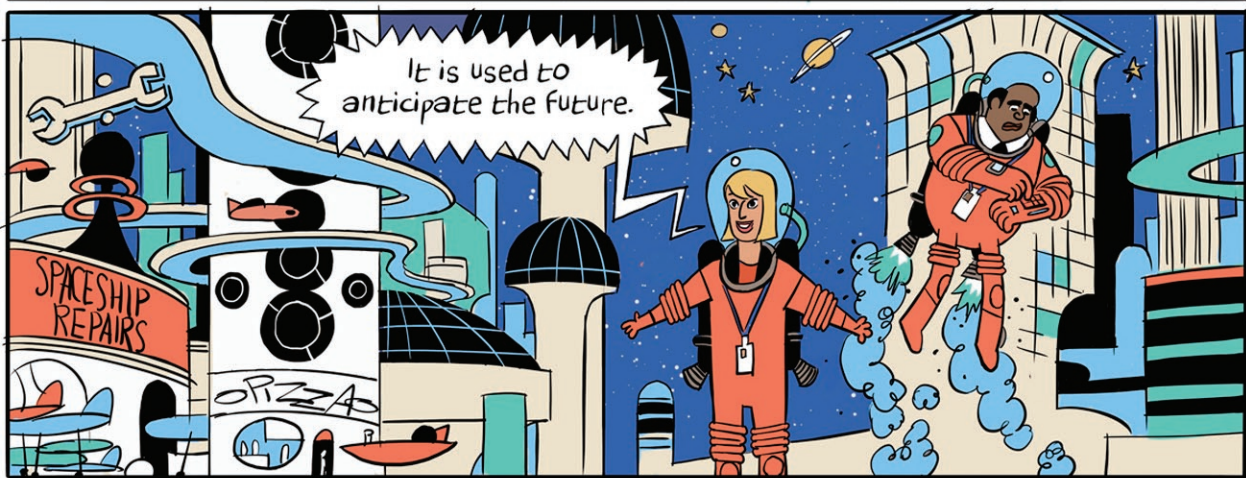
These changes can affect the whole political balance of the country.



Census data is so precious that everybody uses it, from the government to private companies.⁵

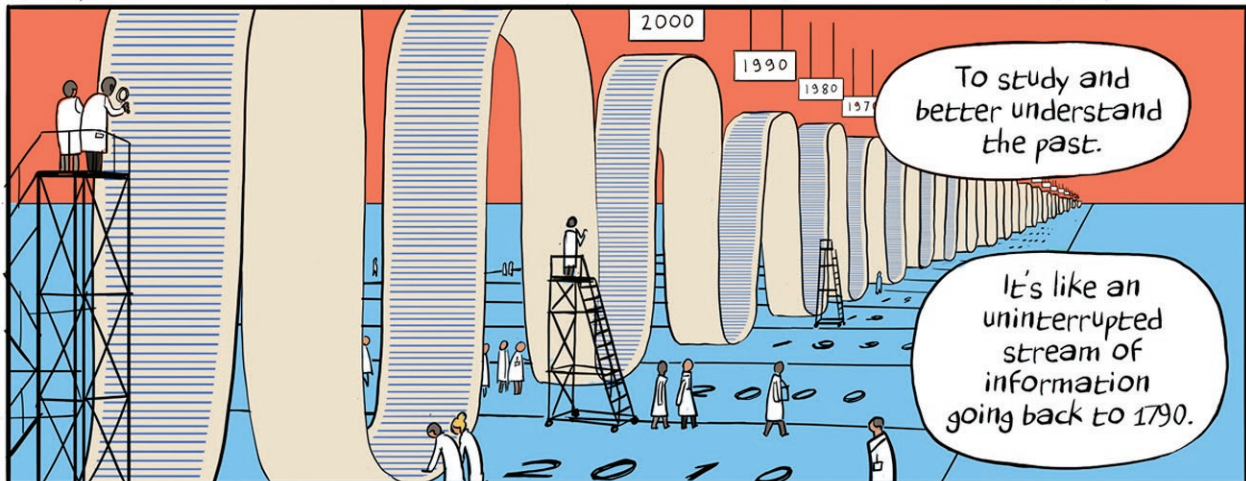


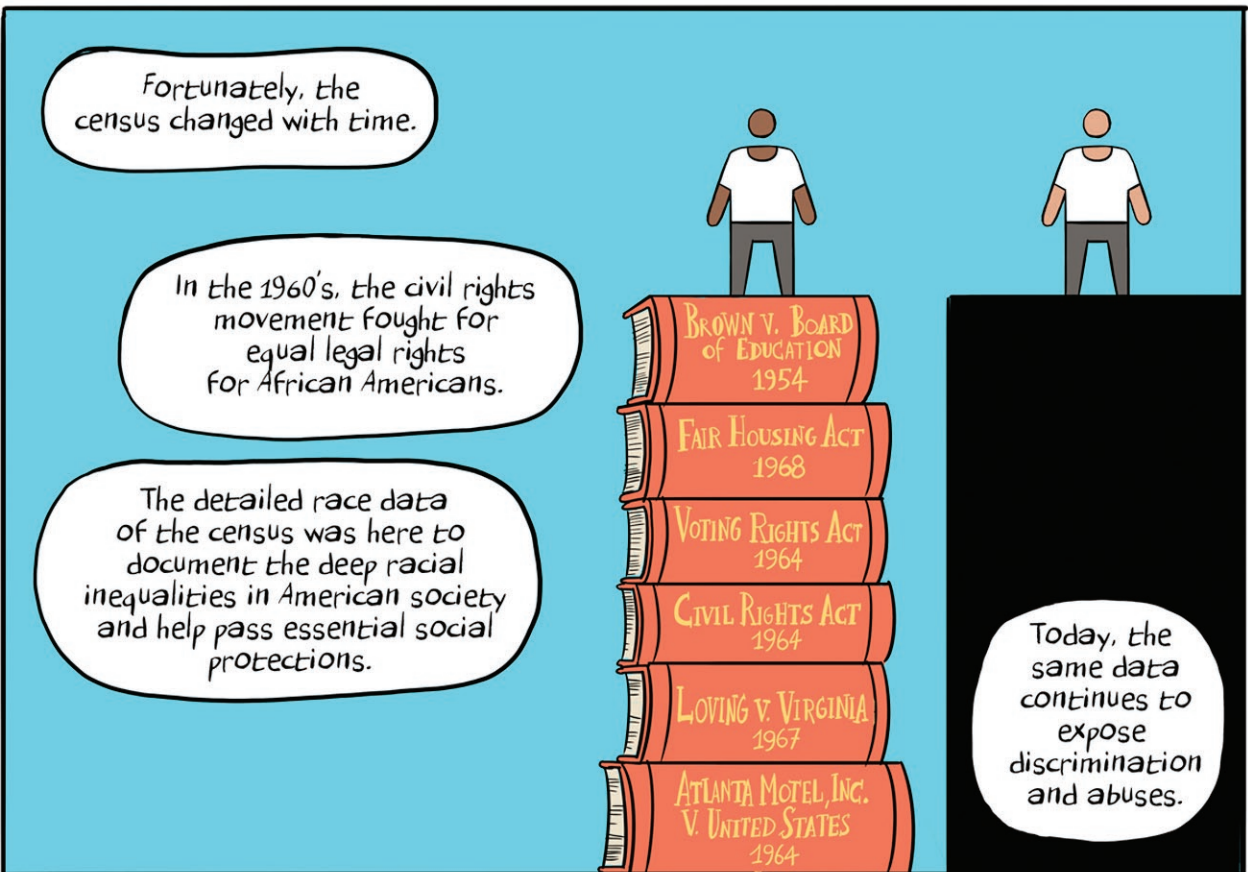
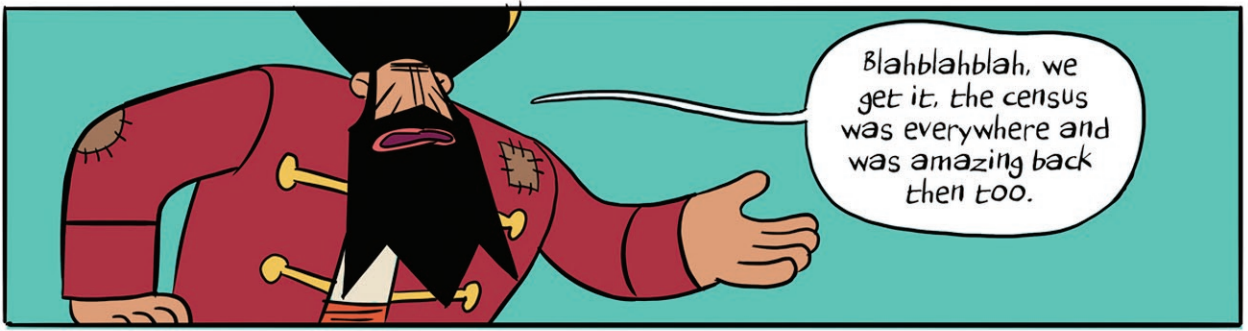
It is used to anticipate the future.



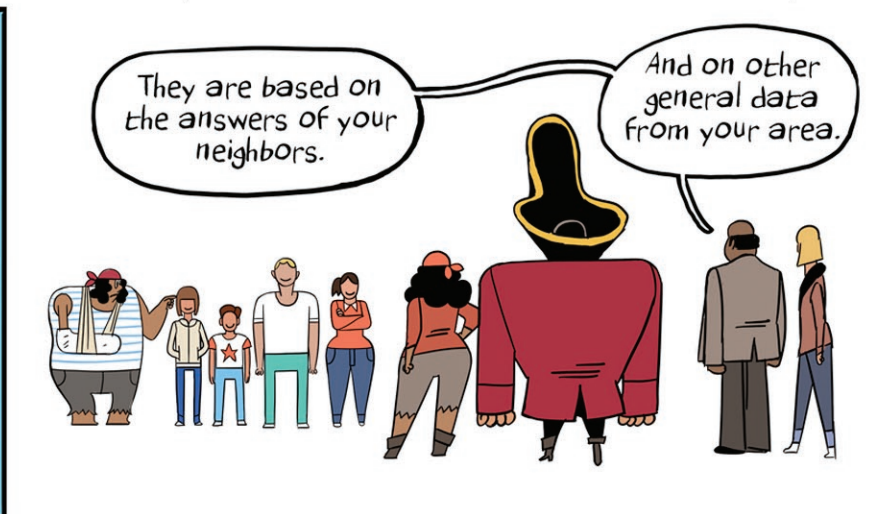
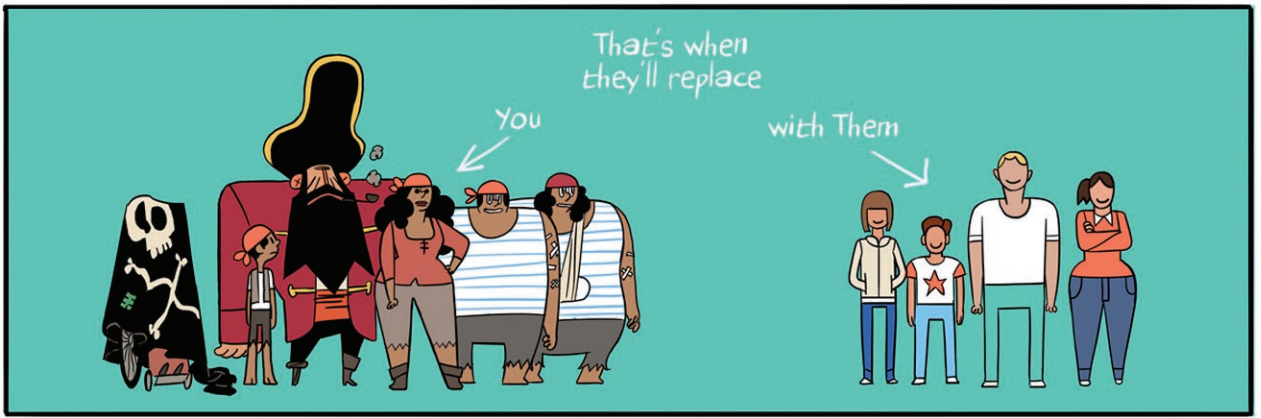
To study and better understand the past.

It's like an uninterrupted stream of information going back to 1790.







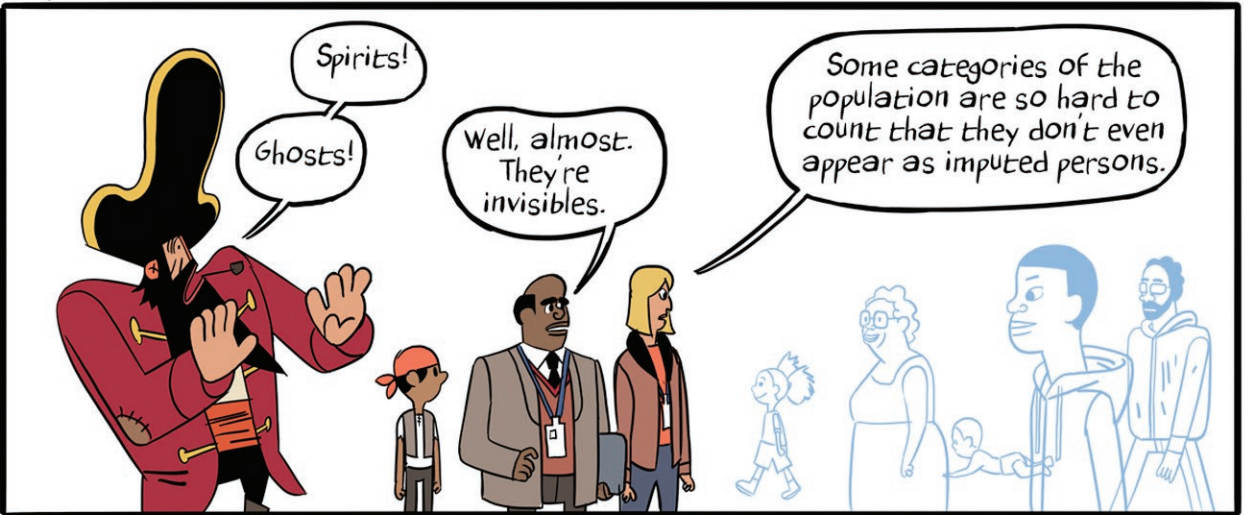
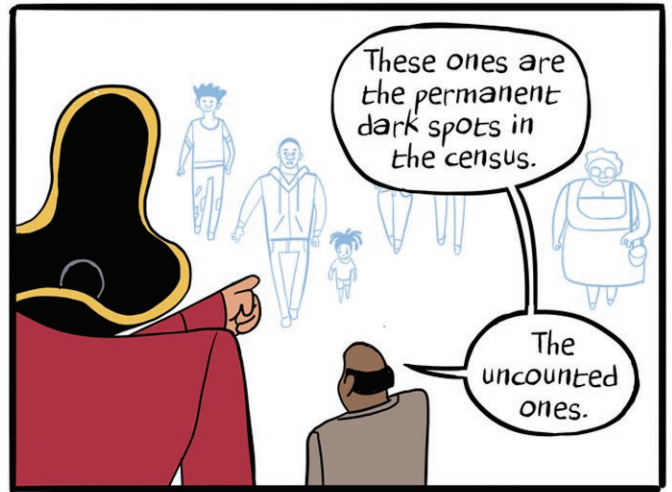




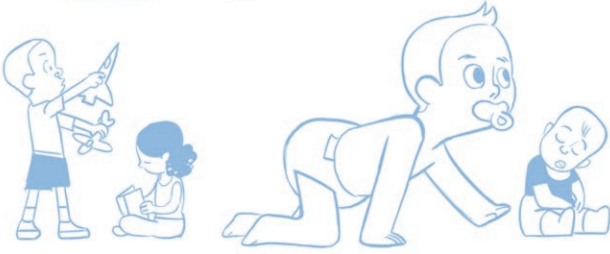
Yet they will take your place if you don't fill the census questions yourselves.



Everything will be planned for their needs. Not yours.



The biggest of these groups are the children under the age of 5.



2.2 million of them were not included in the last census.⁸



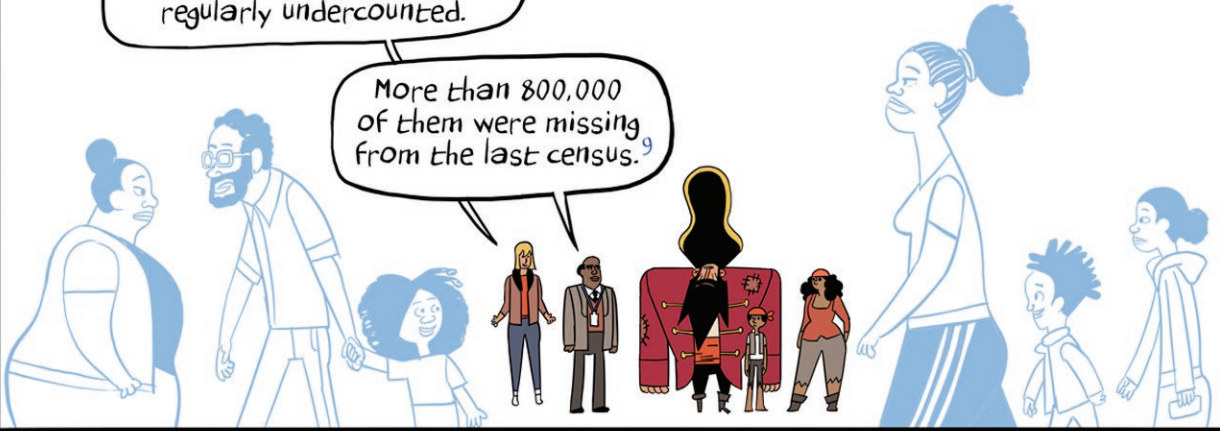
They're so cute. Why aren't they better counted?

They are often forgotten. They sometimes live with more than one family, or in more than one place. That makes them hard to keep track of.



African Americans are also regularly undercounted.

More than 800,000 of them were missing from the last census.⁹



A lot of other communities are not properly counted for different reasons, including Latinx, Asian Americans, LGBTQ people.



These uncounted people don't officially exist.

They have no representation in the political system.

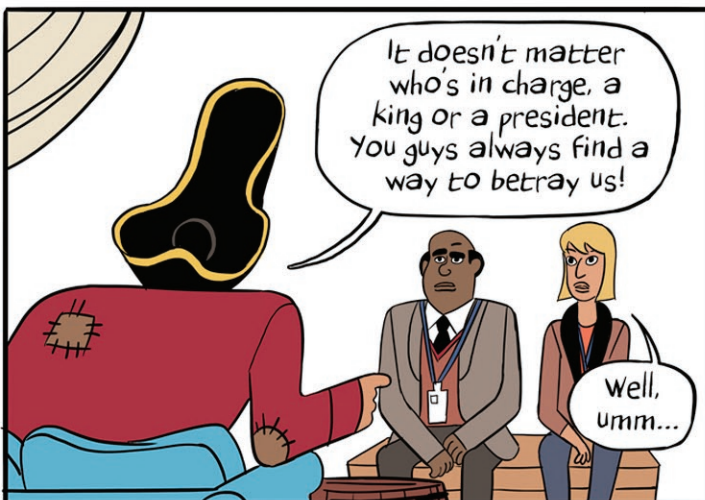
No federal resources or funds have been allocated to them.

Large scale developments don't take them into account.

Yet they still live, breathe and have the same needs as anybody else.

For the communities they live in, each uncoun­ted person represents roughly a \$1000 loss in resources every year.*

* This is a national average.¹⁰



That includes all law enforcement agencies.

The punishment for breaking that law is up to 5 years in jail...

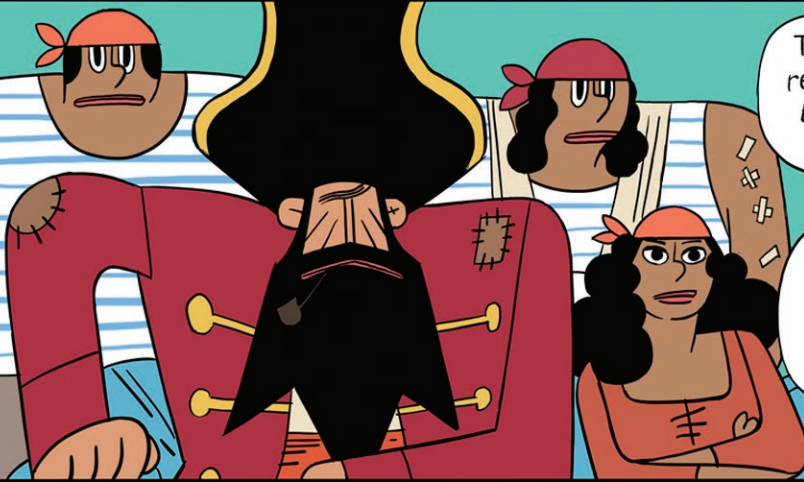


**CENSUS
PERSONAL
INFO**

and/or a \$250,000 fine. (Title 13 of US code)¹¹

We're not here to help enforce any law.

We're here to get the most accurate and fair representation of our population we can.

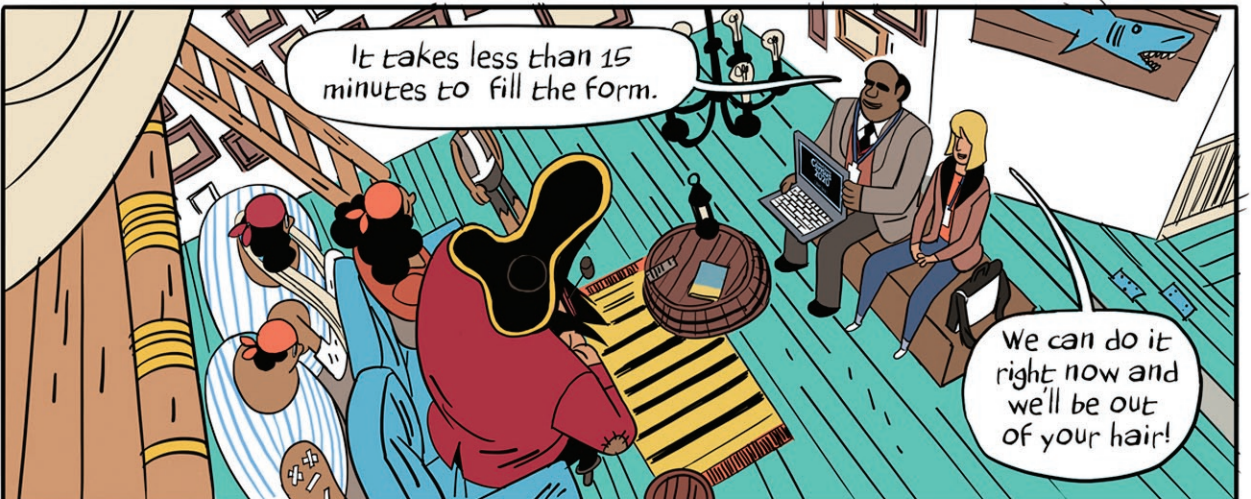


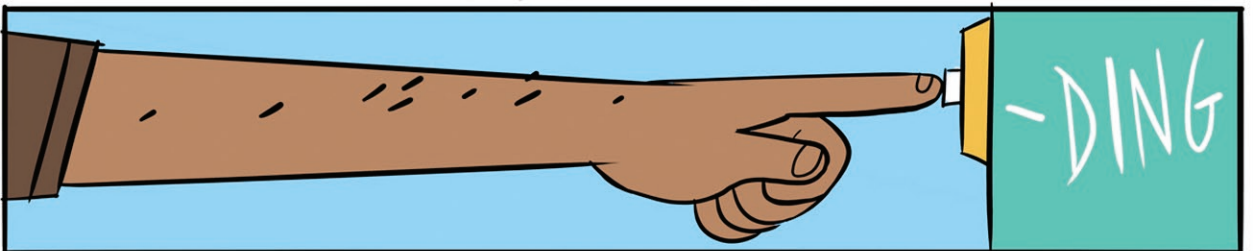
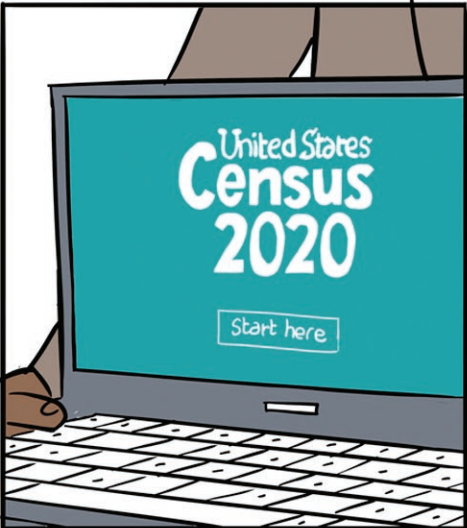
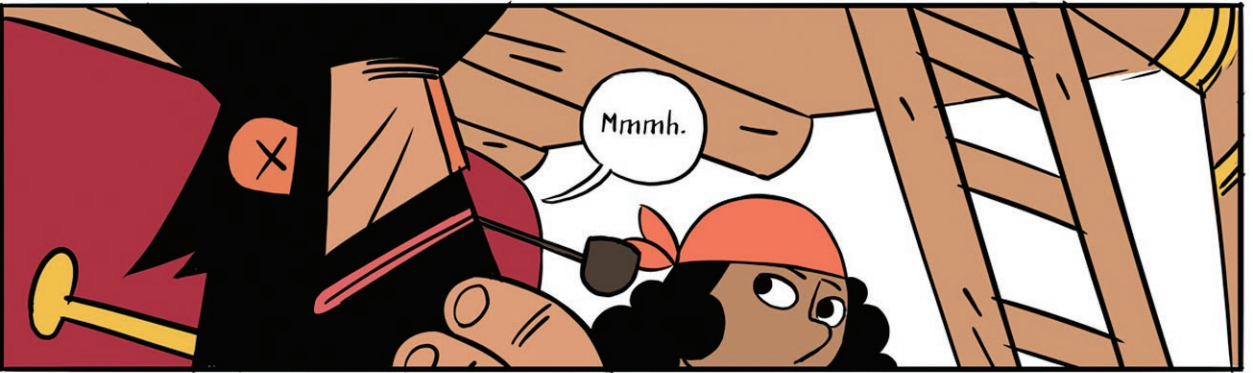
There are **NO** restrictions to take part in the census.

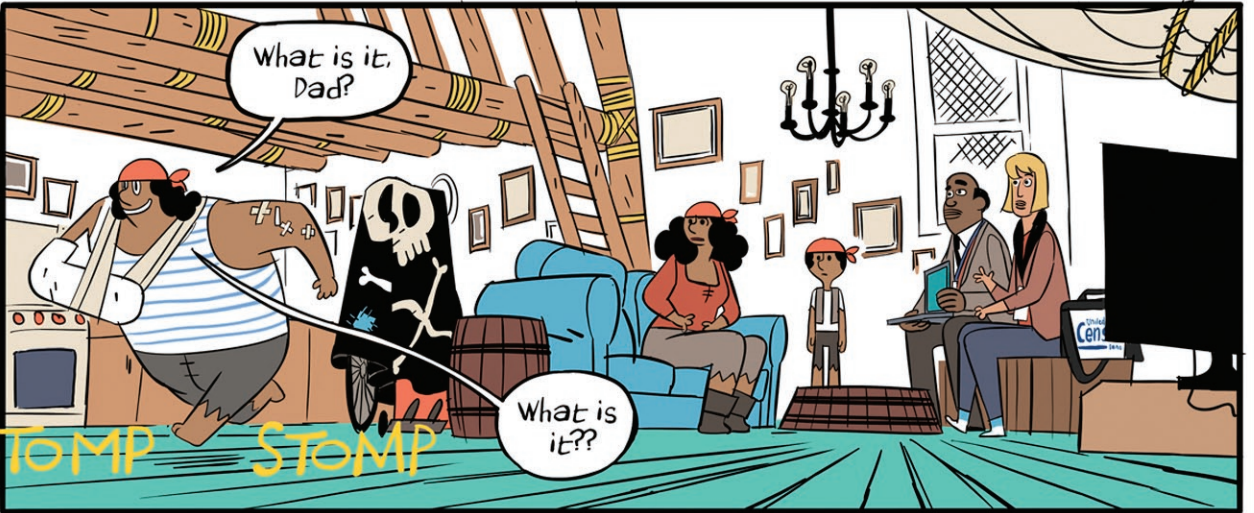
Everyone counts, regardless of citizenship, immigration status, or whether you're houseless or incarcerated.

It takes less than 15 minutes to fill the form.

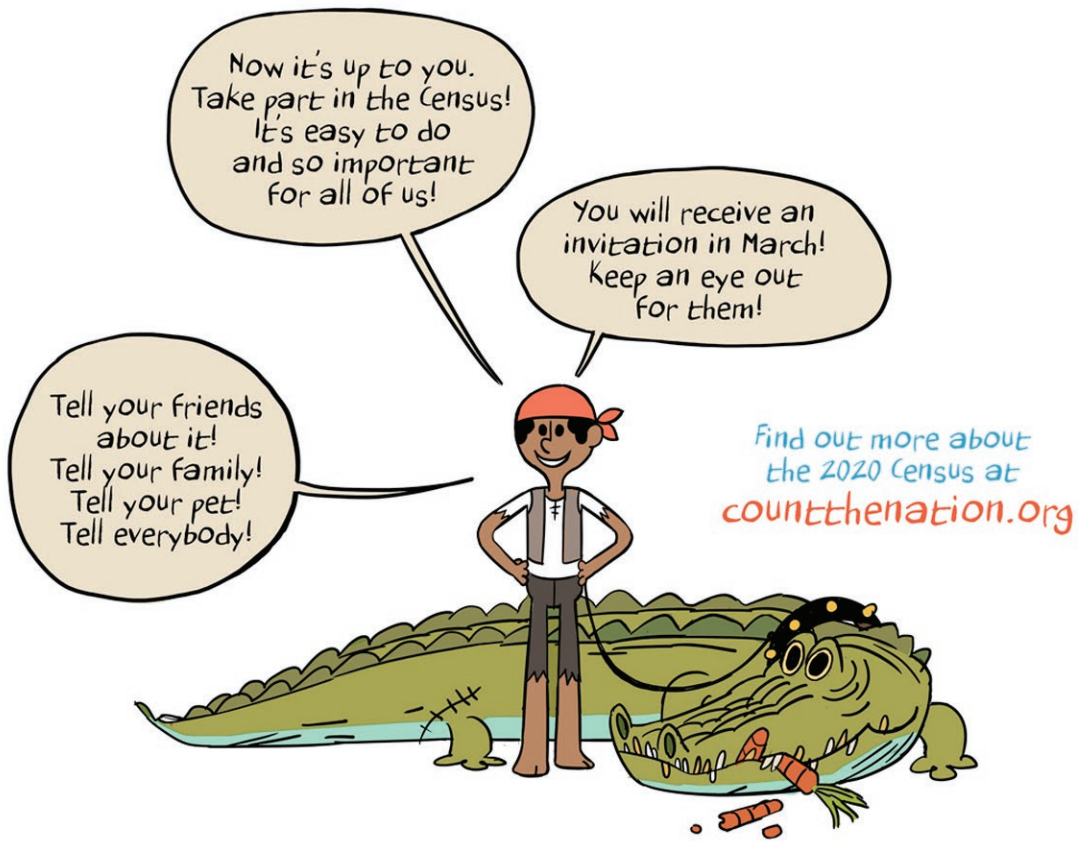
We can do it right now and we'll be out of your hair!











Created in collaboration
with the USC Annenberg Innovation Lab.
Find out more about the 2020 census at
countthenation.org





1- USAspending.gov

<https://datalab.usaspending.gov/americas-finance-guide/index.html>

2- The estimate of the exact amount of census guided federal funds to US communities varies greatly from study to study and goes all the way to \$1.5 trillion.

George Washington Institute of Public Policy .
"Counting for Dollars 2020."

<https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

3- Center for Disease Control and Prevention.
"National vital statistics System"

<https://www.cdc.gov/nchs/nvss/births.htm>

4- The US Census Bureau.

"The U.S. Census and the Amazing Apportionment Machine."

https://www.census.gov/library/video/census_apportionment_machine.html

5- The US Census Bureau.

<https://2020census.gov/en/census-data.html>

6- Margo J. Anderson.

"The american Census : A Social History."

(New Haven, CT: Yale University Press, 2015), p 76-85.

7- The Census Bureau.

“Census Coverage Estimate Report.” (22 May 2012), p 14.

https://www.census.gov/coverage_measurement/pdfs/g01.pdf

8- William P. O'Hare.

"Understanding Who Was Missed in the 2010 Census", p 8.

<https://www.prb.org/understanding-who-was-missed-in-the-2010-census/>

9- The Leadership Conference Education Fund.

“Factsheet: Will You Count? African Americans in the 2020 Census.”

[https://www.countthenation.org/wp-content/uploads/2019/05/
Fact-Sheet-African-Americans-HTC.pdf](https://www.countthenation.org/wp-content/uploads/2019/05/Fact-Sheet-African-Americans-HTC.pdf)

10- George Washington Institute of Public Policy .

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11- The US Census Bureau.

“How the Census Bureau Protects Your Data.”

<https://2020census.gov/en/data-protection.html>

[https://www.govinfo.gov/content/pkg/USCODE-2007-
title13/pdf/USCODE-2007-title13.pdf](https://www.govinfo.gov/content/pkg/USCODE-2007-title13/pdf/USCODE-2007-title13.pdf)