

What is Census 2030 and why does it matter for [Your State]?

Every 10 years, the U.S. Census Bureau counts every person living in the United States. The numbers determine many things: the number of Congressional districts each state receives, the amount of federal money that goes to the states (**more than \$xx.x billion**¹ annually to [Your State]; more than \$x,xxx² per person per year), the boundaries of state legislative districts, and how to direct state and local resources to the places that need it most. Businesses and nonprofits use census data to understand population trends and community needs and to plan for everything from where to locate a new restaurant to how many ambulances a community requires. Poor data will lead to poor decisions, underrepresentation, and less money to meet [Your State]'s needs.

In 2020, [Your State]'s statewide self-response rate was XX%³ -- [only 19 of the state's 159 counties exceeded the national average of 67%.]⁴ **An incomplete or inaccurate count in one city or county affects the resources and representation for the entire state.**

The consequences go beyond losing federal dollars for critical programs such as Medicare, bridge maintenance, and special education.⁵ For example, New York state lost a Congressional seat it would have retained had it counted only 89 more people. Every resident matters.

What makes it difficult to count every [Your State] resident?

Some groups are historically more likely to be undercounted. Young children under the age of 5 (more than X%⁶ of [Your State]'s population) are missed more than any other group. These absences will persist for the following ten years. An uncounted 3-year-old in 2030 will grow to be a 13-year-old in 2039 whose school district and community do not receive the resources needed. **A mistake now has consequences for a decade.** Other groups that are too often missed: rural

¹ Source: POGO: "[Dollars and Demographics: How Census Data Shapes Federal Funding Distribution](#)" Table 1, pp8-9

² Math: (total dollar amount) divided by (2020 state population – find it by googling “[your state] population 2020”)

³ Go to <https://www.censushardtocountmaps2020.us/> and click on [your state] to see self-response as of 10/28/2020

⁴ This part of the sentence should be customized. Find something interesting to say. If the state response rate is higher than the national average, note how many counties are below. If lower, say so. You can see the county breakdown by choosing “self response by county” and going from there.

⁵ If your state gained/lost a seat in the last cycle, or if the prospect of either garners a lot of interest in your area, add a sentence about it in this section.

⁶ Go to <http://data.census.gov> and find table B01001, filter by [your state]. Math: Add (Male under 5 years) plus (Female under five years), then divide the total by the total state population. Turn the result into a percentage.

residents (xx%⁷ of [Your State]), renters (xx%⁸), poor people (xx%⁹), and people of color (xx%¹⁰ of residents).¹¹

About x%¹² of [Your State] households do not have broadband internet access and xx%¹³ have a cellular data plan only, which may create barriers to completing the on-line forms. Distrust of government and worry about data privacy may also discourage participation.

When residents are not counted, [Your State] pays the price. The state does not receive the federal funds it deserves for disaster relief or regional needs. Communities and our economy suffer.

What can philanthropy and nonprofits do to support a fair and accurate census?

Achieving a fair and accurate count will be more difficult than it has been in previous decades. Because they are well known by community members, nonprofits and their philanthropic partners can help avoid undercounts by bringing trusted voices to the work.

Counting all [Your State] residents is an achievable goal that depends on a partnership of public, private, and community groups, including philanthropy and nonprofits. **NOW is the time to start. Working together, we will succeed.**

⁷ Go to <http://data.census.gov> and find table H2, filter by [your state]. Math: (rural) divided by (total). Turn the result into a percentage.

⁸ Go to <http://data.census.gov> and find table B25003, filter by [your state]. Math: (renter occupied) divided by (total). Turn the result into a percentage.

⁹ Go to <http://data.census.gov> and find table S1701, filter by [your state]. Math: (all individuals with income below 200% of poverty level) divided by (population for whom poverty status is determined). Turn the result into a percentage.

¹⁰ Go to <http://data.census.gov> and find table P9, filter by [your state]. Math: (total population) minus (population of one race: white alone). Take that result and divide by (total population). Turn the result into a percentage.

¹¹ Think about the characteristics of your state's population and choose the hard-to-count factors that are most salient. Your choices will likely differ from your neighbor. That's fine.

¹² Go to <http://data.census.gov> and find table B28002, filter by [your state]. Math: (total) minus (broadband of any type). Take that result and divide by (total). Turn the result into a percentage.

¹³ Go to <http://data.census.gov> and find table B28002, filter by [your state]. Math: (cellular data plan with no other type of internet subscription) divided by (total). Turn the result into a percentage.