

Children & Families

Together, we can ensure
that our community receives the
resources it needs.

United States®
Census
2020

Learn more at 2020census.gov.



Shape our children's future. Start with the 2020 Census.

Young children experience new adventures each day, and little ones need all of the support they can get during these early years.

Responding to the 2020 Census is an easy, safe, and important way to help provide resources for children and their communities for the next 10 years.

Everyone living in the United States is asked to complete a simple questionnaire every ten years that asks for basic information about the people who live or sleep in their home. Children under the age of five, however, are often missed.

Young children who are missed in the census tend to live with large, extended families or with multiple families living under one roof. When newborn babies and children are not counted, support for programs such as health insurance, hospitals, childcare, food assistance, schools, and early childhood development is impacted.

Responding to the census is easier than ever. You can complete the census questionnaire online, by phone, or by mail.

And remember, just as you protect the children in your care, the U.S. Census Bureau protects your information. The Census Bureau is required by law to protect any personal information collected and keep it strictly confidential. All Census Bureau staff take a lifetime oath to protect your personal information and any violation of this oath comes with a penalty of up to \$250,000 and/or up to five years in prison.

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If you have children in your home, make sure they are counted in the right place.

Young children experience new adventures each day, and little ones need all of the support they can get during these early years.



Count children in the home where they live and sleep most of the time, even if their parents don't live there.



If a child's time is divided between more than one home, count them where they stay most often. If their time is evenly divided, or you don't know where they stay most often, count them where they are staying on Census Day—April 1, 2020.



If a child's family (or guardian) is moving during March or April 2020, count them at the address where they are living on April 1, 2020.



Count children in your home if they don't have a permanent place to live and are staying in your home on April 1, 2020, even if they are only staying with you temporarily.



Count newborn babies at the home where they will live and sleep most of the time, even if they are still in the hospital on April 1, 2020.

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Counting young children in the 2020 Census

Counting everyone once, only once, and in the right place.

The 2020 Census helps determine which areas qualify for the critical resources that children and families depend on for the next 10 years—basically an entire childhood! An estimated 5 percent of kids under the age of five were missed in the 2010 Census. At about 1 million babies and young children, that's the largest undercount of any age group. We need your help closing this gap in the 2020 Census.

Here's what our research tells us about why young children are missed and what you can do to help make sure they are counted.

If the child splits time between two homes, or if the child lives or stays with another family or with another relative such as a grandparent.

- Emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.

If the child lives in a home with a young, single parent or guardian.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these homes that the form should only take about 10 minutes to fill out and can be done online, by phone, or by mail.
- Encourage parents and guardians with young children to ask other household members to count them and their children on the form if others live in the home.

If the child is a newborn.

- Emphasize that parents and guardians should include babies on census forms, even if they are still in the hospital on April 1.
- Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents and guardians can fill it out online, by phone, or by mail at a time that works best for them.
- Explain to parents and guardians that if newborns are not counted, the next opportunity to count them will be when they are 10 years old. During those years, their communities could receive less funding for schools, parks, SNAP/WIC, hospitals, transportation, and other things kids need.

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If the child lives in a home that is large, multigenerational, or includes extended or multiple families.

- Remind the person filling out the form to count all children, including nonrelatives, foster children, and children with no other place to live, even if they are only living at the address temporarily on April 1.
- Spread the word that the census counts all people living or staying at an address, not just the person or family who owns or rents the property.

If the child lives in a home that rents or recently moved.

- Encourage renters and recent movers to complete their census forms online or over the phone, right away. That way they don't need to worry about paper forms getting lost in the move.
- Focus efforts on multi-unit buildings that are likely to have renters.

If the child lives in a home where they're not supposed to be, for one reason or another.

- Please explain to those that have children living in places where they aren't allowed (for example, grandparents in a seniors-only residence that have a grandchild living with them, a family with more people, including children, than the lease allows) that they should include the children on their census form.
- Emphasize that responses to the 2020 Census are safe and confidential. Personal information is protected by law and cannot be shared with other law enforcement agencies—not the FBI, ICE, or even local police. It also cannot be used to determine personal eligibility for government benefits.
- Explain that all Census Bureau staff take a lifetime oath to protect your personal information, and any violation of this oath comes with a penalty of up to \$250,000 and/or up to five years in prison.

If the child lives in a lower-income home.

- Explain to service providers and families that responding to the census helps determine more than \$675 billion each year in local funding for programs and services such as food assistance, Head Start, childcare, housing, public schools, early intervention services for children with special needs, children's health insurance, and more. When children are missed in the census, these programs miss out on funding that is based on the number of children counted.

If the child lives in a non-English or limited-English speaking home.

- Conduct outreach and create resources in non-English languages that highlight the importance of counting young children.
- Encourage non-English speakers to self-respond to the census and let them know that for the 2020 Census, the online form and telephone line will be available in 13 languages, including English. Language guides will be available in 59 languages other than English.

If the child lives in a home of recent immigrants or foreign-born adults.

- Work with community members to conduct outreach in neighborhoods with recent immigrants. Focus efforts on the community's gathering places like local grocery stores, places of worship, and small restaurants.
- Emphasize that responses to the 2020 Census are safe and confidential. Personal information is protected by law and cannot be shared with other law enforcement agencies—not the FBI, ICE, or even local police. It also cannot be used to determine personal eligibility for government benefits.

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Shape the future for your family.

Every 10 years, the census counts everyone living in the United States. It is important to count every person living in your home to make sure your community and others across the nation are accurately funded and represented for the next decade.

Count everyone, from grandpa to the new baby.

No matter who lives in your home, be sure to count them all in the 2020 Census. This includes grandparents, young children, foster children, and nonrelatives who are living with you. Information collected in the census will inform the allocation of more than \$675 billion in federal funding each year. That includes money for things like:

- First responders
- School meals
- Medicare and Medicaid
- Adoption assistance
- Food assistance programs
- Libraries and community centers

Your response is safe.

Your personal information is kept confidential by law. Your responses can be used only for statistical purposes. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

Your family can help you respond.

The online census form is available in English and 12 additional languages. If you do not speak one of those languages, someone else in your home can complete the form for everyone in your home. If the adults in your home do not speak one of these languages, someone can translate for you. This includes a child in your home or a friend.

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FACT: Children under the age of 5 had the highest undercount of any age group in the 2010 Census.

Counting Young Children in the 2020 Census

THE PROBLEM

In the 2010 Census, the net undercount of children under the age of 5 was 4.6 percent. That's nearly 1 million children. Unlike other age groups, the undercount of young children grew between the 2000 Census and 2010 Census. This is not a new problem, and it's not unique to the United States.

Young children who are missed in the census tend to have complex living arrangements. They might live with only one parent; large, extended families; foster families; or multiple families under one roof. These children may stay in more than one home throughout the year and may not be related to the person responding to the census.

Young children most likely to be missed tend to live with:

- Foster families.
- Multiple families.
- People who are not related to them.
- Grandparents, single parents, or young adults.
- Individuals with limited ability to speak English.
- Renters or people who have moved.
- Parents or guardians with lower incomes or without a permanent home.

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U.S. Census Bureau research shows that young children are not included in census responses because there is confusion about who to count. For example, individuals may not understand that they should include children staying in their home who aren't their own. In other cases, individuals intentionally exclude children because they fear they could be exposed for breaking housing rules. Additionally, children can be missed, along with their entire household, because they are homeless or moved on or around Census Day.

THE IMPACT

The 2020 Census will help determine how more than \$675 billion in federal funding is distributed to communities for the next 10 years—basically, an entire childhood.

When young children are not counted, support for programs, such as health insurance, hospitals, child care, food assistance, schools, and early childhood development, is impacted because the more children there are, the greater the need.

Census data are also the basis of survey data that measure a wide range of characteristics about young children and their communities. When census counts are incomplete, survey estimates are inaccurate, impacting the quality of decisions made by all data users.

TAKING ACTION

To improve the count of young children in the 2020 Census, the Census Bureau:

- Clarified instructions to highlight that responses should include all babies and young children living or staying in a home.
- Improved Census Bureau employee training to include information related to counting young children.
- Tailored and integrated messaging about the importance of counting young children throughout its communications campaign.
- Is educating national and local partners about ways to improve the count of young children.
- Is marketing to communities where young children are most at risk of being left out of responses to the census.

HELP ENSURE ALL CHILDREN ARE COUNTED IN 2020

- Count babies and children of all ages (even newborns and infants) living with you, including biological, step, and adopted children, as well as grandchildren, foster children, and children in joint custody arrangements.
- Count newborn babies at the home where they will live and sleep most of the time, even if they are still in the hospital on April 1, 2020. Do not count babies born after April 1, 2020.
- Count children where they live and sleep most of the time, even if their parents do not live there, they are not related to the person completing the census, or they are not related to the person who owns or rents the property.
- If children are moving to a new home in 2020, count them where they are living on April 1, 2020.
- If a child's time is divided between more than one home, count them where they stay most often. If their time is evenly divided between homes, or you don't know where they stay most often, count them where they are staying on April 1, 2020.
- For children that don't have a permanent place to live, count them where they are staying on April 1, 2020, even if they are only staying there temporarily.

HOW YOU CAN HELP

Help your friends, family, and stakeholders understand who to include on their 2020 Census questionnaire and why it's important. Remind them that the census counts everyone living in the United States, and that their responses are protected by law.

- Share the link to our Counting Young Children Web page with your family, friends, and neighbors.
- Share our guidance about counting young children.
- Follow us on [Twitter](#) and [Facebook](#), and help share our messages.
- Encourage your stakeholders to use our [outreach materials](#) to spread the word in their communities.

2020census.gov → [Who to Count](#) → [Counting Young Children](#)

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Remember to _____!

Congratulations on welcoming your new bundle of joy! If your baby was born on or before **April 1, 2020**, remember to count them on the 2020 Census.

The census informs decisions about funding for things like health insurance, hospitals, child care, food assistance, schools, and early childhood education for the next 10 years—basically an entire childhood!

Beginning in mid-March 2020, you can respond to the census online, by phone, or by mail. Don't miss this opportunity to shape the future for your baby and your community!

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We keep your data like you keep your kids. Safe and secure.

All 2020 Census responses are kept confidential and private. It's the law. Your responses cannot be shared and cannot be used against you by any government agency or court in any way.

For more information, visit:

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The newborn baby? Of course she counts. (Congrats, by the way!)

From 1 day old to over 100 years old, everyone counts on your census form.

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Kiss them, then count them.

By responding to the 2020 Census and counting every child in your home, you'll influence how much funding your community receives over the next 10 years for schools, child care, and more.

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