



# Virginia Complete Count Commission

Messaging Pop Quiz

# Question 1

## What is the Census?

- A. A count of every person living in the United States.
- B. A count of every person living in your neighborhood.
- C. A count of every citizen living in the United States.
- D. A population count of every person living in the United States of America.

**Answer: D.** A population count of every person living in the United States of America.



# Question 2

## When is the Census?

A. 2020.

B. April 1, 2020.

C. March-Summer 2020.

D. 2010.

**Answer: C. March-Summer 2020** The next Census will take place in 2020. Beginning in Mid-March 2020, YOU will receive a notice in the mail to complete the 2020 Census. Once YOU receive it, YOU can respond online. In May 2020, the U.S. Census Bureau will begin following up in person with households that haven't responded to the Census to ensure YOU and YOUR family are counted.



# Question 3

## Why should I complete my Census form?

**A.** Data from the Census provides the basis for distributing more than \$675B in federal funding

**B.** Data from the Census is used to support vital programs—impacting housing, education, transportation, employment, health care, and public policy.

**Answer: A&B.** Data from the Census provides the basis for distributing more than \$675B in federal funding for communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy.



# Question 4

**What's at stake if I don't complete my Census form? Can my community lose money if I don't complete my Census form?**

- A. Yes, your community can lose upwards of \$25,000.
- B. Yes, your community can lose \$200.
- C. Yes. Each person who isn't counted in the 2020 Census could result in their community losing \$2,000 in funding per person; that's \$20,000 per uncounted person over a 10 year period.
- D. Yes, your community can lose \$20.

**Answer: C.** Yes. Each person who isn't counted in the 2020 Census could result in their community losing \$2,000 in funding per person; that's \$20,000 per uncounted person over a 10 year period.



# Question 5

## How will I complete my Census form?

- A. You will complete your Census form by hand.
- B. You will complete your Census form electronically.
- C. You will complete your Census form by hand and electronically.
- D. You will complete your Census form at the U.S. Census Bureau.

**Answer: Trick Question.** In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but YOU can still respond by phone or mail if you prefer.



# Question 6

How long should it take me to complete my Census form?

A. 30 seconds

B. 12 hours

C. 1 minute

D. Responding should take less time than it takes to finish your morning coffee or read your morning newspaper.

**Answer: D.** Responding should take less time than it takes to finish your morning coffee or read your morning newspaper.



# Question 7

Should I complete the 2020 Census if I did not complete the 2010 Census?

A. Yes.

B. Absolutely.

C. Of course you should.

D. Without a doubt.

**Answer: All of the above.** YES, you should complete your Census form.





# Question 8

Which population is the hardest to count (of those listed below)?

A. Youth (Ages 13-17)

B. Adults (Ages 18-30)

C. Children (Ages 0-4)

D. Adults (Ages 31-35)

**Answer: C. Children (Ages 0-4)**



# Question 9

## How many children were undercounted in the 2010 Census?

- A. An estimated 12% of kids under the age of 5 weren't counted in the 2010 Census.
- B. An estimated 3% of kids under the age of 5 weren't counted in the 2010 Census.
- C. An estimated 17% of kids under the age of 5 weren't counted in the 2010 Census.
- D. An estimated 5% of kids under the age of 5 weren't counted in the 2010 Census.

**Answer D.** An estimated 5% of kids under the age of 5 weren't counted in the 2010 Census.



# Question 10

## Why are children often undercounted?

- A. The child splits time between two homes.
- B. The child lives or stays with another family or with another relative such as a grandparent.
- C. The child lives in a household with young parents or a young, single mom.
- D. The child is a newborn.
- E. All of the above.

**Answer E.** All of the above.



# BONUS QUESTION

## How can we ensure Virginia's children are counted in the 2020 Census?

- A. Emphasize that parents should include babies on census forms, even if they are still in the hospitals on April 1, 2020.
- B. Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- C. Highlight the fact that the Census form only takes about 10 minutes to complete.
- D. Remind parents that they can fill out the Census form online or over the phone in addition to paper at a time that works best for them.
- E. All of the above.

**Answer E.** All of the above.

