Respond to the 2020 Census
 Messaging to Encourage Response for General Audiences

<table>
<thead>
<tr>
<th>Prior to Nonresponse Followup</th>
<th>During Nonresponse Followup</th>
<th>October 25–31</th>
<th>November 1 and Beyond</th>
</tr>
</thead>
<tbody>
<tr>
<td>There’s still time to respond. Respond now online, by phone, or by mail.</td>
<td>It’s not too late to respond. Respond now or when a census taker comes to your door.</td>
<td>This is the final week to respond to the 2020 Census. Respond now.</td>
<td>Thank you for responding!</td>
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</tbody>
</table>

Respond online now at 2020census.gov or by phone at 844-330-2020.

Or, if you have the 2020 Census questionnaire you received in the mail or at your door, fill it out and mail it back.

Most households have responded. Don’t be left out—your response matters.

Respond for where you were living on April 1 and include everyone who usually lived there too, including children.

Encourage your family and friends to respond if they haven’t already. Remind them that their response matters.

If we don’t hear from your household, a census taker will visit soon to ask you the census questions in person.

Responding to the 2020 Census is easy, safe, and important

It’s easy.

• Responding takes only a few minutes to complete.
• You can respond online or by phone in one of 13 languages and find assistance in many more. Visit <https://2020census.gov/languages.html>.
• It has never been easier to respond on your own, whether online, over the phone or by mail—all without having to meet a census taker.

It’s safe.

• Your response is safe, secure, and confidential. Your information is protected by law.
• We will not share your responses with immigration or law enforcement agencies.
• By law, your answers can only be used to produce statistics.
• Responding now will minimize the need for a census taker to follow up and visit your home later this year.
• We’re working with public health officials on how to safely visit and interview households that haven’t responded.

It’s important. Your response matters.

• Responding to the 2020 Census in this time of social distancing makes a difference for the well-being of your community and helps shape the future.
• Your response helps to direct billions of dollars in federal funds to local communities for health care, emergency response, schools, education programs, roads, and other public services.
• Results from the 2020 Census will determine the number of seats each state has in Congress and your political representation at all levels of government.
• Complete the 2020 Census now so your community will have the resources it needs over the next 10 years.
• An accurate census count helps communities get the resources they need for emergency and disaster response.