

APRIL 23, 2020

# 2020 CENSUS UPDATE

Community Partnership and Engagement Program  
Team Hawai'i

National  
Self-Response

51.8%

Hawaii  
Self-Response

45.8%



## WHAT YOU NEED TO KNOW:

**2020 Census is  
extending its Field  
Data Collection to  
October 31**

**Respond now online:**

<https://my2020census.gov>

**Respond by phone:  
(844) 330-2020**

**Your unique Census I.D  
is important in  
reponding to the 2020  
Census**

## **May 1st: Let's Storm Social Media with #2020Census**

We are inviting our 2020 Census Complete Count Committees and partners to join us in a "Kick-Up" Social Media Campaign this coming May 1-3, 2020.

The goal is to create a coordinated Social Media campaign to raise awareness and motivate communities to respond to the Census.

We may be staying home and staying apart but we can still come together to complete the 2020 Census and shape our future.

Explore the [www.2020census.gov](http://www.2020census.gov) outreach materials for our partners and download relevant content you can share to your communities. We also have videos in different languages in our YouTube U.S Census Bureau channel.

We look forward to seeing your posts and don't forget to use the hashtag: **#2020Census**

Thank you so much.

## Experimental "Pulse" Survey for Small Businesses and Households During the COVID-19 Pandemic

These two surveys are in no way connected to the 2020 Census. However, in response to the unprecedented circumstances due to COVID-19 and the urgent need for data, the U.S Census Bureau is launching two new experimental surveys to measure temporal social and economic trends in the nation's small businesses and households over the next three months.

**Small Business Pulse Survey** includes limited number of questions on topics such as location closings, changes in employments, disruption in the supply chain, the use of federal assistance programs and expectations concerning future operations. The survey should take up to five minutes to complete.

**Household Pulse Survey** is a 20-minute online survey studying how the COVID-19 pandemic is impacting households across the country from a social and economic perspective. The survey asks about how the jobs, finances, access to food, health, housing and schooling has been affected by this crisis. If you have been selected, you will receive an email from **COVID.survey@census.gov** with a link to complete the survey. You also maybe contacted via text message to your phone. You may also receive follow-up reminders if you haven't received your response.

Your responses are very important and protected by law. These statistics help inform leaders about our communities impacted by the pandemic.

To learn more about these surveys, please check the link below or contact us.

<https://www.census.gov/newsroom/press-releases/2020/pulse-surveys.html>

### 2020 Census Response Rate

#### Ranking by County (Hawaii)

1	Honolulu, Hawaii	52.6%
2	Maui, Hawaii	37.4%
3	Kauai, Hawaii	36.1%
4	Hawaii, Hawaii	27.8%
5	Kalawao, Hawaii	4.0%



## Other Updates:

**CENSUS I.D.** We would like to remind everyone about the importance of your unique Census I.D. If you have received your Census invitation on the mail with your Census I.D, please go online, over the phone or submit your paper questionnaire. However, if you have not yet received your Census I.D, especially if you have a P.O Box, we ask that you kindly wait until mid-June when we hope to get back to the field and safely deliver your Census packet to your door.

**Rumors.** There is a rumor going around the country that census responses might be used to determine eligibility for government benefits, including any potential stimulus package. This is FALSE. Please check the rumors page at <https://2020census.gov/en/news-events/rumors.html>.

We, the Community Partnership and Engagement Program-U.S Census Bureau Hawai'i Team, would like to thank all of you, for your patience and continued commitment to achieving a complete and accurate count in the State of Hawai'i. We are grateful for your flexibility as we navigate these changes together. Please don't hesitate to ask us questions or provide us feedback from your communities. It will help us a lot. Thank you so much again and let us shape our shared future together. Mahalo and take care.

## Things to do right now:

1. Prepare to storm Social Media platforms (Instagram, Facebook, Twitter, TikTok or whatever platform you are on) with #2020Census and help remind our communities to get counted.
2. Continue to work with your Complete Count Committee and plan and implement innovative ideas for outreach.
3. Share our PSAs located in the [U.S Census Bureau YouTube Channel](#).
4. Take the challenge to raise our Self-Response numbers.
5. Keep in contact with the local Partnership Specialists.
6. Join or share the Get Out the Count Video Prize Challenge. Deadline is extended to May 7, 2020. The grand prize is \$30,000.00. There is also a \$10,000.00 prize for the runner-up and for the student winner. Learn more at:

<https://accelerate.census.gov/video-challenge/>

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in your community.

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Census  
2020