

A wide-angle photograph of a desert canyon landscape at sunset. The sky is filled with vibrant orange, red, and yellow clouds, with the sun low on the horizon. The foreground shows rugged, layered rock formations and sparse green vegetation.

ARIZONA

United States®
Census
2020

DECENIAL CENSUS - WHY DO WE CARE?



ARIZONA'S FUTURE

ARIZONA'S COMPLETE COUNT WILL ENSURE WE RECEIVE OUR FAIR SHARE OF FEDERAL RESOURCES FOR CRITICAL SERVICES THAT SUPPORT ARIZONANS

THE CENSUS PROVIDES IMPORTANT INFORMATION FOR POLICY MAKERS, GUIDES INVESTMENT BY BUSINESS & AND RESEARCH GROUPS.



POLITICAL REPRESENTATION

CENSUS DATA DETERMINES THE NUMBER OF REPRESENTATIVES FROM ARIZONA IN THE U.S. CONGRESS & GUIDES THE DEFINITION OF STATE AND LOCAL POLITICAL BOUNDARIES.

ARIZONA IMPACT



\$675

BILLION

IN FEDERAL FUNDS
DISTRIBUTED TO
STATES ANNUALLY



\$20.5

BILLION

OF FEDERAL FUNDS
SUPPORTS PROGRAMS
IN ARIZONA



\$3,000

PER PERSON

ESTIMATED TO BE AT
STAKE FOR EACH
PERSON COUNTED

ARIZONA'S FAIR SHARE - YOUR COMMUNITY'S FAIR SHARE



55 FEDERALLY FUNDED PROGRAMS

USE CENSUS DATA TO DETERMINE THE AMOUNT OF FUNDING ARIZONA RECEIVES



STATE SHARED REVENUE

IS DISTRIBUTED TO CITIES AND TOWNS BASED ON THEIR POPULATION

HOW ARIZONANS WILL BE CONTACTED

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

HOW ARIZONANS WILL RESPOND

95% OF HOUSEHOLDS

will receive their census invitation in the mail.

ALMOST 5% OF HOUSEHOLDS

will receive their census invitation when a census taker drops it off.

LESS THAN 1% OF HOUSEHOLDS

will be counted in person by a census taker, instead of being invited to respond on their own.

WHAT'S ARIZONA DOING FOR OUR COMPLETE COUNT IN 2020?

EVERY
ARIZONIAN
COUNTS

LEARN MORE AT [AZCENSUS2020.GOV](https://azcensus2020.gov)

ARIZONA

United States[®]
Census
2020

ARIZONA

COMPLETE COUNT COMMITTEE 2020



ESTABLISHED IN 2019 BY GOVERNOR DOUG DUCEY BY EXECUTIVE ORDER



DIVERSE GROUP OF 23 MEMBERS FROM ACROSS ARIZONA APPOINTED BY GOVERNOR DUCEY



CHAIRD BY DEBBIE JOHNSON, DIRECTOR | ARIZONA OFFICE OF TOURISM



14 WORKING SUBCOMMITTEES DEVELOPING PLANS TARGETED PLANS TO REACH TRADIONALLY UNDERCOUNTED ARIZONANS



\$1.5+ MILLION BUDGET SUPPORTING PAID MEDIA AND COMMUNITY OUTREACH CAMPAIGN



SUBCOMMITTEES

- **BUSINESS PARTNERSHIPS**
- **COMMUNITY-BASED ORGANIZATIONS**
- **COUNTY GOVERNMENT**
- **EARLY CHILDHOOD & YOUTH OUTREACH**
- **FAITH-BASED COMMUNITY**
- **MEDIA RELATIONS**
- **MILITARY & VETERANS**
- **MULTI-FAMILY HOUSING OUTREACH**
- **MUNICIPAL GOVERNMENT**
- **PHILANTHROPIC PARTNERSHIPS**
- **RURAL OUTREACH**
- **STATE AGENCIES**
- **TRIBAL OUTREACH**
- **UNIVERSITY PARTNERSHIP & OUTREACH**

CAMPAIGN ELEMENTS



PAID MEDIA CAMPAIGN



STATEWIDE OUTREACH & COMMUNITY PARTNERSHIPS



**COMMUNITY BASED INITIATIVES DRIVEN BY
SUBCOMMITTEES**



STATE AGENCY AWARENESS CAMPAIGN

MEDIA PLAN & RESOURCES



WEBSITE – [AZCENSUS2020.GOV](https://azcensus2020.gov)



PUBLIC SERVICE ANNOUNCEMENTS

- **TELEVISION**
- **RADIO**
- **SOCIAL MEDIA**



PRINT ADVERTISEMENTS

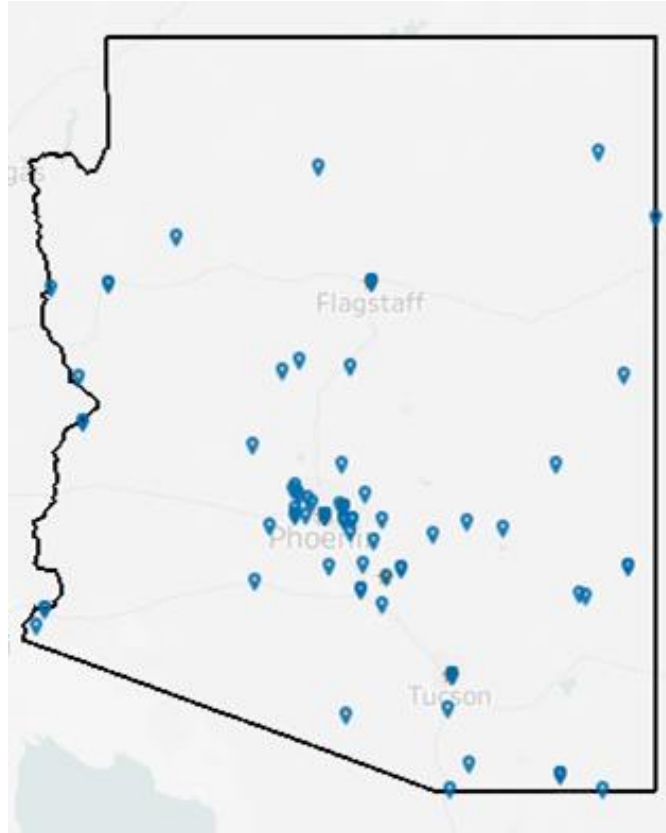


**OUT-OF-HOME ADVERTISEMENTS
(BILLBOARDS, GAS STATIONS, ETC.)**



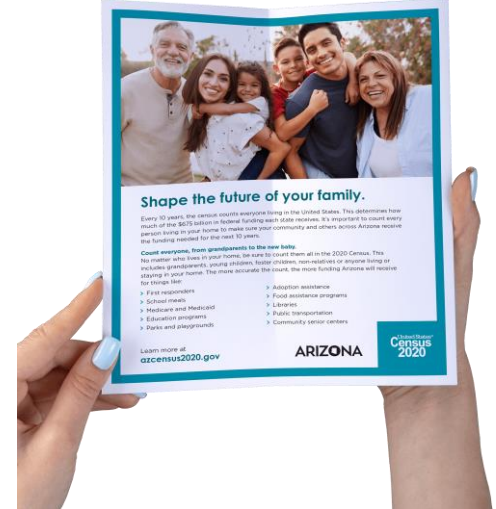
SPECIAL EVENTS AND EARNED MEDIA

LOCAL COMPLETE COUNT COMMITTEES

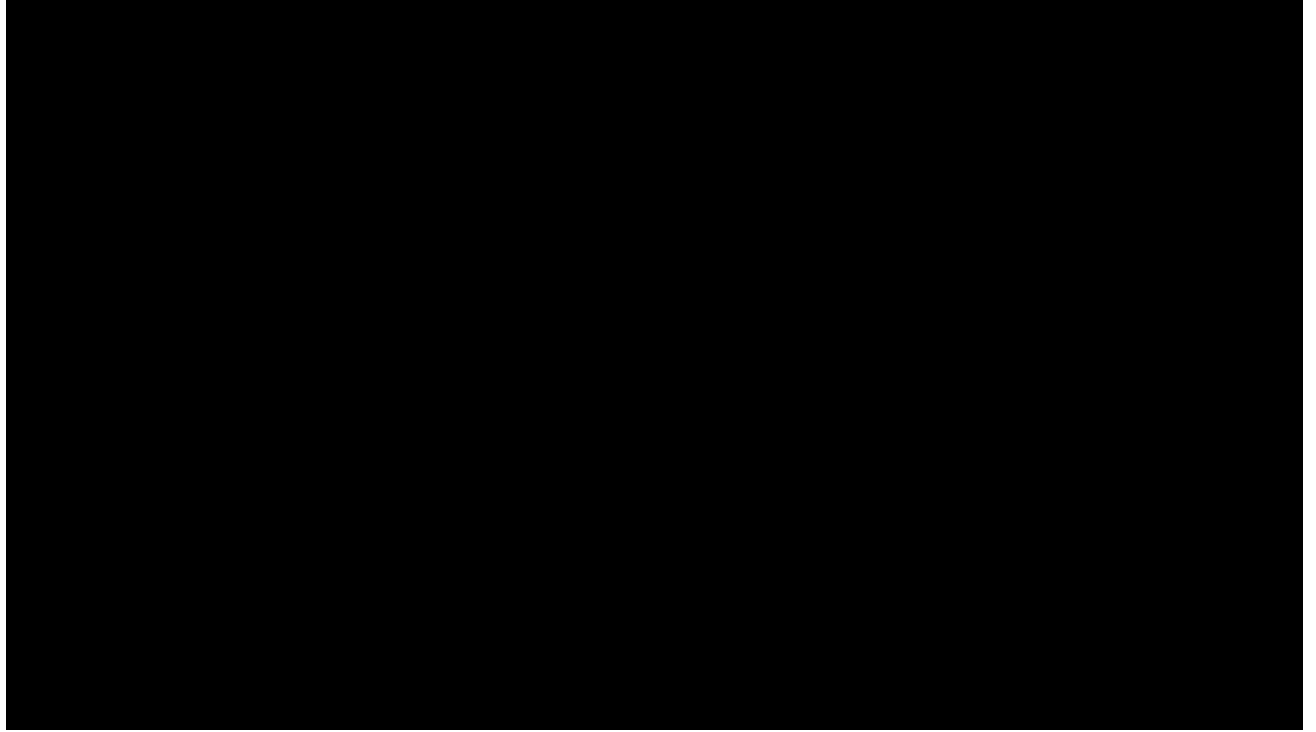


- **94 LOCAL COMPLETE COUNT COMMITTEES ACROSS ARIZONA**
- **ARIZONA COMPLETE COUNT COMMITTEE**
- **45 CITIES & TOWNS**
- **14 COUNTIES**
- **13 TRIBAL CCCs**
- **15 NON-PROFIT/GOVERNMENT COLLABORATIVES**
- **3 UNIVERSITIES**
- **3 COMMUNITY COLLEGES**

PRINTED COLLATERAL



PUBLIC SERVICE ANNOUNCEMENTS



AZCENSUS2020.GOV

☰ State Agencies ⚙️ State Services 📖 Visit OpenBooks 👤 Ombudsman-Citizens Aide 🔍 AZ.Gov az.gov

United States Census 2020

ARIZONA Arizona Impact Be Counted Tools & Resources Media Information What is the Census? [Pledge Support](#)

YouTube Twitter Instagram Facebook English | Español



@AZCENSUS2020



ARIZONA | United States Census 2020

HOW CAN ARIZONA YOU SUPPORT THE 2020 CENSUS?

TODA LA GENTE EN
ARIZONA CUENTA



CENSO 2020 • ¡HAZTE CONTAR!
OBTENGA MÁS INFORMACIÓN EN [AZCENSUS2020.GOV](https://azcensus2020.gov)

ARIZONA | United States
Census
2020

A wide-angle photograph of a desert canyon landscape at sunset. The sky is filled with vibrant orange, red, and yellow clouds, with the sun low on the horizon. The foreground shows rugged, layered rock formations and sparse green vegetation. The word "ARIZONA" is overlaid in large white letters, with the letter 'O' containing a white silhouette of the state of Arizona.

ARIZONA

United States[®]
Census
2020