



Census 2020 Talking Points

1. As many of you know, 2020 is a Census year in our country.
2. The Census has important consequences for every community.
3. It determines boundaries for legislative districts across the country and allocates proper congressional seats to each state.
4. It drives funding for schools, hospitals, and libraries, and helps us secure resources for transportation infrastructure projects that are so vital to neighborhoods everywhere.
5. Results are especially important for REALTORS too, helping NAR's research team provide troves of data to members.
6. Among other things, this data allows us to analyze demographic information, make industry growth projections, and evaluate generational housing population demands.
7. NAR research teams can use the results to analyze migration trends – identifying potential customers and markets – and to better understand the population of homeowners who have been affected by natural disasters.
8. The Census begins on April 1, but first notices will hit mailboxes throughout the U.S. this month.
9. After notices have been mailed in mid-March, responses can be given over the phone, through the mail and – for the first time ever in 2020 – online.
10. With this new development, the Census Bureau has redoubled its emphasis on privacy and has confirmed that respondents will not be asked for social security numbers, donations or anything on behalf of a political party.