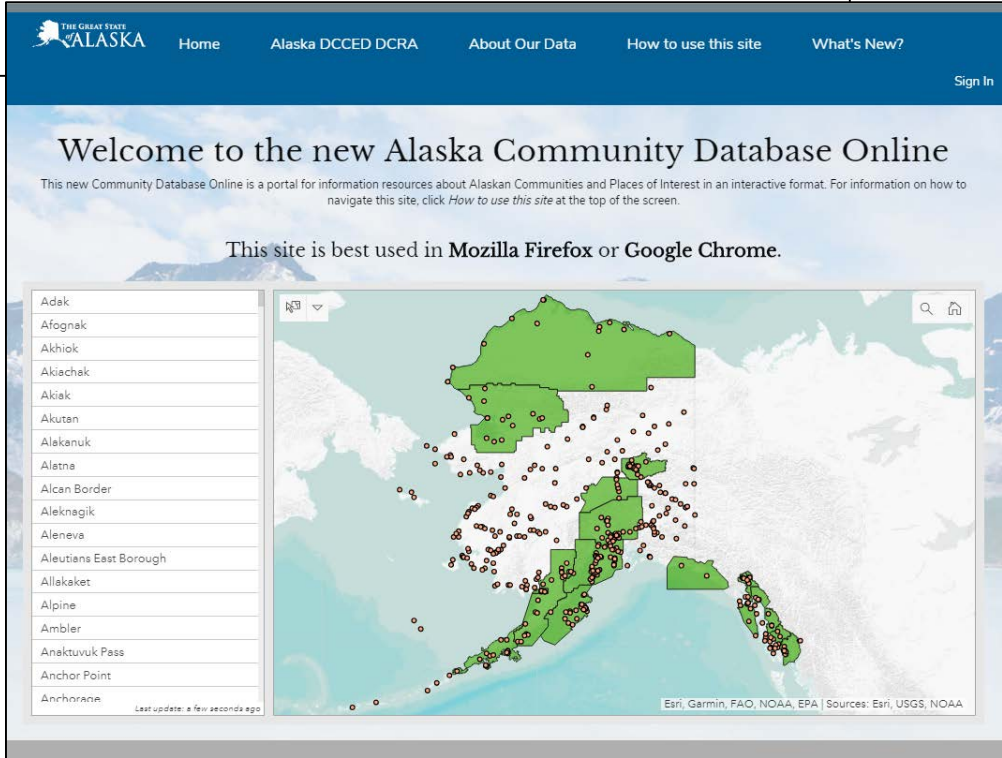
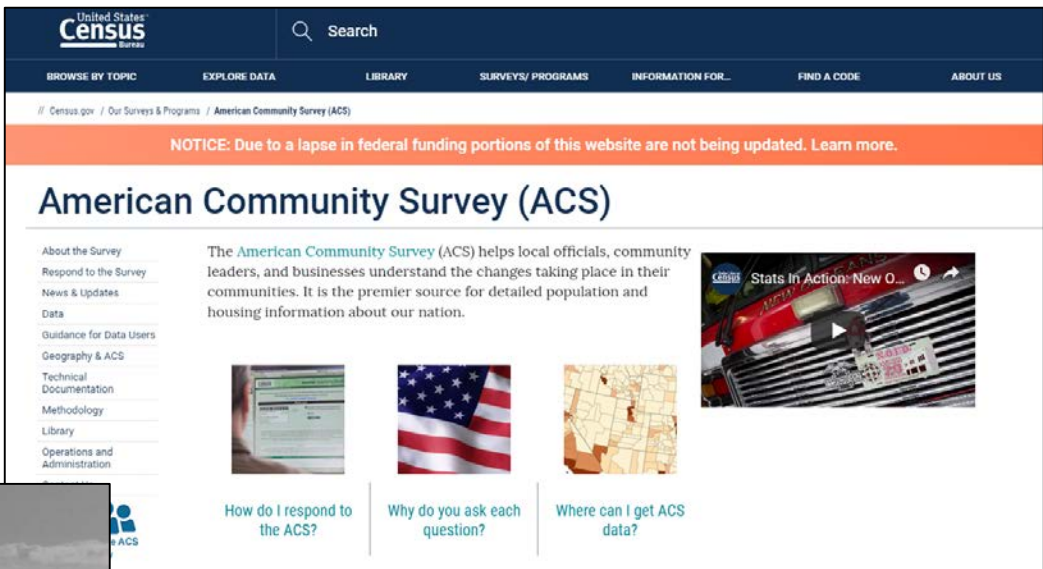
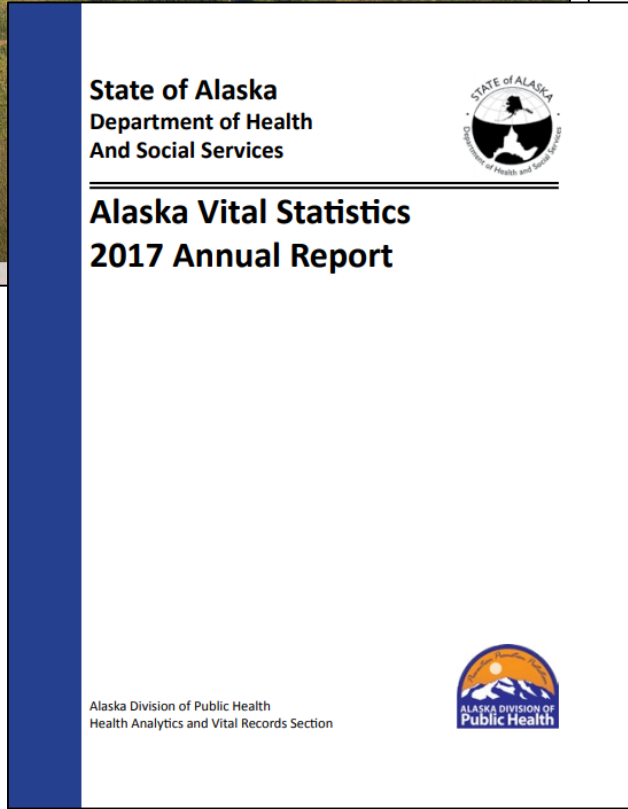
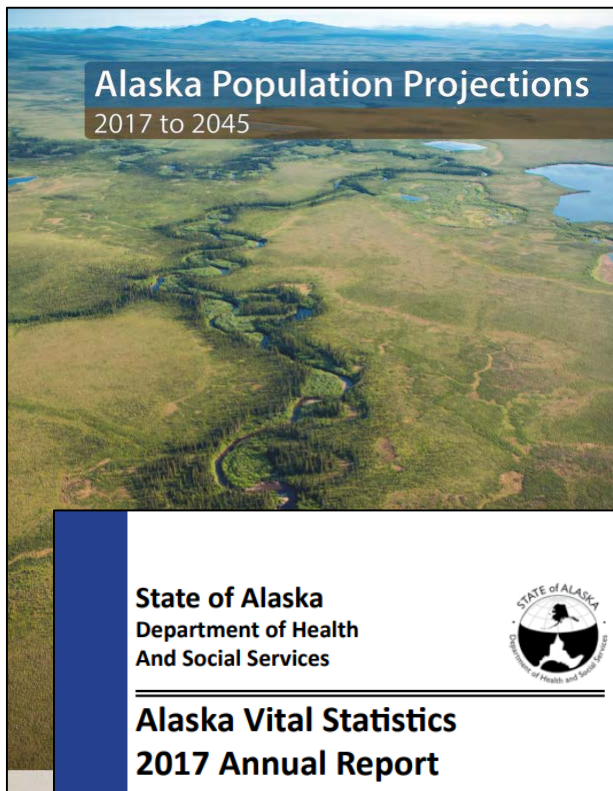


# **2020 Census in Alaska**

## **Overview and State Data Use**

Eddie Hunsinger, State Demographer  
Alaska Department of Labor and Workforce Development  
Research and Analysis Section



Screen images from alaska.gov and census.gov

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Data Stewardship

Statistical Safeguards

Privacy Impact Assessments (PIA)

System of Records Notices (SORN)

Online Privacy Policy

Contact Us

We are committed to handling your information responsibly. Your information is kept confidential. This commitment applies to the individuals, households, and businesses that answer our surveys, and to those browsing our website.

Protecting Online Privacy

Protecting Your Data

Our Privacy Principles

Survey Information

Are You in a Survey?

If you have received a survey, this site will help you verify that the survey came from us, understand and complete the form, and know how we protect your data.

Our Surveys & Programs

# The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

## Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.

## Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

## By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

Screen images from census.gov



# 2020 Census Barriers, Attitudes, and Motivators Study Survey Report

*A New Design for the 21st Century*

January 24, 2019

Version 2.0

Prepared by Kiley McGeeney, Brian Kriz, Shawna Mullenax, Laura Kail, Gina Walejko, Monica Vines, Nancy Bates, and Yazmin García Trejo



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## 2020 Census

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### 2020 Census Barriers, Attitudes and Motivators Study

The 2020 Census Barriers, Attitudes, and Motivators Study (2020 CBAMS) is foundational research the Census Bureau conducted in support of the 2020 Census Integrated Partnership and Communications Program. Results from this study, consisting of a nationwide survey and series of focus groups, will drive the creative strategy and media planning including demographic specific messaging.

#### 2020 CBAMS Survey

The 2020 CBAMS Survey, publicly called the 2020 Census Planning Survey, is a nationwide survey of 50,000 households that covers a range of topics related to census participation and completion. Results will allow the Census Bureau to understand and compare barriers, attitudes, and motivators across demographic subgroups such as Asian, Black, Hispanic, White, and, given sufficient sample size, additional groups like income and education levels. The survey period was

# Thank You

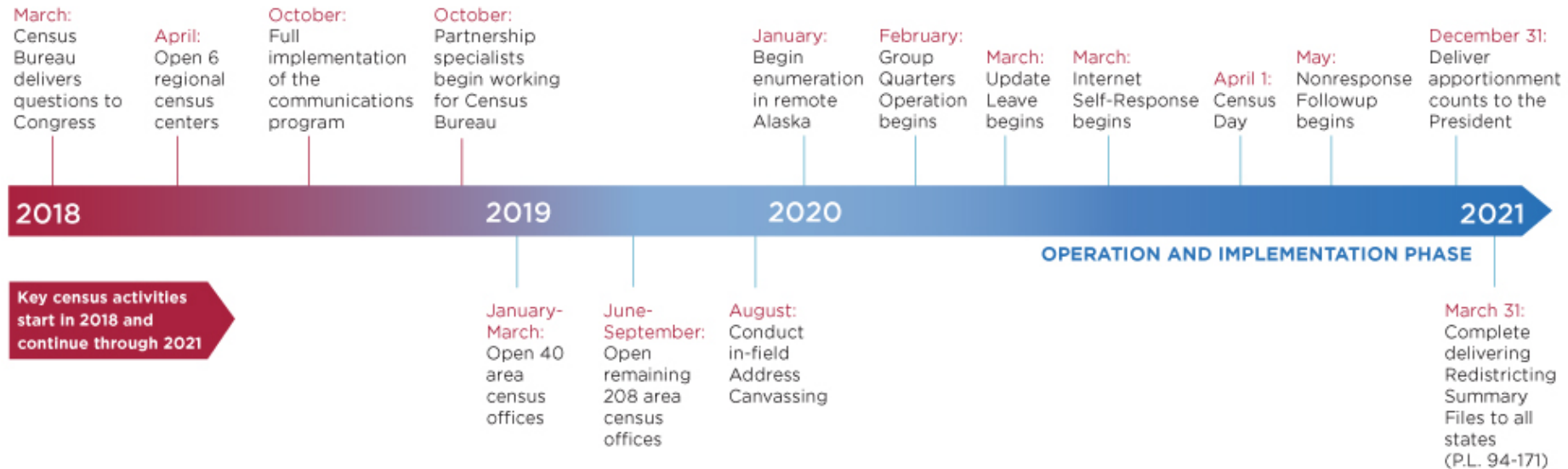
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Email: [eddie.hunsinger@alaska.gov](mailto:eddie.hunsinger@alaska.gov)

Telephone: 907-269-4960

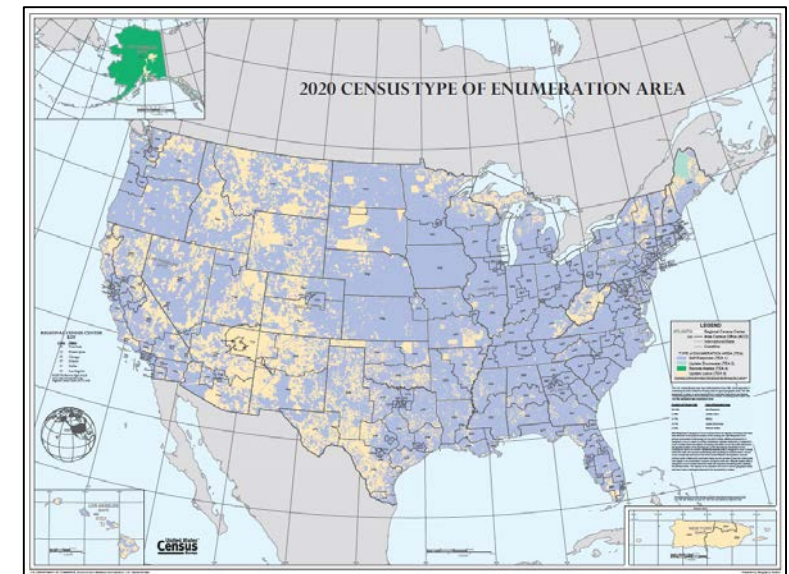
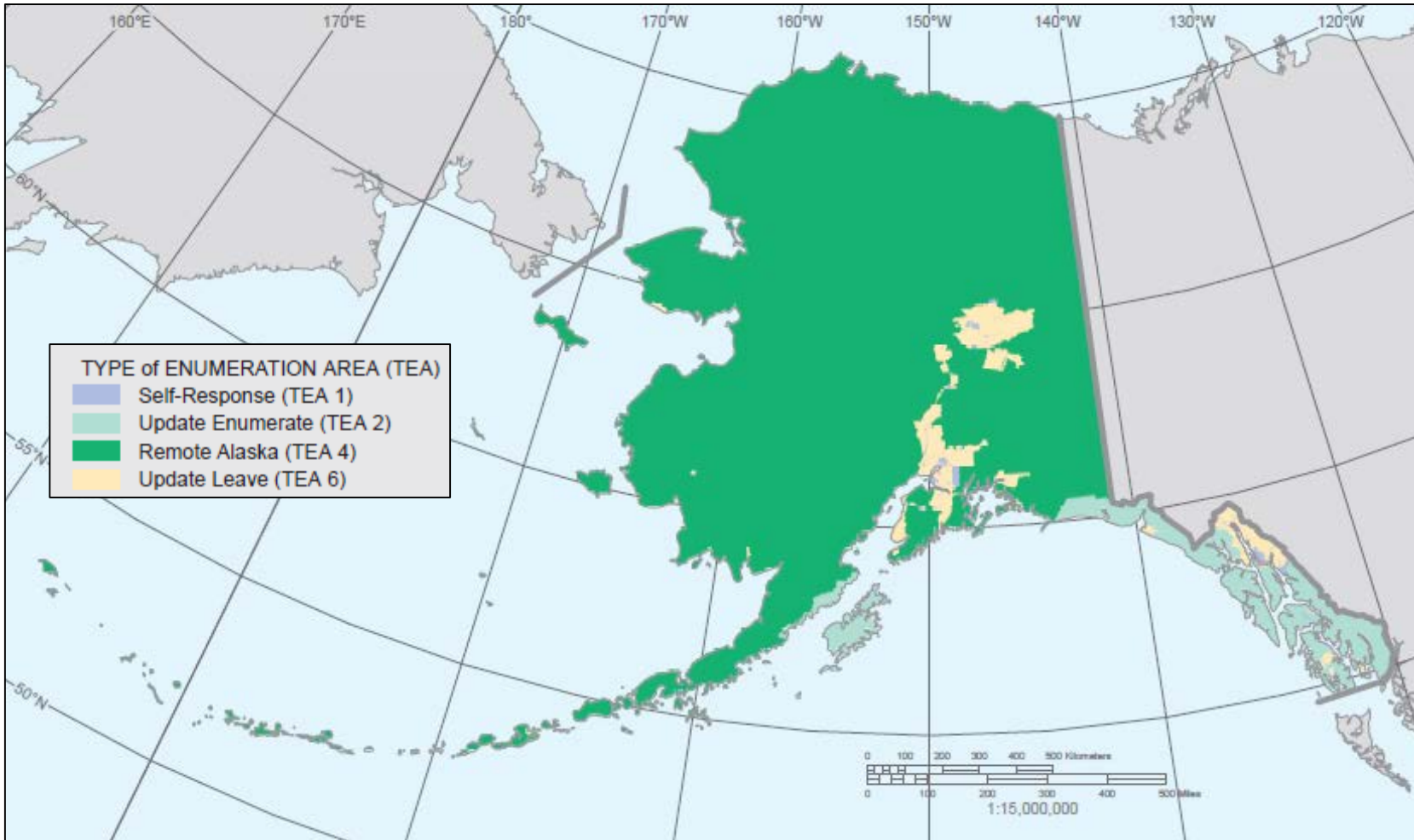
# Road to the 2020 Census

## 2020 Census Operational Timeline



United States<sup>™</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
**census.gov**



Images of map from census.gov with modified labeling