

The census is about money and power.

Data gathered in the U.S. Census is used by government and business to allocate funding and political representation for the next 10 years.



**San Francisco has a lot to gain...
and a lot to lose.**

- + In 2020, each person counted represents \$20,000 that will—or won't—go into our community programs over the next 10 years, putting potentially \$17,687,260,000 into our city—or not.
- + In 2020, for the first time ever, California is in real danger of losing a seat in the House of Representatives.

sf.gov/census
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SF ★ 2020
 census
 COUNTS

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 2020 Census