



# 2010 CENSUS: IT'S IN OUR HANDS

## *What You Need to Know about the 2010 Census*

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. As a 2010 Census partner, you can educate your community about the importance of participating in this historic event and help ensure no one is left uncounted. You can help your community receive the fiscal and social benefits to which it is entitled. **Achieving a complete and accurate 2010 Census is in our hands.**

### **The Census: A Snapshot**

- ▲ The U.S. Constitution requires a national census once every 10 years.
- ▲ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▲ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

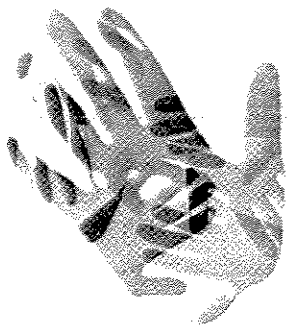
### **It's in Our Hands: Your Participation in the 2010 Census Matters**

- ▲ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▲ Census data guide local decision-makers in important community planning efforts, including where to build new roads, hospitals and schools.
- ▲ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

### **Completing the 2010 Census Questionnaire: Simple and Safe**

- ▲ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▲ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

[www.census.gov/2010census](http://www.census.gov/2010census)



## **2010 CENSUS:** *Frequently Asked Questions*

### **Why should everyone participate in the 2010 Census?**

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps determine locations for schools, roads, hospitals, child-care and senior citizen centers, and more.
- ▲ Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

### **How will the 2010 Census differ from previous census efforts?**

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

### **Will the information the Census Bureau collects remain confidential?**

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

### **Why are partners so important to the 2010 Census campaign?**

More than 140,000 organizations supported Census 2000, including state and local governments, community- and faith-based organizations, schools, media, businesses and others. The Census Bureau relies on partners to help explain the importance of completing the 2010 Census message to people in every corner of the United States. This is particularly important in areas isolated by language or geography. By joining forces with partners, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone.

### **2010 Census Timeline: Key Dates**

<b>Fall 2008</b>	Recruitment begins for local census jobs for early census operations.
<b>Spring 2009</b>	Census employees go door-to-door to update address list nationwide.
<b>Fall 2009</b>	Recruitment begins for census takers needed for peak workload in 2010.
<b>February - March 2010</b>	Census questionnaires are mailed or delivered to households.
<b>April 1, 2010</b>	Census Day
<b>April - July 2010</b>	Census takers visit households that did not return a questionnaire by mail.
<b>December 2010</b>	By law, Census Bureau delivers population counts to President for apportionment.
<b>March 2011</b>	By law, Census Bureau completes delivery of redistricting data to states.

**For more information about the 2010 Census, please go to [www.census.gov/2010census](http://www.census.gov/2010census).**

# 50 Uses for Census Data

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1. Reapportioning 435 seats in the U. S. House of Representatives
2. Distributing over \$300 billion in federal funds
3. Distributing state funds
4. Understanding consumer needs
5. Locating factory sites and distribution
6. Planning for religious congregations
7. Forecasting future transportation needs and improving commuting patterns
8. Forecasting future housing needs
9. Directing funds for services among impoverished populations
10. Designing public safety strategies
11. Planning rural development
12. Planning urban development
13. Creating public and private sector surveys
14. Analyzing local trends
15. Conducting land use planning
16. Aiding in rescue and recovery of disaster victims
17. Developing assistance programs
18. Identifying areas that need energy assistance
19. Conducting environmental research
20. Conducting genealogical research (after year 2072)
21. Creating maps for 911 and other emergency response system
22. Planning for hospitals, nursing homes and other health services
23. Determining areas eligible for housing assistance and rehabilitation loans
24. Designing facilities for people with disabilities, the aged and children
25. Selecting sites for retail stores and new plants
26. Conducting historical search
27. Attracting new businesses to state and local areas
28. Spotting trends in the economic status of the Nation
29. Conducting investment and financial planning
30. Publishing economic and statistical reports in the U.S.
31. Conducting scientific research
32. Developing planning maps for government and business
33. Providing proof of age, relationship or residence
34. Conducting medical research
35. Conducting media planning and research
36. Serving as evidence in litigation involving land, voting rights and equal opportunity
37. Drawing school district boundaries
38. Planning for public transportation services
39. Planning health and educational programs for people with disabilities
40. Establishing fair rents and fair lending practices
41. Providing services to non-English-speaking children and adults
42. Understanding the labor supply
43. Assessing the potential spread of communicable diseases
44. Decision making and budget planning for national oil levels
45. Analyzing military personnel
46. Estimating numbers of people displaced by natural disaster
47. Making business decisions
48. Delivering goods and services to local markets
49. Drawing federal, state and local legislative districts
50. Evaluating programs and trends in different geographical areas