

The 2010 Census



IT'S IN OUR HANDS

Census 2010

- Contacts 145 million households
- Hires 1.4 million temporary workers
- Cost of around \$14 billion

Largest domestic deployment in history

Census Day: April 1, 2010

But the actual collection of Census information will occur both before and after this date

Uses of the data

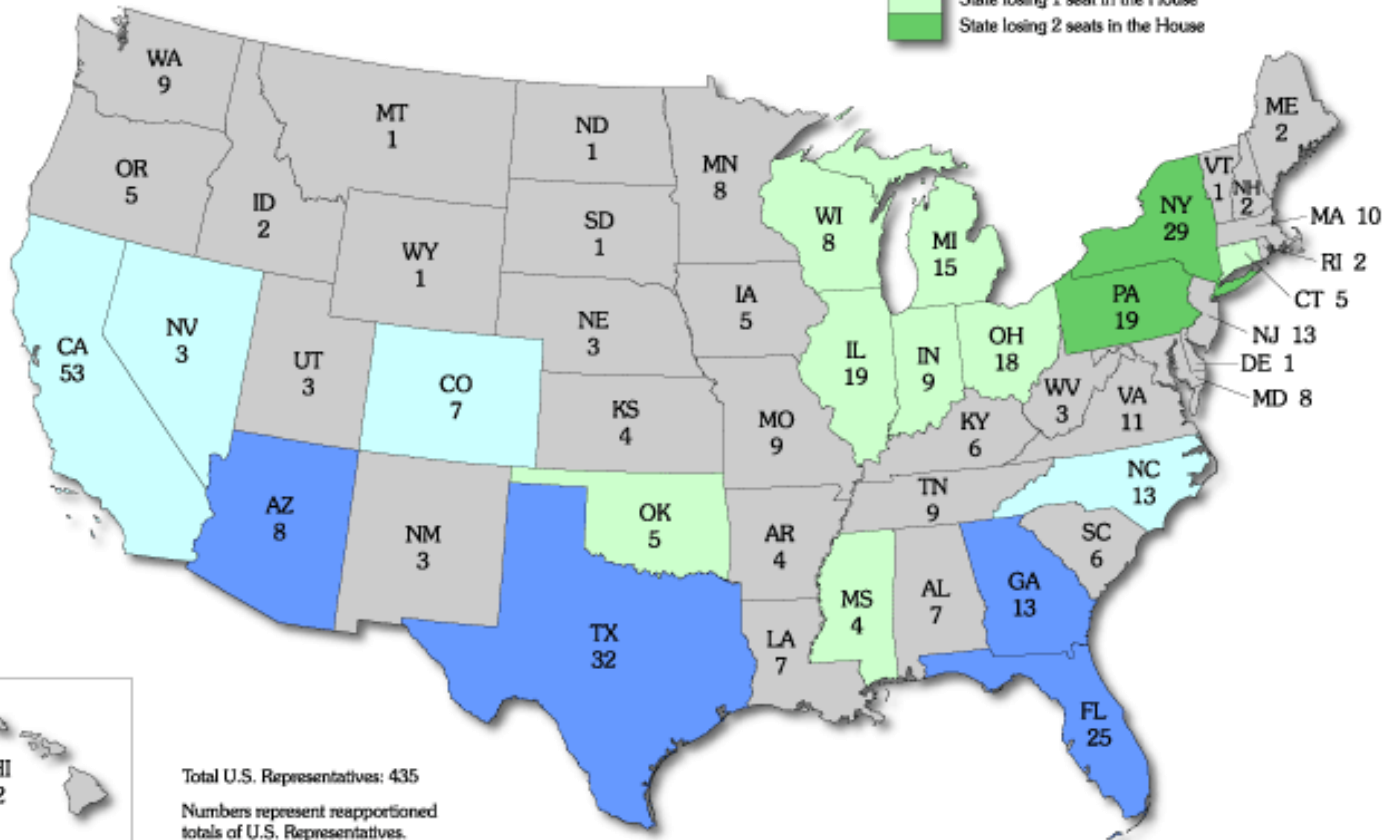
- Dec 31, 2010: Population information for apportionment



Figure 3. Apportionment of the U.S. House of Representatives for the 108th Congress

Change from 1990 to 2000

- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House



Total U.S. Representatives: 435
 Numbers represent reapportioned totals of U.S. Representatives.

Uses of the data

- Dec 31, 2010: Population information for apportionment
- April 1, 2011: Population data for state legislative redistricting

Uses of the data

Other uses:

- Business siting & marketing decisions
- School district boundaries
- Service provision decisions by state/local governments
- Federal program payments

The Census process

1. Complete address list of every housing unit



The Census process

1. Complete address list of every housing unit
2. Households receive the form by mail

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name

First Name MI

6. What is Person 1's sex? Mark ONE box.

- Male Female

7. What is Person 1's age and what is Person 1's date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↘

9. What is Person 1's race? Mark one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↘

- Asian Indian
- Chinese
- Filipino
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↘
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↘

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3. Enumerators follow-up for non-responders



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4. Special efforts to count other populations
 - Those in group quarters
 - Homeless

Getting the word out

Some populations are harder to count

- May be suspicious of government and its use of the data
- May have limited English literacy skills

Is the data confidential?

- No IRS
- No FBI
- No CIA
- No ICE

Getting the word out

- Advertising and marketing plan

- **Television**

(National & Local)

- **Radio**

(National & Local)

- **Print**

(Newspapers & Magazines)

- **Out of Home (OOH)**

(Bill boards, Bus Shelters, Building Banners)

- **Interactive**

(Digital Advertising, Twitter, Blogs)



Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers

Language Program

Additional Languages

- Approved audience/language list for the paid media effort increased by 14 languages to a total of 28

**Base
Contract**



- English
- Spanish
- Mandarin
- Cantonese
- Vietnamese
- Korean
- Tagalog/Taglish
- Russian
- Polish
- Arabic
- French Creole
- Japanese
- Hindi/Hinglish
- Khmer (Cambodia)

**Recovery
Act**



- Portuguese
- French
- Italian
- German
- Yiddish
- Farsi
- Armenian
- Ukrainian
- Greek
- Hmong
- Laotian
- Thai
- Urdu(Pakistan)
- Bengali

Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers
- Census in the Schools

grades
K-4



TEACHING **guide**

Start teaching about the 2010 Census In your class today!

This teaching guide will help you bring the 2010 Census to life for your students and teach them skills that connect to national standards.

INSIDE

Free lesson plans

Complete, cross-curricular units for grades K-2 and 3-4

Reproducible student worksheets

Printable assessment, activities, and skill pages that link to lessons

Great resources

Teaching tools including census facts, teaching tips, and correlations to national standards

Find additional support materials at www.census.gov/schools

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United States
**Census
2010**
It's In Our Hands

Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers
- Census in the Schools
- Partnerships with a wide variety of organizations

Partnerships



National Partnerships **Nerve** ⚡ **Center**



IT'S IN OUR HANDS



Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers
- Census in the Schools
- Partnerships with a wide variety of organizations
- Local governments form Complete Count Committees

Complete Count Committees



United States
Census
2010



IT'S IN OUR HANDS



IT'S IN OUR HANDS

Become a 2010 Census Partner



Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers
- Census in the Schools
- Partnerships with a wide variety of organizations
- Local governments form Complete Count Committees
- Partnership specialists to work with local groups

Getting the word out

- Advertising and marketing plan
- Special outreach to non-English speakers
- Census in the Schools
- Partnerships with a wide variety of organizations
- Local governments form Complete Count Committees
- Partnership specialists
- Neighborhood questionnaire assistance centers

The 2010 Census

Main messages:

- ✓ Easy
- ✓ Safe
- ✓ Important