

United States® Census 2010

The U.S. Census Bureau
is issuing a call to action for
every resident of our nation:
“**BE COUNTED IN 2010.**”

The Census: A Snapshot

- ▲ **What:** The census is a count of everyone residing in the United States.
- ▲ **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- ▲ **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey**.
- ▲ **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- ▲ **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- ▲ Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.
- ▲ Census data affect school budgets, including the distribution of Title I funding and college tuition grant and loan programs.
- ▲ Community planners use census data to determine where to build new schools, develop public transportation and create new roads.
- ▲ Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

2010 Census Questionnaire: Quick, Easy and Confidential

- ▲ With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- ▲ By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

YOU CAN MAKE A DIFFERENCE.

As an influential educator, you can raise awareness of and encourage participation in this historic event. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.

THE CENSUS IN SCHOOLS PROGRAM

The U.S. Census Bureau and Scholastic Inc., have teamed up to create a Census in Schools program for the 2010 Census. The Census in Schools program will provide educators with resources to teach the nation's students about the importance of the census, so children can help deliver this message to their families. For more information, visit www.census.gov/schools/.



2010 CENSUS
IT'S IN OUR HANDS

Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- ▲ Shape school budgets.
- ▲ Build awareness of the Census in Schools program, which teaches students and their families about demography, civics and the value of being counted.
- ▲ Spread the word about temporary census jobs in your community.

Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- ▲ Use Census in Schools lessons within your school curriculum or organization. Visit www.census.gov/schools/ for free K-12 lesson plans and other materials.
- ▲ Impress on students that children have traditionally been "hard-to-count" and that they should encourage their parents/guardians to complete the questionnaire.
- ▲ Include information about the 2010 Census in school newsletters and newspapers, on school marquees, at parent-teacher conferences and in school or campus lobbies.
- ▲ Participate in speaking opportunities at your education conferences, school symposiums, and school board or parent meetings.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Join a Complete Count Committee (CCC), an organized group of other influential leaders in your area dedicated to increasing participation in the census.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations
Spring 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for census takers to support peak workload in 2010 and Census in Schools materials become available.
Spring 2009	Census in Schools Web site is launched.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
May - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to the president for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.



**A COMPLETE AND ACCURATE COUNT
IS IN OUR HANDS.**

For more information about the 2010 Census, go to 2010census.gov.

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