

United States  
Census  
2010

IT'S IN OUR HANDS!

# Census Bureau Mission

The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.

# Federal Law and Policy

The U.S. Constitution, Article I, Section 2 mandates that an apportionment of representatives among the states, for the House of Representatives, be conducted every ten years (decennially) using census data

Apportionment: process of dividing the 435 seats in the US House of Representatives among the 50 states

# Confidentiality

Title 13, U.S. Code safeguards an individual's privacy; Information is used only for statistical purposes

Census Bureau employees cannot share respondent information

Disclosure is a felony-penalty for wrongful disclosure is up to five years imprisonment and/or a fine up to \$250,000

# How the Census Bureau will take the 2010 Census

Address list generated through address canvassing operation

Mail Out/Mail Back Process via USPS with self-enumeration/self identification

“Short Form” ONLY in 2010

Group Quarters such as hospitals, prisons, college dormitories, and nursing homes, will have Census forms delivered by enumerators.

# Key Dates

**One-year-out milestone:** April 1, 2009 (Census Week)

**Verifying the census address list:** April – July 2009

**Delivery of 2010 Census questionnaires:** March 2010

**2010 Census Day:** April 1, 2010

**Final counts delivered to president:** Dec. 31, 2010

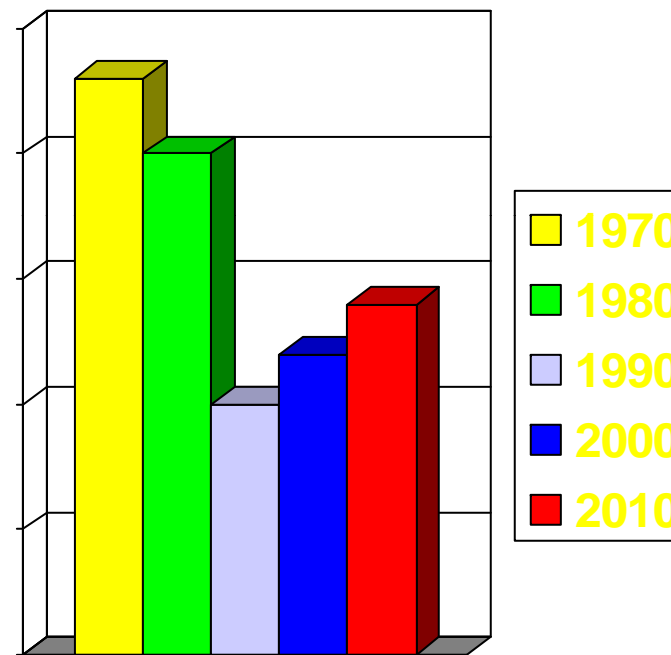
**Redistricting counts delivered to states:** February –  
March 2011

# The Census Mail Response Rate

A self-generated mail response is more accurate and less costly than an enumerator-filled response

Census 2000 mail response rates exceeded expectations

Census 2010 mail response GOAL is: **70%**



# Census Non-Response Follow-Up

Is the process of **enumerators going door to door** to collect the census form/data from households that did not return the census questionnaire

# The Census Undercount

**Differential Undercount** - Undercounting specific population subgroups such as minorities, renters, and children

Results from many factors including:

- Lack of understanding
- Distrust of government
- Changing living situations
- Custody issues
- Linguistic isolation

# 2010 Challenges

**Declining economy, increasing foreclosure rates**

**The national immigration issue may stifle cooperation & cause outreach to immigrant communities to be more difficult**

**More hectic lifestyles means less time to focus and complete the questionnaire**

**Post 9/11 security concerns have made populations less willing to cooperate**

**General concern about government's capability to keep data safe and confidential**

# 2010 Opportunities

## SHORT FORM ONLY

Communications Campaign established to deliver ongoing coordinated messages

Large Partnership staff working to inform, educate and motivate Partners in all segments of the community

Complete Count Committees becoming engaged to support local/neighborhood initiatives

Local Foundations to support community organizations

Electronic media available to involve/motivate Youth

National Outreach Partnerships building on experience and success of Census 2000

# Partnership Strategy

**Goal:** Motivate people to fill out the questionnaire and mail it back.

**Strategy:** Form partnerships at every level of the community to help achieve the goal.

**Focus:** Engage hard-to-count population groups.

# Integrated Communications Plan

“It’s In Our Hands”

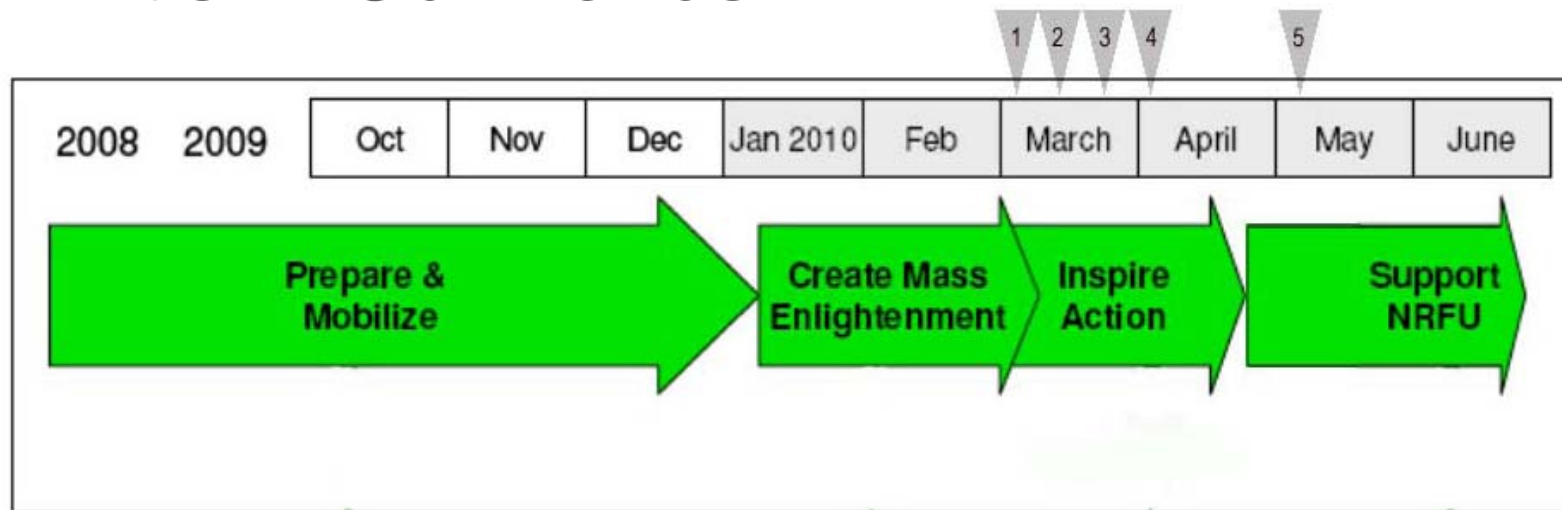
**Response:** Increase mail response.

**Accuracy:** Improve accuracy and reduce the differential undercount.

**Cooperation:** Improve cooperation with census takers.

# Integrated Communications Plan

“It’s In Our Hands”



1. Advance Letter (March 8–10)—Census questionnaire is coming.
2. Questionnaire (March 15–17)—Short form questionnaire.
3. Post Card (March 22–24)—Reminder to fill out questionnaire and mail back.
4. Replacement Questionnaire (April 1–8)—Another questionnaire mailed to selected household that did not mail back their form.
5. Nonresponse Follow-up Begins (May 1)—Operation when census takers go door-to-door to get information from households that did not mail back a questionnaire.

# Partnership Initiatives

National, Local, and grass-root strategies

Media: Local Contacts, earned media, and paid advertising

Educators: Census in Schools Project

Religious Leaders: Faith-Based Program

Overall attention to Hard To Count Populations

Governments and Organizations:

**The Local Complete Count Committee**

# Compete Count Committees = Local Partnerships

## Local leadership know their community

### Local Governments

- Participate in Census Geography Programs

- Establish Complete Count Committees

### Community Groups

- Non-Governmental Organizations mobilize locally

- Local business leaders influence patrons

- Faith based Leaders establish trust

- Civic Leaders inform, educate, and motivate

### Local Media will be key

- Print

- Television

- Radio

- New High Tech Media (Blogs, websites, Online videos, etc.)

# Census Complete Count Committee (CCC) Role

The CCC plans and implements locally-based outreach and promotion efforts to publicize the importance of responding to The Census.

Voluntary committees represented by:

Government

Faith Based Organizations

Education

Media

Community Organizations

Business Leaders

# Complete Count Committees: Role of the Partnership Specialist

Meet with Local Officials to inform, engage support, and promote local Committees

Provide Census Materials

Distribute materials

Act as Resource

Attend meetings as possible

Include Local Leaders in other outreach efforts

# Complete Count Committees: Elements of Successful CCCs

## General Guidelines

Identify

Educate

Coordinate

Touch all levels

Customize

Don't reinvent the wheel

Use the website: [www.census.gov](http://www.census.gov)

## Resources Available on website

Promotional Census Items

Promotional Materials – electronic and print


Complete Count Committee handbook

2010 Census website and Census Data

# www.census.gov/2010census

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2010 Census Main | About 2010 Census | 2008 Dress Rehearsal | Jobs | Timeline of Activities | Promotional Materials | FAQs

## More Information

- [Recent News](#)
- [Partner with the Census Bureau](#)
- [Questions?](#)

## Related Links

- [News Releases](#)
- [Protecting Your Answers](#)
- [Redistricting Data Program](#)
- [LUCA Program Update](#)
- [Census In Schools](#)
- [Contact Regional Offices](#)

## Previous Census Data?

- [Census 2000](#)
- [1990 Census](#)

## What is the Census?

- The census is a count of everyone living in the United States every 10 years.
- The census is mandated by the U.S. Constitution.
- The next census is in 2010.
- Your participation in the census is required by law.
- It takes less than 10 minutes to complete.
- Federal law protects the personal information you share during the census.
- Census data are used to distribute Congressional seats to states, to make decisions at every level of government, and to distribute \$300 billion in federal funds to communities each year.

## RECENT NEWS

- [Continuing Resolution Threatens Preparations for 2010 Census](#)
- [Draftcb Selected as Communications Contract Vendor](#)
- [Census Director Testifies on 2010 Census Budget and Commitment to Accurate Count](#)
- [Census Updates Congress on Outreach Challenges](#)

## POPULATION CLOCKS

U.S. 303,396,381  
World 6,649,287,583  
17:14 GMT (EST+5) Feb 08, 2008

## POPULATION FINDER

Type in a:  
city/town, county, or zip  
 or  
   
Select a state

## DID YOU KNOW?

In 1790, the first census was taken by U.S. marshals on horseback and counted 3.9 million people. Census 2000 counted more than 281 million people.

# Census 2010

**Easy:** Shortest census questionnaire in history. 10 questions, takes approximately 10 minutes to complete.

More detailed socioeconomic information will be collected annually from a small percentage of the population through the American Community Survey.

**Safe:** By law, responses cannot be shared with anyone, including other federal agencies and law enforcement entities.

**Important:** Census data is used to determine how many congressional representatives your community will have and provides resources for schools, roads, hospitals, job training and more.

**Thank You!**

**Census 2010**

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**[www.census.gov/census2010](http://www.census.gov/census2010)**