



2010 CENSUS: IT'S IN OUR HANDS

What Educators 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 2010 Census partners, educators can engage many residents who are otherwise difficult to reach because of geography or language barriers or college students who have historically been hard to count. As an education partner, you can help convey to your community the importance of participating in this historic event and ensure no one is left uncounted. **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 affect school budgets, specifically distribution of Title I and special education funding and college tuition grant and loan programs.
- ▲ Community planners use census data to determine where to build new schools, provide public transportation and build new roads.
- ▲ The Census in Schools program teaches students and their families about demography, civics and the value of being counted.
- ▲ Census data affect your voice in Congress as well as the redistricting of state legislatures, county and city councils and voting districts.

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



2010 CENSUS: *Frequently Asked Questions*

Why should members of education organizations participate in the 2010 Census?

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

- ▲ Census data help 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.
- ▲ Government officials use census data to allocate funding and grants to high-need areas and non-profit organizations.

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 educators such important partners for the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including schools, state and local governments, community- and faith-based organizations, media, businesses and others. Through partnerships, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. Educators are trusted voices in their communities and can help deliver the 2010 Census message to every corner of the nation, through elementary schools to college campuses.

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 list nationwide.
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010.
February - March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
April - July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to President for apportionment.
March 2011	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.