

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.
- ▲ Religious organizations and institutions use census data to determine locations for new facilities, secure grants and connect with potential new members.
- ▲ Census information guides funding decisions for important community facilities, such as schools, hospitals, child-care centers, and more.
- ▲ Census data can be used to write proposals for grants that benefit your organization/institution.
- ▲ 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.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential faith-based organization leader, you can ensure the people you represent are fully counted. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.



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:

- ▲ Ensure accurate census data, which guide funding decisions for your community and affect your representation in Congress.
- ▲ Spread the word about temporary census jobs in your community.
- ▲ Assure people that it is important – and safe – to answer the census.

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:

- ▲ Notify members of your community about census job openings and help boost your local economy.
- ▲ Include information about the 2010 Census in newsletters, bulletins and Web sites.
- ▲ Conduct “Census Sundays” and devote a few minutes to building a greater understanding of the purpose and benefits of the census. Share the message that census participation is both important and safe.
- ▲ Provide space for Be Counted sites and Questionnaire Assistance Centers or for testing and training census employees.
- ▲ Work with schools and family service centers in your community to spark conversations with children and families about the importance of the 2010 Census.
- ▲ Create a Complete Count Committee (CCC) in your area and invite other influential leaders to join the effort to increase census participation.

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.
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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