



# United States Census 2010

***“DON’T BE COUNTED  
OUT!”***

Presented by The National Social Action Commission  
2009 Regional Conference Cycle



# 2010 Census



## *Why is the Census Important?*

- A key component of American democracy is to have *fair and equitable* representation in Congress.
- To achieve an accurate count of the number and location of the people living within the nation's borders, our *U.S. Constitution mandates* a census of the population be taken every *10 years*.



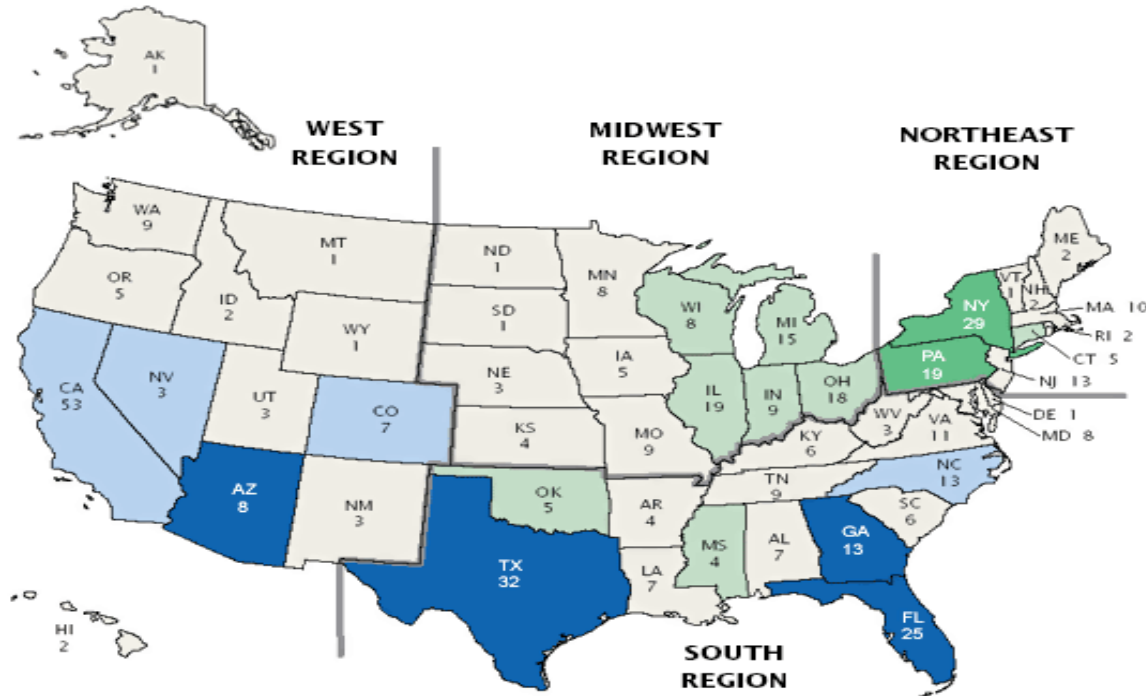
# 2010 Census



- Census Population Totals Determine...
  - Which states **gain** or **lose** representation in Congress
  - The amount of state and federal funding communities receive over the course of the decade:
    - public health
    - neighborhood improvements
    - transportation
    - education
    - senior services and more



# 2010 Census



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

— Census Region Boundary

Note: Numbers represent reapportioned totals of U.S. representatives.

Total U.S. representatives: 435



# 2010 Census



## Undercounting

*Historically*, the census count has not been perfect.

**Undercounting**, is a persistent problem:

- 1990 - 8.4 million people were not counted, 4.4 million were counted twice
- 2000 - 6.4 million people were not counted, 3.1 million counted twice
- The net undercount rate is *always higher* for Native Americans, Asians, Blacks, and Hispanics than for the overall population.



# 2010 Census



## *Other Groups Affected by Undercounting:*

- Incarcerated
- Homeless
- Illegal Immigrants
- College Students
- People with a P.O. Box
- People in transitional housing
- People in nursing homes



# 2010 Census



Why is there distrust of the Census process?

- #1 is the fear of information collected being shared with other government agencies:
  - Social services
  - Immigration
  - Employment, Labor and IRS
  - Schools



# 2010 Census



## *What's at Stake in the 2010 Census?*

- In order for this funding allocation to be accomplished fairly and accurately, OUR goal for the **decennial** census is to
  - Ensure that everyone is counted, ***particularly in traditionally undercounted communities of color***
  - Count everybody **once**, not **twice**
  - Make sure people are counted in the right place
- 2010 Census data will directly affect how up to **\$3 trillion** is allocated to local, state and tribal governments over the next 10 years.





# 2010 Census



## *What's at Stake?*

- Congressional seats are reapportioned and legislative districts are drawn based on Census data.
- Census data is used to monitor compliance with civil rights statutes and anti-discrimination laws.
- Census Data is used to make decisions about what community services to provide, and to distribute \$300 billion in federal funds to local, state and tribal governments each year.



# 2010 Census



## To Ensure a Fair and Accurate Count...

- **Form Complete Count Committees in your community to help educate and inform community members and neighbors.**
- **Complete Count Committees can start now to create awareness within your community about the upcoming 2010 Census by:**
  - donating space for testing and training temporary census workers
  - publicizing recruiting efforts
  - obtaining endorsements and support from local leaders
  - conducting census public events, launching local media campaigns, community coalition and interfaith events, and other events



# 2010 Census



## 2010 Census 10 Minutes, 10 Questions

One of the **shortest** questionnaires in history.

- Only asks for name, gender, age, race, ethnicity, relationship, and whether you own or rent your home.
- The **American Community Survey**, which is conducted every year throughout the decade replaces previous census questions about *how* we live as a nation our diversity, education, housing, jobs and more.



# 2010 Census

United States  
**Census**  
**2010**

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

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

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 =

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.

# 2010 Census Jobs



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

## Your community is counting on you.

Every 10 years, a census of our population is conducted. The results help determine how federal funds are spent in your community on things like roads, parks and other public services, as well as your representation in government. As a census taker, you'll help to make sure that everyone in your community is included.

### Earn more than just a paycheck.

A job with the U.S. Census offers a lot: good pay, flexible hours, paid training, the chance to work independently in your own community. But there's more. You'll also be earning a place in history, as well as the respect and appreciation of your community.

### Census positions are temporary.

Conducting the census is a huge undertaking, and it requires us to fill a wide variety of positions. For the 2010 Census, thousands of census takers are needed for temporary jobs. These employees update address lists and conduct interviews with community residents. Most positions require a driver's license and use of a vehicle.

### What do the jobs pay?

Census jobs pay competitive wages based on the current pay rates in your area. Also, census workers are reimbursed for authorized expenses, such as mileage.

United States  
**Census  
2010**

It's In Our Hands

### Be a part of the 2010 Census Team!

- ✓ Earn good pay
- ✓ Get paid weekly
- ✓ Work flexible hours
- ✓ Receive paid training
- ✓ Receive reimbursement for authorized mileage and other expenses
- ✓ Help your community have a successful 2010 Census

### Apply today!

Call to schedule an appointment to take the test and apply for a job.

For more information, call us at our toll-free number: 1-866-861-2010.

FedRelay: 1-800-877-8339 TTY.

[www.2010censusjobs.gov](http://www.2010censusjobs.gov)

**JOB HUNT CHECKLIST:**

- ✓ GOOD PAY
- ✓ CLOSE TO HOME
- ✓ FLEXIBLE HOURS
- ✓ PAID TRAINING

Get all this and more  
with a 2010 Census job.

The U.S. Census Bureau is an Equal Opportunity Employer.

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USCENSUSBUREAU

# 2010 Census Jobs



**Look for an announcement later this year, then call**

**1-866-861-2010 or go online**

**2010censusjobs.com**

***1.4 million temporary workers will be hired!***



# 2010 Census Timelines



## 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.





# 2010 Census



2010 Census  
The Count Begins April 1, 2010

Make Sure We Are ALL  
Counted In,  
Not OUT!





# 2010 Census Part II

## Discussion Questions



- What are your local issues and how can the Census be of value?
- What's changed in your community as a result of the last Census and why?
- What are the opportunities and challenges in implementing a successful 2010 Census campaign?



# 2010 Census



- What strategies can local chapters implement to ensure in our communities that the 2010 Census process is fair and counts everyone?
- What can Delta Sigma Theta do to help local chapters engage in census initiatives in their communities?



# 2010 Census



## Doing Our Part: Delta Sigma Theta and Census 2010

- ***Delta Sigma Theta Census Awareness Day*** – February 27, 2010 - Encourage sorors in every chapter to organize a Census Awareness event with their local Census Office and community partners. Suggested Activities include but are not limited to canvassing, providing information on census jobs, providing education/advocacy materials to the community and working with literacy organizations to assist those with reading/writing comprehension issues.
- ***Census Promotional Materials*** - Provide communities with promotional materials that convey important Census dates and information on how the Census impacts educational funding, community development and resources.
- ***Participate in Census 2010 Complete Count Committees*** - Encourage members/chapters to begin forming and joining Complete Count Committees.
- ***Census Job Opportunities*** - Disseminate information about job opportunities related to conducting Census 2010 and encourage members and other individuals to apply. (e.g. students, senior citizens, unemployed)

