

2010 Census: Uses of the Census and Census Outreach

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The key message:

The 2010 Census is
easy,
important
and safe,
and your participation
is vital.



It's easy

10 questions in 10 minutes



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 =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?

Mark all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —
Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number

- -

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Form **D-61** (1-15-2009)

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.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

- Asian Indian Japanese Native Hawaiian
- Chinese Korean Guamanian or Chamorro
- Filipino Vietnamese Samoan
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↴
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↴

- Some other race — *Print race.* ↴

10. Does Person 1 sometimes live or stay somewhere else?

- No Yes — Mark all that apply.

- In college housing For child custody
- In the military In jail or prison
- At a seasonal or second residence In a nursing home
- For another reason

→ If more people were counted in Question 1, continue with Person 2.

1. Print name of Person 2

Last Name

First Name MI

2. How is this person related to Person 1? Mark ONE box.

- Husband or wife Parent-in-law
- Biological son or daughter Son-in-law or daughter-in-law
- Adopted son or daughter Other relative
- Stepson or stepdaughter Roomer or boarder
- Brother or sister Housemate or roommate
- Father or mother Unmarried partner
- Grandchild Other nonrelative

3. What is this person's sex? Mark ONE box.

- Male Female

4. What is this person's age and what is this person'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 5 about Hispanic origin and Question 6 about race. For this census, Hispanic origins are not races.**

5. Is this person 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.* ↴

6. What is this person's race? Mark one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

- Asian Indian Japanese Native Hawaiian
- Chinese Korean Guamanian or Chamorro
- Filipino Vietnamese Samoan
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↴
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↴

- Some other race — *Print race.* ↴

7. Does this person sometimes live or stay somewhere else?

- No Yes — Mark all that apply.

- In college housing For child custody
- In the military In jail or prison
- At a seasonal or second residence In a nursing home
- For another reason

→ If more people were counted in Question 1 on the front page, continue with Person 3.

It's important

- Redistricting:
 - Congressional representation
- Over \$400 billion in federal funding distributed to state, tribal and local government:
 - \$7.0 billion to Minnesota in FFY 2008 -- or \$1,344 per person (Brookings), including:
 - Section 8 Housing Choice Vouchers
 - Federal Transit Formula Grants
 - Federal Transit Metropolitan Planning Grants
 - New Freedom Program
 - Job Access Reverse Commute
- Guide planning decisions



It's safe

"No one can get access to census data.
It is rock solid secure."

-- James T. Christy

Los Angeles Regional Office Director

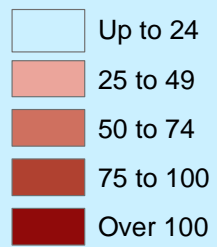
U.S. Census Bureau



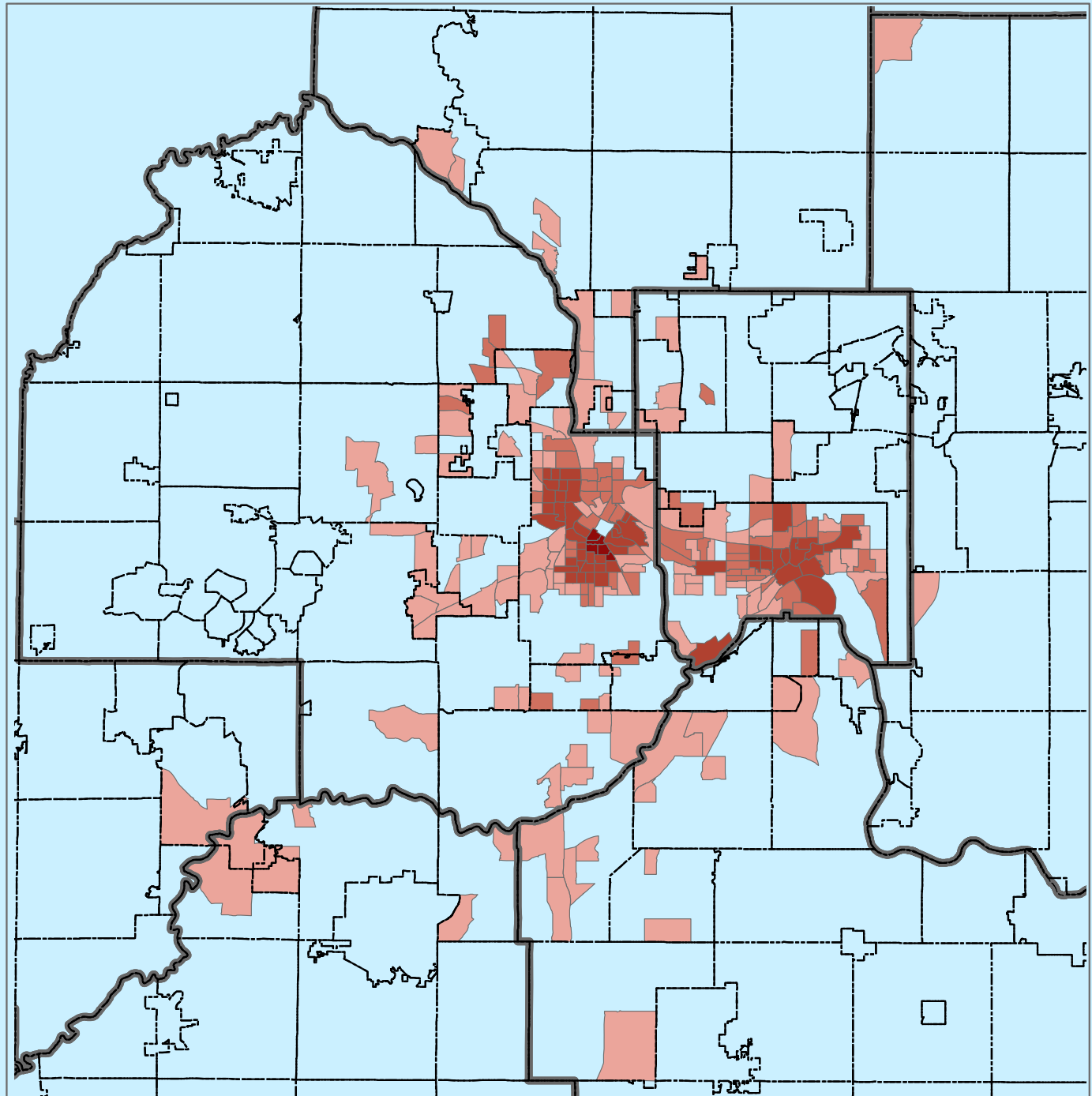
Participation is vital

- Complete Count Committees
- Integrated Communications Campaign including \$326 million marketing blitz
- Promotional materials in 28 languages
- Analysis of hard-to-count populations
- 80,000 Census partners (local governments, community organizations, churches and businesses)

Hard-to-count tracts



Source: Census Bureau



Target Populations for Census Marketing

- The Leading Edge
- The Head Nodders
- The Insulated
- The Unacquainted
- The Cynical Fifth



What about Snowbirds?

“Snowbirds, as you go south for the winter, don't fill out the census form down at your temporary home.”



The Council's Outreach Role

- Promote participation
- Provide census information in communications (newsletters, website, etc.)
- Help coordinate census-related communications/promotion with other government agencies throughout the metro-area (through earned media and paid media opportunities)



Countdown to the 2010 Census

- January 2010: Media campaign begins
- March 2010: Census questionnaires mailed
- April 1, 2010: Census day
- May 2010: Household visits by trained Census Bureau enumerators:
 - Six attempts to interview a knowledgeable household member, visiting housing units multiple days at different hours.
 - If enumerators can't contact a household, they will seek information in any way possible to estimate the number of people in the household

The Key Message

The 2010 Census is easy,
important and safe,
and your participation is vital.



For more information, visit:

- <http://2010.census.gov/2010census/>
- <http://www.mn2010census.org/>

