
Countdown to the 2010 Census

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2010 Census Key Dates
March 2010 Census questionnaires are mailed or delivered to households
March - April 2010 Be Counted program is implemented. Census questionnaires are available at select public sites for individuals who did not receive one by mail.
April 1, 2010 CENSUS DAY
May - July 2010 Census takers visit households that did not return a questionnaire by mail.
December 31, 2010 By law, the Census Bureau delivers population counts to the President.
March 2011 By law, the Census Bureau completes delivery of redistricting data to states.

The countdown to the 2010 Census has begun, and the U.S. Census Bureau is looking to national, tribal, state and local officials and community leaders to ensure an accurate count. With Census Day just a couple of short months away — April 1, 2010 — the Census Bureau has already launched a critical national promotional and awareness campaign to reach an increasingly diverse population and encourage the most complete count possible. With only 10 questions, the 2010 Census will have one of the shortest census questionnaires in the history of the United States, dating back to the nation's first census which was conducted in 1790.

Census History

The foundation of our American democracy is dependent on fair and equitable representation in Congress. In order to achieve an accurate assessment of the number of people living within the nation's borders, the U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted during George Washington's presidency under the direction of then Secretary of State Thomas Jefferson, in 1790, and has been carried out every 10 years since then. There have been 22 censuses conducted between 1790 and 2000.

The 2010 Census - Easy to Complete

On April 1, 2010 the 23rd census will be taken. A questionnaire will be sent to more than 130 million households and ask about 10 questions – name, age, gender, Hispanic origin, race, relationship to the householder, and whether your residence is owned or rented. The 2010 census form will take only about 10 minutes on average to complete, and answers are protected by law and strictly confidential. Households should complete and mail back their questionnaires upon receipt this March. A replacement questionnaire may be sent in early April to households that do not respond. Census takers will visit those households that do not return questionnaires to take a count in person.

Why is the Census Important?

Political Representation and Boundaries

The goal of the 2010 Census is to count everybody, count them once, and count them in the right place. There are a number of reasons for local leaders and residents to be aware of the upcoming census and the need to participate. The Constitutional provisions require Census population totals be used to determine the number of representatives that each state has in Congress. Census population totals also determine political boundaries for state and local legislative and congressional districts.

Funding Distribution

Census data also determines the dollar amount of state and federal funding that communities will receive over the course of the next decade. Data from the 2010 Census will directly affect how more than \$4 trillion is allocated to local, state and tribal governments - \$400 billion each year for the next ten years. The federal government distributes these funds annually for community programs and services such as education, housing and community development, health care services for the elderly, job training and more. State, local and tribal governments use census information for planning and allocating funds for new school construction, libraries, and other public buildings, highway safety and public transportation systems, new roads and bridges, the location of police and fire departments, and many other projects. Community organizations use census information to develop social service programs, community action projects, senior lunch programs and child care centers. The numbers help businesses identify where to locate factories, shopping centers, movie theaters, banks and offices — activities that often lead to new jobs.

Are My Answers Really Confidential?

Your answers are protected by law (Title 13 of the U.S. Code, Section 9) and are strictly confidential. It is illegal for the Census Bureau, or its employees, to share your personal information with any other government agency — not law enforcement, IRS, Welfare, FBI, Immigration, etc. No court of law, not even the President of the United States, can access your individual responses. Census workers must pass security and employment reference checks and are highly motivated to protect your answers. All Census Bureau employees are subject to a \$250,000 FINE AND/OR A 5-YEAR PRISON TERM for disclosing any information that could identify a respondent or household.

Where to be Counted?

The guiding principle the Census Bureau uses for where someone is counted is “usual residence”, which is defined as the place where the person lives and sleeps most of the time. This place is not necessarily the same as the person’s voting residence or legal residence. The most typical living situation for New Jersey residents is their home. For those on a vacation or business trip, it is the home where they live and sleep most of the time. People who live in no one place regularly or are experiencing homelessness are counted at the residence in which they are staying on Census Day. Census Bureau workers undertake extensive operations to

take in-person counts of people living in group quarters, such as college dormitories, military barracks, nursing homes, shelters and prisons.

There are a number of unique living situations in which residence rules are used to determine where someone is counted. Although college students that live with their parents while attending college in the US are counted at the parental home, students living in on-campus or off-campus housing are counted at these locations and not at the parental home. Students attending college outside the United States are not counted in the census. Likewise, US military personnel living in barracks in the United States are counted at the barracks location while those living on base or off base in the US, but not in the barracks, are counted at the residence where they live and sleep most of the time. Those in the military and living overseas are counted using the military's records for home address.

Snowbirds (people who live in one state but spend the winter in another state with a warmer climate) are to be counted at the residence where they live most of the year. The census forms will be mailed out in March 2010...and will not be forwarded by the Post Office. The forms that are mailed to a residence are geocoded specifically to that address. For snowbirds to be properly counted in their New Jersey residence where they live and sleep most of the time, they should wait to return to their "usual residence" and complete a form in person with a Census enumerator or at a County Library or Questionnaire Assistance Center (QAC). For the first time, the Census will be mailing out replacement Census forms to non-respondents within an initial period of time, sometime in May or June 2010.

Census Outreach Programs

In January, the US Census Bureau will launch a multi-million dollar national advertising campaign aimed at creating awareness that the 2010 Census is easy, safe, and important and to get every household to take 10 minutes to answer 10 questions that will affect their community for 10 years. The advertising campaign represents the most extensive and diverse outreach campaign in US history, with advertisements appearing in 28 different languages. The campaign will include print, broadcast, cable, and online advertising.

The Census in Schools program that was successful during the 2000 Census will be used again in 2010 to provide educators with resources to teach the nation's K-12 students about the importance of the census so children may act as ambassadors to help deliver this message to their families. The students benefit from lesson plans that are grouped by grade and correspond to national standards for math, geography and language arts. This program is particularly successful in reaching households where the children may be the only family members that speak English well and can help parents with the questionnaire.

Grass roots community outreach efforts are accomplished through the Census Bureau's Complete Count Committee program. Any state or local government, business, ethnic, religious, recreational, or community organization can form a Complete Count Committee. Members of the committees work to make sure their communities are counted. During Census 2000, more than 11,800 Complete Count Committees were formed to help develop and implement locally based outreach and recruitment campaigns.

State of New Jersey Outreach Efforts

To help create awareness and inform New Jersey residents about the upcoming 2010 Census, the State of New Jersey has partnered with the Census Bureau for its “NJ’s Counting on You!” statewide outreach campaign. The New Jersey 2010 Census website, www.nj.gov/2010Census, was created to assist with three areas: provide the public with information about the 2010 Census, provide support to state and local governments as well as other organizations that wish to form Complete Count Committees and support the Census in Schools program. The New Jersey Department of Labor and Workforce Development is assisting the Census Bureau with its recruiting and testing efforts through its 26 One Stop Career Centers located throughout New Jersey.

Additional outreach activities are being developed through two separate Complete Count Committees. The State Agency Complete Count Committee counts thirty state departments/agencies as its members. The New Jersey State Data Center (NJSDC) located within the New Jersey Department of Labor and Workforce Development has also formed a Complete Count Committee. The NJSDC and its network of 110 state agencies, county planning boards, regional planning agencies, and federal depository libraries has a 30 year working relationship with the US Census Bureau to disseminate Census data and educate our New Jersey customers how to use Census data throughout the entire decade between censuses. Both committees will take advantage of the unique outreach capabilities of its members to reach out to NJ residents and encourage them to “Be Counted!”

Additional Resources

For more information about the 2010 Census visit the New Jersey 2010 Census Website at www.nj.gov/2010Census or the Census Bureau’s Website at www.2010Census.gov .

For more information on Census jobs, visit www.2010Censusjobs.gov .

For more information on Complete Count Committees, visit <http://2010.census.gov/partners/national-complete-count-committee/>

For more information on the Census in Schools program, visit <http://www.census.gov/schools/index.html>

Take **10** minutes.
Answer **10** questions.
**Help Your
Community.**



NJ's COUNTING ON YOU!

nj.gov/2010Census

Tome **10** minutos. Responda **10** preguntas. Ayude a su comunidad.

