



IT'S IN OUR HANDS

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United States  
**Census**  
2010

# The 2010 Census: An Overview



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# The Partnership Program

The goal for the Partnership Program is to generate public **awareness to increase mail response rates**, heighten buzz within Hard-To-Count communities and mobilize community leaders, businesses and other entities to **PARTNER WITH US TO ENCOURAGE EVERYONE TO BE COUNTED**

Ramon Padilla – Partnership Specialist

Myron MoHam – Partnership Assistant

# 2010 Census Partnership

- Why partner with us?
- What can you do to help?

# Response Rates

- US: 67%
- Texas: 64%
- Denton County: 69%
- City of Denton: 63%

# Complete and accurate count

## Why is it important?

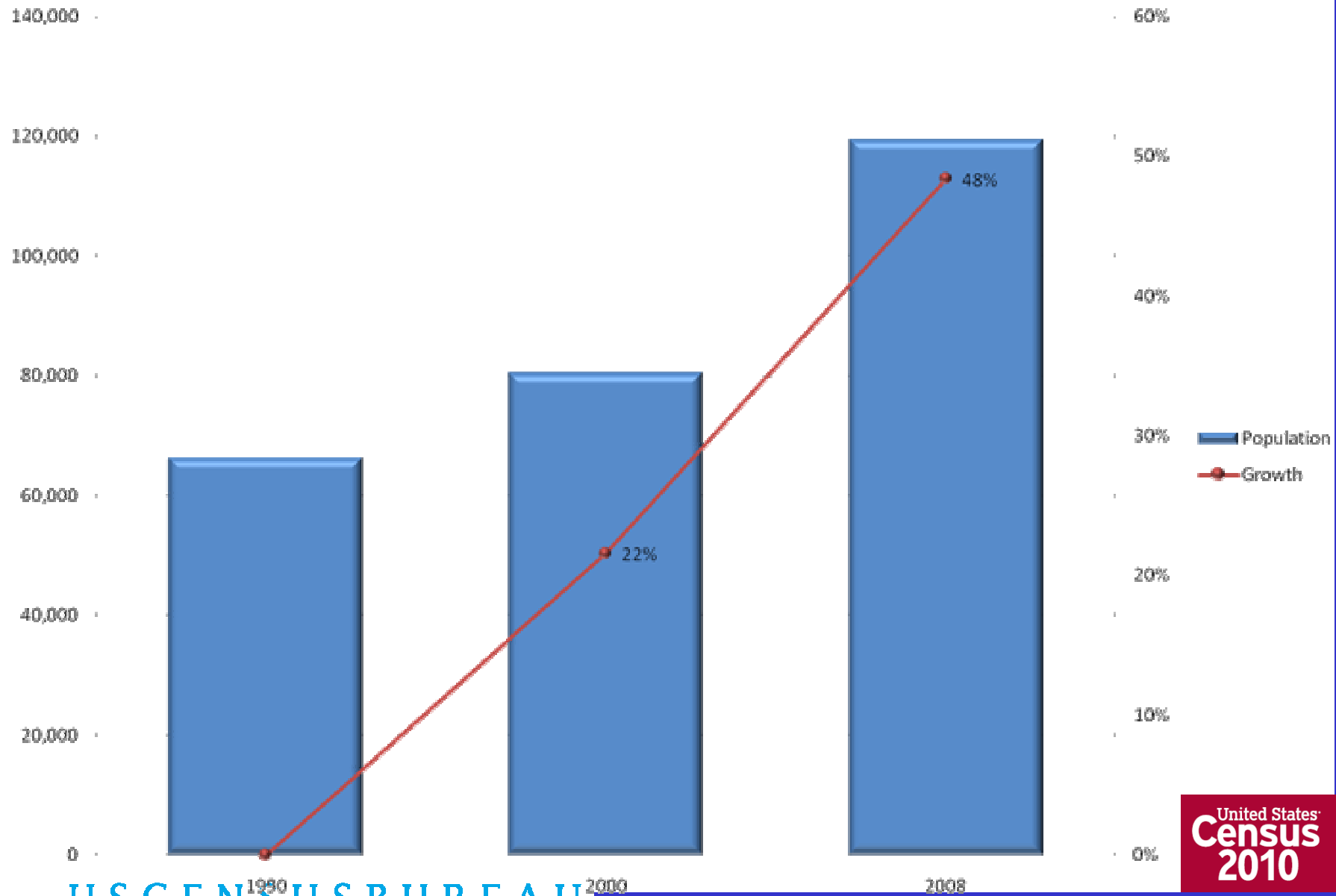
Every year, the federal government allocates \$400 **billion** (**Four Hundred BILLION Dollars**) to states and communities based, in part, on census data.

Census data guides local decision-makers on where to build new roads, hospitals, child-care, senior citizen centers, schools and more.

Businesses use census data to locate retail stores, new housing and other facilities.

Census data determines how many seats each state will have in the U.S. House of Representatives.

# City of Denton Population



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# 2010 Census Core Messages

## **It's Easy:**

Shortest questionnaire in Census history

Just a few easy questions, such as: name, gender, age, race, ethnicity, relationship, own/rent

Will take only about 10 minutes to complete

## **It's Important:**

Census data directly affects how more than \$400 billion per year in federal funding is allocated

The census will count all residents living in the United States on April 1, 2010

The census provides a snapshot of the nation, which helps define who we are

## **It's Safe:**

Answers are protected by law and strictly confidential;

Information collected is used for statistical purposes only

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# Census Operations

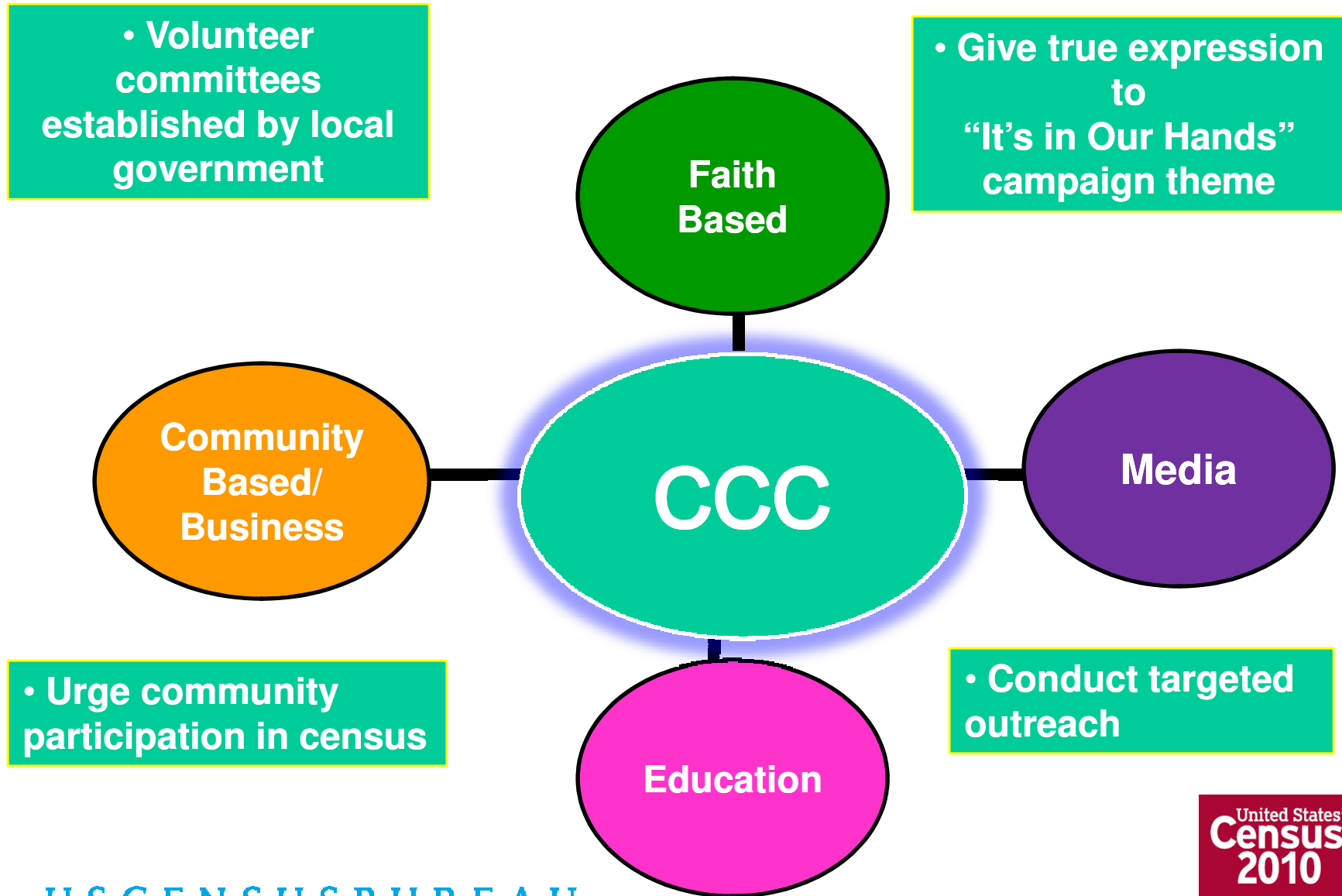
2009 - Address Canvassing

2009- Complete Count committees at work

2010 - Mail-Out – late March

2010 - Non-Response Follow-Up

# Complete Count Committee





## What The Census Means to Your Community

Census data help planners and decision makers determine **WHAT** neighborhoods need and **WHERE** to invest in:

Transportation

Public Works

Economic development

Public Health

Emergency Preparedness

Education

Senior Services

And more...

# How YOU Can Help

- ✓ Identify opportunities for Census Bureau staff to speak
- ✓ Make positive, encouraging statements about the Census at meetings and social gatherings
- ✓ Identify locations for Census Questionnaire Assistance Centers
- ✓ Have Census banners, posters, and other signage in highly visible areas
- ✓ Start a Census awareness committee with PTA's, Boy Scouts, Girl Scouts, Youth-Groups, Churches, Neighborhood Associations, etc.
- ✓ Include a Census booth at local fairs, school carnivals and festivals
- ✓ Encourage schools to sponsor a Census poster contest
- ✓ Download promotional materials  
([www.census.gov](http://www.census.gov))
- **ANSWER AND RETURN THE CENSUS QUESTIONNAIRE!**

**10 10 10**

Ten Questions on Questionnaire

Ten Minutes to Complete

Ten Years before it Happens again

# What the Questionnaire Asks?

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?
2. Were there any Additional people staying here April 1, 2010 that you did not include in question 1?
3. What is your telephone number? We may call if we don't understand an answer.
4. 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?
5. Does Person 1 sometimes live or stay somewhere else?
6. Is this house, apartment, or mobile home Owned by you or someone in this household or rented? Etc...

# What the Questionnaire Asks?

(continued)

7. How is this person related to Person 1?
8. What is person 1's race?
9. Is person 1 of Hispanic, Latino, or Spanish Origin?
10. What is person #1's Sex and Age

# Thank You!

## Questions?



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