



# NULPI FACT SHEET: THE 2010 CENSUS AND AFRICAN AMERICANS

April 1<sup>st</sup>, 2009

## APRIL 1, 2010 – CENSUS DAY

Every ten years since 1790, as required by the Constitution, the federal government conducts a census to find out how many people are living in the United States and where they live. The Census is used to distribute political power, determining not only how many representatives each state will have but the legislative boundaries within every state. The census data is also used to determine how over \$300 billion in federal funding every year is spent on education, health care, transportation and other vital areas. The basic Census questionnaire takes less than 10 minutes to complete, but during the 2000 Census millions of people were not counted—including disproportionate numbers of African Americans and other minorities. As a result their communities lost out on political representation and needed funding for services. In the 2000 Census, the Census bureau estimated that **only 59.7% of African Americans**, 64.5% of Latinos and 69.8% of Asians returned their initial mail questionnaire, compared with 77.5% for whites.<sup>1</sup> What can we do to ensure this Census is as accurate as possible?

1. **Fill out your Census form when it arrives; urge/help others to do so.**
2. **Let members of your community know about the 1.4 million temporary jobs available with the Census.**
3. **Encourage your organization, employer, church or other group to become an official 2010 partner.**

## Complete/Return Your Census Form Promptly

The 2010 Census form will be mailed or dropped off to every known residence in the United States in March of 2010. The form itself consists of only a few basic questions for each person living in a

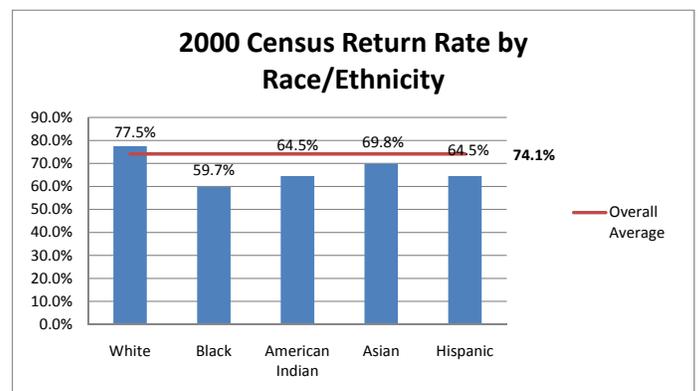
household as of April 1<sup>st</sup>, 2010: name, gender, relationship, date of birth, race and whether the respondent owns or rents his or her home. It is important to remember that the **Census is completely confidential**; information collected is prohibited by law from being shared with anyone, including other government agencies. 13 million bilingual Spanish/English forms will be mailed to targeted households, and questionnaires or language guides will be available in 63 other languages upon request.

## Work for the Census Bureau

A key strategy to increase participation is to recruit Census workers who reflect the community. The Census Bureau will hire about 1.4 million temporary workers to help collect the data and follow up with households that do not return their forms. For more information call the Census jobs hotline at **1-866-861-2010** or go to: <http://2010.census.gov/2010censusjobs/index.php>.

## Become a Census 2010 Partner

The U.S. Census bureau will recruit thousands of businesses and organizations to become partners, as they did in 2000, as an important part of their strategy to use organizations that are already trusted by communities to spread the word. As a partner you have access to posters and other free materials that educate the public about the importance of the 2010 Census. For more information, go to <http://2010.census.gov/partners/>.



<sup>1</sup> Statistics from the U.S. Census Bureau, as reported by the Government Accountability Office ([GAO-08-1167T](http://www.gao.gov/products/GAO-08-1167T)).