Minnesota State Demographic Center
Census 2010

Census Day is April 1, 2010!

Build-Up to Census Day

- Partnerships
- Forming Complete Count Committees
- Census Bureau Jobs
- Address Canvassing
- Questionnaires Mailed
Goodbye Long Form

Short Form Census
- Age
- Gender
- Hispanic Origin
- Race
- Relationship
- Tenure
- Administrative Questions
American Community Survey

- Smaller, Annual Sample of the U.S. Population (3 Million)
- Long Form Census Data
  - Education
  - Race, Ethnicity, National Origin Specific
  - Income, etc.

- No Households will get the ACS more than once in a five-year period.
Key Messages for 2010

300 Billion Dollars!
- The amount of federal dollars distributed annually based on the Census results!

Eight Congressional Districts
- Minnesota could lose one Congressional district based upon the results of the 2010 Census.
Projected Apportionment
As Of 2007

13 Seats Could Change Hands

Gainers: Arizona(2), Florida, Georgia, Nevada, North Carolina, Oregon, South Carolina, Texas(4), Utah

Losers: Minnesota, Illinois, Iowa, Louisiana, Massachusetts, Michigan, Missouri, New Jersey, New York(2), Ohio(2), Pennsylvania
Challenges For 2010

- Immigrant populations, esp. undocumented immigrants and refugees
- Africans and African-Americans
- Snow birds
- College students
- Foreclosures
- Undercounts
The Census Is LOCAL!

- Census recruits local people
- Message is best heard from friends and neighbors
- Local community leaders can best reach all the people in their area and communities to ensure that everyone is counted!
- Complete Count Committees work!
When Are Complete Count Committees Formed?

NOW!

Recruit volunteers NOW!

Census Day is 16 months away

Summer 2009 will be the big push

Be prepared beforehand
What Do Complete Count Committees Do?

Work as the local liason to the U.S. Census Bureau

Get the word out in the community!
- Local Festivals and Parades
- School Fairs
- Fundraisers – e.g., pancake breakfasts
- Community Events
- Wherever People Get Together!
Questionnaire Assistance Centers

A center established by a local census office to assist people with completing their questionnaires.

For Census 2010, the centers will be established in community centers, large apartment buildings, nonprofit organizations, etc.

The centers are staffed by volunteers and Census Bureau employees.
Census Jobs

Now Hiring!

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ホームページ, נאطلع: www.mn2010census.org

For a complete listing of jobs, please visit: www.mn2010census.org
Campaign Activities

- MN webpage – www.mn2010census.org
- Census webpage - www.census.gov/2010census/
- Fairs, Festivals and Parades
- Conferences and Conventions
- Advertising
- Corporate, Nonprofit and Government Partnerships
- And More...
Get Involved!

- Initiate Complete Count Committees
- Join the Census 2010 Roundtable
- Include Articles on Census 2010 in Your Newsletters
- Post Information on your website/Link to Us
- Publicize Census 2010!
- Invite us to Your Meetings

- Spread the Word!
  - Undercounted Communities
- Help us Translate Materials
  - esp. Hmong and Somali
- Include Census 2010 in Your Presentations
- Post job Announcements
- Volunteer
Questions?

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www.mn2010census.org
www.census.gov/2010census