



**IT'S IN OUR HANDS**

[census.gov/2010census](http://census.gov/2010census)

# Count to '10

**MAG Management Committee**

**April 14, 2010**



United States  
**Census  
2010**

# Census Forms

- n Forms mailed March 15
- n April 1<sup>st</sup> is Census Reference Date
- n Forms should be mailed by April 16 to avoid NRFU.

U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

**United States Census 2010**

**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  
 -  -

OMB No. 0607-0919-C: Approval Expires 12/31/2011.  
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, Argentinian, 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
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- 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
- In the military
- At a seasonal or second residence
- For child custody
- In jail or prison
- In a nursing home
- For another reason

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

U.S. CENSUS BUREAU

# Why Is the Census Important?

- n **Appropriation of \$400 billion in federal funds.**
  - In Arizona, that =
    - n \$8 billion in federal funding.
    - n \$1 billion in state-shared revenues.
    - n On average, each person counted in Arizona equals \$1,550 each year.
- n **Apportionment of Congressional seats.**
  - Arizona could gain 9<sup>th</sup> seat.
- n **Planning and preparedness.**



# Benefits to You & Your Family

## n Funding for:

- n Hospitals
- n Schools, parks & libraries
- n Public safety
- n Senior centers & youth programs
- n Roads
- n Local transit services



# MAG Role



- n Assist with technical geography programs.
- n Liaison between Census Bureau and member agencies.
- n Provide a regional forum for discussion, coordination, and development of outreach strategies.
  - Formed "Count to '10" Census Outreach Group.
    - n Developed media strategies and outreach materials.
    - n Developed Web site: [www.magcensus.com](http://www.magcensus.com)
    - n Helped secure funding for regional media buy.



# Regional Media Buy

## n General Media Buy

- 7 TV stations, including channels 3, 5, 10, 12, 15, 45 and Cox Cable
  - n Began in February – continues through April 19
- 14 FM stations (English)
  - n Began in early March – continues through April 11
- 14 Community Newspapers
  - n Ahwatukee; Avondale; Central, North & Northeast Phoenix; Chandler; East Mesa; Gilbert; North & South Glendale; North & South Scottsdale; Peoria; Tempe.
- Value added opportunities

# Regional Media Buy

## n Value Added General

n Radio: 810 free spots =	\$218,525
n Television: 313 free spots =	\$148,135
n Newspaper: 45 free ads =	\$ 11,218

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Total: \$377,878

# Regional Media Buy

## n **Community & Minority Media**

- 15 minority publications, including Hispanic, African American, Native American, Korean, Chinese, Filipino and LGBT publications.
- 8 minority radio stations
- 4 Spanish language television stations, including Univision, Telefutera, Telemundo and Azteca America.

# Regional Media Buy

## n Value Added Community

n Radio: 156 n/c spots = \$14,675

n Television: 178 n/c spots = \$29,385

n Newspaper: 21 n/c ads = \$33,700

n Interactive: (estimate) \$ 8,250

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Total: \$86,010

# The Census Is Safe

- n The Census Bureau safeguards all census responses to the highest security standards available.
- n Your answers are protected by law and are not shared with anyone.
  - Census workers are sworn for life to protect your data under Federal Law Title 13.
  - Penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.



# Identifying Census Takers



- n Must present an ID badge that contains a Department of Commerce watermark and expiration date.
  - The census taker may also be carrying a bag with a Census Bureau logo.
- n If asked, the census taker will provide you with supervisor contact information and/or the Local Census Office phone number.
- n The census taker will **ONLY** ask the questions that appear on the census form\*.
  - \*Some exceptions apply.



# Identifying Census Takers

- n 2010 Census takers will **NOT** ask you for your social security number, bank account number, or credit card number.
- n 2010 Census takers also **never solicit** for donations and will **never contact you by e-mail**.
- n They will **not ask to come in** to your home.



# Importance of Mail-Back

- n If you don't return the form, a Census representative will contact you by phone or visit your home as many as six times.
- n If you still don't respond, your neighbors may be asked about the people residing in your home.
- n Non-response costs us all.
  - About \$85 million tax dollars saved for every 1% increase in mail response.



# Census Challenges in Arizona

- n **Reaching Hard-to-Count Populations:**
  - n Homeless
  - n Jobless
  - n Winter visitors
  - n New/undocumented immigrants
  - n Those in danger of losing their homes to foreclosure.



# Hot Issues



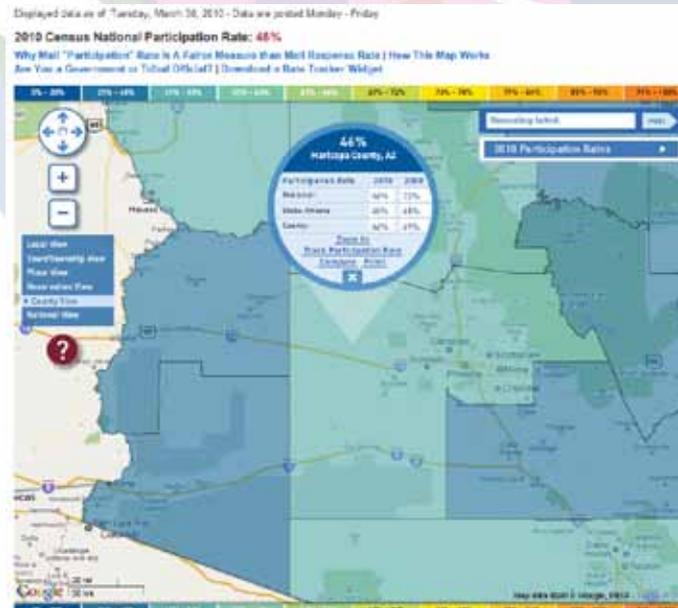
- n Concerns over ethnicity/race question(s).
- n Winter visitors.
- n What do I do if I didn't receive a census form?
  - n Are you in group quarters?
  - n Replacement forms.
  - n Be Counted sites.



# Participation Rate Tracking

- n Track your community's progress; identify areas of low response (and take action); compare to other areas:

<http://2010.census.gov/2010census/take10map/>



# Follow 2010 Census participation rates using our comparison chart.

## How is your area doing? Compare up to five locations.

Go head-to-head with neighboring towns or cities across the country to see who is ahead and who needs to pick up the pace.

March 31 National Participation Rate **50%**

Include 2000 Census Participation Rates

Add Locations to chart

Tucson City

FIND

(Click 'compare' in data window to add.)



### Take Action

What can you do? Help get the word out about the 2010 Census so your community receives the funding and resources it deserves.

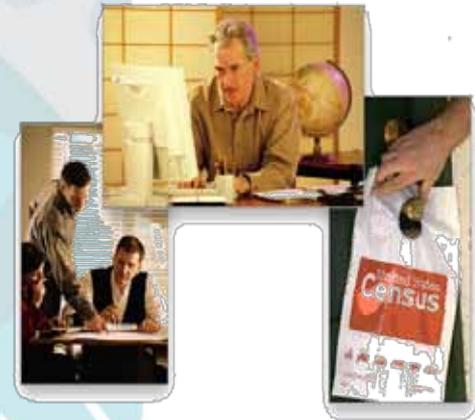
FIND OUT HOW



Print

# Timeline of Key Activities

- n Census Day April 1.
- n Replacement questionnaires sent early April.
- n "Be Counted" program takes place March - April.
- n Group Quarters Enumeration April - May.
- n Telephone follow-up (April-Aug).
- n Door-to-door follow up (May-June).



# Timeline of Key Activities

- n Apportionment counts delivered to the President in December 2010.
- n Final counts delivered to states in April 2011.



# Discussion/Q&A





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# For more information

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Al Macias, Regional Partnership Specialist

[Albert.Macias@census.gov](mailto:Albert.Macias@census.gov)

# Maricopa County Local Census Offices (LCO)

**LCO 3112 Central Phoenix  
602-427-0680**

**LCO 3113 Scottsdale/ NE Phoenix  
480-281-3200**

**LCO 3114 NW Phoenix  
602-281-3200**

**LCO 3115 Mesa/SE Phoenix  
480-270-8343**

**LCO 3116 Peoria/ SW Phoenix  
623-255-3820**