

# 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

United States  
**Census 2010**

**2008 Census Dress Rehearsal**  
This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

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

Use a blue or black pen.  
**Start here**

The Census must count every person living here on May 1, 2008.

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 May 1, 2008.
- 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 May 1, 2008, 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 May 1, 2008?**  
Number of people =

**2. Were there any additional people staying here May 1, 2008 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  
 -  -

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Form **DX-61** (11-7-2007)

**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 May 1, 2008      
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.*

<input type="checkbox"/> Asian Indian	<input type="checkbox"/> Japanese	<input type="checkbox"/> Native Hawaiian
<input type="checkbox"/> Chinese	<input type="checkbox"/> Korean	<input type="checkbox"/> Guamanian or Chamorro
<input type="checkbox"/> Filipino	<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Samoan
<input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> <input type="text"/>	<input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> <input type="text"/>	

Some other race — *Print race.*   
**S I K H**

**10. Does Person 1 sometimes live or stay somewhere else?**  
 No  Yes — *Mark  all that apply.*

<input type="checkbox"/> In college housing	<input type="checkbox"/> For child custody
<input type="checkbox"/> In the military	<input type="checkbox"/> In jail or prison
<input type="checkbox"/> At a seasonal or second residence	<input type="checkbox"/> In a nursing home
	<input type="checkbox"/> For another reason

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

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**Census 2010**



# 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

# Why Complete Count Committees?

## 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 liaison 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!

- ◆ Up To 8,000 Jobs Statewide
- ◆ Must Be U.S. Citizens



For a complete listing of  
jobs, please visit:  
[www.mn2010census.org](http://www.mn2010census.org)

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**2010**

# Campaign Activities

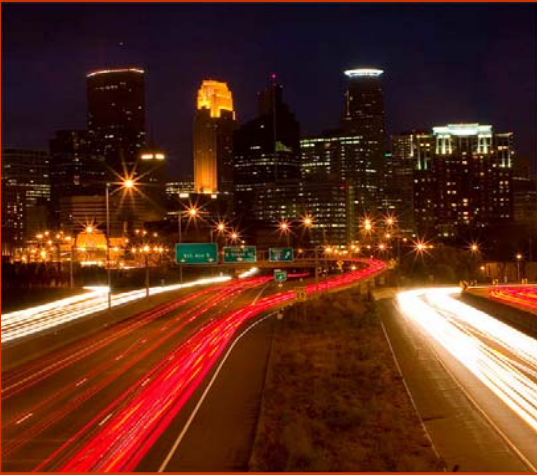
- ◆ MN webpage – [www.mn2010census.org](http://www.mn2010census.org)
- ◆ Census webpage - [www.census.gov/2010census/](http://www.census.gov/2010census/)
- ◆ Fairs, Festivals and Parades
- ◆ Conferences and Conventions
- ◆ Advertising
- ◆ Corporate, Nonprofit and Government Partnerships
- ◆ And More...

# 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](http://www.mn2010census.org)  
[www.census.gov/2010census](http://www.census.gov/2010census)