



# 2010 CENSUS: IT'S IN OUR HANDS

## *What Businesses Need to Know about the 2010 Census*

In 2010, the U.S. census will define who we are as a nation. Taken every 10 years, the census affects political representation and directs the allocation of billions of dollars in government funding. Businesses can fulfill a valuable civic duty by partnering with the U.S. Census Bureau to ignite participation in this monumental event. As a trusted business leader in your community, you can help educate your customers about the importance of completing and returning their census questionnaires—to ensure no one is left uncounted. **Achieving a complete and accurate 2010 Census is in our hands.**

### **The Census: A Snapshot**

- ▶ The U.S. Constitution requires a national census once every 10 years.
- ▶ The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., Puerto Rico, U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands, and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.
- ▶ The 2010 Census will create hundreds of thousands of temporary jobs across the nation.

### **It's in Our Hands: Your Participation in the 2010 Census Matters**

- ▶ Every year, more than \$300 billion in federal funds is awarded to states and communities based on census data. That's more than \$3 trillion over a 10-year period.
- ▶ Businesses and corporations rely on accurate census data for locating new businesses, marketing and recruitment of employees.
- ▶ Census data guide local decision-makers in planning where to build new hospitals, roads, schools and other community facilities.
- ▶ Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.

### **Completing the 2010 Census Questionnaire: Simple and Safe**

- ▶ The 2010 Census questionnaire asks only a few simple questions of each person—name, relationship, gender, age and date of birth, race, and whether the respondent owns or rents his or her home. This simple, short questionnaire takes just a few minutes to complete and return by mail.
- ▶ The Census Bureau does not release or share information that identifies individual respondents or their household for 72 years.

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