



it's **Important**  
it's **Easy**  
it's **Safe**

IT'S IN OUR HANDS **United States<sup>®</sup> Census 2010**





IT'S IN OUR HANDS

# Important because....

## **Federal Funding**

- \$430 billion annually is distributed based on Census statistics.
- The Census affects \$ distributions for Medicaid, Pell Grants, Special Education, Head Start, Highways, Unemployment, etc.
- On a local level, the 1% SPLOST is distributed throughout Cobb County based on Census numbers.

## **Political Representation**

- The State of Georgia gained a seat in the U.S. House of Representatives as a result of the 2000 Census.



# It's Safe

- Information collected via Census questionnaires is strictly confidential. It cannot be shared with anyone else, including other government agencies.
- **All Census workers are sworn for life to protect your data, and are subject to heavy fines and/or imprisonment for improper disclosure of personal information.**



## What to expect?



# What to expect

- **Mid-March:** Every household will receive a short questionnaire.
- **April 1, 2010 (Census Day):** The completed questionnaire should be returned by this date in the postage-paid envelope provided.
- **Questions will include:**
  - Demographic questions about every person living at the residence
  - A question about whether you own or rent the residence
  - Your telephone number (for clarification of your answers, if needed)

A sample form may be found at [www.facebook.com/uscensusbureau](http://www.facebook.com/uscensusbureau)
- **THE RULE:**
  - You should be counted where you live and sleep most of the time. This residence rule serves as the guiding principle for the Census, whether you are living with relatives because of a natural disaster or foreclosure, or are a college student living away from home, or a soldier living on a military base.

# Follow-up Visits

- Each household which does not return a completed questionnaire will be visited by a Census Taker up to three times during the months of May-July.
- The City of Smyrna's *No Soliciting Ordinance* **does not** apply to Census Takers! By law, residents are required to speak with a Census Taker who appears at their door.



# Follow-up Visits

- To identify a Census Taker in your neighborhood:
  - Ask to see their ID. All Census workers carry official government badges marked with just their name. They may also have a "US Census Bureau" bag.
  - **Note:** *The the Census Taker will never ask to enter your home.*
  - If you're still not certain about their identity, please call Atlanta's Regional Census Center: (404) 335-1555 to confirm.





# What can you do?

**Watch for your questionnaire to arrive in the mail and return the completed form by April 1**

- **Help promote the upcoming Census**
  - Place a sticker on your storefront window
  - Leave a stack of brochures at your business or church
  - Make an announcement to your social/civic group
  - Visit [www.census.gov](http://www.census.gov) and view the available material.  
**You can follow and share information on Facebook, Twitter and YouTube. Be part of being counted and being heard!**