

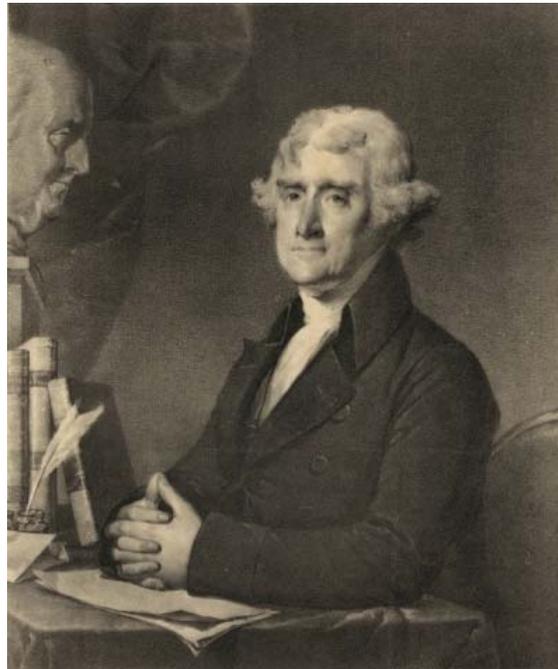
**COMPLETE COUNT
COMMITTEE
GETTING READY FOR THE
2010 CENSUS**



**PADUCAH SPOTLIGHT
JANUARY 12, 2010**

THE FIRST CENSUS

- **Conducted in 1790**
- **Secretary of State Thomas Jefferson was the Chief Administrator of the first census**
- **3.9 million people counted**



2010 Census: A Snapshot

- **What:** A count of everyone in the United States.
- **Who:** Everyone in the United States must be counted – both citizens and noncitizens.
- **Why:** The U.S. Constitution requires a national census once every 10 years to count the population.
- **When:** Census forms will be delivered or mailed in mid-March 2010. Census Day is April 1.
- **How:** Households should complete and mail back their questionnaires as soon as possible after receiving them. Households that do not respond may receive a replacement questionnaire in early April. After that, census workers will visit households that do not return questionnaires to take a count in person.

Complete and Accurate Count

- **Why is a complete and accurate count important?**
 - Every year, the federal government distributes more than \$400 billion to state, local and tribal governments based on census data.
 - Census data affect college and university tuition grant and loan programs.
 - Census data guide local decision-makers on where to build new schools, roads, hospitals, child-care and senior centers and more.
 - Census data determine how many seats each state will have in the U.S. House of Representatives.

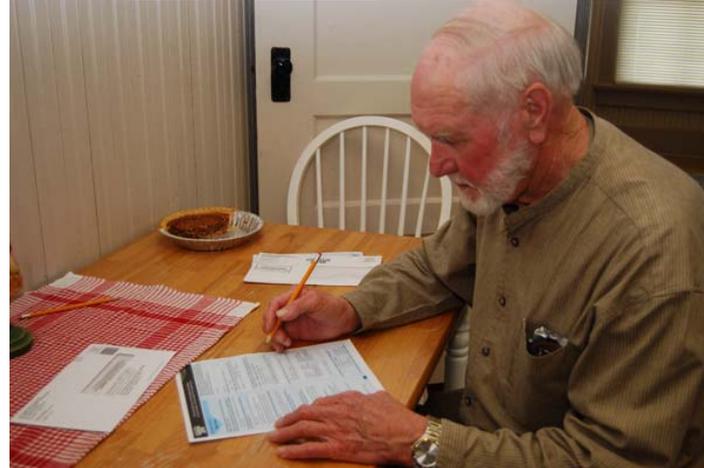
Census Timeline

- **March-July 2009**
 - Approximately 140,000 census employees checked 145 million addresses by walking almost every U.S. street using secure GPS handheld computers.



Census Timeline

- **March-April 2010**
 - Census forms and postage paid envelopes mailed to households
 - Extra Census forms will be available at select public sites.
 - Questionnaire Assistance Centers will be set up to help people complete the form.
 - April 1, 2010 is Census Day.



Census Timeline

- **May - July 2010**
 - Census employees visit households that didn't return questionnaire by mail.
- **December 31, 2010**
 - By law, the Census Bureau delivers the populations counts to the President.
- **February-March 2011**
 - Redistricting data delivered to states



Paducah-McCracken Co.

- **2000 Census**

- 66% response rate for Paducah-McCracken County (percentage of households that returned their questionnaire initially)
- KY return rate 66%
- U.S. return rate 67%
- For Paducah-McCracken 49,100 people (includes City of Paducah and County population with density of at least 1000 people per square mile)
- If reach 50,000 then achieve Urban Area Status.

Paducah-McCracken Co.

- **2010 Census**

- Recently created Complete Count Committee to help spread the word about the ease and importance of filling out the census questionnaire.
- Members include representatives from City and County governments, Housing Authority, County School System, and City School System. Will ask Chamber of Commerce, WKCTC, and other organizations to help spread the word.

Paducah-McCracken Co.

- **Road Tour**

- 13 vehicles started touring the U.S. on January 4
- Vehicle will be in Paducah on Wednesday afternoon, March 3 at McCracken County Library parking lot.
- Interactive panels explaining census importance, the questions, and history.



- **Kentucky Census Quilt**

- McCracken County quilt block showing Quilt Museum



2010 Census Form

- **10 Questions: shortest form in history**
 - # of people living at residence on April 1, 2010 (2 questions)
 - Name, age and date of birth, gender, race, Hispanic origin, do you own or rent, telephone number, do you sometimes live somewhere else (such as college housing, military, etc.)
 - Complete the form for each person at residence
 - Does NOT ask for Social Security Number.

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
U.S. CENSUS BUREAU

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 *X* 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 *X* 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

DMB No. 0807-0918-C, Approval Expires 12/31/2011.
Form 1-11-2010

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 M F

6. What is Person 1's sex? Mark *X* 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 one, for example, Hispanic, Mexican, Salvadoran, Guatemalan, and so on.

9. What is Person 1's race? Mark *X* one or more boxes.
 White
 Black, African Am., or Negro
 American Indian or Alaska Native — Print name of enrolled or principal tribe
 Asian Indian Japanese Native Hawaiian
 Chinese Korean Guamanian or Chamorro
 Filipino Vietnamese Samoan
 Other Asian — Print race, for example, Hong Kong, 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 *X* all that apply:
 In college housing For child custody
 In the military In jail or prison
 At a seasonal or second residence In a nursing home
 For another reason

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

USCENSUSBUREAU

2010 Census Form

- **Confidential**
 - By law the Census Bureau cannot share an individual's information with anyone, including other federal agencies and law enforcement entities
 - All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Census Job Opportunities

Temporary census jobs are available
with flexible schedules.

\$11.25 per hour

Call 1-866-861-2010

Additional Information

For information on the 2010 Census,
visit www.2010census.gov

or

www.paducahky.gov