

Help us Communicate this Important Message!!

\$400 billion annually is at stake!

Don't Let Them Count us OUT!! - Fill-out the Census Form AND Return it by Mail.

The Census is a count of all the people in the United States. It's used to distribute government money to communities for schools, hospitals, and programs like job training that help people. It's also used by businesses to determine where to open new shops, grocery stores, and restaurants.

The Census form comes in the mail, and takes about 10 minutes to fill out and send back.

In times like these, it doesn't make sense to leave money on the table for somebody else to take. Filling out the Census form helps organizations that advocate for our families and community fight for our fair share of government money.

Filling out the Census form is a free and easy way to fight for the resources and respect our community deserves. It's up to each of us to make sure our community counts.

Be smart. Be counted.

Purpose and Benefits of the Census

Simple Description

Appeal to Values

Call to Action

Black Men have been Undercounted for Decades!

Share this message with All Black Men!

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Benefits of the
Census

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Appeal to Hope

Things are changing. Millions of people voted for the first time to elect an African American man to the highest office in the land. Voting for President Obama was a step forward. It's time to take another step and fill out the Census form.

Call to Action

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Answers to Key Questions

What does the Census form ask?

The Census form only asks ten simple questions. The form does not ask about your immigration status, criminal record, tax payments, child support or other information that you might want to keep private. Here's the actual form:

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 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

- -

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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 Japanese Native Hawaiian

Chinese Korean Guamanian or Chamorro

Filipino Vietnamese 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 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.

U S C E N S U S B U R E A U

How does the Census Bureau use my personal information?

The Census form only asks the most basic information. The answers you give on the form are grouped with everyone else's answers to produce statistics. They don't report what you said on your individual form. For example, rather than reporting *your* age, the Census Bureau reports the average age of everybody in your neighborhood or city. Here's an example of what the information looks like:

U.S. Census Bureau		
Census Data for New York City, NY		
Population	Number of People	Percent of the Population
Total Population	8,008,278	
Gender		
Male	3,794,204	47.40%
Female	4,214,074	52.60%
Age		
Under 5 years	540,878	6.80%
18 years and over	6,068,009	75.80%
65 years and over	937,857	11.70%
Race		
One race	7,614,319	95.10%
White	3,576,385	44.70%
Black or African American	2,129,762	26.60%
American Indian and Alaska Native	41,289	0.50%
Asian	787,047	9.80%
Native Hawaiian and Other Pacific Islander	5,430	0.10%
Some other race	1,074,406	13.40%
Two or more races	393,959	4.90%
Hispanic or Latino (of any race)	2,160,554	27%
Jobs		
Number of People that are Working	3,626,865	57.80%
Family Size		
Average family size	3.32	

Will my information be sold to businesses, reported to law enforcement, or given to other government agencies?

No. The Census Bureau does not share your personal information with telemarketers, businesses, law enforcement, or other government agencies. Only city and neighborhood statistics are provided, like in the example above.

How do I know my personal information will be kept confidential?

It's actually against the law for anyone in the Census Bureau to disclose your personal information. They can go to prison for up to 5 years and/or pay a fine up to \$250,000.

Why does the Census form ask for my telephone number?

The Census Bureau sometimes calls people if they don't understand answers that were written on the form. They want to be sure they have the correct information.

Why does the Census form ask about my race and ethnicity?

It's very important that you fill out the question about race on the Census form. Information about race and ethnicity can be used to measure how different groups are doing in today's society and help address inequalities. The information can be used to create programs that help people, like bilingual education and job training. The government and community advocates also use this information to enforce anti-discrimination laws.

I noticed that the form uses the term "Negro." Why does the form use a word that some people find offensive?

Black people have different perspectives on this, depending on their generation and where they come from. According to the Census Bureau, some Black people prefer this term.

What should I do if I don't receive a Census form in the mail?

You can still take part in the Census, even if you don't get the form in the mail. You can drop by one of the Be Counted Centers right here in our area, where you can get a form.

You can also call to get a form. You can call the Census Bureau toll free at 1-866-872-6868. If you prefer a Spanish-speaking operator, then dial 1-866-928-2010. For the hearing-impaired, TDD 1-866-783-2010. The lines are open from 8 a.m. to 9 p.m., Eastern Standard Time, seven days a week, from February 25 through July 30, 2010.

What should I do if I need help filling out the Census form?

Members of our community are ready to help at Questionnaire Assistance Centers. [Provide locations of local centers]. Drop in for help, if you like.