



As an influential business leader, you can play a critical role in the Census by encouraging your associates and other business leaders to be actively involved in supporting the Census. Although the decennial census is required by the Constitution, many view this as an intrusion or have some fear that it might impact them negatively. This information has been compiled for your understanding of some of these concerns, and for distribution to your associates during the coming months leading up to April 1st, Census Day.

## OVERVIEW

**What:** The census is a count of everyone residing in the United States.

**Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.

**When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. Census forms will be delivered to all residences during March, 2010.

**Why:** The U.S. Constitution requires a national census once every 10 years. A Census has been held every decade since 1790— 21 times in all. The census will show state population counts and determine representation in the U.S. House of Representatives.

**How:** With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete. Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010. Census workers will visit households that do not return questionnaires. By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

## It's SAFE, EASY and IMPORTANT!

**SAFE**— Federal law prohibits the sharing of information from the Census with any other organization or agency—only the Census Bureau sees your specific Census form, and the information is protected for over 70 years!

**EASY**— Only 10 questions! *(More detailed socioeconomic information will be collected annually from a small percentage of the population through the American Community Survey—a separate activity.)*

**IMPORTANT**— When you fill out the census form, you're making a statement about what resources your community needs going forward. *Over \$400 billion in Federal aid is apportioned based on the census counts— and in Georgia, that's approximately \$1700 per person counted!*

- Census data guide planning for new hospitals, roads, job training centers, schools, fire, police and are used to determine the need for additional social services, block grants and other grant programs essential to many communities. Participation ensures delivery of social and economic services to those who need them most including children, the elderly, the poor, and the homeless – populations that are often least likely to be accurately counted. Data is used in a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.
- Accurate data reflecting changes in your community is crucial in apportioning seats in the U.S. House of Representatives, ensuring Georgia is fully represented in Congress.

**For more information, please visit: [www.census.georgia.gov](http://www.census.georgia.gov)**

**Or you may contact Georgia's Complete Count Committee at [census2010@dca.ga.gov](mailto:census2010@dca.ga.gov), or by phone—404/679-3147.**



### How do I get the word out to my associates?

- Become a 2010 Census Partner. Your partnership sends a strong message to your associates about the importance of the census and the benefits of being counted. Go to the U.S. Census website, [www.2010census.gov](http://www.2010census.gov), and click on the “Partners” tab for sample materials and information.
- Issue a public endorsement of the 2010 Census.
- Put an article in your newsletter or website, and include links to the Georgia Census website and U.S. Census Website.
- Request posters and brochures about the Census that you can distribute or display from the U.S. Census—English, Spanish, and several other languages are available.

**Join or Create a local Complete Count Committee (CCC)**, an organized group of influential leaders in your geographic or special interest area who are committed and can help with participation in the census.

- Invite your peers, other influential community leaders and elected officials to join you in the effort to increase census participation. If there is already a Complete Count Committee established, lend your support! ***The Georgia Complete Count Committee is registering local committees on the [www.census.georgia.gov](http://www.census.georgia.gov) website—make sure that yours is listed!***
- In particular, the Georgia CCC is concerned with the areas that are “Hard to Count”, and those that had less than 55% response rates to the 2000 census. Both of these are explained and highlighted on special maps at the Georgia CCC Website—[www.census.georgia.gov](http://www.census.georgia.gov). Click on [Census in Georgia](#) to see if either are applicable to your community.

### Share these ideas with to encourage a higher participation in the Census...

- Encourage anyone who has a newsletter or a website to include census information or a link to Georgia’s Census website. This includes power companies, gas companies, city and county services, land-line and cell phone providers, and Face Book and Twitter. For those who routinely send out bills for their services, ask them to include a message about the Census.
- Involve the religious community and local ministerial associations. Encourage local churches to provide a link to information about the Census on their website and to place a message in their church bulletins.
- Engage immigrant communities by identifying successful immigrant business and restaurant owners to help communicate with their local communities
- Work with the local school boards to communicate thru students to their parents. The USCB has a special campaign called *Census in Schools* on their website—[www.2010.census.gov](http://www.2010.census.gov).
- Enlist the help of your local media and appear on local television and radio broadcasts.
- Mention the Census during all speaking opportunities and encourage everyone to participate so that Georgia receives all available Federal aid and our proper representation in the U.S. House of Representatives.

***If you have any questions, please contact Georgia’s Complete Count Committee—contact information is on the reverse side.***