

Educator Update

Census In Schools



April 2010

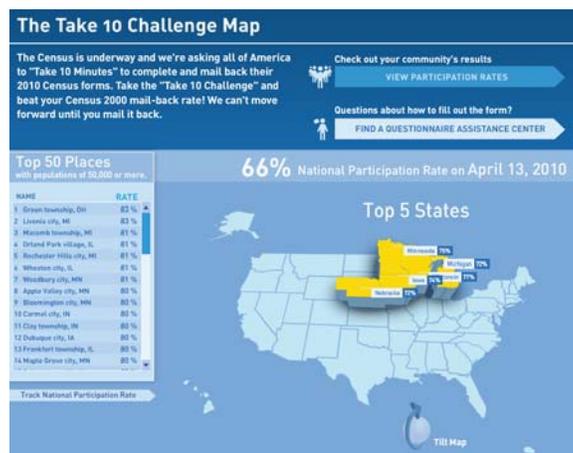
It's Not Too Late to Mail Back 2010 Census Forms

While April 1 is officially designated as Census Day, the Census Bureau will continue to accept 2010 Census questionnaires by mail through mid-April. Beginning May 1, census workers will begin going door to door to households that failed to mail back their forms -- a massive operation that costs taxpayers an average of \$57 per household versus the 42 cents it takes to get a response back by mail.

"The Census Bureau and I would like to thank everyone who has already taken 10 minutes to fill out and mail back the 2010 Census," Census Bureau Director Robert Groves said. "For those who have not yet had a chance to send it back, I'd like to reiterate that it's not too late to participate and doing so will save a lot of taxpayer money."

Census Day serves as the point-in-time benchmark for the nation's population count for the next 10 years. April 1 has been designated by law as Census Day since 1930. Before that, the decennial population count's reference date fell on different days, such as Aug. 7 in 1820, June 1 in 1880, and April 15 in 1910.

Google Maps and the Census - Across the Curriculum



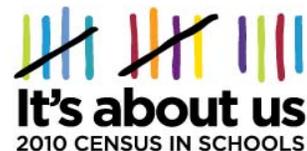
Combine civics and geography in a census lesson by fascinating your students – and yourself - with a new mapping tool, developed by the Census Bureau in collaboration with Google to track and map response rates.

The partnership with Google allows communities the ability to track how their area is responding to the once-a-decade count. The Census Bureau will provide daily updates of the percentage of returned census forms using Google Maps and Google Earth. Go to <http://2010.census.gov/2010census/take10map/> and follow the instructions.

A "mail participation rate" is the percentage of forms mailed back by households that received them. To find your area's 2010 Census participation rate using the map, enter your ZIP code, or your city and state, in the search field and click the "Find" button. Once you do this, a national view of the map will appear with a data window on the exact location you chose. The mail participation rate for that area will be featured prominently within that window. From here you can either zoom in or compare that area's 2010 participation rate to its 2000 Census participation rate.

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The emphasis on encouraging mail participation in the census is a practical one. For every percentage point increase in mail response, taxpayers will save an estimated \$85 million in federal funds. Those funds would otherwise be required to send census takers to collect census responses in person from households that don't mail back the form. After the 2000 Census, the Census Bureau was able to return \$305 million in savings to the federal Treasury because mail rates exceeded expectations — a move the Census Bureau would like to repeat in 2010.

"I'd like nothing more than to return money to the taxpayers following this census because they mailed back the census forms at a record rate," Groves said. "In the end, the American public's willingness to participate in the 2010 Census will determine its success and how much money we're able to return to Congress."

DOES HISTORY REPEAT ITSELF?

Teachers and students of history have their own answers to that question, but it's interesting to know that census takers in the first U.S. Census in 1790 rode horseback to collect information from the population. This year some census takers are riding horseback to collect information from the population living in out-of-the-way places, such as mountain ranches and logging camps. They are also using boats, ATVs, snowshoes, and other unusual means to reach and count every person.

Have students make a list of hard-to-reach locations in your state and a possible solution to the challenge of counting that population.

2010 Census by the Numbers: Facts and Teaching Activities

This year, America conducts its 23rd census. The nation's census began in a remote corner of Alaska and will continue throughout the rest of the country — and in Puerto Rico and the Island Areas (American Samoa, Commonwealth of the Northern Mariana Islands, Guam, and the Virgin Islands) — with the goal of counting every resident once, and only once, and in the right place.

Although the 2010 Census questionnaire is simple and easy to fill out, the census is a massive, complex operation involving millions of forms and hundreds of thousands of census workers. To mark this milestone in the nation's history, the Census Bureau presents some of the amazing numbers involved in counting the nation's estimated 309 million residents. For more information, visit <www.census.gov> and click on "Facts for Features."

More than \$400 billion

Amount in federal funds distributed each year to states and communities based in part on census population data.

<<http://www.census.gov/prod/2009pubs/govsrr2009-1.pdf>>

435

Number of seats in the U.S. House of Representatives to be apportioned according to the 2010 Census. Article 1, Section 2 of the U.S. Constitution requires a census once a decade.

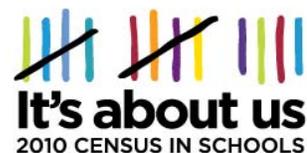
<http://www.archives.gov/exhibits/charters/constitution_transcript.html#1.2.3>

134 million

Estimated number of housing units the Census

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Bureau will have to contact, either by mail or in person, to conduct the 2010 Census.

Activity: Have students research the number of housing units in your state and country in 2008 by consulting www.census.gov and clicking on QuickFacts. Note the number of housing units is different from the population and the number of households. Also, students can learn other interesting information about their state by consulting the very popular “Student State Facts” on the www.census.gov/schools Web site.

99%

Percentage of the population in housing units that will be able to mail back the questionnaire. Approximately 90 percent will receive the questionnaire in the mail; another 9 percent will receive it from a census taker who will drop off the form for the resident to fill out and mail back. About 1 percent of the population will receive a visit from a census taker who will fill out the resident’s answers on the questionnaire at the home. This will occur mainly in the case of those living in areas with seasonal housing and in remote areas like many American Indian areas or the colonias along the border with Mexico. (Those living in group quarters will be enumerated separately from those in housing units.)

Activity: Have students access additional information and get answers to questions about receiving and returning the census form on “The Director’s Blog” at www.blogs.census.gov/2010census/.

360 million

Total number of questionnaires that have been printed. Stacked one on top of another, a pile of these forms would stand about 29 miles high — more than five times higher than Mount Everest. Different operations require variations on the basic questionnaire; the questionnaire used in nonresponse follow-up, for instance, differs from the mail-out/mail-back questionnaire because it is designed for an enumerator to use in interviewing a household.

Activity: Help students to understand this measurement on a map of your state by measuring 29 miles from your town in different directions. Observe the geography within this area and have student create an image of census forms stacked up and turned on their side for this distance.

24/7/7

Printing the mail-out/mail-back questionnaires (those delivered by mail to residential addresses) required one printer using three printing presses, with one running 24 hours a day, seven days a week, for seven months and the other two for 24 hours a day, seven days a week, for about seven weeks.

Activity: To help students understand and relate to these statistics, compare the time of printing to their school year. Beginning in September, one printer would take until April 1, with no holidays or weather-related school-free days, and the other two printers would take from September 1 until early October. Have students lists all the things they like to do that they would miss during those time periods if they were a census form printer.

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236,000

Estimated number of group quarters facilities, such as dormitories, prisons, convents, and nursing homes, where residents will be counted beginning in April.

Activity: Have students list group quarters facilities in the community and indicate what services are provided to these facilities using federal tax dollars.

118,000

Number of schools (grades K-12) receiving Census in Schools materials and encouraged to set up a "Census in Schools Week" from January through May to educate approximately 56 million students about the 2010 Census. Census in Schools tries to reach students in all public, charter, private, parochial and tribal schools in the United States, including Puerto Rico, American Samoa, Guam, the Commonwealth of the Northern Mariana Islands and the U.S. Virgin Islands.

6

Number of languages that questionnaires are available in: English, Spanish, Chinese, Korean, Russian and Vietnamese. (Translated questionnaires are available only by request.) In 2000, forms were also available in six languages, with Tagalog, rather than Russian, as one of the options.

Activity: Have students access the 31 in-language "It's Easy" form filling videos that are posted at 2010Census.gov in the "Select a Language" area <<http://2010.census.gov/2010census/index.php>>. These step-by-step videos walk a viewer through the

method of filling out the form, in one's native language. Have students who speak another language compare the information contained in the videos.

15

Minimum age a household member must be in order to fill out the census questionnaire.

Contact Census in Schools

If you would like to share any thoughts or ideas about ways to introduce the 2010 Census to your students, please call 1-800-396-1167 or e-mail us at: <Census.in.Schools@census.gov>.

Additional information about Census in Schools can be found at our Web site:
<<http://www.census.gov/schools>>.

To subscribe or get general information about this mailing list, visit:
<<http://lists.census.gov/mailman/listinfo/census-schools>>.