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## **Key Points: Why should I complete my Census form?**

- The Census happens only once every 10 years and it's important that every Hoosier household complete the Census form on April 1, 2010.
  - Everyone counts. Federal funding for programs benefiting Hoosiers and their communities is based on Census results.
  - All Census responses are private and are not shared with anyone – including other government agencies.
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## **How does the Census benefit me and my neighbors?**

- Census data is used to apportion congressional seats.
- Census data is used to draw districts for the Indiana General Assembly.
- Census data drives funding for and delivery of many federal programs, up to \$1,200 per person.
  - Medicaid, WIC food grants, social services
  - Schools
  - Transportation funding
  - Programs for seniors
  - Emergency supplies

## **What is the Census process?**

- The U.S. Constitution requires a count of all people living in the United States every 10 years. The United States Census Bureau is charged with counting the population.
- The Census count does not differentiate between citizens and non-citizens; ALL people living in the U.S. are counted.
- The Census Bureau uses address lists (updated this year) to send a Census form to each residence in the country.
- Residences include homes, apartments, residential facilities, dorms, shelters, and non-traditional housing structures.

April 1, 2010 is Census Day.

- Forms will arrive in the U.S. mail in mid- to late-March 2010.
- Census forms are available in multiple languages.
- Census responses should reflect all people living in a residence as of April 1, 2010.
- Responses should also reflect those people who live in the residence most of the year.

## **Are Census responses confidential?**

- Data you provide to the U.S. Census Bureau through the 2010 Census Form is private.
- Data is not shared with federal, state, or local government agencies.
- Data is not shared with law enforcement.
- Names and addresses collected as a part of the Census are used to verify that each resident is counted only once. *Names and addresses are not provided to law enforcement.*

### **How does the Census impact the sports & recreation community?**

- The 10-year Census count is the underpinning of a variety of critical economic indicators, many of which impact the sports, entertainment and recreational organizations.
- Census data supports market research and forecasts.
- Sports organizations, parks, recreation facilities and organizers of all types and sizes use Census data to:
  - Identify market size.
  - Evaluate new sport and recreation opportunities.
  - Evaluate and target potential participants.
  - Select the most appropriate locations for their events.

### **How can sports teams and recreation organizations help spread the word?**

Begin planning and organizing now so that your team, organization, or venue is ready to help promote the Census in February and March 2010.

#### *Employee Communication*

- Use the speaking points on the front of this flyer to create:
  - An article about the Census for publication in employee communications and on your organization's intranet site.
  - Posters or flyers highlighting the Census to hang on employee bulletin boards.

#### *Fan and Participant Outreach*

- Add a link from your Web site to [www.census.indiana.edu](http://www.census.indiana.edu).
- Mention the Census in your marketing and direct mail campaigns.
- Mention the Census at all games and other recreational events.
- Include Census information in event programs.
- In March 2010: Use interior signage and scoreboards to encourage everyone to complete the Census form.

#### *Community Outreach*

- Request that your organization be listed as a Census partner on the [www.census.indiana.edu](http://www.census.indiana.edu) Web site.
- Include Census information in presentations to local associations and philanthropic groups (including Rotary, Lions, Kiwanis, etc.)
- Encourage prominent members of your team or organization to serve as a spokesperson for the Census in your community.
- Sponsor a Census event in your community.
- In March 2010: Use exterior signage to encourage everyone to complete the Census form.
- On April 1, 2010: Use signage and scoreboards to announce National Census Day.