

DATA USES ...

Determining congressional seats and federal funding is just a hint of the many important uses of census data. The following are just a few of the ways these numbers are used:

The federal government uses population data allocate funds in a number of areas:

- Title I grants to school districts
- Head Start programs
- WIC food grants
- Public transportation
- Road construction
- Programs for the elderly
- Emergency food and shelter
- Empowerment zones

Data also helps the private sector, as well as state and federal governments, determine where new jobs and new job programs are needed.

Census data helps potential homeowners research property values, median income and other demographic information about a particular community.

Corporations use population data for market research to determine the best locations for commercial enterprises, such as food stores, pharmacies and other essential services.

For more information about the 2010 Census, please contact:

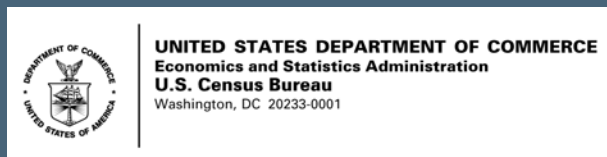
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2010census.gov



United States® Census 2010

MAKING A DIFFERENCE IN PIERRE / FORT PIERRE



IT'S IN OUR HANDS

EVERYONE COUNTS!

In March of 2010, residents across the nation will receive a short survey from the U.S. Census Bureau. This event occurs every 10 years and it truly defines who we are as a nation. It also directs the flow of federal funds and sets federal, state and local legislative boundaries.

The Pierre/Fort Pierre area has traditionally responded well to past census surveys. During the 2000 Census, our response rate was nearly 80 percent! This is fantastic, but we want to ensure this response is much higher in 2010. Here's why ...



The U.S. Constitution mandates a headcount every 10 years. Population totals will determine representation in the U.S. House of Representatives and states will use this information to redraw legislative districts.

The totals also affect funding in the Pierre and Fort Pierre communities by providing important demographic information to local, state and federal decision-makers.

**The data collected in 2010 will define our communities for the next decade.
Let's ensure everyone is represented!**



Why Bother?

Each year, more than \$300 billion in federal funds are awarded to communities and states based upon census data. The following are just a few important reasons to complete your census materials:

- > Census information helps determine locations for schools, roads, hospitals, child-care and senior citizens centers.
- > Businesses use census data to locate supermarkets, shopping centers, new housing and other facilities.
- > The U.S. census determines how many seats each state will have in the U.S. House of Representatives as well as the legislative district boundaries.
- > Local communities use census data to gauge their financial health and justify the need for federal social programs to assist children and families in need. This frees up local funding for other essential projects.

Things to Know

Safe – The U.S. Census Bureau protects information that identified respondents or their households for 72 years.

Easy – The questionnaire contains only a few simple questions and takes just a few minutes to answer and return by mail. Typical questions include: the number of people in your household as well as their relationship, age, gender and race.

Everyone Counts – The census is a count of everyone living in the United States, including all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, the Commonwealth of the Northern Mariana Islands and American Samoa. This includes people of all ages, races, ethnic groups, both citizens and non-citizens.

Coming Soon – Questionnaires will be mailed in March 2010. Please help ensure we are accurately represented!