

CENSUS '90



**Answer the Census.
It Counts for More Than You Think.**

that individual answers are absolutely confidential. Neither a census taker nor any other employee of the Census Bureau can reveal information about you or your household. Census personnel take an oath to uphold this confidence. Failure to do so can mean five years in prison and \$5,000 in fines. In fact, personal information from the 1990 census will be locked up until the year 2062!

The census questionnaire does not ask for an individual's Social Security number. The only reason names and addresses are asked is to make sure that no one is missed, or anyone is counted more than once.

The Bureau tallies only answers to questions on an individual's form along with answers to the same questions from all other census forms. This creates statistical totals for geographic areas. It is these numeric totals, not personal answers, that are then published and put to thousands of uses.

There is no access from outside Census Bureau buildings to any confidential information in Census Bureau computers. In fact, the tapes with the combined data carry no personal identification.

The Big Count

THE 1990 count will be a "do-it-yourself" census taken largely by mail. Every household will receive a census questionnaire through the mail shortly before Sunday, April 1—Census Day. One adult member in each household will be asked to serve as census-taker. The job: to fill out the form and mail it back in a pre-addressed, postage-paid envelope. Census workers will call door-to-door to pick up or complete the forms and check them in more rural areas. In the mail census areas, Census Bureau employees also will follow up in person or by telephone with those house-

holds that do not send back their completed census questionnaires.

There will be two census forms in 1990. The short form, taking about 15 minutes to fill out, contains 14 basic population and housing questions. Five out of every six households will receive this short questionnaire. Questions asked will include age, race, sex, marital status, and household relationship for each person in the household. Several questions about the housing unit also will be on the basic form.

The remaining 17 percent of the households will get a longer form that may take about 45 minutes to complete. The long form contains the basic questions plus additional ones about the demographic and socioeconomic characteristics of each household member, as well as some additional housing questions. These long-form-only questions request information on income, ancestry, occupation, education, travel to work and housing costs. The information from this large sample will be statistically inflated to depict the entire population.

The mail-out, mail-back system of census taking was first used in 1970. It permits people to respond more thoughtfully and therefore more accurately than they might during a personal interview. Responding by mail allows them to complete the form in the privacy of their own homes and to refer to personal records more easily.

To meet the challenge of the 21st Decennial Census, the Census Bureau is mounting the most massive and professional publicity/outreach campaign in census history.

The Census Education Project seeks to involve elementary and secondary educators in the 1990 Census promotion effort and provide them with

teaching materials that will expose students and their families to the census.

AOIP volunteers can actively participate in the success of this project by:

*Urging local school systems to use the teaching kits and suggestions.

*Promoting the education project and the census to: all of our Black-led organizations, businesses, social studies, math and science teachers and teachers and tutors of adult and basic education.

*Our illiteracy volunteers can be especially useful where needed to help our people read and understand the forms.

"If you're not counted, you don't count."

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Size and Scope of the 1990 Census

THE 1990 Census, the 21st in our nation's history, will be the largest and most complex ever undertaken. The Census Bureau has been planning this mammoth operation since 1984.

The Bureau expects to count 250 million people--106 million housing units.

The Bureau will hire about 565,000 people; about 300,000 working at peak.

AOIP Organizations Top List of 1990 Census Supporters.

INFLUENTIAL AOIP and other organizations across the nation are leading a growing list of census supporters pitching in to make the 1990 Census the most complete in U.S. history.

The Ancient Egyptian Arabic Nobles (A.E.A.O.N.) Mystic Shrine (Shriners), National Association for the Advancement of Colored People (NAACP), National Association of Negro Business & Professional Women's Clubs, National Council of Negro Women, and the Progressive National Baptist Convention, USA are among the AOIP-participating organizations endorsing the census and communicating the importance of the census count to their constituents, members and staff.

All of these organizations and the leadership of AOIP as a whole plan to be active advocates, clearly aware that the success of the census will depend largely on all elements of the Black community working together to achieve a common goal--getting all African Americans to be counted by mailing back their census questionnaires on April 1, 1990, Census Day.

The Census Bureau's Mission

"In its best interests, a civilized nation counts and profiles its people and institutions. Doing so ably and objectively is the abiding mission of the United States Census Bureau. We honor privacy, shun partisanship, invite scrutiny, and share our expertise globally. Striving to excel, we chronicle the Nation's past, describe its present, and illuminate its future."