

Utah's Commitment!



Governor Gary R. Herbert

"The 2010 Census is extremely important to Utah's future. A complete count of all Utahns impacts so many things, from our representation in Congress to the allocation of federal dollars for programs that benefit us in many ways. The responsibility of ensuring the most complete and accurate count in the 2010 Census lies with every Utahn."

How Census is used locally?

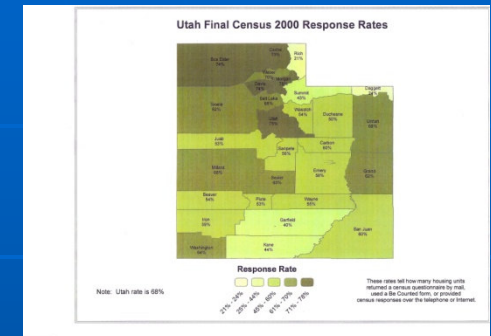
- Title 1 grants to the local school district
- Head Start Program funding
- Women, Infants & Children food grants
- Road rehabilitation and construction
- Senior Citizen and Aging & Adult Program funding
- Emergency food and shelter programs
- Unemployment Insurance funding
- Grant Programs - i.e. CDBG



2010 CENSUS: IT'S IN OUR HANDS

Utah Issues Facing the Census

- Mail back response rate of 68%
- 4th Fastest growing state
- Highest birthrate in US
- Percent Hispanic – 11% and more
- Diverse race/ethnic mix – Asian (over 50K), Pacific Islander (26K) Black (26K) American Indian (34K) and Hispanic (286K)
- 12.5% Speak a language other than English
- High school age population
- Geographic Diversity-Isolation



2010 CENSUS: IT'S IN OUR HANDS

WHO IS AT RISK TO BE UNDERCOUNTED?

- Those who moved recently
- Those that do not know they should participate
- Physical or Mental challenges
- Those who cannot read or write English
- Undocumented families
- Children changing custody
- Those that live in irregular housing or new housing developments.
- Those that want to avoid it



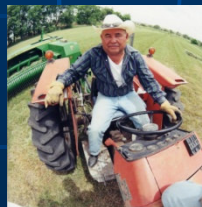
2010 CENSUS: IT'S IN OUR HANDS

What does a Complete Count Committee do?

Provide support in data collection,
recruiting and hiring,
and promotional activities.

What is our message?

It's Simple - It's Easy - It's Safe!



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