

IT'S IN OUR HANDS MARYLAND!

How the Media Use Census Data



In FY2007 alone Maryland received over \$5.8 billion in federal formula-based grants (\$1,000 per person per year)

- The media use census data to substantiate their stories and provide background details
- Census Bureau subjects provide a wide variety of newsworthy topics for media stories
- Media advertising benefits from marketing information based on demographic and household characteristics

Media partners, trusted in their communities, can help deliver the 2010 Census message. The media can share news about cover census events, and include census information in broadcasts, articles and on news Web sites.

You can partner with the U.S. Census Bureau to convey the importance of participating in the next census to ensure no one is left uncounted.

Achieving a complete and accurate Census is in our hands.

<http://www.census.maryland.gov/>

Census Timeline

- December 2008 - Local Census Offices begin to open in Maryland
- Spring 2009 - Address canvassing to verify the mailing list for census questionnaires
- March 2010 - Census forms mailed to households, special populations (nursing homes, correctional institutions, college dormitories)
- *April 1, 2010* - Census Day
- December 31, 2010 - Apportionment counts for Congressional seats by State delivered to the President
- April 1, 2011 - Redistricting data delivered to the states for redrawing Congressional & Legislative districts



THE SUCCESS OF THE CENSUS IS IN OUR HANDS

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Census
2010