



ARIZONA DEPARTMENT
OF COMMERCE
The center for
economic development

Arizona Data & Statistics NEWSLETTER

April 2009

Spotlight Show Low

Census 2010 Awareness

by: Jessica Smothermon

KEY STATISTICS

Population Estimate -

July 1, 2008 - 12,315

Source: Arizona Department of Commerce

BASIC INFORMATION

Founded : 1870

Incorporated: 1953

Located in Navajo County

Nearby HWYS US 60; SR 77; SR 260

Enterprise Zone Available

Source: Arizona Department of Commerce

and US Census Bureau

LABOR FORCE STATISTICS

Labor Force: 3,715

Employment: 3,477

Unemployment: 238

Unemployment Rate: 6.4%

Source: Arizona Department of Commerce

Feb 2009

The countdown to the 2010 Census has begun, and the U.S. Census Bureau is looking to national, state, tribal, and local officials and community leaders to ensure an accurate count. With Census Day just a year away — April 1, 2010 — the Census Bureau has already launched this critical national effort that affects the apportionment of congressional seats, and how the federal government annually allocates \$300 billion in federal assistance to state, local and tribal governments.

The 2010 Census will have one of the shortest decennial census questionnaires in its history, dating back to the nation's first census in 1790. The 2010 Census will ask for name, gender, age, race, ethnicity, relationship and whether the householder owns or rents their home. The census form will take only about 10 minutes to complete, and answers are protected by law and strictly confidential.

Operations for the 2010 Census have already started with Address Canvassing. Census workers are walking and driving Arizona neighborhoods to make sure that every housing unit is in its database.

Communities can begin planning for Complete Count Committees, teams of local government, business and community leaders that work to make sure their communities are counted. During Census 2000, more than 11,800 Complete Count Committees were formed across the country to help develop and implement locally based outreach and recruitment campaigns.

Preparing early for the 2010 Census is a great way for local leaders to learn the makeup of their communities and what is needed of the local govern-

ment. Reasons for residents to be aware of the upcoming Census and the need to participate are:

- The federal government uses census numbers to allocate more than \$300 billion in federal funds annually for community programs and services, such as education, housing and community development, health care services for the elderly, job training and more.
- State, local and tribal governments use census information for planning and allocating funds for new school construction, libraries and other public buildings, highway safety and public transportation systems, new roads and bridges, location of police and fire departments, and many other projects.
- Community organizations use census information to develop social service programs, community action projects, senior lunch programs and child-care centers.
- The numbers help businesses identify where to locate factories, shopping centers, movie theaters, banks and offices — activities that often lead to new jobs.
- The census totals are used to determine how many seats each state will have in the U.S. House of Representatives. In addition, states use the numbers to allocate seats in their state legislatures.

For information about forming a Complete Count Committee, or becoming a 2010 Census Partner:

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