- 4,030,000 Stateside Puerto Ricans
- 25% poverty rate
- 33% under 18
- 10% Unemployment Rate in 2008
- 18% Without Health Insurance
- 39% Homeowners
- 59% NE – 27% S – 8% MW – 7% W

Puerto Rican Demographics
• Reintroduction of Puerto Ricans and Latinos to the nation
  ◦ Demographic Studies
  ◦ Market Research
• Federal Funding – Over $400 Billion
• Reapportionment and Redistricting
  ◦ Voting Rights Act (VRA) Section 4e

Importance of 2010 Census

Latino CENSUS Network
A National Informational Network on Latino Census Issues
- Short Form Only
  - 10 Questions, 10 Minutes
- Bilingual Questionnaire
- Massive Advertising Campaign
  - $450 million
  - $28 million Spanish-language Campaign

New Features of 2010 Census
- Citizenship and Legal Status
- Confidentiality and Patriot Act
- Census Boycott
- Role of the American Community Survey (ACS)
- Race Question
- Hiring of Enumerators and Other Staff
- Funding Grassroots Outreach
- Beyond Outreach

2010 Outreach Issues
8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chican
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

As asked since 1970. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State and local governments may use the data to help plan and administer bilingual programs for people of Hispanic origin.

9. What is Person 1’s race? Mark X one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — Print name of enrolled or principal tribe.
- Asian Indian
- Japanese
- Chinese
- Korean
- Filipino
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race.

As asked since 1790. Race is key to implementing many federal laws and is needed to monitor compliance with the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts. Race data are also used to assess fairness of employment practices, to monitor racial disparities in characteristics such as health and education and to plan and obtain funds for public services.
• Exclusion from National Statistics
  ◦ Center for Disease Control (CDC) Estimates of AIDS Rates
• Census in Schools Program
  ◦ Grades Covered
  ◦ Language
• Current Population Survey Non-coverage

Census Treatment of Puerto Rico
- Broader Federal Statistics
- Technical Leadership and Staffing
- Technical Advisory Roles
  - Example: Census Advisory Committee on the Hispanic Population
- Role of Political Status Politics
- Role of Puerto Rican Congressmembers
- Dominance of Immigration Issues
Latino Census Network

A project of the National Institute for Latino Policy (NiLP)

To join this list, write to census@latinopolicy.org