

# Educator Update

## Census In Schools

April 2009

### 2010 Census

In April 2009 the Census Bureau will send a *2010 Census in Schools: It's About Us* program announcement letter to kindergarten through 12<sup>th</sup> grade principals in the United States, American Samoa, Guam, Northern Marianas Islands, Puerto Rico, and the U.S. Virgin Islands. The purpose of the letter is to inform the principals about the free 2010 Census teaching tools and resource materials that will be available to their schools starting in August 2009.

The *2010 Census in Schools: It's About Us* program is designed to provide students in grades K-12 with information about the importance of the 2010 Census. It is our hope that the students will share this information with their adult household members and they, in turn, will answer the census questionnaire. We will send Census in Schools program brochures to all Grade 9 through 12 principals, social studies department chairs and school service coordinators during the summer of 2009.

All *2010 Census in Schools: It's About Us* program materials will be available online for educators, students, parents and the public in August 2009. Schools will also receive printed materials. For more information, visit the Census in Schools Web site at [www.census.gov/schools](http://www.census.gov/schools).

### Characteristics of the U.S. Foreign-Born Population

According to a new analysis of data about the U.S. foreign-born population from the 2007 American Community Survey (ACS), a higher percentage of people born in India have a bachelor's degree or higher (74 percent) than people born in any other foreign country. Egypt and Nigeria had rates above 60 percent.

Based on 2007 ACS data, these figures come from new detailed characteristic profiles on the foreign-born population — people who were not U.S. citizens at birth — available by country of birth.

#### Country of Birth

- Mexico tops the country of birth list with more than 11.7 million people. The next highest countries by birth include China (1.9 million), the Philippines (1.7 million), India (1.5 million), El Salvador and

Vietnam (both at 1.1 million), and Korea (1 million). Cuba, Canada and the Dominican Republic round out the top 10 countries of birth.

#### Educational Attainment

- Overall, about 85 percent of the total U.S. population, 68 percent of the U.S. foreign-born and 88 percent of the native-born are high school graduates.



#### Household Income

- Among the foreign-born, those from India, Australia, South Africa and the Philippines have the highest median household incomes. The median household income for U.S. residents born in India is \$91,195. The foreign-born from Somalia and the Dominican Republic had some of the lowest median household incomes.

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### Age

- Europe is the source of some of the “oldest” foreign-born. U.S. residents born in Hungary (64 years) and Italy (63.1) share the distinction, statistically, of having the oldest median ages. The foreign-born from Greece, Germany and Ireland also have median ages of about 60.

For more information, visit < [http://www.census.gov/Press-Release/www/releases/archives/american\\_community\\_survey\\_acs/013308.html](http://www.census.gov/Press-Release/www/releases/archives/american_community_survey_acs/013308.html)>.

### Information Services Sector

The service sector accounts for 55 percent of the economic activity in the United States.

Information services, a part of the larger service sector whose economic activity is tracked by the Census Bureau, have experienced significant growth as they contribute daily to individual lives and the overall economy. Information services include motion picture and video production and distribution, radio and television broadcasting, cellular and other wireless telecommunications, cable, and Internet, all services regularly utilized by students.

Students can experience an up-close look at the information services economy by conducting their own surveys, producing data based on their findings related to details contained in the “2007 Service Annual Survey: Information Sector Services” released recently by the Census Bureau. Visit < [http://www.census.gov/Press-Release/www/releases/archives/service\\_industries/013158.html](http://www.census.gov/Press-Release/www/releases/archives/service_industries/013158.html)> for more information.

Details about the information sector include:

- Revenue for the motion picture and video production and distribution industry increased 7 percent in 2007, reaching \$66 billion.
- Revenue from Web search portals increased 25 percent for a total revenue of \$12.1 billion.
- Revenue from domestic licensing of rights to television programs grew 10 percent from \$9.5 billion to \$10.4 billion.
- Cellular and other wireless telecommunications revenue increased 10.1 percent from 156.7 billion to 172.5 billion.
- Cable and other program distribution revenue grew 13.6 percent from \$88.8 billion to \$100.8 billion

### Classroom Activity

Tell students that they will conduct their own survey on information services among friends and family. They will assess whether the data they collect indicates that the respondents were a part of the increases indicated in the national survey details indicated above. Students can also develop graphs showing the increases in revenue and/or percent increases from 2006-07.

Students should prepare a questionnaire they will use in their survey process. Each student should question at least 5 adults and 5 students, indicating their answers. Answers should be collated in class.

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1. In 2006 how many movies did you attend?  
#\_\_\_\_\_
2. In 2007 how many movies did you attend?  
#\_\_\_\_\_
3. In 2006 did you utilize search portals in your Internet use? Yes\_\_\_\_ No\_\_\_\_
4. In 2007 did you utilize search portals in your Internet use? Yes\_\_\_\_ No\_\_\_\_
5. In 2006 how many television programs did you regularly watch? #\_\_\_\_\_
6. In 2007 how many television programs did you regularly watch? #\_\_\_\_\_
7. Did you watch shows on cable in 2006?  
Yes\_\_\_\_ No\_\_\_\_
8. Did you watch shows on cable in 2007?  
Yes\_\_\_\_ No\_\_\_\_
9. Did you have a cell phone or other wireless telecommunication device in 2006?  
Yes\_\_\_\_ No\_\_\_\_
10. Did you have a cell phone or other wireless telecommunication device in 2007?  
Yes\_\_\_\_ No\_\_\_\_

### Contact Census in Schools

If you would like to share any thoughts or ideas about ways to introduce the 2010 Census to your students, please call 1-800-396-1167 or e-mail us at: [Census.in.Schools@census.gov](mailto:Census.in.Schools@census.gov).

Additional information about Census in Schools can be found at our Web site:

<http://www.census.gov/dmd/www/teachers.html>.

To subscribe or get general information about this mailing list, visit:

< <http://lists.census.gov/mailman/listinfo/census-schools> >.