United States® Census 2010

The U.S. Census Bureau is issuing a call to action for every resident of our nation:

"BE COUNTED IN 2010."

The Census: A Snapshot

- **What:** The census is a count of everyone residing in the United States.
- **Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- **When:** Census Day is April 1, 2010. Questionnaire responses should represent the household as it exists on this day. More detailed socioeconomic information will be collected annually from a small percentage of the population through the **American Community Survey.**
- **Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts and determine representation in the U.S. House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via U.S. mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

A Complete Count: The Importance of Census Data

- Every year, the federal government can allocate more than $300 billion to states and communities based, in part, on census data.
- Census data guide planning for new hospitals, roads, job training centers, schools and more.
- Census data are used to determine the need for additional social services, block grants and other grant programs essential to many communities.
- Census data inform a diverse range of local initiatives, from justifying the need for an after-school program to designating urban revitalization areas.

2010 Census Questionnaire: Quick, Easy and Confidential

- With only 10 questions, the 2010 Census questionnaire is one of the shortest questionnaires in history and takes just 10 minutes to complete.
- By law, the Census Bureau cannot share an individual's census questionnaire responses with anyone, including other federal agencies and law enforcement entities.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than $300 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential elected official, you can raise awareness of and encourage participation in this historic event. By doing so, you can help your constituents receive their fair share of federal funds, census jobs and congressional representation.

2010 CENSUS
IT'S IN **OUR HANDS**

2010 CENSUS: PARTNERSHIP AT A GLANCE

United States Census 2010

ELECTED OFFICIALS

Become a 2010 Census Partner

Your partnership sends a strong message to your community about the importance of the census and the benefits of being counted. By partnering with the Census Bureau, you can help:

- Spread the word about temporary census jobs in your community.
- Ensure accurate census data, which inform important funding decisions you make on behalf of your community.
- More accurately represent your constituents' interests.

Take Action for Your Community and Country

As a partner, you will play an important role in making the 2010 Census successful by encouraging people in your community to take part in the count. You can:

- Issue a proclamation or other public endorsement of the 2010 Census.
- Conduct "town hall" meetings or other events to encourage census participation.
- Help recruit census workers in your community.
- Provide space for Be Counted and Questionnaire Assistance Centers or for testing and training census employees.
- Create a Complete Count Committee (CCC) in your area and invite other influential community leaders and elected officials to join you in the effort to increase census participation.

2010 Census Timeline: Key Dates

Fall 2008	Recruitment begins for local census jobs for early census operations.
Spring 2009	Census employees go door-to-door to update address lists nationwide.
Fall 2009	Recruitment begins for census takers to support peak workload in 2010.
February – March 2010	Census questionnaires are mailed or delivered to households.
April 1, 2010	Census Day
May – July 2010	Census takers visit households that did not return a questionnaire by mail.
December 2010	By law, Census Bureau delivers population counts to the president for apportionment.
March 2011	By law, Census Bureau completes delivery of redistricting data to states.

2010 CENSUS
IT'S IN **OUR HANDS**

A COMPLETE AND ACCURATE COUNT
IS IN OUR HANDS.

For more information about the 2010 Census, go to 2010census.gov.

Issued February 2009
Form D-3238 (E)

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU