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 $400 billion to states and communities based, in part, on census data.
- Increased participation in the census will result in more accurate data that media outlets can trust and share with the public in articles and reports.
- Census information helps determine locations for schools, roads, hospitals, job training, child-care and senior citizen centers, and more.
- Census data determine how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

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.
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:

- Assure people that it is important – and safe – to answer the census.
- Ensure more accurate census data.
- Spread the word about temporary census jobs in your community.

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:

- Include 2010 Census information, events and announcements in your news coverage, PSAs and on your Web site.
- Invite Census Bureau representatives to participate in events hosted by media.
- Meet with 2010 Census spokespeople and help communicate news of the census to a wider audience.
- Join a Complete Count Committee (CCC), an organized group of other influential community leaders in your area dedicated to increasing participation in the census.

2010 Census Timeline: Key Dates

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<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tr>
<td>Fall 2008</td>
<td>Recruitment begins for local census jobs for early census operations.</td>
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<td>Spring 2009</td>
<td>Census employees go door-to-door to update address lists nationwide.</td>
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<tr>
<td>Fall 2009</td>
<td>Recruitment begins for census takers to support peak workload in 2010.</td>
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<tr>
<td>February – March 2010</td>
<td>Census questionnaires are mailed or delivered to households.</td>
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<tr>
<td>April 1, 2010</td>
<td>Census Day</td>
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<tr>
<td>May – July 2010</td>
<td>Census takers visit households that did not return a questionnaire by mail.</td>
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<td>December 2010</td>
<td>By law, Census Bureau delivers population counts to the President for apportionment.</td>
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<tr>
<td>March 2011</td>
<td>By law, Census Bureau completes delivery of redistricting data to states.</td>
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A COMPLETE AND ACCURATE COUNT IS IN OUR HANDS.

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