

Important 2010 Census Talking Points



It's Important

- The Census affects funding in your community, your voice in Congress, your representation in state and local government, and informs your community's decisions.
- Census data directly affect how more than \$400 billion per year in the federal and state funding is allocated to communities for neighborhood improvements, public health, education, transportation and much more. That's more that \$4 trillion over a 10-year period.
- Data about changes in your community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, or where to locate job training centers.

It's Easy

- The 2010 Census questionnaire will only take a few minutes to answer. It will ask for name, sex, age, date of birth, race ethnicity, relationship and housing tenure- taking just minutes to complete and return by mail.

It's Safe

- Respondents will fill out the questionnaire in the privacy of their own home. The form does not ask for a Social Security number, legal status/citizenship of respondents, income or financial assets. Name is asked only to ensure that each person in the US is counted where they reside, just once.
- Census workers are sworn to secrecy. They know that if they give out any information, they can face a \$250,000 fine and jail time.
- By law, the Census Bureau cannot share respondent's answers with the FBI, the CIA, Welfare, Immigration or even the President of the United States.

It's Required

- The US Constitution (Article I, Section 2) mandates a headcount of everyone residing in the US. The Census Bureau must count everyone and submit state population totals to the US President by December 31, 2010.



The Census: A Snapshot

- **What:** The census is a count of everyone residing in the US
- **Who:** All US residents must be counted – people of all races and ethnic groups, both citizens and non-citizens. College students should be counted where they are attending.
- **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 US Constitution requires a national census once every 10 years. The census will show stat population counts and determine representation in the US House of Representatives.
- **How:** Census questionnaires will be delivered or mailed to households via US mail in March 2010; many households will receive a replacement questionnaire in early April. Census workers will visit households that do not return questionnaires.

A COMPLETE AND ACCURATE COUNT IS IN OUR HANDS.



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2010 Census Timeline: Key Dates

Spring 2009	Census employees went door-to-door to update address list nationwide
Fall 2009	Recruitment begins for census takers needed for peak workload in 2010
February – March 2010	Census questionnaires are mailed or delivered to households
April 1, 2010	Census Day
April – July 2010	Census takers visit households that did not return a questionnaire by mail
December 2010	By law, Census Bureau delivers population counts to President for apportionment
March 2011	By law, Census Bureau completes delivery of redistricting data to states

FAQs

Q: Do I have to respond to the census questionnaire?

A: Yes, your participation in the 2010 Census is vital and required by law-- Title 13 of the United States Code, requires your response.

Q: Will census workers come to my door? How will I know them?

A: Census workers may need to visit your household to update the Census Bureau's address list, deliver a questionnaire or ask you to complete the questionnaire face-to-face. All census workers carry official government badges marked with just their name. You also may ask them for a picture ID from another source to confirm their identity. If you still are not certain about their identity, please call the Regional Census Center toll-free number to confirm they are employed by the Census Bureau: 303-264-0202.

Q: Are there other censuses or surveys being conducted by the Census Bureau?

A: The Census Bureau conducts a variety of censuses and surveys that provide information about social and economic conditions in the country, including employment, housing, manufacturing, trade, and many other topics. It is possible that you may be contacted for another of these in addition to the 2010 Census.

Q: I had difficulty completing the form and waited for a census worker to come to my house, but no one has come. What do I do?

A: Please call the Telephone Questionnaire Assistance center at 1-866-872-6868. (*If you prefer a Spanish-speaking operator, then dial 1-866-928-2010.*) The lines will be open from 8a.m. to 9 p.m. (your local time) seven days a week from February 25, 2010 through July 30, 2010.

Q: Can I get a job with the 2010 Census?

A: The Census Bureau will be recruiting in Fall 2009 for hiring in Spring 2010. For more information, visit <http://2010.census.gov/2010censusjobs/>

Q: What if I think of more questions later?

A: If you have any additional questions, please contact the Denver Regional Census Center at 303.264.0202, or visit www.colorado.gov/census2010.

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