

# United States<sup>®</sup> 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

- ▲ Businesses use demographic and economic census data to locate retail stores, new housing and other facilities.
- ▲ Every year, the federal government can allocate more than \$400 billion to states and communities based, in part, on census data.
- ▲ Census data guide local decision-makers on where to build new roads, hospitals, housing, schools and more.
- ▲ Census data determine representation in the U.S. House of Representatives and in state and local governments.

## 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 \$400 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 business leader, you can raise awareness of and encourage participation in this historic event. With your help, the Census Bureau will continue to produce accurate data, which will directly affect the quality of life in your community.



2010 CENSUS  
IT'S IN OUR HANDS