



2010 CENSUS: *Frequently Asked Questions*

Why should everyone participate in the 2010 Census?

Census data shape the future of your community and define your voice in Congress.

- ▲ Census information helps businesses make informed operational and marketing decisions. It helps community leaders determine locations for new schools, roads, hospitals, child-care centers and more.
- ▲ Census data help direct federal and state funding, strengthening communities in need. A stronger local economy benefits your business by making it easier to attract employees and sell your products and services.
- ▲ The census determines how many seats each state will have in the U.S. House of Representatives as well as the boundaries of legislative districts.

How will the 2010 Census differ from previous census efforts?

In the last census, one in six households received a long questionnaire asking for detailed socioeconomic information. In 2010, every residence will receive a short questionnaire that is simple and fast to complete and return. More detailed information will be collected annually from a small percentage of the population through the American Community Survey.

Will the information the Census Bureau collects remain confidential?

Yes. Every Census Bureau worker takes an oath for life to protect the confidentiality of census responses. Violation would result in a jail term of up to five years and/or fine of up to \$250,000. By law, the Census Bureau cannot share an individual's answers with anyone, including welfare and immigration agencies.

Why are businesses such important partners in the 2010 Census campaign?

More than 140,000 organizations supported Census 2000, including businesses, state and local governments, community- and faith-based organizations, schools, media and others. Through partnerships, the Census Bureau has a far greater chance to reach every U.S. resident than by attempting this monumental task alone. Businesses can convey the importance of completing the census to customers, including those isolated by language or geography. For example, you can communicate census messages in newsletters, building lobbies and online, sponsor census events, and develop targeted materials for census promotion.

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 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.

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