

Door-to-Door Enumeration Detailed Background

Key Messages

We can't move forward until you give your answers back.

- The 2010 Census is shifting to its important second half, which focuses on completing the census and ensuring its accuracy. These door-to-door follow-up efforts are an investment in the quality of the census, which will impact us all for the next 10 years.
- On May 1st, we begin the door-to-door enumeration of the roughly 48 million households that did not mail back their form or who did not receive a form at their home. We will hire about 635,000 temporary census workers to help us complete this phase.
- The Census Bureau goes to extraordinary lengths to make sure everyone is included in the Census – that they are counted once, only once and in the right place. We are mandated to count everyone in the 2010 Census, so we are following-up with households who have not yet participated. For us, it doesn't matter how hard it is to reach someone – what matters is that we reach everyone.
- Open your door to census takers. Answering their questions is easy, important and safe. All of the information collected will be kept confidential.
- Census takers are your neighbors – people hired from your community to make sure your local area gets an accurate count.
- By answering 10 simple questions, you'll affect your voice in Congress and help your community get its share of more than \$400 billion per year in federal funds to help increase job training, improve schools, and more.
- Some households that filled out a form may still get a visit from a census taker. For example, households that returned an incomplete form or submitted a form too late for us to check them off our list will get a visit. The follow-up visit serves as a safety net to help us ensure everyone is counted in the census. We then have a process to look for and weed out any duplication at a later time.

Background

A Census Taker May Visit You If:

- We sent you a form but we never received a completed one back.
- You submitted an incomplete form.
- You submitted your form too late to be pulled from our list of non-responding households. (We set April 16 as a deadline for people to return their forms, to allow forms to arrive and be processed. We will continue accepting mailed-back forms after that date, but with each passing day there is less chance of deleting them from our list of non-responding households to visit.) We ask that you be patient with the census taker and provide them your information. This will help us ensure you are counted in the 2010 Census.
- We can't match the address you provided on a "Be Counted" form or that you provided over the phone to an address in our master list. We will need to confirm that we are counting you in the correct location.
- We sent a form to your physical address, but the Post Office returned it to us as undeliverable. This includes households who may normally receive mail at a P.O. box instead of their physical address.

Additional People Who Will Receive a Visit

- Now through May, census takers are also conducting the census door-to-door on American Indian reservations and in remote or rural areas.
- Census takers will work with facility administrators to count people living in college dorms, nursing homes, military barracks, prisons and other "group quarters" in April and May.

When to Expect the Census Taker

- Beginning May 1 through July 10, we will follow-up with households who have not yet participated to make sure that they too are counted. In some areas, for example, around college campuses or areas that did not receive a form, we will begin following up sooner.
- In most cases, census workers will make initial visits during afternoons, early evenings, and weekends.
- Later, census workers may also visit other households as part of our evaluations or as a quality check to verify that all addresses classified as vacant were indeed unoccupied on Census Day.

Open your door to census takers. Participating is easy.

- Census takers will just ask questions related to the 2010 Census, which includes 10 questions and takes about 10 minutes to answer.
- The questions on the 2010 Census are very basic, asking about topics such as name, age, race, Hispanic origin and home ownership.
- The 2010 Census does NOT ask about citizenship or immigration status. Census workers will never ask for Social Security numbers, credit card numbers or bank account information.

Open your door to census takers. Participating is important.

- Census data are used to distribute congressional seats among the states, directly affecting your voice in Congress. It also directly affects how more than \$400 billion in federal funds are allocated each year to state, local and tribal governments. The information you provide helps determine where schools, highways, hospitals, and other services are needed.
- So please, welcome the census takers when they arrive. They're coming to help you help your community.

**Open your door to census takers. Participating is safe.
(Including: How to Identify a Census Worker)**

- All census takers must undergo both an FBI name check and an FBI fingerprint check. They will have a census ID badge that contains a Department of Commerce watermark and a bag with a Census Bureau logo. If asked, the census taker will provide supervisor contact information and/or the Local Census Office phone number for verification. You could also call the Regional Census Center for your area to verify their identity. Phone numbers for these centers can be found on the Census Bureau Web site. They will also provide you with an information sheet that explains your rights and the confidentiality laws that protect the information you provide.
- The same law that requires you to respond to the Census requires the Census Bureau to keep your individually identifiable information confidential. By law, the Census Bureau cannot share respondents' individually identifiable answers with anyone, including housing authorities, other federal agencies or law enforcement entities. All Census Bureau employees take the oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

Open your door to census takers. Participating is mandatory.

- Your participation in the 2010 Census is both vital and required by law, ([Section 221, of Title 13 of the U.S. Code](#)).
- The law requires everyone to participate in the Census — regardless of citizenship or immigration status. It is a civic responsibility.

What to Expect When a Census Taker Visits

- The census taker will identify themselves as working for the U.S. Census Bureau, show you their ID and ask to confirm your address.
- Note that the census taker will never ask to enter your home.
- The census taker will provide you an information sheet that explains how your answers will be kept confidential. The sheet will also include information to help you answer the questions.
- The census taker will record your household's information on a census form.

If You're Not Home

- If no one answers at a particular residence, the census taker will leave a "notice of visit" with a phone number the resident can call to schedule a visit or to conduct the interview over the phone. The census taker will visit that home up to two additional times.
- If census workers are unable to reach a household member in-person, they will also attempt to contact the household by phone to conduct the interview.
- If the census taker is not able to get in touch with the residents after the third personal visit, the census taker will try to find a person knowledgeable about the housing unit and its occupants to help complete the questionnaire, in order to help us get a count of everyone.
- If a census taker leaves you a notice that they've visited, it is important that you cooperate with them so your information can be accurately included in the census. Please call them back to schedule the most convenient time for them to visit and complete your census form.

Help for non-English speaking respondents

- Census takers will have a flashcard containing a sentence about the 2010 Census written in 51 languages. If a resident doesn't speak English, the census taker shows the flashcard to the resident, and the resident can point to the language he/she speaks. A census crew leader will then reassign the case to a person who speaks that language.

Census Taker Jobs

- Nationally, we are meeting our recruiting goals for hiring 635,000 census taker positions. However, we may still have positions available in your area. To find information about jobs in your area, visit 2010censusjobs.gov or call 1-866-861-2010. TTY users should call the Federal Relay Service at 1-800-877-8339.
- Census workers are hired locally because they know their communities best and often have much in common with others living there, including the ability to speak a language that may be common in that area.

Safety of our Census Takers

- The safety of the American public and our employees is of the utmost importance to the Census Bureau.
- We stress safety while training our census takers. We urge them to be aware of their surroundings at all times and, if they sense a situation is unsafe, to walk away. Census workers are particularly encouraged to drive safely and to be careful around animals, such as dogs. Census workers are expected to report any incident involving their safety to their supervisor.

Cost of the Door-to-Door Phase

- We estimate that it will cost about \$2.85 billion to conduct the door-to-door enumeration nationally. This figure includes following-up with about 48 million households that did not mail back their form or did not receive one.

Participation Rate Map

- The participation rate map was designed to show how well the nation and communities were participating in the census by mailing their forms back. Although the Census Bureau will monitor the cost and progress of the door-to-door enumeration on a daily basis, the map is not designed to show the progress of the door-to-door phase.

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