



2010 CENSUS: IT'S IN OUR HANDS

FOR IMMEDIATE RELEASE

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AS 2010 COUNT UNFOLDS, CENSUS BUREAU PLACES PUBLIC SAFETY AS TOP PRIORITY

As the 2010 Census unfolds, the U.S. Census Bureau is emphasizing that safety for the public, as well as census employees, is a top priority.

About 130 million households nationwide have received 2010 Census questionnaires, most by Postal Service delivery. People are asked to complete the 10-question form and return it by mail as soon as possible. In some places, such as very remote and rural areas as well as locations with seasonal housing, census takers are already going door-to-door. For most areas, however, the door-to-door census taking begins May 1 and will continue through July.

“It is vitally important that people both cooperate with and know how to recognize a sworn census taker so they can protect themselves from frauds and scammers,” said Kathleen Ludgate, Regional Director for the U.S. Census Bureau.

There are a number of ways people can identify census employees during the 2010 Census. Sworn Census Bureau employees will:

- Wear official identification badges with the words “U.S. DEPARTMENT OF COMMERCE,” the name of census taker, and the words “U.S. CENSUS BUREAU.” A census taker might also carry a black bag with the words “U.S. CENSUS BUREAU” written on it.
- Provide you with supervisor contact information and/or the local census office telephone number upon request. You can call these telephone numbers to verify that the person at your door is a sworn census employee.
- Ask only about the questions that appear on the 2010 Census form. You can find these questions by going to www.2010census.gov.
- Not ask for donations, bank account numbers, the amount of money you have in the house, Social Security numbers, or credit card numbers.
- Not contact you by e-mail, although they might telephone you in some cases.
- Not ask about citizenship status.

“We have made a concerted effort to hire people who live in the same area where they will work,” Ludgate said. “People are more inclined to trust and cooperate with people they know. We want residents to feel safe and census workers to safely do their jobs.”

Decennial census results are used to determine the number of seats each state gets in the U.S. House of Representatives, the shape of legislative and local government districts, and how \$400 billion in federal funds is distributed annually to communities across America. Census employees take an oath of confidentiality and can face a fine of up to \$250,000 and/or five years in prison for violating that oath.

Operational B-Roll video is available for download at <http://mediadownload.census.gov>.
Check the current Census Response Rate at: <http://2010.census.gov/2010census/take10map/>

Facebook: www.facebook.com/USCensus.Boston

Twitter: <http://twitter.com/10Democracy>

Web: <http://www.2010census.gov/>

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