



**The 2010 Census is an important event for the Pioneer Valley.**

**Undercounting of area residents could result in loss of funds for services and loss of Congressional representation.**

**IT'S EASY. IT'S SAFE. IT'S IMPORTANT!**

**EASY:** Every residence will receive a short questionnaire that is simple and fast to complete and return.

**SAFE:** By law, the Census Bureau cannot share an individual's answers with anyone including federal, state, and local agencies.

**IMPORTANT:** Billions of dollars in federal funds are awarded annually to states and communities for new hospitals, schools, better transportation and social services.

## **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**

Every year, the federal government can allocate more than \$300 billion to states and communities based, in part, on census data.

Census data guide local decision-makers on where to build new roads, hospitals, child-care and senior citizen centers, schools, and more.

Businesses use census data to locate supermarkets, new housing and other facilities.

Local emergency service providers have up-to-date maps to ensure faster response in a crisis.

Census data determine how many seats each state will have in the U.S. House of Representatives.

## **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.

**For more information, call (877) 355-6188 or visit [www.2010census.gov](http://www.2010census.gov).**

