



# STATE OF INDIANA

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For immediate release

## **Indiana Census Response Rate Third Highest in Nation State Exceeds 2000 Mail Participation Rate**

INDIANAPOLIS (April 28, 2010) – The U.S. Census Bureau has brought the mail-in portion of its 2010 campaign to a close. Indiana has been one of the most successful states in the nation, finishing with a mail-in participation rate of 78%. The final result, issued today, is an improvement upon the 76% achieved in the 2000 census. The 78% rate is third highest in the nation (tied with Iowa). In 2000, Indiana was tied with two states for 8<sup>th</sup>, so Indiana has improved its overall result as well as its position relative to other states. Only Wisconsin (81%) and Minnesota (80%) have done better in 2010.

“This is welcome news, but no time to rest on our laurels,” said Mark W. Everson, commissioner of the Indiana Department of Administration. Everson directs census outreach for the state of Indiana. “We need to redouble our efforts so that the door-to-door phase of the census goes well. Only if we count all remaining Hoosiers will Indiana get its rightful share of federal funding and representation.”

On May 1 Census takers will begin the process of going door-to-door to count the remaining Indiana residents. Census takers must present an ID badge that contains a Department of Commerce watermark. The census taker may also be carrying 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. The census taker will only ask the questions that appear on the census form. Census takers will not ask for social security number, bank account number, or credit card number.

Indiana's mail-in participation rate is higher than the national total of 72% - the same rate achieved in 2000. 50 counties saw increases over Census 2000, led by Crawford (19 point gain with a 2010 rate of 81%). Carmel and Clay Township had participation rates of 85%, which ranked them fifth and sixth in the U.S. among places with populations greater than 50,000. Indianapolis/ Marion County, the state's population center, finished with a 73% participation rate, an improvement over its 2000 rate of 71%. North Crows Nest had 100% participation (population 44).

Everson attributed the successful mail-in effort to an aggressive campaign by local elected officials, complete count committees and thousands of volunteers. “The effort was strong across the state. I particularly want to thank Amos Brown and Steve Smith who led a successful program in Indianapolis, the state's most populous community,” Everson said.

For more information, go to: [www.census.indiana.gov](http://www.census.indiana.gov).