



FOR IMMEDIATE RELEASE

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2010 CENSUS QUESTIONNAIRES NOW ARRIVING IN MAILBOXES ALL ACROSS ILLINOIS, INDIANA AND WISCONSIN Mailout/Mailback Operation One of Many Utilized to Achieve Complete Count

CHICAGO, March 25, 2010—Millions of 2010 Census questionnaires—the shortest since 1790 with only 10 questions that should take about 10 minutes to complete—are now arriving in mailboxes all across the Census Bureau’s three-state Chicago Region.

“Now that it’s March, it is time for everyone across Illinois, Indiana and Wisconsin to do their part for the 2010 Census,” said Stanley D. Moore, Chicago Regional Director. “Although April 1, Census Day is more than a week away, we want everyone to complete and mail back their form today so they don’t miss out on this very important civic duty that only comes along every ten years.”

The census questionnaires are the second of a three-part mailing that the Census Bureau undertook this year which included an advance letter and a follow-up reminder/thank you card. One goal is to alert households to the arrival of the census form, as research showed that as many as 45% of Americans are unaware that the census is underway this month. Another goal is to increase response rates, as every one-percent increase in the response rate can save taxpayers \$85 million, and if a six-to-12 percent increase is realized, taxpayer savings can amount to more than \$500 million.

Respondents can receive assistance in completing their questionnaires by calling the Census Bureau’s Telephone Questionnaire Assistance help lines at: 866-872-6868 (English); 866-928-2010 (Spanish); 866-935-2010 (Chinese); 866-945-2010 (Vietnamese); 866-955-2010 (Korean); and 866-965-2010 (Russian) between 8 a.m. and 9 p.m. local time, every day through July 30.

Information on key 2010 Census operations can be found on the following page, or by visiting the Census Bureau’s website, www.2010census.gov.

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2010 CENSUS QUESTIONNAIRES NOW ARRIVING IN IL, IN AND WI—add 2

1. A website with the locations, hours and in-language support for the regions' **Questionnaire Assistance Centers** and **Be Counted** sites—where in-person help and questionnaires can be obtained through April 19—is now operational at www.2010census.gov.
2. The **Take 10** interactive map, which allows local governments to get updates on the proportion of households that have mailed back their forms, is also operational at www.2010census.gov. The map allows a community to view their participation rate in comparison to another's and also provides the option to download a widget to run the map application from their own websites.
3. The **Update/Leave** operation—for households that do not receive their mail with city-style addresses and will instead have their census forms hand-delivered by Census Bureau enumerators—will take place through March 31.
4. The **Census Coverage Measurement (CCM)** operation—a sample survey used to measure how well the 2010 Census covered housing units and their residents—will take place through April 23.
5. The **Update/Enumerate** operation—which is designed to update census residential address lists and to enumerate occupants of these residences—will take place between March 22 and May 29.
6. The **Enumeration at Transitory Locations** operation—which is designed to enumerate residents of living quarters who have no usual home elsewhere, such as YMCA's, YWCA's, campgrounds at racetracks, recreational vehicles campgrounds and parks, commercial and public campgrounds, fairs and carnivals and marinas—will take place between March 22 and April 16.
7. The **Service Based Enumeration** operation—which is designed to count those who receive services at facilities including shelters, soup kitchens and mobile food vans—will take place between March 29 and 31.
8. **English Replacement Questionnaires** will be:
 - blanket mailed across the country to 24.7 million *in areas where 2000 response rates were lower than 59% between April 1 and 3;*
 - target mailed across the U.S. to an estimated 15 million non-respondents *in areas in which 2000 response rates were between 59% and 67% between April 6 and 10.*

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9. The **Group Quarters Enumeration** operation—which targets housing facilities with multiple residents, including hospitals, dormitories, prisons, barracks and nursing homes—will be conducted between April 1 and May 14.
10. The **Military/Maritime Vessel Enumeration** operation—for which the Census Bureau conducts a special enumeration for the crews of ships—will take place between April 1 and May 14.
11. The ***March to the Mailbox Campaign***—which will include the distribution of promotional items and civic engagement ideas to increase the mail-in response rate in those census tracts with the lowest response rates per the Take 10 interactive map—will take place on April 10.
12. The **Non-Response Follow-Up (NRFU)** operation—where census takers conduct personal interviews to obtain required information at households that did not mail back a completed questionnaire—will take place between May 1 and July 10.
13. The **Non-Response Follow-Up Reinterview** operation—a quality control measure verifying that NRFU enumerators collected accurate information from the correct locations—will take place between May 7 and July 17.
14. The **Vacant/Delete Check** operation—where census workers visit addresses that workers recorded during NRFU as either vacant or not a housing unit—will take place between July 24 and August 25.
15. The **Field Verification** operation—where enumerators verify the existence of units geocoded to a census block that do not match addresses in the Master Address File—will take place between August 6 and September 3.
16. The **CCM Interview** operation—where a personal interview independent of any census results is conducted at sample housing units in order to determine: who lives there that day; who lived there on Census Day; and other places where these people could have been counted during the 2010 Census—will take place between August 14 and October 2.