M2M: March to the Mailbox

On April 10, 2010, volunteers throughout the Denver Region will stage neighborhood events—such as marches, walks, rallies—in low-participation tracts to encourage residents to “March to the Mailbox” and mail back their census forms. This volunteer mobilization in targeted areas will emphasize the message that it is not too late to mail back the household form. The Census Bureau saves approximately $85 million in operational costs for every percentage point increase in the national mail response rate. March to the Mailbox is one last motivational push for non-responding households to fill out and mail back their questionnaires. By April 10, 2010, residents in historically low-responding areas should have received their original questionnaire and a replacement questionnaire, as part of the normal 2010 Census operation. “March to the Mailbox” will remind residents that they still have time to mail back their census questionnaires before census takers begin collecting census information from nonresponding households door-to-door in May.

Census Day Is Here!

Take 10 In 2010—How Is Your Community Responding?

To help inspire as many people as possible to return their census form by mail, the U.S. Census Bureau has created the “Take 10” initiative. As part of this initiative, the Census Bureau will ask people to “take 10 minutes” to complete and return their form by mail, and to do it quickly.

Each city’s mail-back response rate is now published on http://2010.census.gov/2010census/take10map/. Communities across America will challenge one another to see which community will have the greatest improvement in response rates from 2000.

Whether reaching out directly to members of the community or participating in a “Take 10” challenge, you can deliver messages that will inspire people to take part in the 2010 Census. You can help them understand that mailing back their form is easy, important, and safe.

• Improving upon Census 2000 mail participation rates saves money and ensures an accurate count.
• Taking 10 minutes to mail back your form will invest in your community for the next 10 years, and is important to your community because data collected help determine locations for new schools, hospitals, and roads. It will also determine how we are represented at all levels of government.
• If the completed form is not returned by mail, we will have to send a trained census taker out to visit the household. This costs money that we’d like to avoid spending ($57 per household instead of the $0.42 for return mailing).
• High mail participation rates reduce the number of census workers who must go door-to-door to collect census data.

If you would like a copy of the “Take 10” Turnkey Tool Kit please go to www.2010census.gov/partners/toolkits.

Thank you! The impact of your work will be felt by your neighbors, the state and the nation throughout the next decade.
As 2010 Census forms began to arrive in more than 120 million mailboxes across the nation, Census Bureau Director Robert Groves traveled to the Denver Region to brief the media and public in Phoenix on the importance of taking 10 minutes to fill out and mail back 2010 Census forms.

Children Count Too!

People are often surprised to learn that children tend to be undercounted in U.S. censuses. It's easy to imagine various types of adults who fail to participate in censuses, but you don't immediately think of children being missed. Based on prior evaluations there are two basic reasons for the phenomenon. First, the adults groups that tend to be under-counted also tend to have more children in their homes, so their children are not counted. Second, there is some evidence that the adults filling out the census questionnaire tend to forget babies and very young children. This may be due to a misconception that the census is designed only to record adults. It is important that the census counts everyone, including young children. If parents do not count their newborn on the form, their child will essentially be invisible for the next 10 years, until they reach the 4th grade when the 2020 Census comes around. Census data are used to determine the allocation of more than $26 billion for educational services and other programs focused on children. If for no other reason, parents of small children should participate in the census.

Even If City Name Is Wrong, Fill Out and Mail Back the 2010 Census Form

Over recent days, some households have reported receiving a 2010 Census form with an incorrect or missing city name. The U.S. Census Bureau encourages anyone affected to please still mail back your census questionnaire. The bar code included on your form will ensure you are counted in the correct place. If you received a census form at your home, your return will be counted in the jurisdiction where your home is physically located. Fill it out and mail it back just as it is.

FAQs

Q: I'm a Snowbird. How can I be counted in my home state?
A: The general rule of thumb for snowbirds is to be counted where you spend the majority of the year. If you spend the majority of your year in North Dakota, but will not be home to answer your Census form before April 1st, you have a few options. If you are going to return back to North Dakota before July 1st, simply return home and wait to receive a second form or for a Census Taker to personally come to your house to count you. If you will not be home before July 1st, find a Questionnaire Assistance Center or Be Counted site near your current location and fill out a form with the address where you spend the majority of your time. The sites can be found on the main page of 2010census.gov.

Q: What do I do with the form at my vacation home?
A: Just answer the first question (“How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?”) with the number “0” and send it back in.

Q: How do I make sure that the person at my door who says they work for the Census really works for the Census?
A: Within the 10-state Denver region, you can call the Denver RCC Administration Office directly at 1-877-233-4677.

Q: If I receive my mail in a P.O. box or live in a rural area without mail delivery, how can I get a Questionnaire?
A: Your questionnaire will be delivered directly to your residence.

Q: I received a duplicate form. What should I do with it?
A: If both forms are exactly the same, the second one should be destroyed in whatever manner makes you comfortable. If the Questionnaires are different, complete the one that most closely matches your address and fill the other out by indicating that “0” people live at that address.

Q: Why do you ask for my phone number?
A: We use your phone number if we have questions about any items on your form. It saves time and money if we can call you instead of sending an enumerator to your home.

Q: Why do you ask about Hispanic origin?
A: The Census has asked about Hispanic origin since 1970. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State and local governments may also use the data to help plan and administer bilingual programs for people of Hispanic origin.

Replacement Forms Are Coming!

Another Attempt to Reduce the Cost of Visits to Households by Census Takers

For areas of the country that have traditionally had a lower mail response rate, we will mail a replacement questionnaire. In other areas, we will mail a replacement form only to those from whom we have not yet received a completed form. Mailing a second questionnaire leads to higher response rates. The vast majority of people who do not return a completed questionnaire after a couple of weeks have not decided to refrain from returning it. Most lead busy lives with many other obligations and have set aside the questionnaire to finish later. The mailing of a second questionnaire is a polite reminder to individuals to complete something they intended to do. If you receive a placement form and have already returned a completed form, please discard the form.

Wait! I Haven't Received A Form!

Wait until April 12th to allow time for it to arrive. Millions of census forms are on their way to households across the country. Also, many addresses are receiving a secondary form without any prompting. If you’ve lost your form, be patient because we may be sending you a second questionnaire, which should be delivered by April 12th.

In any case, we will visit your home to be absolutely sure that you and everyone in your home are counted.


For More Answers to The Census Questions, Please Visit: http://www.census.gov/regions/denver/www/partner_information/pdf/Questions_on_the_Form.pdf

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