

Nonresponse Follow-up

Electronic Press Kit

United States
**Census
2010**

IT'S IN OUR HANDS



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Executive Summary

Nonresponse Follow-up

Every 10 years, the U.S. Census Bureau is mandated by the government to count everyone living in the United States. By achieving an accurate count of the U.S. population, census data helps form the basis for many important political, economic, and social decisions that affect our nation and impact our daily lives. Over 130 million households will have received a 2010 Census form in March, with instructions to complete and mail back the form on behalf of everyone living in the residence.

To ensure a complete and accurate 2010 Census, the Census Bureau will begin conducting Nonresponse Follow-up (NRFU) activities on May 1, 2010, at addresses that have not mailed back a census form.

The following media materials provide useful information, story ideas and multimedia resources pertaining to overarching 2010 Census goals and the important role of NRFU activities in counting America, including:

- **Achieving an accurate count.** The Census Bureau must count everyone living in the United States. If the Census Bureau does not receive a form by the time field assignments are made in April, a census taker must visit that address to ensure everyone is counted once and in the right place.
- **Reflecting the changing face of America.** In the past decade, various shifts in race and ethnic populations have created new communities with unique needs and characteristics. NRFU activities play an important role in information collection so that the 2010 Census can paint an accurate portrait of today's America.
- **Improving communities.** NRFU activities play an important role in helping communities achieve a complete count. Census data are used to reapportion seats in Congress and assure proper representation in state and local government. Census data also help determine the allocation of federal funds for community services, such as school lunch programs, family support programs, senior centers, and new construction, such as highways and hospitals. Every year, the federal government distributes more than \$400 billion to tribal, state and local governments based on Census data.
- **Participating in the 2010 Census is easy, important and safe.** During NRFU, individuals who have not completed their census form may be contacted first in-person. A U.S. Census taker will have a census 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, he or she will provide you with supervisor contact information and/or the Local Census Office phone number for verification. The 2010 Census only includes the 10 questions found on the 2010 Census form. Census workers will never ask for Social Security numbers, credit card numbers or bank account information. If census workers are unable to reach a household member in-person, they will also attempt contact by phone to conduct the interview with a household member. Census workers will never attempt to contact individuals by e-mail.

U.S. Census Bureau News

U.S. Department of Commerce • Washington, D.C. 20233

[Insert PIO approved news release]

About the 2010 Census

The 2010 Census is a count of everyone living in the United States and is mandated by the U.S. Constitution. Census data are used to apportion Congressional seats to states, to distribute more than \$400 billion in federal funds to tribal, state and local governments each year and to make decisions about what community services to provide. The 2010 Census questionnaire will be one of the shortest in U.S. history and consists of 10 questions, taking about 10 minutes to complete. Strict confidentiality laws protect the respondents and the information they provide.

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Editor's note: More information, fact sheets and multimedia are available on the Census Bureau's online news room. Go to www.2010census.gov.

As with all 2010 Census information, address information, including GPS coordinates, is protected by the confidentiality requirements of Title 13 of the United States Code. All Census Bureau employees take an oath for life to protect identifiable information about individuals and businesses gathered by the agency. By law, the Census Bureau cannot share respondents' answers with the IRS, FBI, CIA or any other government agency. The penalty for unlawful disclosure is a fine up to \$250,000, a jail term of up to 5 years, or both.

Nonresponse Follow-up Potential Stories

As members of the media, you have a unique opportunity to share news and information about the 2010 Nonresponse Follow-up (NRFU) operation that will impact people throughout your community. The story ideas provided below will help raise awareness of NRFU operations and the importance of community participation. Each of these story ideas can be easily customized with specific information to reflect the activities and interests of your local readers, listeners or viewers. For more information or to arrange a time to interview a Census Bureau representative or local community leader, please see the *Contacts* section.

Story 1

Nonresponse Follow-up: What is Enumeration?

On May 1, thousands of census takers will begin knocking on doors in your area to collect census data from households that did not mail back their census forms. This process is called Nonresponse Follow-up. Many community members, especially hard-to-count populations, will have questions about NRFU and 2010 Census participation. Many elderly residents may be uncertain if they should open their door to a stranger, and individuals who do not have legal status may be reluctant to speak to a representative of the government. By answering questions and concerns that exist in your community, individuals will be more likely to cooperate with census takers, in turn leading to a more accurate count for your community.

- **Suggested Interview/Visual:** Contact your Regional Census Center to identify spokespeople, LCO Managers and representatives from partner organizations, who can provide detailed information about the NRFU operations taking place in your community and the importance of being counted. Provide visuals of the questions asked on the 2010 Census form to help community members identify the spokespeople.

Story 2

Nonresponse Follow-up: A Day in the Life of a Census Taker

Ever wonder what the typical day is for a census taker? How many miles do they walk? What happens if a housing unit appears vacant? How do census workers communicate with non-English speaking residents? How many attempts must they make at each household? What is the role of the Local Census Office? Find out from your Local Census Office how many people have been hired and trained to go door-to-door in your community and carry out the remaining 2010 Census operation. Take a look at how your community is working to achieve an accurate count by viewing the NRFU operations from the street perspective.

- **Suggested Interview/Visual:** Contact your Regional Census Center to learn more about local NRFU operations and request an opportunity to interview a Local Census Office managers and/or census taker, allowing you to gain insight into the roles of census takers in achieving an accurate count. Please note that to protect the confidentiality of respondents' data, by law you cannot accompany a census worker while they are conducting NRFU operations.

Story 3

Nonresponse Follow-up: Identifying Census Takers

Participating in the 2010 Census is easy, important and safe. With NRFU operations beginning, households receiving visits from census takers should be cooperative, but exercise caution. When a census worker visits a household, he or she will have a badge with a Department of Commerce watermark. The census taker may also be carrying a bag with a Census Bureau logo, and will provide you with supervisor contact information and/or the Local Census Office phone number for verification, if asked. Census workers will not ask for citizenship status, Social Security numbers, credit card or banking information. If census workers are unable to reach a household member in-person, they will also attempt contact by phone to conduct the interview with the household member. By understanding the NRFU operation and who to look for, community members should feel safe participating in the 2010 Census.

- Suggested interview/visual: Contact your Regional Census Center or local Complete Count Committee to identify an individual who can speak about the easy, important and safe method of participating in NRFU operations. Utilize a 2010 Census sample form, found at <http://2010.census.gov/2010census/how/about-the-form.php> to find the questions that will be asked by census takers. Share visuals of a 2010 Census form and a census ID badge to help community members identify census takers.

Media Coverage Guidelines for All Stories

Federal law (Title 13 of the U.S. Code) guarantees respondents that their information will be kept confidential. The only people who can access Title 13 information are employees or special sworn status individuals who take an oath for life to protect identifiable information. This means media representatives may not directly observe or record any activities or documents pertaining to 2010 Census activities such as any enumeration or follow-up procedures with respondents.

We ask that you observe the following guidelines as you go about covering your stories:

- *You may not follow census staff while they are working. They have instructions to stop their work if members of the media are close enough that individual respondents, their conversation or their addresses can be identified.*
- *You may approach census staff before and after their work to request interviews. In such interviews, staffers are required by Title 13 not to reveal specific information, such as individual addresses of dwellings, who they talked to, or other information that would compromise the confidentiality of the information they have gathered.*
- *You may approach respondents after the census process. The decision whether or not to talk with the media is the choice of the individual.*

Nonresponse Follow-up Facts

- The Census Bureau is required by the U.S. Constitution to count everyone living in this country, regardless of immigration or citizenship status.
- Over 130 million households across the nation received a census form in March 2010.
- Replacement forms were mailed to many households starting April 1, 2010.
- The Nonresponse Follow-up (NRFU) operation is conducted in areas where 2010 census forms were mailed through the U.S. Postal Service or were hand-delivered by census employees. In both situations, residents were asked to fill out and return the forms by mail. If the Census Bureau does not receive a completed form from a residence by the end of the Mail out/Mail back period, a census taker will visit that address to take a count in-person.
- The Mail out/Mail back period ends in late April, with NRFU operations launching May 1, 2010.
- It is estimated that census workers will have to visit about 47.2 million homes during NRFU operations.
- During peak operations, Local Census Offices will employ about 650,000 temporary census workers.
- All NRFU production is scheduled to end no later than July 10, 2010.
- 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 you with supervisor contact information and/or the Local Census Office phone number for verification. The census taker will only ask you the questions that appear on the census form. Census takers will not ask you for your social security number, bank account number, or credit card number.
- Each census taker will have a flashcard containing a sentence about the 2010 Census written in approximately 50 languages. If a resident does not speak English, the census taker shows the flashcard to allow the resident to point to the language he/she speaks. A census crew leader will then reassign that address to a person who speaks that language.
- Census takers will visit each address up to three times and may try to telephone up to three times. If a resident does not answer, the census taker will leave a door hanger with a number the resident can call to schedule an interview time. If contact is made by phone, the census worker will conduct the interview with the household member.

Resources

Executive Bios

To view bios for the following Census Bureau Directors, [click here](#).

- Robert M. Groves, Director
- Thomas L. Mesenbourg, Deputy Director and Chief Operating Officer
- Arnold Jackson, Associate Director for Decennial Census
- Steven J. Jost, Associate Director for Communications
- Marilia Matos, Associate Director for Field Operations
- Regional Directors:
 - George Grandy Jr. – Atlanta Regional Center
 - Kathleen Ludgate – Boston Regional Center
 - William W. Hatcher – Charlotte Regional Center
 - Stanley D. Moore – Chicago Regional Center
 - Gabriel Sanchez – Dallas Regional Center
 - Cathy L. Lacy – Denver Regional Center
 - Dwight P. Dean – Detroit Regional Center
 - Dennis R. Johnson – Kansas City Regional Center
 - James T. Christy – Los Angeles Regional Center
 - Lester A. Farthing – New York Regional Center
 - Fernando E. Armstrong – Philadelphia Regional Center
 - Ralph J. Lee – Seattle Regional Center

Multimedia Resources

- **Nonresponse Follow-up Information**
 - News release template
 - Nonresponse Follow-up photos – <http://2010.census.gov/mediacenter/2010-census-timeline/nonresponse-followup/index.php?p.n14>
 - National and regional maps of 2010 bilingual form distribution – <http://2010.census.gov/partners/materials/inlanguagemaps.php>
 - In-language materials – <http://2010.census.gov/partners/materials/inlanguage.php>
 - In-language forms
 - Questionnaire Reference Book
 - Language Reference Dictionary
 - FAQs
 - Language Identification Flashcards
 - Language Assistance Guides
 - Large Print Assistance Guide
 - Informational Videos
 - 2010 Census Toll-free Help Lines (available Feb. 25, 2010 – July 30, 2010)
 - For help in English, call 1-866-872-6868.
 - For help in Chinese, or to request a form in Chinese, call 1-866-935-2010.
 - For help in Korean, or to request a form in Korean, call 1-866-955-2010.
 - For help in Russian, or to request a form in Russian, call 1-866-965-2010.
 - For help in Spanish, or to request a form in Spanish, call 1-866-928-2010.
 - For help in Vietnamese, or to request a form in Vietnamese, call 1-866-945-2010.
 - Deaf and hard-of-hearing persons can call the TDD number, 1-866-783-2010.
- **General 2010 Census Information**
 - Operational Timeline – http://2010.census.gov/2010census/about_2010_census/013279.html
 - 2010 Census logo- <http://2010.census.gov/partners/census-logos/>
 - ACS data, Census 2000 data and population estimates are available at www.census.gov. Enter specific city or zip code into the “Population Finder” on the right hand side of the page for information on how demographics of individual areas have changed since 2000.

Contacts

National Contacts

To secure a spokesperson for national stories, request additional information or to schedule an interview, please contact:

- **Census Bureau Public Information Office:** (301) 763-3691 or pio.2010@census.gov

Regional Contacts

For regional/local story angles, please contact the following offices to secure an appropriate spokesperson, request additional information or to schedule an interview:

- **Atlanta Region** – *Alabama, Florida, Georgia:* 1-404-335-1467
- **Boston Region** – *Connecticut, Maine, Massachusetts, New Hampshire, New York (all counties except those covered by the NY Regional Office listed under the state of NY), Puerto Rico, Rhode Island, Vermont:* 1-617-223-3610
- **Charlotte Region** – *Kentucky, North Carolina, South Carolina, Tennessee, Virginia:* 1-704-936-5300
- **Chicago Region** – *Illinois, Indiana, Wisconsin:* 1-312-454-2700
- **Dallas Region** – *Louisiana, Mississippi, Texas:* 1-214-267-6900
- **Denver Region** – *Arizona, Colorado, Montana, Nebraska, Nevada, New Mexico, North Dakota, South Dakota, Utah, Wyoming:* 1-720-475-3640
- **Detroit Region** – *Michigan, Ohio, West Virginia:* 1-313-396-5200
- **Kansas City Region** – *Arkansas, Iowa, Kansas, Minnesota, Missouri, Oklahoma:* 1-816-994-2045
- **Los Angeles Region** – *Hawaii, Southern California (Fresno, Imperial, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Monterey, Orange, Riverside, San Bernardino, San Diego, San Benito, San Luis Obispo, Santa Barbara, Tulare and Ventura counties):* 1-818-717-6700
- **New York Region** – *New York (Bronx, Kings, Nassau, Queens, Richmond, Rockland, Suffolk and Westchester counties), New Jersey (Bergen, Essex, Hudson, Morris, Middlesex, Passaic, Somerset, Sussex, Union and Warren counties):* 1-212-971-8810
- **Philadelphia Region** – *Delaware, District of Columbia, Maryland, New Jersey (all counties except those covered by the NY Regional Office listed under the state of NJ), Pennsylvania:* 1-215-717-1020
- **Seattle Region** – *Alaska, Idaho, Northern California (all counties except those covered by the LA Regional Office listed under southern California), Oregon, Washington:* 1-425-908-4050

U.S. Census Bureau Regional Map: <http://2010.census.gov/partners/pdf/censusRegionMap.pdf>