

For Immediate Release April 6, 2010

Replacement forms for the 2010 Census have been sent to many households. Some households received these replacement forms because they have not yet returned the initial form; however, all households in hot tract areas received replacement forms. If you returned your original form there is no need to complete the replacement form. If you have not filled out and returned your census form, please do so immediately.

You can now get a daily updates on how your county/city/village/township is doing in regards to the 2010 Census. At this site, <http://2010.census.gov/2010census/take10map/>, you will find a map of the entire country where you can focus in on your city, village, or township. The map shows the 2010 mail-back participation rates to date as well as rates from the 2000 census. Don't forget Mayor Ardis was challenged by Springfield's mayor to see who has the best return rate.

Have you looked up your area's 2010 Census Mail Participation Rate? On the Census Bureau's Take 10 Challenge Map (<http://2010.census.gov/2010census/take10map/>) you can track how well your community is participating in the census by seeing what percentage of households have mailed back their census forms.

The nation just surpassed the 50% mark today -- half the nation has returned their census form. Are you above or below this national rate? The Census Bureau is challenging all communities to achieve a higher rate in 2010 than they did in 2000. Nationally, our goal is to "beat" the 2000 Census rate of 72%. Each community's 2000 rate is also on the Take 10 Map.

The **Mail Participation Rate Tracker Widget** is now available for you to embed on your Web site. It's an easy way to remind your constituents that they need to mail back their census forms. Perhaps it will inspire them, too. Once the widget displaying your area's rate is embedded on your site, the rate will automatically update every day when Take 10 map is updated with the latest daily rates. Directions for finding and embedding your Rate Tracker Widget are included below.

Remember: census data help determine how more than \$400 BILLION in Federal funds are distributed to state, local and tribal areas each year. A complete count of your community in the census will help ensure that your community gets its fair share of census-based funding for the next ten years. If everyone across the nation mailed back their form, taxpayers could reduce the cost of taking the census by about \$1.5 billion.

How to Embed a 2010 Census Mail Participation Rate Tracker Widget on Your Web Site:

To find and embed a state-wide rate:

- 1) On the main map page (<http://2010.census.gov/2010census/take10map/>), click on "View Participation Rate"
- 2) Enter a zip code or a county or city followed by a state, e.g., "22206" or "New York City, NY," and click FIND.
- 3) The map will center; click on the chosen state.
- 4) A bubble will appear showing the current 2010 rate and the 2000 rate. A "Track Participation Rate" link will be in the bubble. Click on the link and follow the instructions for embedding tracker in your website.
- 5) Note: To get rates for a lower level of geography, click on the "Zoom In" link.

Some more tools:

- Take 10 Map <http://2010.census.gov/2010census/take10map/>
- Take 10 Toolkit <http://2010.census.gov/partners/toolkits/toolkits-take10.php>
- Take 10 Video <http://2010.census.gov/mediacenter/spread-message/from-the-director/the-take-10-campaign.php>
- Background Videos on the Census and the Constitution <http://2010.census.gov/mediacenter/spread-message/constitution/index.php?v,n8>

Have Questions? Contact: pio.2010@census.gov