



STAND UP AND BE COUNTED!

Peoria, IL (September 23, 2009) —The 2010 Census will be taking place in Mid-March but many people don't realize how important the census is to our community. With **\$400 billion** allocated every year to communities throughout the nation based on population counts, the census is an essential funding tool for Peoria. This is why it is vital that everyone in this region is counted.

Peoria benefits in more ways than funding. The population information gathered from the census is used to determine Congressional representation, grant requests by communities, planning for future services, advertising, attracting new businesses, transportation needs, redistricting, relocation, and more.

In March of 2010, everyone in Peoria will have the opportunity to complete the Census Questionnaire and should participate. Prior to that, the Census Bureau is conducting surveys in the Peoria area. Some of the surveys currently being conducted include: *American Community Survey, Annual Housing Survey, Consumer Expenditure Survey, Current Population Survey, National Crime Victimization Survey, National Health Interview Survey, Survey of Income and Program Participation, and Others.*

The information these surveys provide about the social and economic conditions of our nation and local areas affects us all. Government policymakers use the statistical results of Census Bureau surveys to develop programs in response to changing conditions which may affect our quality of life in areas such as housing, employment, security, health care, etc.

The Census Bureau sends a notification letter to residents when their household has been selected to participate in a Census survey. Census takers will then come to your house to conduct a survey and we hope to assure you the confidentiality of information provided to Census Bureau Representatives is protected. These surveys are conducted separate from the 2010 Census Questionnaire.

The 2010 Census Questionnaires will be sent out by mail to all residents in Mid-March and are due back by April 1, 2010. The short form will be used this year with only 7-10 questions total, taking a maximum of 10 minutes to fill out. **All households will receive a questionnaire and are required by law to fill it out and return it by April 1, 2010.**

****Media interviews are available with the Complete Count Committee.** For more information please contact Shannon Ruh at (309) 494-8649 or sruh@ci.peoria.il.us or Peoria City Council Member At-Large Ryan Spain at (309) 256-2414 or rspain@ci.peoria.il.us.