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### **Importance of Mailing Back a Census Form**

- Completing and mailing back a form is the easiest and most efficient method of participating in the 2010 Census.
- One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- The Census Bureau has challenged everyone in the United States to top the Census 2000 mail participation rate of 72 percent, which was the national rate as of the April 2000 cut-off.
- High mail participation rates reduce the number of census workers who must go door-to-door to collect census data.
- Mailing back your form is important because about \$85 million is saved for every one percent increase in mail participation. Additionally, the Census Bureau saves \$60-\$70 per census form returned by mail.
- Filling out your form and mailing it back will help ensure a more accurate count.
- Participation is easy, important and safe.