

## YOUR PARTICIPATION IN THE 2010 CENSUS COUNTS

What does the 2010 Census mean to you? Money to your community for the services you need.

Census data are vital to businesses and our communities. The data collected in the census directly affect how more than \$400 billion in federal funding is distributed annually to state, local, and tribal governments – including our communities. Because funding is distributed to cities and towns based on population, when you complete your census questionnaire you ensure that thousands of your tax dollars are returned to your community in critical services for you and your family. In fact, census data help guide local planning decisions, such as where to provide additional social services; build new roads, hospitals, housing and schools; determine allocation of community services, such as school lunch programs and senior citizen centers; and where to locate job-training centers. Census data also determine the number of seats each state will have in the U.S. House of Representatives.

For businesses, census data are critical to help companies make strategic and fiscally sound decisions that can spur and sustain economic development and growth. Specifically, census data can help businesses to:

- Make informed critical business decisions, from marketing and capital spending to merchandising and work-force decisions.
- Help businesses understand their customers' demographics and needs in order to best tailor products and services.
- Select business, store, or facility locations.
- Make long-term and forward-looking business decisions and attract employees.

All of these actions help to advance local businesses and make positive improvements that directly affect the quality of life in our communities. Your census answers alone can mean the difference of thousands of dollars to your community over the next 10 years. Multiply that by your neighbors' responses and that means millions in these tough times!

Not participating in the Census 2010 could actually hurt you and your community through the loss of valuable services. That is why participation is required by law. We move forward when you send it back!

**It's in OUR HANDS. It's short, it's confidential, and it counts for Arizona!**



2010 CENSUS: **IT'S IN OUR HANDS**