

SPREAD THE 2010 CENSUS WORD

How can you help spread the word about the importance of the 2010 Census? As an important employee of Arizona state government, we encourage you to let your family, friends, neighbors, business associates, industry contacts and others know about this important initiative by sharing the following:

- **The census is easy.** One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- **The census is important.** Census data guide decisions that can help improve services to our community, including schools, hospitals, housing, roads and more.
- **The census is safe.** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

Our goal is to help individuals in our community and beyond to understand the importance of the census, and encourage people to complete and return their 2010 Census forms. Word-of-mouth is the best publicity the Census can have. **EVERYONE NEEDS TO BE COUNTED!**

BE THE CHANGE. SPREAD THE WORD. PARTICIPATE.



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