

2010: LET THE COUNT BEGIN

- **January:** Census advertising campaign kicks off (possibly during Super Bowl).
- **January (late):** Count begins in remote Alaskan villages.
- **February:** Questionnaire Assistance Centers open.
- **Early March:** Advance letters mailed to 130 million residential addresses.
- **Mid-March:** Census forms delivered to most residential addresses.
- **Late-March:** Census takers visit rural households and American Indian reservations to drop off forms and verify addresses. Thank-you/reminder postcard mailed to all homes. Service-based enumeration conducted (e.g. homeless shelters, soup kitchens, pre-identified outdoor locations).
- **April 1, 2010: Census Day**
- **Late March – mid-April:** Be Counted campaign.
- **Mid-April:** Replacement questionnaires mailed to unresponsive households.
- **April – May:** Count of residents in Group Quarters (e.g. military barracks, college dorms, prisons).
- **Late April – early July:** Census takers visit most of the estimated 35 – 40 percent of households expected not to respond to the mailed census form. The operation is called Non-Response Follow-Up, or NRFU.
- **August - December:** Coverage Measurement survey evaluates accuracy of census count.
- **Summer – early Fall:** Coverage improvement programs aim to find final people and housing units.
- **December 31, 2010:** Deadline for Secretary of Commerce to submit state population totals to the President, along with the resulting apportionment of the U.S. House of Representatives.