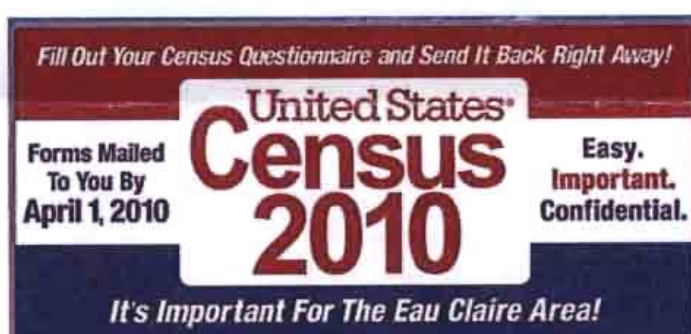


2010 U.S. CENSUS

The stage is set for the 2010 U.S. Census which is just around the corner! Every ten years the U.S. Census Bureau conducts the decennial census which provides a glimpse of the Eau Claire area, State of Wisconsin and the Nation. The 2010 Census will guide us for the next ten years so it's very important for everyone to complete their census form and return it to the Census Bureau.

The primary purpose of the census is mandated by the U.S. Constitution in order to determine the number of congressional representatives each state will have in the U.S. House of Representatives. Census statistics are also used to determine voting ward boundaries and for redistricting at the local and state level.

In addition, the information plays an important role in the distribution of federal and state funds. Every year, the federal government allocates more than 400 billion federal tax dollars to states and communities like Eau Claire, in part, using census data. Census information is also extensively used by state and local government to determine such things as the location for parks, fire stations, schools, hospitals, community facilities, and determining transportation and housing needs within the community. In addition, business and industry use the information for marketing, expansion, and growth decisions.



One major change in 2010 is that every household will receive the short form; no long forms will be distributed as used in past censuses. The questionnaire consists of only 10 questions and takes only 5 to 10 minutes to complete.

Results are also confidential. The Census Bureau, by law, cannot share an individual's results with anyone, including other federal agencies and law enforcement entities.

Look for the census form to be mailed out to your household by April 1, 2010. Most will actually be mailed in mid-March.

So when you receive the questionnaire in the mail, fill it out and return it in order to help Eau Claire as we move forward and make sure that we get our fair share of state and federal dollars. It's important for you and it's important for Eau Claire.

It's Easy...It's Important...It's Confidential!