



2010 CENSUS:
IT'S IN OUR HANDS

National Tells, Local Sells

Radio Stations Must Know Their Market

“While the data were updated using a variety of federal, state and local sources, none of these sources are as accurate as the Census itself.” - Arbitron.com

The Census Bureau Delivers the Data You Need to Increase your Community Presence

From Show Prep to Showcasing your Station's Reach, the Census Bureau offers data on your area. To get survey results before anyone else, go to Census.gov, scroll down to “Newsroom” and click on Embargoed/News Release Subscription.

The 2010 Census Questionnaires will be mailed in March, 2010. All information is confidential and protected by law. Congressional apportionment and over \$400 billion in annual federal and state funding is allocated based on Census Bureau data.

Host Census job fairs, practice exams and become eligible for 2010 Census Partnership Support. Become a partner by calling Todd Wiltgen at (402) 606-9040 or via email at john.t.wiltgen@census.gov

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