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**FOR IMMEDIATE RELEASE**

### **WAKE FOREST CENSUS 2010 PARTICIPATION RATE HITS 81%**

**WAKE FOREST, NC – May 3, 2010** – Census Bureau figures released last week for the 2010 Census reveal that 81 percent of Wake Forest households returned their census forms prior to the April 16 deadline – an 11 percent increase from 2000.

According to Planning Director Chip Russell, the significant increase in the response rate is largely the result of a better, more comprehensive communications strategy by the Town.

“We now have more and better ways of communicating with our residents,” said Russell. “This year we did a good job of utilizing all of our communications tools to explain to our residents why it was important for them to fill out the forms and send them in - and they responded.”

According to the Census Bureau, for every percentage point increase in mail response, taxpayers save an estimated \$85 million in federal funds. Those funds would otherwise be required to send census takers to collect responses in person from households that don't mail back the form.

Nationally, 72 percent of households mailed back their forms – the same as 2000. In North Carolina the participation rate is 74 percent, an eight percent increase from 10 years ago, while Wake County's is 76 percent, up from 73 percent in 2000.

Households that did not return their census forms prior to the April 16 deadline will likely be visited by census workers who begin going door to door this week to collect census responses.

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