

CITY OF XENIA, OHIO

# PRESS RELEASE

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**FOR IMMEDIATE RELEASE**  
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## **Answer your Census Questionnaire and Help Sell Xenia To Business Investors**

Xenia, Ohio, March 22, 2010: The City of Xenia's 2010 population should be around 27,291 or more according to the adjusted population estimates. Xenia residents are encouraged to participate in the Census 2010 so we can achieve this target population that shows growth over the 2000 population. Exceeding this target population will be even better for the prosperity of our community.

Why is this census important? Population growth attracts new business and investments. Residents in Xenia all want to see new restaurants, movie theatres, and big box retail stores like Kohl's and Target. But if Xenia residents do not respond to their Census questionnaire and mail them back, Xenia will likely get undercounted just as we were in 2000—and Xenia will lose its opportunity to attract new businesses.

Remember, census population is an important marketing tool. Scouters for businesses look at the buying power of a City when they look at where to expand. A city that shows a declining population will not be attractive to businesses, and the City will lose out on new restaurants, retail and entertainment businesses.

The City of Xenia has done its best to prepare for the 2010 Census so that we get an accurate count. For the last ten years, it has been reporting new addresses of new homes, verifying addresses of existing homes and reporting changes in the city boundaries. The total number of homes added to the City in the last ten years should result in a population increase.

When the Bureau of Census issued the last population estimate in 2007 and showed that the City was losing population, a challenge to this estimate was submitted. This challenge resulted in the population estimate being adjusted upward from 23,656 to 27,291. It is therefore up to the City residents to do their duty to get counted and reach or exceed this target estimate.

If you are reluctant about participating, here's what you should know about the 2010 Census:

**It's easy.** One of the shortest census forms in history, the 2010 Census form asks only **10 questions** and takes about **10 minutes** to complete. The individual in whose name the housing unit is rented or owned should complete the form on behalf of every person living there, both relatives and nonrelatives.

**It's safe.** By law, the U.S. Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of nondisclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.

**It's convenient.** Finally, the most efficient way to respond to the 2010 Census is to complete the form as soon as it arrives and return it in the postage-paid return envelope. Census workers will visit households that do not return forms to take the count in person.

We are issuing a challenge to the residents of the City of Xenia to increase the mail participation rate and help ensure a complete and accurate count in 2010.

#### **Questionnaire Assistance Center (QAC)**

For those who need assistance in filling out their questionnaires, there are Questionnaire Assistance Centers (QACs) that have been set up in the following areas:

1. Xenia Community Library 76 East Market Street, Xenia; open on Wednesday, Thursday and Saturday from 11:00 a.m. to 4:00 p.m.
2. United Way of Greater Dayton, Xenia Branch; 1855 Bellbrook Avenue; open Monday to Friday from 2:00 p.m. to 5:00 p.m.
3. Xenia Grace Chapel at 100 Grace Drive in Wright Cycle Estates Subdivision off of U.S. 42; open Monday to Friday from 9:00 a.m. to 12:00 p.m.

Census 2010 forms should be arriving in your mailboxes any day now. Please **"Take 10"** for a vibrant future for the City of Xenia!

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