



An "iMoneyMinute" is an idea that in less than one minute will give you a way to save time, save money, make money, or reduce your financial risk.

## The Census is Coming

This March, the United States Census Bureau will be sending out forms to every household in the U.S. It is a 10 question form, and you can preview the questions [here](#).

In April-July of 2010 census takers will make personal visits to homes that have not sent back the form. Many people have expressed concern over sharing their information and making sure they are actually talking to a census taker. **Remember that you do not have to answer any questions about your financial situation, and you do not ever give them money.** Here are steps you can take to identify a true census taker:

### How to Identify a Census Taker

If a U.S. Census Bureau employee knocks on your door, here are some recognition tips to assure the validity of the employee:

- The census taker must present an ID badge that contains a Department of Commerce watermark and expiration date. The census taker may also be carrying a bag with a Census Bureau logo.
- The census taker will provide you with supervisor contact information and/or the Local Census Office phone number for verification, if asked.
- The census taker will ONLY ask you the questions that appear on the census form.
- 2010 Census takers will **not** ask you for your social security number, bank account number, or credit card number.
- 2010 Census takers also **never** ask for donations and will **never** contact you by email (so don't give them money, and don't reply to emails that appear to be from the Census Bureau!).

### Contact Us

#### Integrity Financial/ iMoneyCoach

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Census Bureau employees are sworn for life to protect your data under Federal Law Title 13. Those who violate the oath face criminal penalties. Under federal law, the penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment for up to 5 years, or both.

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### **How does this affect me financially?**

The Census Bureau has to collect information from more than 130 million addresses. For every 1 percent extra of households that send in their forms, it saves taxpayers \$85 million because the census workers do not have to visit those homes.

For more information on the Census, you can visit the [BBB](#) or the [US 2010 Census](#) site.



**We hope the iMoneyMinute is useful to you. If you have a different email address you would like us to use, or if you would prefer to no longer receive the iMoneyMinute emails, please email us at [advisor@ifsweb.com](mailto:advisor@ifsweb.com).**

**We would also love your feedback on our emails! Please fill out [this short survey](#) to help us better serve you.**