

Census 2010 Firsts

- English-Spanish bilingual questionnaires were sent to 1.3 million households in census tracts where more than 20% of the residents age 15 or older indicated they do not speak English. In past censuses, the public would have to ask for a Spanish-language questionnaire.
- Census questionnaires were also printed in Chinese, Korean, Russian, and Vietnamese.
- The Census Bureau sent second complete questionnaires to areas with a low initial mail response rate, but only to addresses that had not yet returned a questionnaire.
- Advertising campaign materials were printed in 50 languages.
- Self-reported married same-sex couples were counted in Census 2010. Same-sex couples will be able to pick either married or partnered.

Source: Chris Williamson, "The No News is Good News Census," Planning 22, 23-24, (December 2009).