

# 2010 CENSUS OVERVIEW

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# The 2010 Census: A New Portrait of America

- ✚ The Decennial Census is the largest peacetime activity the federal government undertakes.
- ✚ The U.S. Constitution requires that a census be conducted every 10 years to apportion the House of Representatives.
- ✚ The census will count all residents living in the United States on April 1, 2010
  - ✚ Estimated 309 million people and 134 million housing units in the U.S. and Puerto Rico
  - ✚ Also cover U.S. Island Areas

**Our mission: Count everyone once, only once, and in the right place.**

# The Importance of Census Data

- ✚ Census data helps ensure that each community receives its fair share of political representation through:
  - ✚ Congressional Apportionment
  - ✚ Legislative Redistricting (districts of equal size)
- ✚ Census data directly affect how more than \$300 billion per year in federal funding is allocated to local, state and tribal governments – \$3 trillion over a decade.

# Data Stewardship and Confidentiality

- ✚ By a 1954 law, the Census is a mandatory activity – Title 13, U.S.C.
- ✚ Data are collected only for statistical purposes and it is against the law to disclose any data that identifies a person.
- ✚ Only sworn individuals have access to confidential information. Every Census Bureau employee has taken an oath to protect the information and is subject to a jail term, a fine, or both if he or she discloses any information that could identify an individual.
- ✚ Individual responses are protected and information cannot be used against a person by any government agency or court.
- ✚ The Census Bureau takes extraordinary measures to protect the confidentiality of personal information. Access to personally identifiable information is tightly controlled at all times.
- ✚ We feel that the public's cooperation with us is based on our reputation and we preserve that reputation by protecting their information.

# The Reengineered 2010 Census Program

- ✚ Collect long form information using the American Community Survey.
- ✚ Align all streets and features using GPS technology; collect GPS coordinates for housing units during Address Canvassing.
- ✚ Use a short form only in 2010 that will be among the shortest in history (10 questions for the first person, 7 for all others).
- ✚ Base the census on a thorough research, development, and testing program.
- ✚ Use contractors where appropriate to supplement Census Bureau capabilities:
  - ✚ Field data collection and IT support
  - ✚ Data capture
  - ✚ Printing
  - ✚ Advertising
  - ✚ Data Dissemination

# Basic Components of the 2010 Census

## ADDRESS LIST DEVELOPMENT

1. USPS Delivery Sequence File updates
2. Local Update of Census Addresses
3. Address Canvassing
4. Group Quarters Validation



## ENUMERATION OPERATIONS

1. Enumeration at Transitory Locations
2. Group Quarters Advance Visits
3. Group Quarters Enumeration



## ENUMERATION OPERATIONS

1. Mailout/Mailback
2. Update Leave & Update Enumerate
3. Non-Response Followup & Reinterview
4. Vacant Delete Check



## VERIFICATION and COVERAGE OPERATIONS

1. Coverage Followup (done from Commercial Call Centers)
2. Quality Control and Field Verification
3. Census Coverage Measurement

# The Infrastructure for the 2010 Census

- ✚ Headquarters
- ✚ 12 Regional Census Centers + Puerto Rico Area Office
- ✚ 494 Local Census Offices (151 for Address Canvassing)
  - ✚ 7 Offices in Puerto Rico
- ✚ We will recruit 3.8 million applicants to hire 1.4 million temporary employees for all 2010 operations.
- ✚ To date we've recruited over one million applicants for Address Canvassing, which began March 30 (143,000 jobs).
- ✚ Island Areas do their own Census data collection, with technical assistance and funding from the Census Bureau.

# Our Goal is to Count Everyone – Just Once!

- ✚ Expect to mail questionnaires to over 134 million housing units
- ✚ 270,000 group quarters
- ✚ 309 million people
- ✚ 3.5 million square miles of land area
- ✚ 9 million census blocks
- ✚ Mailing strategy:
  - ✚ Advance notice, questionnaire mailed, reminder card, replacement questionnaire (selected areas), non-response followup [no Internet]



**“It’s In Our Hands”**



# Integrated Communications Program

## ✚ Goals

- ✚ Increase Mail Response
- ✚ Improve Accuracy and Reduce Differential Undercount
- ✚ Improve Cooperation with Enumerators

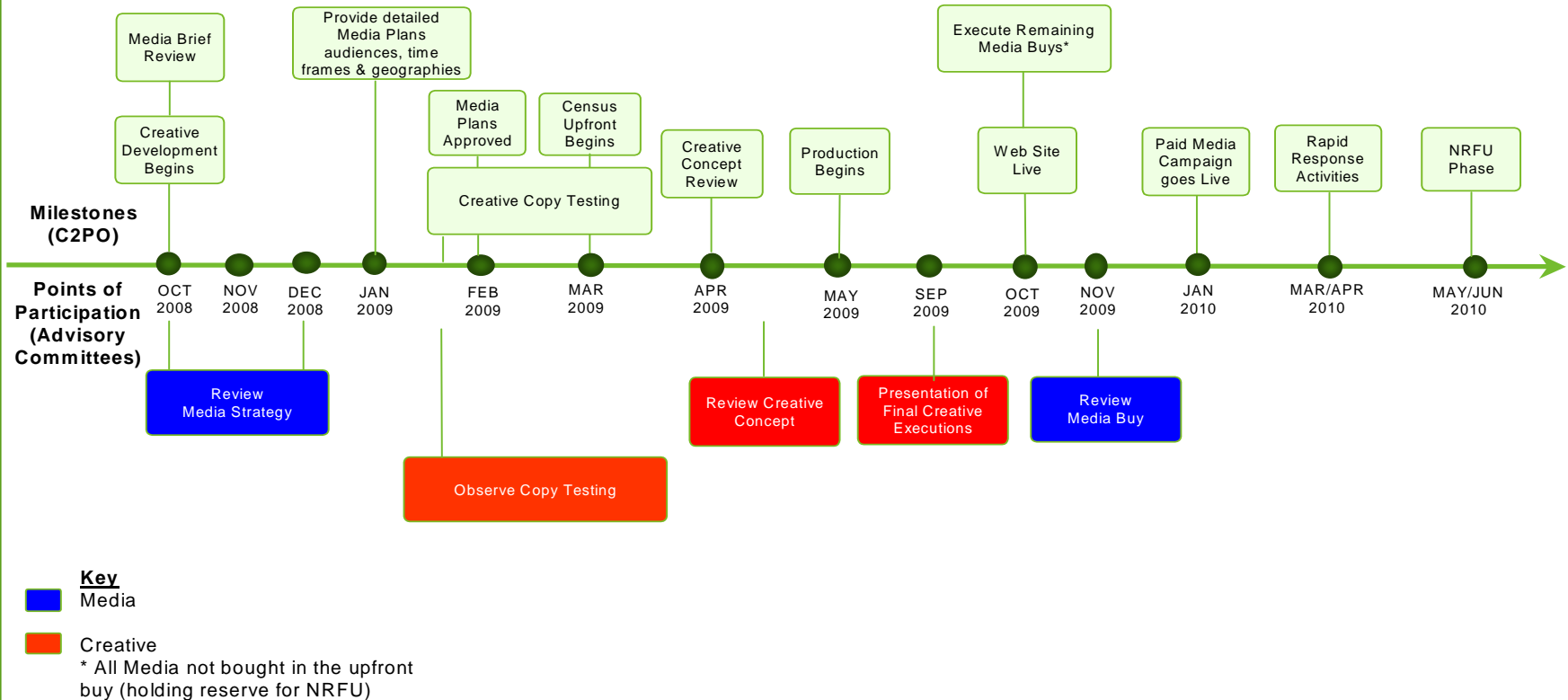
## ✚ Paid Media: 3 Phases

- ✚ Awareness (January-February)
- ✚ Motivation (March-April)
- ✚ Non-Response Follow-Up (May-June)

## ✚ Partnership: engage powerful advocates for the Census

- ✚ Work together throughout the census
- ✚ Reach the hard-to-count

# 2010 Census Integrated Communications Campaign Stakeholder Participation (Advisory Committees)



# The Challenges of Reaching the Hard-to-Count

- ✚ **Apathy**
- ✚ **Fear and concern regarding the government**
- ✚ **Housing: both urban and rural areas have specific challenges**
- ✚ **Language**
  - ✚ **Census Questionnaires: 6 Languages (English, Spanish, Chinese, Korean, Vietnamese, Russian), as well as a bilingual English-Spanish questionnaire mailed to about 13 million households**
  - ✚ **Language Guides in 59 Languages**
  - ✚ **Paid Advertising Campaign: 18 Languages**
- ✚ **Foreclosures and other concerns**

# National and Regional Partnership Program Overview

- ✚ **Program objective is to engage national and regional partner organizations and help hard-to-count populations overcome their fear of participating in the census**
  - ✚ Types of partners include local and tribal governments, Fortune 500 companies, local businesses, religious organizations, media outlets etc.
- ✚ **Success of Partnership Program in Census 2000 is recognized by community leaders**
  - ✚ Excitement already high in the field for the partnership program
  - ✚ People now realize the power of partners
- ✚ **A diverse and multi-lingual staff has been hired**
  - ✚ Census 2000 partners have helped us greatly with recruiting
  - ✚ Recruiting now for additional staff as part of stimulus package (mainly Partnership Assistants); total will be over 2,700 partnership staff

# Partnership Program Roles and Responsibilities

- ✚ **Establish Complete Count Committees**
- ✚ **Provide and distribute promotional materials for use by partner organizations**
- ✚ **Identify locations for recruiting, testing, and training**
- ✚ **Identify locations to be locations for Be Counted forms, and to function as Questionnaire Assistance sites**
- ✚ **Provide a strong census presence at local and national events**

# Completing The 2010 Census Cycle

- ✚ **CENSUS DAY IS APRIL 1, 2010**
- ✚ Count everyone in less than 6 months
- ✚ Deliver apportionment count to the President by December 31, 2010
- ✚ Deliver Redistricting Data to the States by April 1, 2011
- ✚ Complete Release of all Data Products by June 2012
- ✚ Complete Research, Evaluations, and Experiments Program by September 2013