

Census and NCHS

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Outline

- Overview of 2010 Census Operations
- Concepts of Quality in a Census
- NCHS and Census

2010 Census

www.census.gov/2010census

Set up 12 Regional Census Centers and 1 Puerto Rico Office
Open 494 Local Census Offices



Establish Where to Count

Canvass All Areas and Record Places Where People Could Live

Update Records and Create Address Lists for Counting People

Census for U.S. Virgin Islands, the Commonwealth of the Northern Mariana Islands, Guam, and American Samoa are coordinated from Census HQ

Print Census Questionnaires

The Census Bureau will count over 310 million people in about 134 million housing units.

Deliver Census Questionnaires March 1 – April 6, 2010

The Census will hire over 1.4 million temporary workers to conduct the 2010 Census. It will be the largest non-military mobilization of a workforce in the U.S.

Census Workers Followup In-Person with Nonresponders

Determine Which Addresses Have Not Responded

Census Workers Count People in Group Living Arrangements

Census Workers Count People in Unique Living Arrangements

Collect All Information from Households

Count Everyone Where They Live on Census Day April 1, 2010

The Census is mandated by Article 1, Section 2 of the U.S. Constitution. Your personal information is confidential and protected by Title 13, which provides severe penalties for disclosure.

Receive Paper Questionnaires in Data Capture Centers

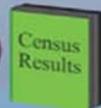
Scan Questionnaires

Tally Final U.S. Population Counts

Publish Population Counts for Public Use, Including Redistricting, by April 1, 2011

Provide Census Results

Apportionment Counts Delivered to the President by December 31, 2010



United States
Census
2010

2010 Census Results Will Be Available on the Internet



2010 Census Key Dates

- Jan 17 – advertising launch
- Feb 17-19 – advance letters mailed
- Mar 15-17 – questionnaire mailed
- Mar 18-19 – reminder postcard mailed
- April 1 – CENSUS DAY
- April 1-10 – replacement forms
- May 1-July 10 – non-response follow-up
- Dec 31 – deliver population info to President
- Apr 2011 – delivery of complete delivery of info to states

The Questionnaire



- 120 million questionnaire packages
- 134 million housing units contacted by mail or in person



Design Features Addressing

- Burden of response
 - Advance letter
 - Reminder card
 - Replacement questionnaire
- Language impediments
 - Spanish-English questionnaire
- Diversity of community support for participation
- Benefits and safety of participation

Use a blue or black pen.

Start here

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?

Mark all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number

- -

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? *Print name below.*

Last Name

First Name MI

6. What is Person 1's sex? Mark ONE box.

- Male Female

7. What is Person 1's age and what is Person 1's date of birth?

Please report babies as age 0 when the child is less than 1 year old.

Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ **NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.**

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↗

9. What is Person 1's race? Mark one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↗

- Asian Indian Japanese Native Hawaiian
- Chinese Korean Guamanian or Chamorro
- Filipino Vietnamese Samoan
- Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↗
- Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.* ↗

- Some other race — *Print race.* ↗

10. Does Person 1 sometimes live or stay somewhere else?

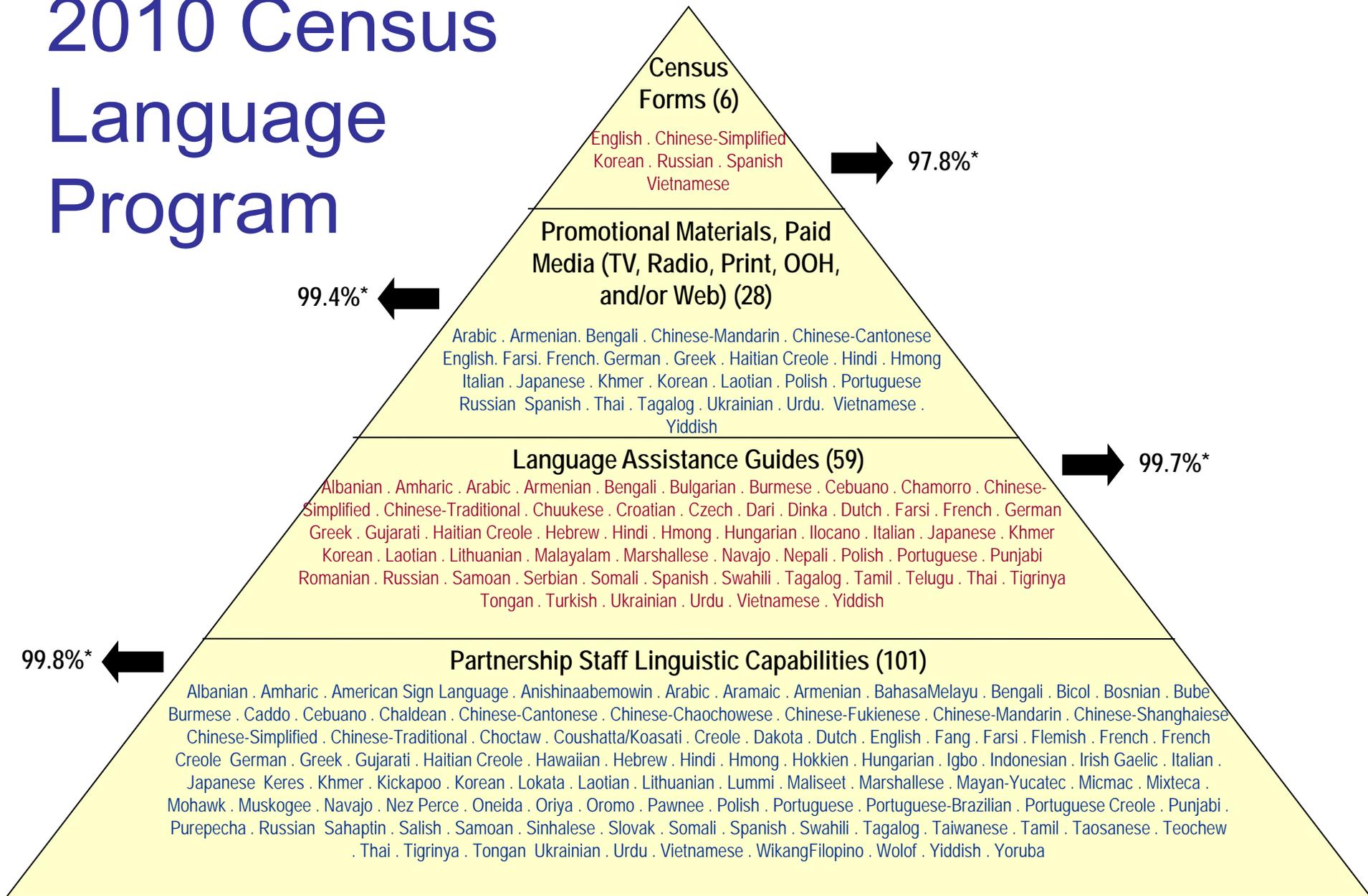
No Yes — Mark all that apply.

- In college housing
- In the military
- At a seasonal or second residence
- For child custody
- In jail or prison
- In a nursing home
- For other reason

A Small Request

- Name
- Gender
- Age
- Ethnicity
- Race
- Other residence
- Own/Rent
- Telephone no.

2010 Census Language Program

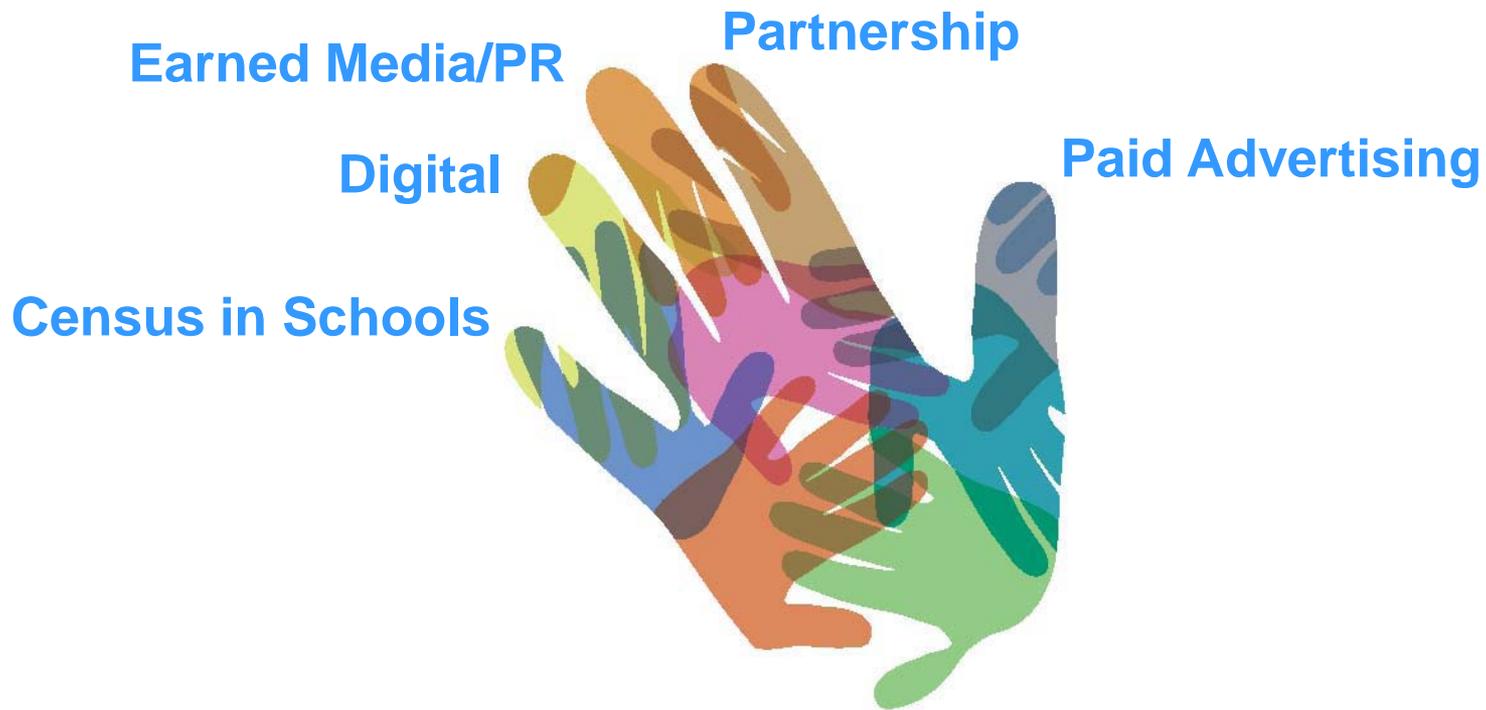




Customization of 2010 Census Operations

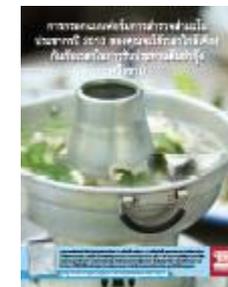
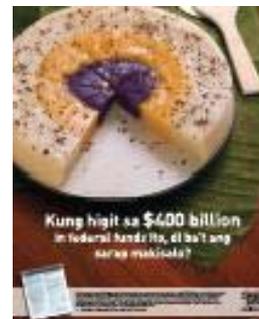
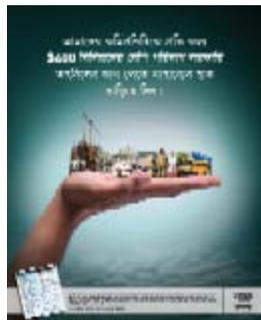
- Tract Action Plan - options for each Local Census Office (LCO) to use specific to tracts with high hard-to-count scores
- Specific activities within 3 main areas:
 - Recruiting
 - Partnership
 - Data Collection/Enumeration
- “All Census is Local”

2010 Census Integrated Communications Campaign



IT'S IN OUR HANDS

2010 Census Asian Posters





Current Status

- Finished followup on 47 million nonrespondent units, using about 600,000 interviewers
- In middle of final quality assurance steps doubling checking status of complicated cases
- Starting post-enumeration sample survey

Head's Up! A Confusing Few Months Ahead

- September – One-year 2009 ACS estimates
- December – 2010 Demographic Analysis
- December – 2005-2009 five-year ACS estimates
- December – 2010 decennial census state counts, reapportionment results

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- **Concepts of Quality in a Census**
- NCHS and Census

Concepts of Quality in a Census

1. Distance from an Ideal Outcome
2. Similarity to an Alternative
3. Soundness of Process of Data Collection

No Two Uses of Census Counts have the Same Quality

These have different challenges

- Total population count of the US
- Total population count of each of the 50 states
- Total population count of each of the 8 million census blocks
- Total African-American, Hispanic, Asian population count of each of the 8 million blocks

1. Distance from an Ideal Outcome

- Common evaluation with known truth
 - Percentage correct on examinations
 - Percentage unscheduled downtime for computer systems
- Ideal for all population enumeration use:
 - “Count every resident once and only once and in the right place”
- For a census we have no measured ideal

2. Similarity to an Alternative

- Demographic Analysis (Fall, 2010)
 - Vital registration system supplies births, deaths
 - Emigration and immigration from records and diverse other sources
- National totals for age by gender by race/ethnicity
- Weaknesses
 - Undocumented immigration
 - Ethnicity measurement on records

2. Similarity to an Alternative (contd.)

- Post-enumeration sample survey (2012)
 - Matches and nonmatches to census records
- Estimates of matches and nonmatches for states and larger areas
- Weaknesses
 - Subject to sampling variance
 - “correlation bias”
 - Recall error re April 1 status

3. Soundness of Process of Data Collection

| Feature | Evaluative Indicator Relative to 2000 |
|--|---|
| Local government participation in Update of Census Addresses | Percentage of governments is lower; percentage of population represented is similar |
| Continuous update of Address List | Total housing units closer to independent estimate; fewer deleted listings (4 million vs 6 million in 2000); fewer additions in followup phase (635K vs 689K) |
| Communications campaign | Similar awareness, intention to participate |

3. Soundness of Process of Data Collection

| Feature | Evaluative Indicator Relative to 2000 |
|---|---|
| Short-form only design | Higher participation rates than long form (overall 72% in 2010 vs. combined short-long 69% in 2000) |
| Bilingual questionnaire to 13 million households with >20% Spanish-speakers | Increased participation rate by about 2 percentage points |
| Replacement form sent to 40 million households, targeting hard to enumerate | Increased participation in hard to enumerate areas |

3. Soundness of Process of Data Collection

| Feature | Evaluative Indicator Relative to 2000 |
|---|---|
| Verification of composition for households with dynamic membership | Recontact with more households (7.5 million versus 2.5 million) |
| Assignment to enumerators | Fewer miles per interview |
| Nonresponse followup visiting rules the same | Higher percentage of population counts in households from proxy respondents |
| Percentage of occupied units without population counts after nonresponse followup | Higher in 2010; 2% (2010) vs 0.5% (2000) |

3. Soundness of Process of Data Collection

| Feature | Evaluative Indicator Relative to 2000 |
|---|--|
| Vacant housing units | 14.3 million in 2010 vs. 9.9 million in 2000; fits expected results of mortgage crisis |
| Match of Coverage Survey Listings to Address File used for Census | Better initial match in 2010 (96%) than 2000 (91%) |
| Quality control reinterviews | Essentially all enumerators subject to reinterviews (vs. 75% in 2000); smaller percentage of enumerators failing to meet quality standards |
| Meeting deadlines on data collection | All 11 operations since mid-2009 on schedule and significantly under budget |

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NCHS in the Statistical World

- A science-driven statistical agency
- For many years a key contributor to innovation in measurement, processing, and dissemination of important statistical information for the US
- A voice for quality and the need for statistical independence

Key Partnerships between NCHS and Census

- A sister agency of the Federal statistical system
- Household surveys
 - National Health Interview Survey
- Facility surveys
 - The National Ambulatory Medical Care Survey
 - The National Hospital Ambulatory Medical Care Survey
 - National Hospital Discharge Survey
- Data dissemination
- Statistical re-use of administrative records