

2010 Census & The American Community Survey

June 16, 2005



2010 Planning



- Census Bureau goals for the 2010 census
 - Improve the relevance and timeliness of Census long form data
 - Reduce the operation risk
 - Improve the accuracy of census coverage
 - Contain costs

2010 Planning



- American Community Survey
- MAF/TIGER Enhancements
- 2010 Census

ACS Background



- The ACS is an annual survey developed to provide more timely “long form” data
 - The ACS will replace the long form in future censuses
 - The ACS will provide a timely and accurate statistical picture of a community

ACS Background



- Need for the American Community Survey
 - Rapid demographic changes in recent years
 - Hispanic population
 - Expectation that such changes will continue
 - Need more frequent data to accommodate these needs

Background



- Testing has been done since 1996
- Has proven to be operationally feasible for nationwide implementation
 - Is still a work in progress

Status



- The ACS received \$146 million in FY 2005 funding
 - The Census requested \$165 million
 - Was a very political and tight vote
 - Weiner Amendment & COPS Program

Status



- House Panel approved \$169.9 for the ACS
 - A COPS amendment has already passed
 - Takes \$20 million away from Census
 - Will reduce the amount of testing for the 2010 Census

Implementation



- Carried out in the same manner as the decennial census
 - Survey is conducted by mail, phone and personal visit
 - Addresses selected at random
 - Sent to approximately 2.5% of households
 - Can only be selected once every five years
 - Mandatory participation

Implementation



- About 3 million addresses will be surveyed this year
 - 250,000 surveys a month
 - Conducted in every county
- California
 - 260,000 addresses each year
 - 70,000 of which will be in Los Angeles County

Implementation



| Type of Data | Population Size of Area | Data for the Previous Year Released in the Summer of: | | | | | | | |
|------------------|-------------------------------|---|------|------|------|------|------|------|-------|
| | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010+ |
| Annual estimates | ≥250,000 | █ | | | → | | | | |
| Annual estimates | ≥65,000 | | | | → | | | | |
| 3-year averages | ≥20,000 | | | | | | → | | |
| 5-year averages | Census Tract and Block Group* | | | | | | | | → |

█ Data reflect American Community Survey testing through 2004

* Census tracts are small, relatively permanent statistical subdivisions of a county averaging about 4,000 inhabitants. Census block groups generally contain between 600 and 3,000 people. The smallest geographic level for which data will be produced is the block group; the Census Bureau will not publish estimates for small numbers of people or areas if there is a probability that an individual can be identified.

Implementation



- This data can be accessed from the American Community Survey webpage
- 2000 to 2003 ACS data is on American FactFinder
 - 2004 data will be available on American FactFinder later this summer

MAF & TIGER

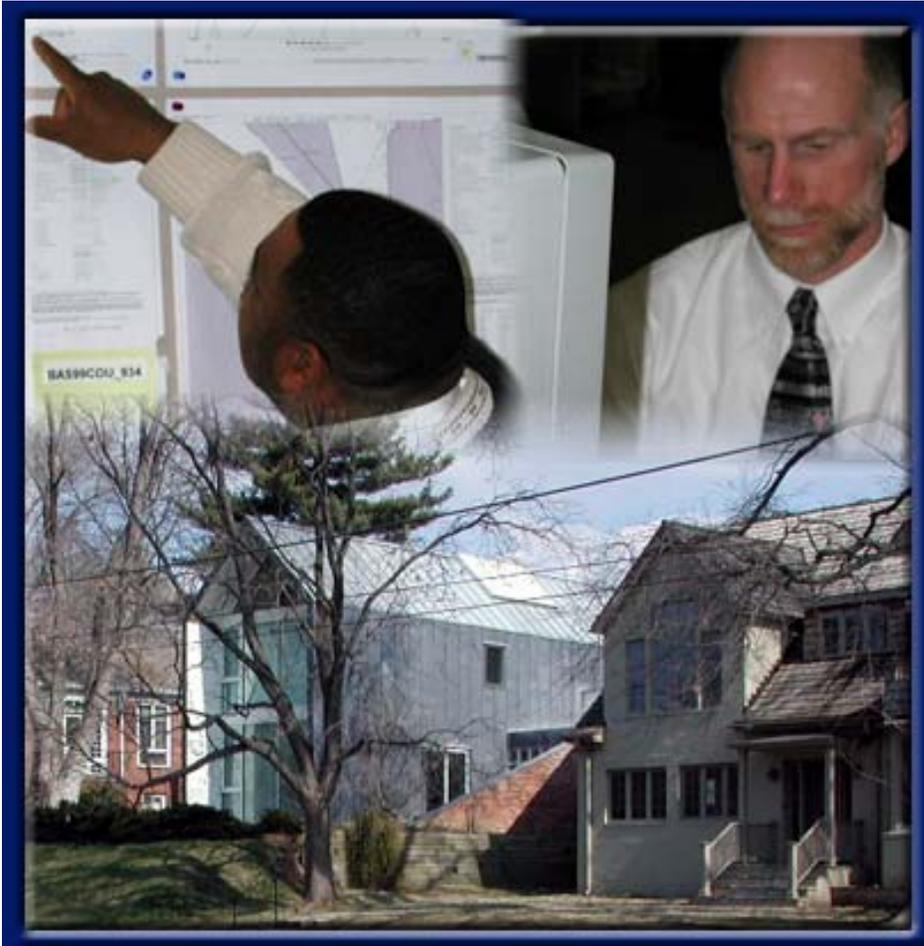


- **MAF/TIGER Enhancements Program**

- The Census Bureau will conduct a multiyear effort to enhance and improve the Census Bureau's:

- Master Address File (MAF)
 - Geographic database (TIGER)

Master Address File

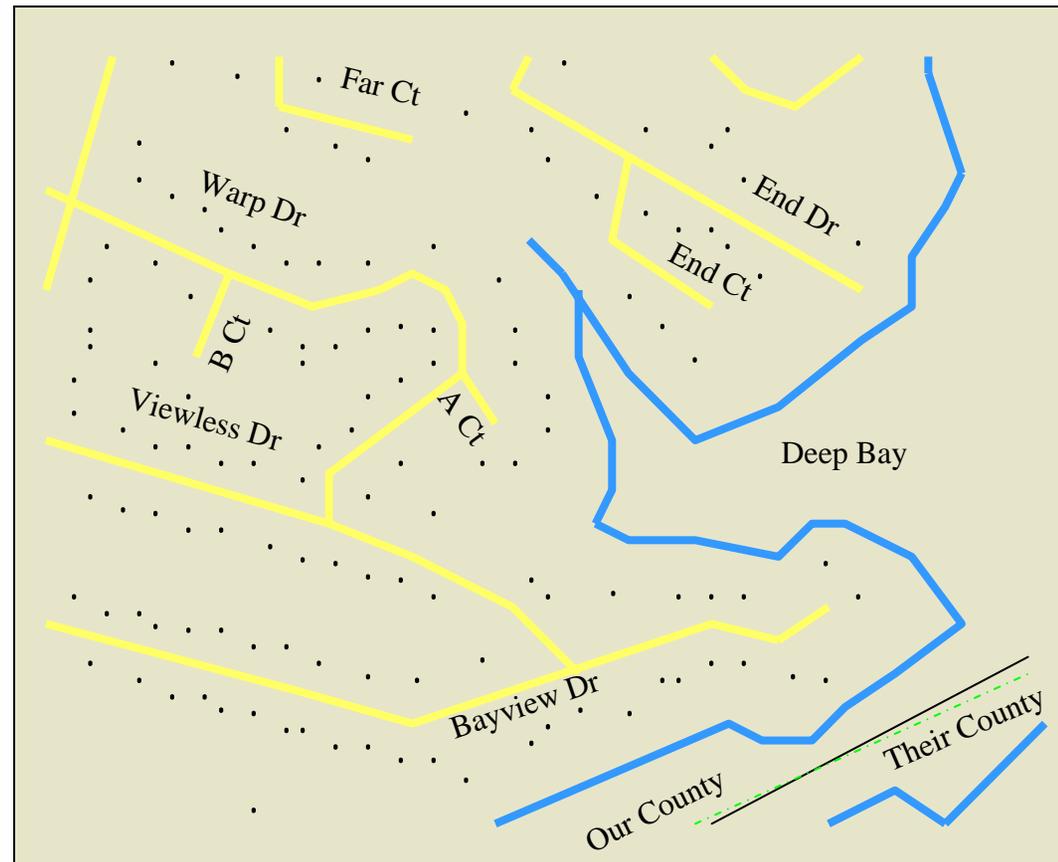


MAF is an accurate and up to date inventory of all known living quarters in the United States, Puerto Rico, and associated Island Areas.

Geographic Data Base



TIGER is a street center-line "digital map" (geographic data base) of the entire United States, Puerto Rico, and the associated Island Areas



Census 2010



- The ACS and the MAF/TIGER improvements will help the Census Bureau achieve its goals for the 2010 Census
 - The Census Bureau will only be required to conduct the census using the short form
 - This will permit more efficient data collection
 - A higher response rate is anticipated

Census 2010



- Census Bureau plans to conduct its first paperless door-to-door census in 2010
- Automating Data Collection
 - Field workers will enter data directly into mobile computing devices (MCDs) aka handheld computers
 - MCDs will be equipped with GPS

Census 2010



- GPS equipped handhelds will enable enumerators to locate & update address information
 - Will also work with USPS, local and tribal partners
- Will expand use of internet and telephone systems

Census 2010



- Use of automation and MCDs:
 - Will help eliminate data entry errors that can result when paper notes are transcribed
 - Will ensure enumerators are in the correct location
 - Will also result in considerable savings

Census 2010



- The Census Bureau is currently conducting tests for the 2010 Census and 2008 ACS
- Tests will focus on wording & presentation of:
 - Residence rules
 - Group quarters
 - Other short form items

Census 2010



- Tests will also focus on design, layout and wording of the race/ethnicity questions
 - Accurate data concerning race and Hispanic origin
 - Optimal diction
 - Clear examples

Census 2010



- Example from the 2005 ACS
 - This question has subtly changed

NOTE: Please answer BOTH Questions 5 and 6.

5 Is this person Spanish/Hispanic/Latino?

Mark (X) the "No" box if not Spanish/Hispanic/Latino.

- No, not Spanish/Hispanic/Latino
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Spanish/Hispanic/Latino — Print group. ↴

6 What is this person's race? Mark (X) one or more races to indicate what this person considers himself/herself to be.

- | | | |
|--|--|---|
| <input type="checkbox"/> White | <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Black or African American | <input type="checkbox"/> Chinese | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> American Indian or Alaska Native — Print name of enrolled or principal tribe. ↴ | <input type="checkbox"/> Filipino | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> | <input type="checkbox"/> Japanese | <input type="checkbox"/> Other Pacific Islander — Print race below. ↴ |
| <input type="checkbox"/> | <input type="checkbox"/> Korean | <input type="checkbox"/> Some other race — Print race below. ↴ |
| <input type="checkbox"/> | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> |
| <input type="checkbox"/> | <input type="checkbox"/> Other Asian — Print race. → | <input type="checkbox"/> |

Census 2010



- Constitutional amendment to change the word “persons” in the 14th Amendment
 - Section 2: Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State.
 - Would amend this to read “citizens” instead of “persons”



Questions???

Governor's Office of Planning & Budget
Demographic and Economic Analysis
State Capital Complex Suite E210
Salt Lake City, UT 84114
<http://www.governor.utah.gov/dea>

