

Current Status of the 2010 Census

2010 Census

- Census Basics
- Preparing for the Census
- Taking the Census
- What's Ahead

Census Basics

- The Census of Population AND Housing
- Strategy is to find places where people live or could live
- Then go count them
- Self-enumeration
 - Self-response
 - Self-identification
 - Self-definition

Preparing for the Census

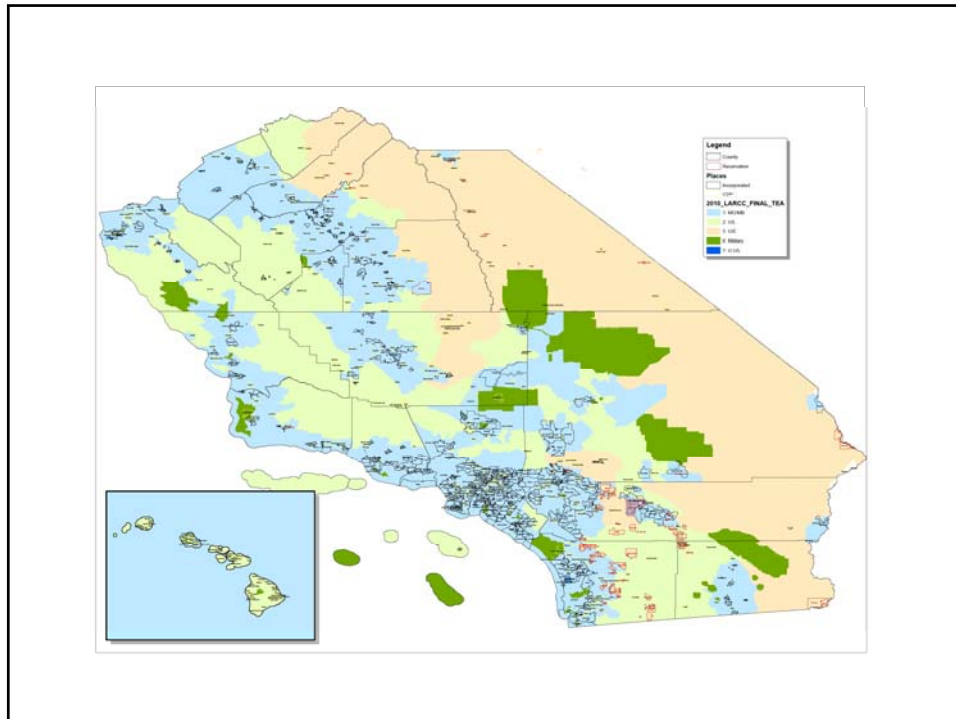
- A very long process – began in the 1990s.
- Layers of Testing & Review
 - Content
 - Methods
 - Cost
- A Standard Plan / Local Flavor

Planning to do the Census in California

- Establishing an Infrastructure
- Developing a local strategy
- Attention to “Hard To Count” areas

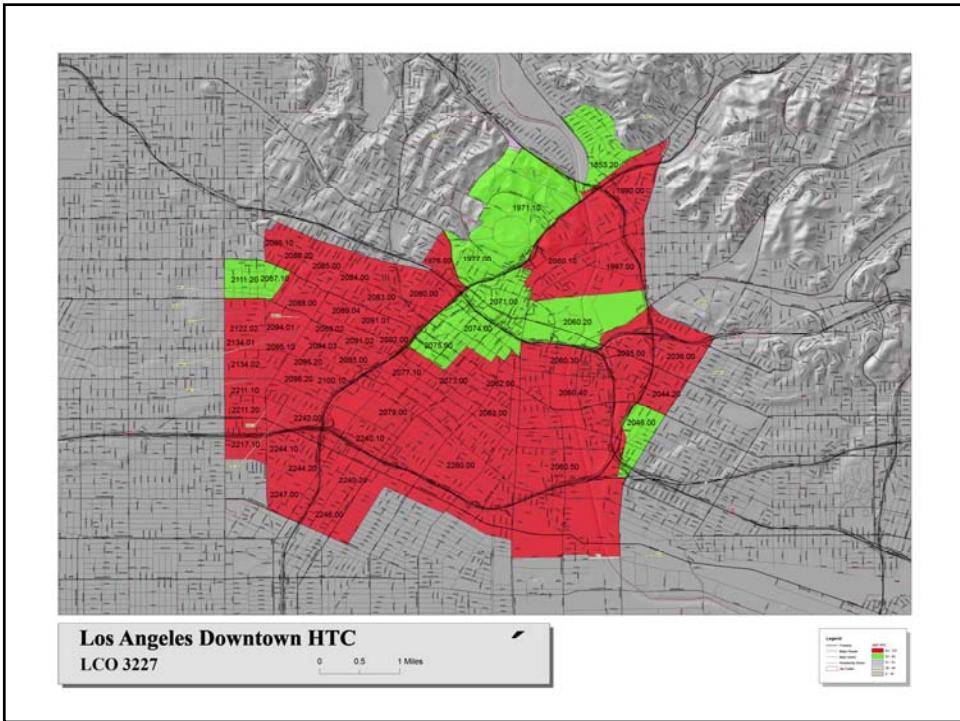
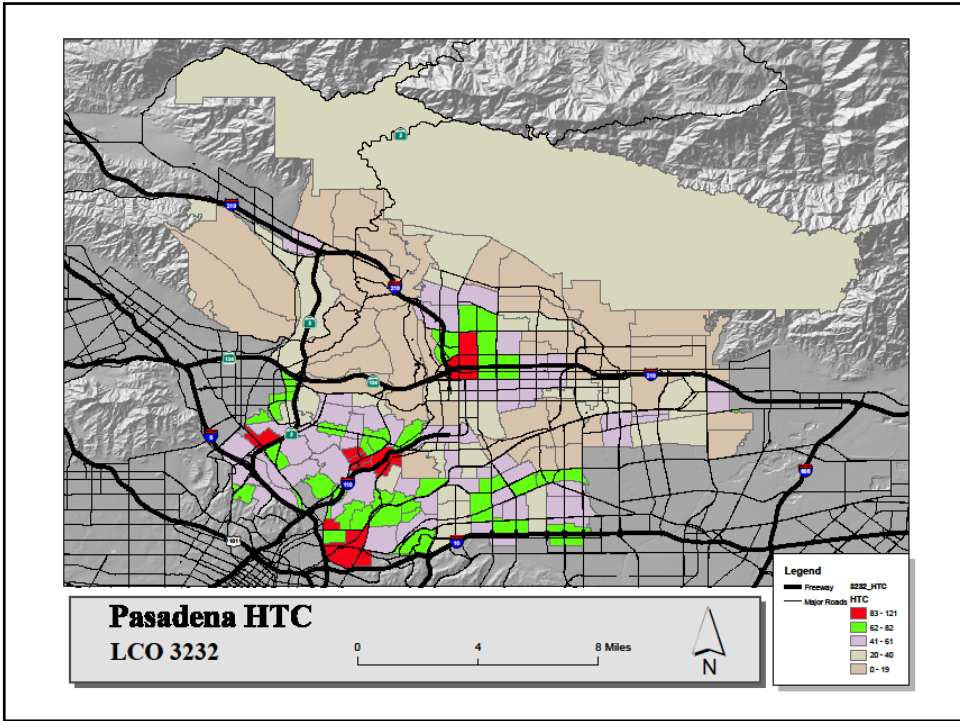
California’s Census Infrastructure

- Split between two regional centers – Los Angeles and Seattle, Washington
- 54 Local Offices throughout the state
- Boundaries determined based on workload
- Decisions on Questionnaire delivery



Local Strategy / Hard To Count

- Using data, identify historical characteristics of groups that are traditionally hard to count.
- Advertising
- On-the-ground efforts in Hard To Count census tracts.
- Specialized planning for tracts that were very Hard To Count
- Support from THOUSANDS of Partners!

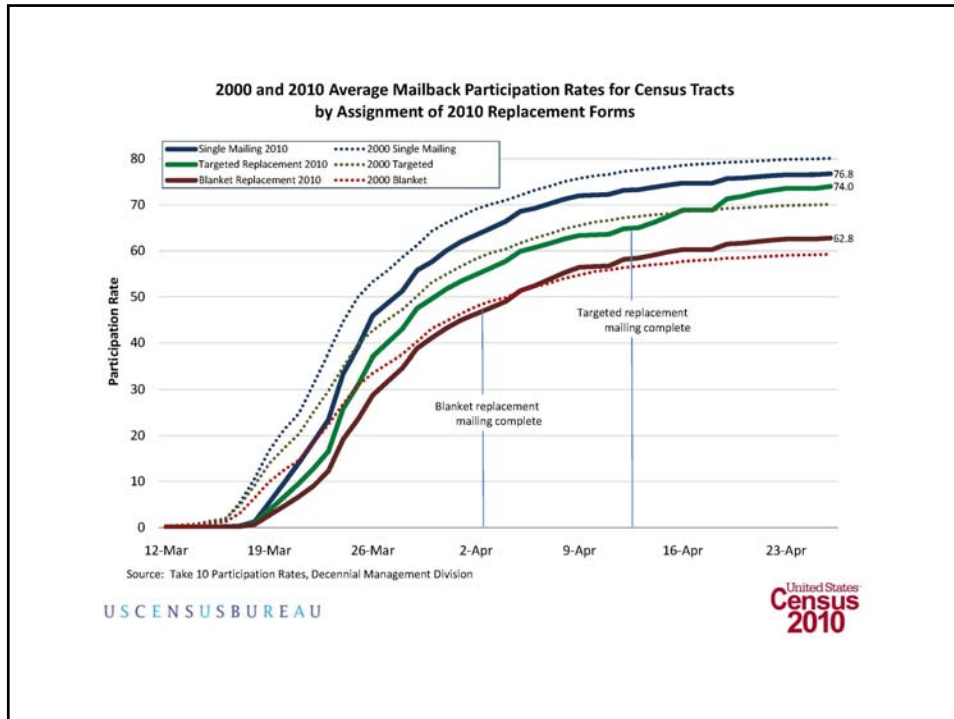


Taking The Census

- Short-form only
- Bilingual Form
- Multiple Mailings or Hand Delivery
- Unique Efforts for Special Populations
- Questionnaire support in-language, both telephone and in-person
- Almost “live” monitoring of mail returns

Early Results

- National Participation Rate = 72%
 - Census 2000 = 72%
- California’s Participation Rate = 71%
 - Census 2000 = 73%
- Los Angeles County = 70%
 - Census 2000 = 72%
- Los Angeles City = 68%
 - Census 2000 = 67%



Issues that Emerged

- Race Question
 - Race in general
 - Race & Hispanic Origin
- Confusion about Census Day
- Multiple Questionnaires / Post Office Boxes
- Advertising
- Zipcodes & City Names
- Various Local Issues

Current Activities

- Following up on addresses where questionnaires weren't returned
- Over 65,000 workers in California
- Some areas finishing, others into June
- Follow-up activities to verify units identified as vacant or deleted
- Still adding a handful of addresses

What's Ahead

- Field Activities Wrap-up in late summer
- Data Validation and Evaluation activities ongoing
- December 31, 2010 – State Population Counts to President for Apportionment
- Feb – Mar 2011 – P.L. 94-171 Summary File
- April 2011 – National Summary File of Redistricting Data

What's Ahead

- Summary File 1 (SF1) (June – August 2011)
- Summary File 2 (SF2) (Dec 2011 – April 2012)
- Urbanized Areas (October 2012)
- Public Use Microdata Sample (PUMS) – Not yet determined
- LOTS of other data products...

Coverage Measurement Efforts

- Independent assessment of Census accuracy
- Our evaluation of over/undercount
- Results released in December 2012

Thank You!

3,600 Days to Census Day, 2020