

2010 Census Updates: What's Going on Now?

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Quality of the 2010 Census

- The U.S. Census Bureau has gone through great lengths to ensure we produce an accurate count of the population.
- The goal is to make sure we count everyone once, only once and in the right place
- At this stage, the vast majority of the quality indicators we use to measure the success of the census are coming in positive



Process Indicators

- Independent quality checks
 - Checks on our address list indicate that we had a more accurate list than the one we used in the 2000 Census. The address list provides a basis for a quality count
- Short-form only
 - A better overall design with a short, 10-question form. For the first time, bilingual forms were sent to areas with a high-percentage of Spanish-speaking households
- Participation
 - The American public achieved a mail return rate of 74%
 - For households that didn't participate by mail, we followed up door-to-door and implemented a robust check on our census takers' work
 - Systematic re-interview of 5 % of all census takers work to confirm quality standards were met



Demographic Analysis

- Population estimates based on birth, death, immigration and emigration estimates
- These numbers are completely independent of 2010 Census counts
- After consulting with the best demographers in the country and taking into account different methods, the Census Bureau developed a range of population estimates for April 1, 2010
- In December, we were happy to report the actual 2010 Census population count was very close, within 0.09 percent, to the middle estimate



Population Estimates

- We also measure quality of the census through our population estimates program which we conduct continuously throughout the decade
- Using the 2000 Census as a benchmark, we take data on births, deaths and estimates of immigration and emigration and grow the population based on that foundation.
 - It is different from Demographic Analysis because it rests on the 2000 Census rather than derived from historical data
- The official 2010 Census count was within 0.8% of the April 1, 2010 version of the national population estimates, another good sign of a quality census



Census Coverage Measurement

- In 2010, we will release results from the CMM program, which is a key tool in identifying the number of people missed or counted in error in the census
- CCM uses a large post-enumeration sample survey to determine:
 - Did we miss anyone?
 - Did we count people twice?
 - Did we measure people that should not have been measured?



Census Coverage Measurement (cont.)

- While the final results of this effort will not be available until 2012, we have some preliminary findings:
 - First, we have a high percentage of housing units in this survey matching the addresses for the 2010 Census count
 - Secondly, the percentage of housing units that were verified as correct enumerations in 2010 is higher than in 2000
 - Finally, we have calculated that the percentage of housing units that we found to be duplicates is lower in 2010 than in 2000

