

The Road To 2010

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American Planning Association Conference

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U S C E N S U S B U R E A U



2010 Decennial Census Program

Major Components of the Reengineering Effort

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

2010 Decennial Census Program

MAF/TIGER Enhancements Program

The Census Bureau Is Conducting a Multiyear Effort to Enhance and Improve the Census Bureau's Master Address File/Topologically Integrated Geographic Encoding and Referencing (MAF/TIGER) Database System.

2010 Decennial Census Program

MAF/TIGER Enhancements Program

Five Objectives:

1. **MAF/TIGER Accuracy Improvement Program (MTAIP):**
Aligning street center lines on our electronic map to be consistent with GPS coordinates. *As of March 30, 2007:*

<u>Total No. of Counties*</u>	<u>No. of Counties Completed</u>	<u>Balance Remaining</u>
3,233*	2,541	692

**Total represents 2010 Census and includes counties/county equivalents for the United States, Puerto Rico and the Island Areas.*

 **On schedule and under budget. Will be ready for April 2008.**

2. **Convert TIGER database to a modern language.**

 **Completed at the end of FY 2006.**

(Continued)

2010 Decennial Census Program

MAF/TIGER Enhancements Program

3. Community Address Updating System (CAUS):
 - ✚ Updated list of rural addresses for the American Community Survey
4. Partnerships including Local Update of Census Addresses (LUCA)
 - ✚ On schedule
5. Evaluations
 - ✚ On schedule

2010 Decennial Census Program

Major Tests for the 2010 Census

- ✚ 2003 National Census Test
- ✚ 2004 Census Test (in Colquitt, Thomas, and Tift Counties, Georgia, and Northwest Queens Borough, New York)
- ✚ 2005 National Census Test
- ✚ 2006 Census Test (in Cheyenne River Reservation, South Dakota, and Travis County, Texas)
- ✚ 2008 Census Dress Rehearsal (in San Joaquin County, California, and Fayetteville and Eastern North Carolina)

2010 Decennial Census Program

Major Tests for the 2010 Census

What Are We Testing?

- ✚ Content
- ✚ Coverage
- ✚ GPS-Equipped Hand Held Computers for Data Collection
- ✚ Replacement Questionnaire Mailing Strategy
- ✚ Group Quarters

2010 Decennial Census Program

Major Tests for the 2010 Census

Status of the 2006 Census Test

(Continued)

2010 Decennial Census Program

Major Tests for the 2010 Census

What did we learn in the 2006 Census Test?

- ✚ Address Canvassing
- ✚ Group Quarters
- ✚ Hand Held Computers
- ✚ Second Mailing and Late Mail Returns

2010 Decennial Census Program

2008 Census Dress Rehearsal

What's Next?

 **Dress Rehearsal**

2010 Decennial Census Program

The 2010 Census

- ✚ **Local Update of Census Addresses (LUCA)**
- ✚ **Address Canvassing**
- ✚ **Questionnaire Delivery**
- ✚ **Census Day**
- ✚ **Nonresponse Followup (NRFU)**
- ✚ **Count Delivery to the President**

2010 Decennial Census Program

Major Contracts

- ✚ Decennial Response Integration System (DRIS)
- ✚ Field Data Collection Automation (FDCA)
- ✚ Data Access and Dissemination System II (DADS II)
- ✚ Communications Contract

2010 Decennial Census Program

Decennial Response Integration System (DRIS)

- ✚ Objective - Design, build, test, deploy, implement, operate, maintain, and secure all the systems, infrastructure, staffing, procedures, and facilities needed to:
 - ✚ Receive, capture, and integrate census data provided by respondents via mail and telephone agents
 - ✚ Integrate data collected by mobile computing equipment
- ✚ Awarded DRIS contract in October 2005 to Lockheed Martin

2010 Decennial Census Program

Field Data Collection Automation (FDCA)

- ✚ Objective - Support deployment and operation of IT systems that support the data collection activities of enumerators and local census offices.
- ✚ During the 2010 Census, the FDCA system will support 450+ temporary offices, and a peak staff of over 500,000 enumerators.
- ✚ Awarded FDCA contract in March 2006 to the Harris Corporation

2010 Decennial Census Program

Data Access and Dissemination System II (DADS II)

- ✚ A work in progress.
- ✚ We continue to work towards awarding a new contract for the DADS II, the data dissemination website.
- ✚ We conducted a technical exchange for mini-proposal vendors in summer (2006).
- ✚ We published the RFP in January 2007 and plan to award a contract by October 2007.

2010 Decennial Census Program

2010 Census Communications Campaign

- ✚ **Industry Day** - Conducted on February 17 here in Washington to gain input from vendors in the marketing, communications, and public relations arena on how to best scope the Census Bureau's communications contract for the 2010 Census; including the need to have the work of the contract coordinated with the partnership program activities occurring in the field.
- ✚ **Communications Contract** – The Communications contract will include paid advertising, and we released the RFP in mid-January, 2007. A contract will be awarded in August 2007.
- ✚ **Communications Program** - The final Integrated Communications Program implemented for the 2010 Census will employ a variety of strategies and tactics to reach the right people, at the right time, with the right messages, and through the right communications vehicles.

The Road To 2010




The American Community Survey: An Overview

**American Planning Association Conference
Philadelphia, Pennsylvania
April 15, 2007**

**Susan Schechter, Chief
American Community Survey Office
U.S. Census Bureau**

U S C E N S U S B U R E A U

Today's Presentation

-  **Overview of the ACS program**
-  **Data Products**
-  **Upcoming Activities**

Advantages of the ACS

- ✚ **Collect detailed Decennial Census data**
 - ✚ **Replace once-a-decade data collection approach**
 - ✚ **Produce timely sample data tabulations on a yearly basis**
- ✚ **Importance to planners**
 - ✚ **Helps inform and improve decision making**
 - ✚ **Helps anticipate needs**

Demographic Characteristics



- ✚ Sex
- ✚ Age
- ✚ Race
- ✚ Hispanic Origin

Social Characteristics



- Education
- Marital Status
- Fertility
- Grandparents
- Veterans
- Disability
- Status
- Place of Birth
- Citizenship
- Year of Entry
- Language Spoken at Home
- Ancestry/Tribal Affiliation

Economic Characteristics



- ✚ Income
- ✚ Benefits
- ✚ Employment Status
- ✚ Occupation
- ✚ Industry
- ✚ Commuting to Work
- ✚ Place of Work

Housing Characteristics







- ✚ Tenure
- ✚ Occupancy & Structure
- ✚ Housing Value
- ✚ Taxes & Insurance
- ✚ Utilities
- ✚ Mortgage/Monthly Rent

How Large is the Survey?

Initial sampling rate








-  Approximately 2.5 percent of addresses each year or 12.5 percent over a 5-year period

Initial sample is approximately

-  250,000 addresses each month
-  3 million addresses each year
-  15 million addresses over 5-year period
-  20,000 group quarters; 200,000 individuals residing in group quarters

ACS Operations: Overview

Operations

-  Samples are drawn monthly
-  Data collection is over a three month period for each monthly sample period
-  Three sequential modes of data collection
 -  Month 1: Mail
 -  Month 2: Computer Assisted Telephone Interview
 -  Month 3: Computer Assisted Personal Interview
-  Toll-free telephone assistance

FY 2007 Budget Update







- ✚ **Budget includes full funding for conducting the ACS in the U.S. and Puerto Rico**
 - ✚ **Household data collection, processing, and data products**
 - ✚ **Group quarters data collection, processing, and data products**
 - ✚ **2007 Methods Panel Test**

ACS Data Products Release Schedule

Data Product	Population Threshold	Year of Data Release							
		2006	2007	2008	2009	2010	2011	2012	2013
		Year(s) of Data Collection							
1-year Estimates	65,000+	2005	2006	2007	2008	2009	2010	2011	2012
3-year Estimates	20,000+			2005- 2007	2006- 2008	2007- 2009	2008- 2010	2009- 2011	2010- 2012
5-year Estimates	All Areas					2005- 2009	2006- 2010	2007- 2011	2008- 2012

-  Data products are released in the year following the single-year or multi-year period in which data are collected.

ACS Data Products

-  **Detailed tables**
-  **Narrative and data profiles**
-  **Ranking and subject tables**
-  **Thematic maps and geographic comparison tables**
-  **Selected population profiles**
-  **Public Use Microdata Sample Files (PUMS)**

ACS Data Products in 2007

- ✚ **2006 ACS data products will reflect group quarters population**
 - ✚ **Total population in tables when appropriate**
 - ✚ **Group quarters population profiles for selected characteristics for the nation and some states**
 - ✚ **Group quarters population profiles by 7 major group quarters types for the nation**

ACS Data Products in 2007

- ✚ **Improvements planned for data released in 2007**
 - ✚ **Information and guidance to respond to questions about data products**
 - ✚ **Cleaner, less cluttered Web site so information is easier to locate**
 - ✚ **More detailed guidance for users on when to compare ACS data to data sets including Census 2000**

C07204. RESIDENCE 1 YEAR AGO--STATE, COUNTY AND PLACE LEVEL IN THE UNITED STATES

Universe: POPULATION 1 YEAR AND OVER IN THE UNITED STATES

Centre County, Pennsylvania		
	Estimate	Margin of Error
Total:	122,707	+/-470
Same house 1 year ago	93,151	+/-3,115
Different house in United States 1 year ago:	27,775	+/-3,165
Same city or town	4,689	+/-1,298
Elsewhere:	23,086	+/-3,116
Same county	10,220	+/-2,114
Different county:	12,866	+/-2,999
Same state	9,184	+/-2,783
Different state:	3,682	+/-1,482
Northeast	605	+/-488
Midwest	377	+/-344
South	1,915	+/-1,210
West	785	+/-551
Abroad 1 year ago:	1,781	+/-1,019
Puerto Rico	0	+/-242
Elsewhere	1,781	+/-1,019

14

a. Did this person live in this house or apartment 1 year ago?

- Person is under 1 year old → SKIP to the questions for Person 2 on page 10.
- Yes, this house → SKIP to **F**
- No, outside the United States – Print name of foreign country, or Puerto Rico, Guam, etc., below; then SKIP to **F**
- No, different house in the United States

b. Where did this person live 1 year ago?

Name of city, town, or post office

c. Did this person live inside the limits of the city or town?

- Yes
- No, outside the city/town limits

Name of county

Name of state

ZIP Code

**Chicago city, IL, Chicago-Naperville-Joliet,
IL-IN-WI Metropolitan Statistical Area
Selected Housing Characteristics: 2005 ?**

- 22** a. Do you or any member of this household have a mortgage, deed of trust, contract to purchase, or similar debt on THIS property?
- Yes, mortgage, deed of trust, or similar debt
 - Yes, contract to purchase
 - No → SKIP to question 23a

Selected Housing Characteristics: 2005	Estimate	Margin of Error
MORTGAGE STATUS AND SELECTED MONTHLY OWNER COSTS		
Housing units with a mortgage	358,079	+/-9,245
Less than \$300	147	+/-143
\$300 to \$499	2,524	+/-647
\$500 to \$699	7,758	+/-1,291
\$700 to \$999	29,843	+/-2,849
\$1,000 to \$1,499	103,655	+/-6,403
\$1,500 to \$1,999	93,594	+/-5,543
\$2,000 or more	120,558	+/-5,711
Median (dollars)	1,678	+/-26
Housing units without a mortgage	136,906	+/-4,890
Less than \$100	811	+/-488
\$100 to \$199	2,136	+/-724
\$200 to \$299	10,387	+/-1,510
\$300 to \$399	22,249	+/-2,498
\$400 or more	101,323	+/-4,383
Median (dollars)	518	+/-12


M2512. Percent of Occupied Housing Units That are Owner-Occupied: 2005

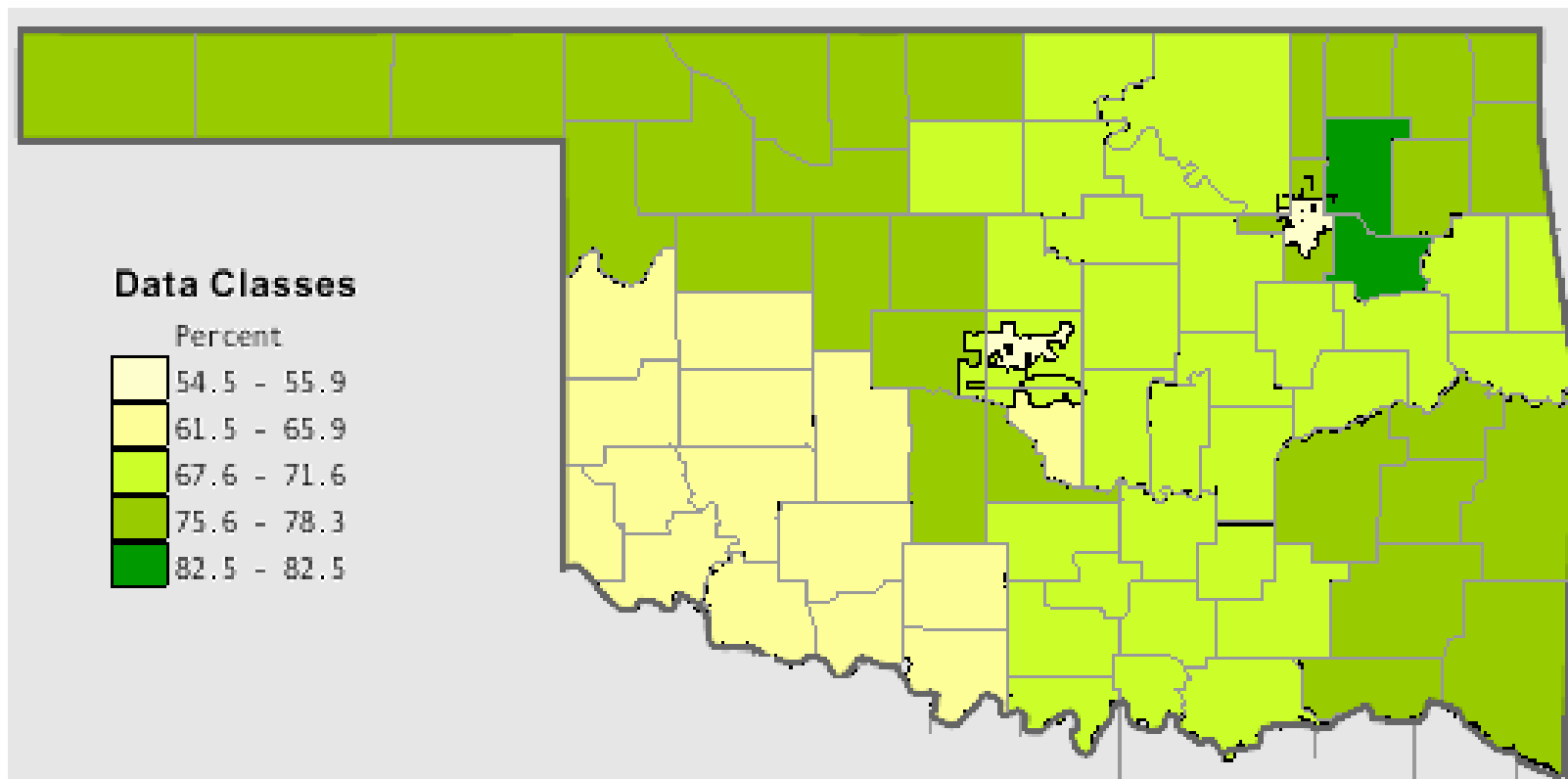
Universe: Occupied housing units

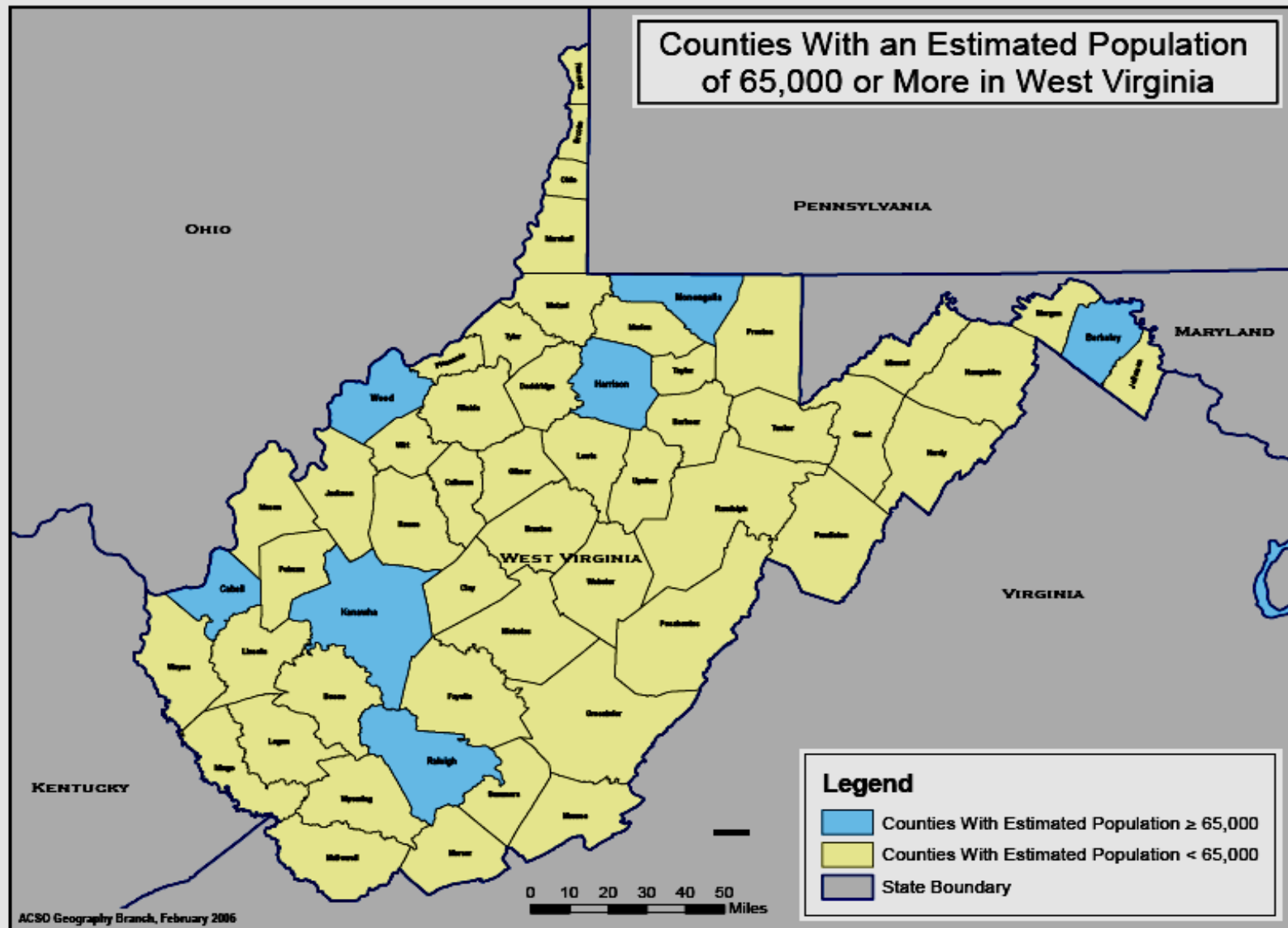
Oklahoma by Public Use Microdata Area

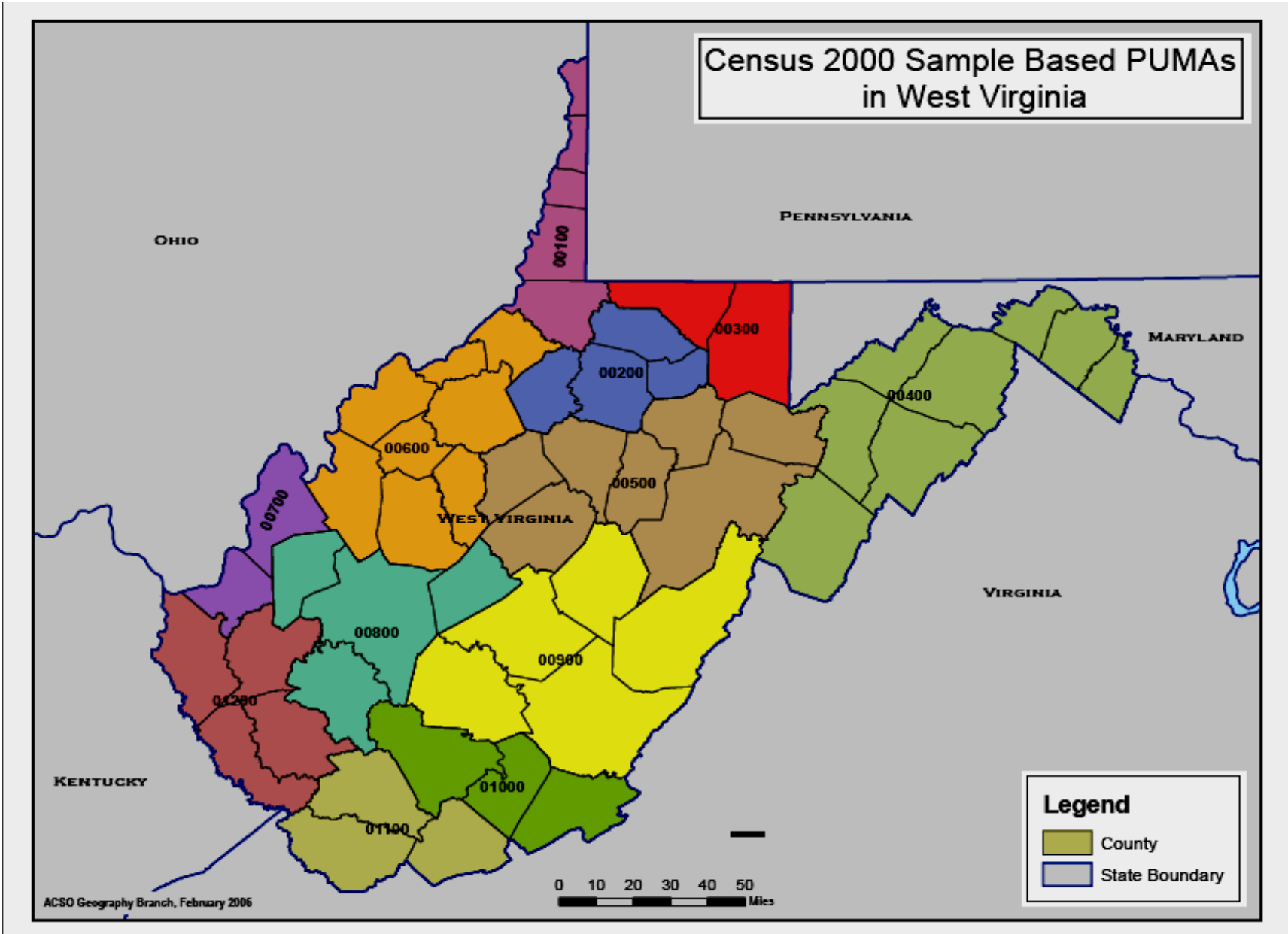
17

Is this house, apartment, or mobile home –

- Owned by you or someone in this household with a mortgage or loan?
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented for cash rent?
- Occupied without payment of cash rent? → SKIP to 







Proposed 2008 ACS Content Changes

- ✚ **Short form items will be consistent with 2010 Census changes**
- ✚ **Other item changes will be based on the results of the 2006 ACS Content Test**
- ✚ **Three new questions may be added**
- ✚ **Seasonal Residence topic and Veteran Years of Service question will be deleted**

2006 ACS Content Test

- ✚ 8 housing topics were tested
- ✚ 12 detailed person topics were tested
- ✚ 3 new questions were tested
 - ✚ Health insurance coverage
 - ✚ Marital history
 - ✚ Veterans service-connected disability

Proposed 2008 Content Changes

Housing Questions

- ✚ 8 topics were tested
- ✚ Proposed changes to 5
 - ✚ Year built
 - ✚ Rooms and bedrooms
 - ✚ Plumbing and kitchen facilities, telephone service
 - ✚ Food stamp benefit
 - ✚ Property value

Plumbing and Kitchen Facilities, Telephone Service

9 Does this house, apartment, or mobile home have **COMPLETE** plumbing facilities; that is, 1) hot and cold piped water, 2) a flush toilet, and 3) a bathtub or shower?

- Yes, has all three facilities
 No

10 Does this house, apartment, or mobile home have **COMPLETE** kitchen facilities; that is, 1) a sink with piped water, 2) a stove or range, and 3) a refrigerator?

- Yes, has all three facilities
 No

11 Is there telephone service available in this house, apartment, or mobile home from which you can both make and receive calls?

- Yes
 No

8 Does this house, apartment, or mobile home have -

- | | Yes | No |
|--|--------------------------|--------------------------|
| a. hot and cold running water? | <input type="checkbox"/> | <input type="checkbox"/> |
| b. a flush toilet? | <input type="checkbox"/> | <input type="checkbox"/> |
| c. a bathtub or shower? | <input type="checkbox"/> | <input type="checkbox"/> |
| d. a sink with a faucet? | <input type="checkbox"/> | <input type="checkbox"/> |
| e. a stove or range? | <input type="checkbox"/> | <input type="checkbox"/> |
| f. a refrigerator? | <input type="checkbox"/> | <input type="checkbox"/> |
| g. telephone service from which you can both make and receive calls? <i>Include cell phones.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

Proposed 2008 Content Changes

Detailed Population Questions

- ✚ 12 topics were tested
- ✚ Proposed changes to 7
 - ✚ Citizenship
 - ✚ School enrollment
 - ✚ Educational attainment
 - ✚ Residence one year ago (migration)
 - ✚ Disability
 - ✚ Employment status series
 - ✚ Weeks worked

Disability

F Answer questions 15 and 16 ONLY IF this person is 5 years old or over. Otherwise, SKIP to the questions for PERSON 2 on page 10.

15 Does this person have any of the following long-lasting conditions:

a. Blindness, deafness, or a severe vision or hearing impairment?	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
b. A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting, or carrying?		
	<input type="checkbox"/>	<input type="checkbox"/>

16 Because of a physical, mental, or emotional condition lasting 6 months or more, does this person have any difficulty in doing any of the following activities:

a. Learning, remembering, or concentrating?	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
b. Dressing, bathing, or getting around inside the home?		
	<input type="checkbox"/>	<input type="checkbox"/>

2007 Content

16 a. Is this person deaf or does he/she have serious difficulty hearing?

Yes
 No

b. Is this person blind or does he/she have serious difficulty seeing even when wearing glasses?

Yes
 No

F Answer question 17a if this person is 5 years old or over. Otherwise, SKIP to the questions for Person 2 on page 11.

17 a. Because of a physical, mental, or emotional condition, does this person have serious difficulty concentrating, remembering, or making decisions?

Yes
 No

b. Does this person have serious difficulty walking or climbing stairs?

Yes
 No

c. Does this person have difficulty dressing or bathing?

Yes
 No

2008 Content

Proposed 2008 Content Changes

New Questions

 **3 topics were tested**

 **Health insurance coverage**

 **Veteran's service-connected disability**

 **Marital history**

Health Insurance Coverage

15

Is this person CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark "Yes" or "No" for EACH type of coverage in items a-h.

- | | Yes | No |
|---|--------------------------|--------------------------|
| a. Insurance through a current or former employer or union (of this person or another family member) | <input type="checkbox"/> | <input type="checkbox"/> |
| b. Insurance purchased directly from an insurance company (by this person or another family member) | <input type="checkbox"/> | <input type="checkbox"/> |
| c. Medicare, for people 65 and older, or people with certain disabilities | <input type="checkbox"/> | <input type="checkbox"/> |
| d. Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability | <input type="checkbox"/> | <input type="checkbox"/> |
| e. TRICARE or other military health care | <input type="checkbox"/> | <input type="checkbox"/> |
| f. VA (including those who have ever used or enrolled for VA health care) | <input type="checkbox"/> | <input type="checkbox"/> |
| g. Indian Health Service | <input type="checkbox"/> | <input type="checkbox"/> |
| h. Any other type of health insurance or health coverage plan – Specify ↴ | <input type="checkbox"/> | <input type="checkbox"/> |

Marital History

20	In the PAST 12 MONTHS did this person get –		
		Yes	No
	a. Married?	<input type="checkbox"/>	<input type="checkbox"/>
	b. Widowed?	<input type="checkbox"/>	<input type="checkbox"/>
	c. Divorced?	<input type="checkbox"/>	<input type="checkbox"/>
21	How many times has this person been married?		
	<input type="checkbox"/> Once		
	<input type="checkbox"/> Two times		
	<input type="checkbox"/> Three or more times		
22	In what year did this person last get married?		
	Year		
	<input type="text"/>		

Veteran's Service-connected Disability

27

a. Does this person have a VA service-connected disability rating?

- Yes (such as 0%, 10%, 20%, ... , 100%)
- No → *SKIP* to question 28

b. What is this person's service-connected disability rating?

- 0 percent
- 10 to 20 percent
- 30 to 40 percent
- 50 to 60 percent
- 70 percent or higher

2006 ACS Content Test Results

2006 Content Test Report Series

 Each report provides a full description of:

 The 2006 Content Test

 Topic-specific research objectives, methodology, and empirical results

 Reports located at:

http://www.census.gov/acs/www/AdvMeth/content_test/content_test_06.htm

Decision and Implementation Process

- ✚ **Federal Register Notice has been submitted**
- ✚ **Census Bureau will submit proposed 2008 ACS content to OMB by mid-May 2007**
- ✚ **Final OMB approval expected by mid-July 2007**
- ✚ **Implementation of changes: January 2008**

Communication, Information, and Education

- ✚ National, state, local, and tribal partners
- ✚ Working with the public to provide information on the mandatory requirement to respond, and the protection of the respondents' confidentiality
- ✚ State and Local Handbook
- ✚ Presenting at meetings and conferences
- ✚ Training materials