

# Population Notes

## A look at the demography and geography of Wisconsin



### GEARING UP FOR CENSUS 2010

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Census Day is fast approaching. The Census Bureau will count all residents in the United States on April 1, 2010, less than a year away. The census is a count of everyone in the United States. This includes all 50 states, the District of Columbia, Puerto Rico, and the Island areas. Everyone residing in the United States must be counted, including people of all ages, races, ethnic groups, citizens, and non-citizens. Of course, Census Day comes only once every ten years so it is especially important that stakeholders in demographic data help make Census 2010 a success.

Preparations for Census 2010 are already in progress; census employees have been going door-to-door updating address lists nationwide since Spring 2009. Recruitment for census takers to work during the peak workload season will begin in Fall 2009. The main work begins in Spring 2010, when census questionnaires are delivered to all households in the United States. A second

mailing to households that did not already return a questionnaire will occur in early April. Finally, census workers will visit households that never returned questionnaires.

Census 2010 will have only 10 questions and will take only a few minutes to complete. These simple questions will ask for information for each person in the household: name, relationship, gender, age and date of birth, race, and whether the respondent owns his or her home. One very important change this year from previous censuses is that there will not be a long form of any kind. Detailed population and housing sample data will no longer be collected by a long form that is administered simultaneously with the short form. Sample data is now being collected by the American Community Survey and is already available for some communities. The Census Bureau expects that the response rate for the

2010 Census Spanish language questionnaire (informational copy)

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decennial census will be higher because everyone will receive a short questionnaire, rather than some households receiving the time-intensive long form.

One of the main goals of the census is to count people accurately and to ensure that everyone is counted “once, only once, and in the right place.” This goal is tied to a separate goal of increasing the national mailback response rate. Having a high mailback response rate reduces the overall cost of administering the census, as well as making the data more accurate. There will also be an emphasis on address accuracy. As noted before, address lists are verified before the census is sent out. Census workers check the lists with handheld computers that are Global Positioning System-capable.

## Benefits of the Census

The most important function that the census fulfills is determining representation of states in the House of Representatives. The national census is a key practicality that allows the United States to carry out its democratic ideals.

The federal government uses the census to allocate \$300 million to states and local communities. Funds are allocated to Title 1 grants to educational agencies (e.g., school districts); Head Start programs; Women, Infants, and Children (WIC) (e.g., food grants); public transportation; road rehabilitation and construction; programs for the elderly; and emergency food and shelter. Additionally, the labor-intensive census generates hundreds of thousands of temporary jobs.

Many groups use census data to help with planning. These groups include local decision-makers, social service organizations, and businesses. They might use data to write grants or plan for schools, roads, hospitals, child-care, and senior citizen centers. Additionally, the media often use census data to inform their stories.

Anyone can help to make this census a success. The Census Bureau is looking for groups to help build a grass-roots campaign to support census activities. Many types of groups can help: media, faith-based organizations, educators, community-based and social service organizations, elected officials, and businesses. Governments of all kinds, including tribal, state, and local governments, can help with the effort.

To find out how you can support the 2010 Census through a Complete Count Committee, please continue to the back page.

Source: 2010 Census Complete Count Committee Guide

## ON THE WEB: Census 2010

The Census Bureau has a comprehensive website detailing all aspects of the 2010 Census. It is located at <http://2010.census.gov/2010census>. Press kits, research and tools, and recent news can be found here. There is a special section for 2010 Census partners and there is also a link to a census job recruitment website. Click on the link above to find out more.

The screenshot shows the U.S. Census Bureau website for the 2010 Census. The header includes the U.S. Census Bureau logo and navigation links for People, Business, Geography, Newsroom, Subject, and A-Z. The main content area is divided into several sections:

- 2010 Census**: Includes links for About 2010 Census, Partner With Us, Census in Schools, Jobs, and FAQs.
- More Information**: Lists Recent News, Materials, Press Kits, Multimedia, and Research and Tools.
- What is the Census?**: Explains that the census is a count of everyone living in the United States every 10 years, mandated by the U.S. Constitution, and that participation is required by law. It also notes that it takes less than 10 minutes to complete and that Federal law protects personal information.
- Countdown to Census Day: April 1, 2010**: A digital clock showing 303:18:22:00 days, hours, minutes, and seconds remaining.
- RECENT NEWS**: Lists several news items, including Commerce Secretary Gary Locke's appointment to lead the 2010 Census Advisory Committee, the Census Bureau's submission to Congress regarding recovery plans, and the One Year Countdown to the 2010 Census Official Kick-Off.
- Population Finder**: A search tool for finding population data by city, town, county, or ZIP code.
- Did You Know?**: A factoid stating that in 1990, the first census was taken by U.S. marshals on horseback and counted 3 million people, while the 2000 census counted more than 281 million people.

The footer contains the U.S. Census Bureau logo and links for Press Room, Data Tools, Information Quality, Product Catalog, and Contact Us.

## Ten Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$300 billion in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.

Source: 2010 Census Complete Count Committee Guide, p20

## TRIVIA

*Are census data confidential?*

The Census Bureau cannot share an individual's census questionnaire with anyone. This includes welfare and immigration agencies. However, the Census Bureau will release records after 72 years has passed from the date the census was taken.

“1953—During the Truman administration, the White House had to undergo renovation. It was necessary to relocate the President until the renovation was completed. The Secret Service requested from the Census Bureau information on residents living in the proposed relocation area for the purpose of performing background checks. However, because census data are ABSOLUTELY CONFIDENTIAL, even to the President, the request was denied. President Truman spent his exile at Blair House.”

“1980—Armed with a search warrant authorizing them to seize census documents, four FBI agents entered the Census Bureau's Colorado Springs office. No confidential information was ever released because a census worker held off the agents until her superiors resolved the issue with the FBI.”

Source: Quoted text, 2010 Census Complete Count Committee Guide, p7

## ON THE HORIZON: Rural Sociological Society Meeting

72<sup>nd</sup> Annual Meeting of the Rural Sociological Society (RSS), “Climate Change and Societal Response: Livelihoods, Communities, and the Environment,” July 30-August 2, 2009, Madison, Wisconsin.

Several APL staff will present at the conference. Richelle Winkler will present a talk titled “Rural Destinations and Their Uneven Development: Variations in the Impact of Natural, Social, and Urban Amenities across Space and Place.” Katherine Curtis will present “Southern Poverty and the Return Migration.” Katherine Curtis and Annemarie Schneider will also present “Human Population Implications of Climate Change: Localized Predictions.”

Additionally, several affiliates of UW-Madison's Department of Rural Sociology will also present at the conference.

## STAFF SPOTLIGHT: Roz Klaas

Rozalynn Klaas has been a GIS student worker at the Applied Population Laboratory since September 2008. Most of her year was spent creating digital maps of Shanghai, China. For this project, Roz georeferenced scanned images of the city and created point shape files to illustrate collected data as well as polygon shape files for the different districts of the area. Roz also constructed a road network that enabled the use of network analysis tools in order to find shortest distance routes. This summer her work will be to assist in the Eau Claire School District Population Analysis. Her main tasks will be geocoding, digitizing boundaries, and map creation.



Rozalynn graduated from UW-Madison in 2006 with a degree in Biological Conservation, and spent the following two years working as a naturalist at an environmental camp for elementary students in Texas and also working for Habitat for Humanity in Wyoming. Last year she was enrolled in the UW-Madison's GIS Certification Program. She is currently applying for jobs and is looking to use her GIS skills in the environmental field. Rozalynn would like to do some traveling in her work to continue on seeing the rest of the country. Contact her at [rmklaas@wisc.edu](mailto:rmklaas@wisc.edu).



### Complete Count Committee

*How do I organize a Complete Count Committee (CCC) in my area?*

There are multiple types of Complete Count Committees: state and local governments and community-level. They all share the same goal of improving the response rate of the census through a grass-roots, neighbor-to-neighbor program. Community CCCs are useful in areas that do not have a government CCC or may need targeted outreach. For more information, contact the Census Bureau's Chicago regional office (630-288-9200) or visit [www.census.gov](http://www.census.gov).

Source: 2010 Census Complete Count Committee Guide

## FROM THE DIRECTOR'S DESK

It seems hard to believe but the next decennial census will be taken in less than a year. Many of you have already seen some promotional or organizational activities happening in your communities and all things census will really start ramping up in the coming months. This issue of *Population Notes* focuses on Census 2010 and some on some census "basics" as well as some of the partnership and promotional activities that are gearing up. As a State Data Center agency, the APL will be very involved over the next year in providing outreach and informational resources on Census 2010 and doing what we can to engage the citizens of Wisconsin to learn and participate in the census. These activities will reach a fever pitch in early 2010 and we will be using various modes (our website, fact sheets, email messages) to get the word out. We encourage you to get involved and to let us know if you have any questions or ideas about how to ensure a complete and accurate census count in Wisconsin communities.

Regards, Dan

### **Applied Population Lab UW-Madison/Extension**

316 Ag Hall  
1450 Linden Dr.  
Madison, WI 53706  
(608) 265-9545  
[www.apl.wisc.edu](http://www.apl.wisc.edu)