

Planning a Census

Preparation for the 2010 Census

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Introduction

- Significant Resources –both budget & staff
- Complex Organizational & Management Skills
- Depends on Trust, Understanding, and Cooperation
- Sophisticated Information Technology

Introduction

- Available Recent Guidelines

- United Nations Economic Commission of Europe site

<http://www.unece.org/stats/documents/census/2000/CensusRecommendations.html>

- United Nations Statistical Commission Recommendations

<http://unstats.un.org/unstd/statcom/doc07/BG-Census-E.pdf>

Outline

- How the concept of a census has changed
- Using appropriate information technology
- Getting the necessary resources
- Reaching the respondent and user communities
- Using the Internet

What Kind of Census?

- Traditional Model is the simultaneous enumeration in the field of all individuals and their characteristics
 - Outputs
 - National photograph
 - Small area data
 - Basis for most statistical surveys
 - Difficulties
 - Complex logistics
 - Rising costs

What Kind of Census?

Alternative Models

- Simultaneous enumeration in the field of all individuals and the characteristics of a sample
 - Advantages
 - Less burden
 - Disadvantages
 - Even more complicated logistics
 - Less small area detail

What Kind of Census?

Alternative Models

- Simultaneous enumeration of all individuals and their characteristics through administrative registers
 - Advantages
 - Less burden
 - Higher frequency
 - No spikes
 - Disadvantages
 - Dependency on accuracy of registers
 - Some data not collected by registers

What Kind of Census?

Alternative Models

- Simultaneous enumeration of all individuals through registers and the characteristics of a sample
- Advantages
 - Reduced burden
- Disadvantages
 - Technical issues on how to combine and weigh the data

What Kind of Census?

Alternative Models

- Enumeration of all individuals in the field and annual updates of characteristics on a sample basis
- Advantages
 - Reduced burden
 - Yearly updates
- Disadvantages
 - Difficult to explain moving averages

Using and Managing IT

- Using appropriate technology
- Managing contracts not IT professionals
- Dealing with security concerns
- Accounting for costs

Using the Internet

- Critical mass of users
- Cost
- Hard to reach populations
- Reputation and public cooperation
 - Confidentiality
 - NSO reputation

Obtaining Resources

- Accurately forecasting costs
- Ensuring transparency and openness
- Maintaining credibility
- Using proven techniques and technology

Outreach – Respondent and User Communities

- Start early
- Be transparent
- Admit limitations
- Leadership crucial

Outreach

- Reaching agreement on outputs more important than process
- Agreements needed
 - What are core questions?
 - What degree of error?
 - How small is small in small area data?
 - When is data required?
 - How current must data be?
 - How does it integrate with other surveys and sampling frames?