



CENSUS 2010 AND REDISTRICTING

Wisconsin Land Information Association Workshop

February 24, 2010

Presented By Dan Veroff (Applied Population Laboratory)
James Beaudoin (Applied Population Laboratory)
and Tony Van Der Wielen (Legislative Technology Services Bureau)

Applied Population Laboratory, University of Wisconsin – Madison/Extension

UW
Extension
Cooperative Extension

Census 2010 and Redistricting Discussion

- Census 2010 is ~~around the corner~~ **NOW!**
- What is different for 2010?
- What about census data for small areas?
- Zoom in on local redistricting
- Your questions

What about Census 2010?

United States
Census 2010

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.
Start here

The Census must count every person living in the United States on April 1, 2010.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
 - Do not count anyone living away either at college or in the Armed Forces.
 - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
 - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?
Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark ☒ all that apply.

☐ Children, such as newborn babies or foster children
☐ Relatives, such as adult children, cousins, or in-laws
☐ Nonrelatives, such as roommates or live-in baby sitters
☐ People staying here temporarily
☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
☐ Rented?
☐ Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
Area Code + Number
 - -

OMB No. 0607-0019-C. Approval Expires 12/31/2011.
Form D-61 (1-10-2009)

U.S. CENSUS BUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
What is Person 1's name? Print name below.

Last Name First Name MI

6. What is Person 1's sex? Mark ☒ ONE box.
☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.
Age on April 1, 2010: Months Day Year of birth:

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1's race? Mark ☒ one or more boxes.

☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native — Print name of enrolled or principal tribe.

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ☐ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.

☐ Some other race — Print race.

10. Does Person 1 sometimes live or stay somewhere else?
☐ No ☐ Yes — Mark ☒ all that apply.

☐ In college housing ☐ For child custody
☐ In the military ☐ In jail or prison
☐ At a seasonal or second residence ☐ In a nursing home
☐ For another reason

→ If more people were counted in Question 1, continue with Person 2.

United States[®]
Census 2010



Census Day is April 1, 2010

Expect to see lots of promotion, outreach and ads

Short Form Only

Will produce counts of population and basic demographic characteristics

First new data in April 2011

The American Community Survey *aka What happened to the long form?*

13190013

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Please complete this form and return it as soon as possible after receiving it in the mail.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.

Telephone Device for the Deaf (TDD): Call 1-800-582-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al 1-877-833-5625. Usted también puede pedir un cuestionario en español o completar su entrevista por teléfono con un entrevistador que habla español.

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

USCENSUSBUREAU

Form ACS-1 (INFO)2009/KFI (05-01-2009)

CMB No. 0907-0810

Start Here

➔ Please print today's date.
Month Day Year

➔ Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number

➔ How many people are living or staying at this address?
• INCLUDE everyone who is living or staying here for more than 2 months.
• INCLUDE yourself if you are living here for more than 2 months.
• INCLUDE anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
• DO NOT INCLUDE anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.
Number of people

➔ Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.



Replaces long form

Large, continuous survey

Produces data for all areas by 2010

Annual updates of data

Adds new questions as needed

Census 2010 Key Dates

- March 2010: Delivery of Forms
- March-June 2010: Questionnaire Assistance Centers open
- April 1, 2010: Census Day
- May – July, 2010: Nonresponse Followup
- March – August 2010: Data capture
- Dec 31, 2010: Deliver apportionment counts
- March 2011 (by 4/1/11): Deliver redistricting Data
- April 2011 – September 2013: Other data and products released on flow basis

Census 2010 Operational Highlights

- Emphasis on partnerships
- Paid Advertising
- User-friendly questionnaires & assistance
- Improved followup and service-based enumeration

Spotlight on Address Canvassing

- Listers used handhelds to canvass and update addresses, update map features and get GPS map spot for all living quarters
- Nationally, about 144 million addresses
- Started 3/30/09; completed July 10, 2009

What is happening now?

- Local government involvement in improving the address list
- Complete Count Committees
 - Planning Database link: <http://pdb.2010.census.gov/>
- Media buys and paid advertising

Address List Review Programs

- Local Update of Census Addresses (LUCA) - **DONE**
 - ▣ Local governments reviewed and made changes to Census address lists and maps

- New Construction Program - **NOW**
 - ▣ New housing units added to address lists and maps

Data from Census 2010 (short form)

United States
Census 2010

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.
Start here

The Census must count every person living in the United States on April 1, 2010.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- The Census Bureau also conducts counts in institutions and other places, so:
 - Do not count anyone living away either at college or in the Armed Forces.
 - Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
 - Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?
Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark ☒ all that apply.

- ☐ Children, such as newborn babies or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws
- ☐ Nonrelatives, such as roommates or live-in baby sitters
- ☐ People staying here temporarily
- ☐ No additional people

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

- ☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- ☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
- ☐ Rented?
- ☐ Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
Area Code + Number
 - -

OMB No. 0607-0019-C. Approval Expires 12/31/2011.
Form D-61 (1-12-2009)

U.S. CENSUS BUREAU

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
What is Person 1's name? Print name below.

Last Name First Name MI

6. What is Person 1's sex? Mark ☒ ONE box.
☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1's race? Mark ☒ one or more boxes.

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — Print name of enrolled or principal tribe.
- ☐ Asian Indian
- ☐ Japanese
- ☐ Native Hawaiian
- ☐ Chinese
- ☐ Korean
- ☐ Guamanian or Chamorro
- ☐ Filipino
- ☐ Vietnamese
- ☐ Samoan
- ☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- ☐ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- ☐ Some other race — Print race.

10. Does Person 1 sometimes live or stay somewhere else?
☐ No ☐ Yes — Mark ☒ all that apply.

- ☐ In college housing
- ☐ In the military
- ☐ At a seasonal or second residence
- ☐ For child custody
- ☐ In jail or prison
- ☐ In a nursing home
- ☐ For another reason

→ If more people were counted in Question 1, continue with Person 2.

Age

Race

Households and Families

Types
Relationships
Living arrangements of kids

Tenure of housing
(owner vs. renter)

Housing Occupancy/Vacancy

Cross tabulations of data &
data for very small areas

What's so great about decennial census data?

- ❑ Collected consistently for all areas
- ❑ Available for very small areas
- ❑ Allows comparison over time and space
- ❑ Sets new “baselines”

How will local areas get data?

- ❑ Data for Reapportionment - 12/31/2010
- ❑ Redistricting Data (PL 94-171) - 4/1/2011
 - ❑ Population totals by race/age for small areas
 - ❑ Released to state (via FTP, internet, cd-rom)
- ❑ Other data available starting June 2011 (via the American FactFinder)
 - ❑ Profiles
 - ❑ Printed Reports
 - ❑ Electronic Files
 - ❑ Quick Tables

What is Redistricting Data?

- Tabulations by race/ethnicity for total population and population of voting age
- 63 Race Categories
- Data down to the census block level
- Data accompanied by census maps

American FactFinder – Accessing Data

The screenshot shows the American FactFinder website. At the top is the U.S. Census Bureau logo and a navigation bar with links: Main, Search, Feedback, FAQs, Glossary, Site Map, and Help. Below the navigation bar is a banner with the text "Your source for population, housing, economic, and geographic data". The left sidebar contains a "POPULATION FINDER" section with links to FACT SHEET, PEOPLE, HOUSING, BUSINESS AND GOVERNMENT, ABOUT THE DATA, DATA SETS, DOWNLOAD CENTER, MAPS, TOOLS AND REFERENCES, and an Address Search... box. The main content area is divided into several sections: "Fast Access to Information" with a form to get a Fact Sheet, "Getting Detailed Data" with links to Decennial Census, American Community Survey, Puerto Rico Community Survey, Population Estimates Program, Economic Census, and Annual Economic Surveys, "Special Interest" with links to Puerto Rico, American Indian and Alaska Native data, FastFacts for Congress, and Kids' Corner, "Population Data" with a link to Population Finder, "U.S. Population Clock" showing 308,573,674, "What's New" with a link to Road Tour Launch, and "2009 Population Estimates" and "2006-2008 American Community Survey 3-Year Estimates".

U.S. Census Bureau

American FactFinder

Main Search Feedback FAQs Glossary Site Map Help

Your source for population, housing, economic, and geographic data

POPULATION FINDER

FACT SHEET

PEOPLE

HOUSING

BUSINESS AND GOVERNMENT

ABOUT THE DATA

DATA SETS

DOWNLOAD CENTER

MAPS

TOOLS AND REFERENCES

Address Search...
Enter a [street address](#) to find Census 2000 data

- [Browser Notes](#)
- [Confidentiality](#)
- [Citing FactFinder](#)

Fast Access to Information

Get a Fact Sheet for your community...

city/town, county, or zip

state

[or select a state using a map >](#)

Getting Detailed Data

Decennial Census - taken every 10 years to collect information about the people and housing of the United States
[learn more](#) | [get data](#)

See the [Count Question Resolution Program](#) for information on Census 2000 count corrections.

American Community Survey - an ongoing survey that provides data about your community every year
[learn more](#) | [get data](#)

Puerto Rico Community Survey - the equivalent of the American Community Survey for Puerto Rico
[learn more](#) | [get data](#) | [en español](#)

Population Estimates Program - population numbers between censuses
[learn more](#) | [get data](#)

Economic Census - profiles the U.S. economy every 5 years
[learn more](#) | [get data](#)

Annual Economic Surveys - data from the Annual Survey of Manufactures, County Business Patterns and Nonemployer Statistics
[learn more](#) | [get data](#)

Special Interest

 **La Encuesta sobre la Comunidad de Puerto Rico y Censo 2000** Puerto Rico [en español](#)

[American Indian and Alaska Native data and links](#)

[FastFacts for Congress](#) - Demographic and economic data for Congressional Districts

[Kids' Corner](#) - Learn fun facts about your state and take a quiz

Information on [Religion](#) and [Genealogy](#)

Population Data

Population Finder
Use the [Population Finder](#) to view population trends for your community.

U.S. Population Clock
22:44 UTC (EST+5) Jan 28, 2010
308,573,674
[more population clocks >](#)

What's New

 **ROAD TOUR LAUNCH**
January 4th, 2010: Census Bureau Launches [2010 Census Road Tour](#) across the nation!

 **2009 Population Estimates** for the U.S. and states are now available from the [Data Sets page](#).

2006-2008 American Community Survey 3-Year Estimates are now available for cities, counties and other areas with populations of 20,000 or more from the [Data Sets page](#).

2006-2008 Puerto Rico Community Survey (PRCS) 3-Year Estimates in Spanish for Puerto Rico cities, municipios and other areas of 20,000 population or more, and **2008 PRCS 1-Year Estimates** for Puerto Rico areas 65,000 population or greater are available from the [Data Sets page](#).

2007 County Business Patterns Quick Reports and Thematic Maps data are now available from the [Data Sets page](#).

2008 Population estimates are now available from the [Data Sets page](#).

- Detailed data
- Profiles
- Subject tables
- Maps
- Data available from
 - Census 2010
 - American Community Survey
 - 1990 & 2000 Census
 - Other census surveys

<http://factfinder.census.gov/>

Tony Van Der Wielen

LTSB

Tony Van Der Wielen
e-mail: Tony.vanderwielen@legis.wisconsin.gov
Phone: (608) 283-1817
Wisconsin Legislative Technology Services Bureau
GIS Manager

Jim Beaudoin

APL

James Beadoin

e-mail: jmbeaudoin@wisc.edu

Phone: (608) 265-9488

Applied Population Laboratory

University of Wisconsin-Madison/Extension

Questions?

Dan Veroff

e-mail: dlveroff@wisc.edu

Phone: (608) 265-9545

Applied Population Laboratory

University of Wisconsin-Madison/Extension