

Nevada's 2010 Census Campaign: *It's In Our Hands*

A Presentation to the Las Vegas City Council
David Byerman, U.S. Census Bureau
May 20th, 2009



The 2010 Census: How Does Nevada Benefit?

- ▶ Power
 - ▶ Representation in Congress
 - ▶ Electoral Votes
 - ▶ Redistricting of State Legislature
- ▶ Jobs
 - ▶ Approximately 4,000 Nevadans To Be Hired Altogether in 2010
 - ▶ 1,340 Nevadans Already Hired for Address Canvassing Operation

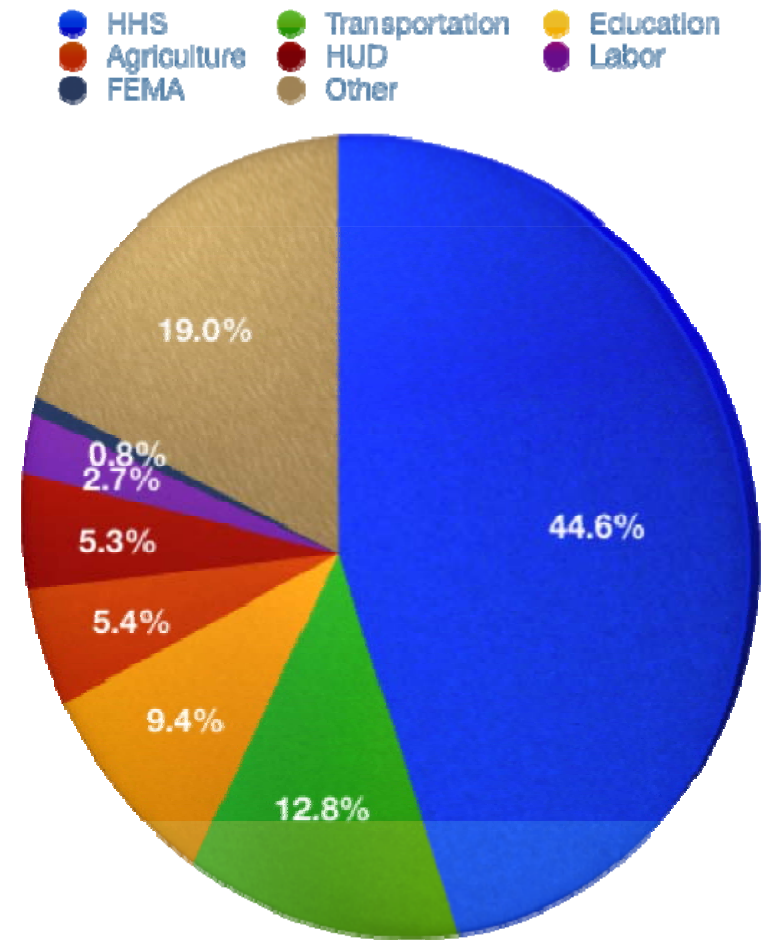


The 2010 Census: How Does Nevada Benefit?

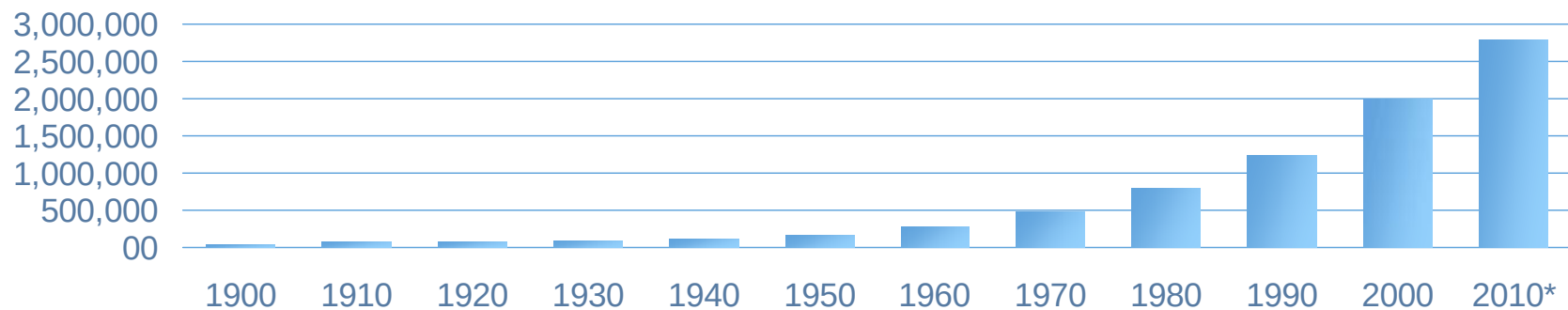
► Money

- Every Nevadan Missed by the Census Bureau in 2010 Translates to \$917 Per Person Per Year

(Source: Nevada State Data Center, State Demographer, Legislative Counsel Bureau)



A Tale of Two Censuses



• Nevada's 1990 Census

- ▶ Limited Partnership Activities
- ▶ A Reliance on National Messaging with Little Nevada Resonance or Imagery
- ▶ Nevada: The Fifth-Worst Census Mailed Response Rate in the Nation
- ▶ A 2.30% Undercount in Nevada

(Source: Census Bureau Post-Enumeration Survey, <http://www.census.gov/dmd/www/pdf/understate.pdf>)

Nevada's 2000 Census

- ▶ Significant Partnerships Throughout Nevada With Community and Governmental Groups
- ▶ Nevada-Specific Marketing and Messaging
- ▶ Nevada: The Best Improvement in Census Response of Any Station in the Nation
- ▶ A 1.68% Undercount in Nevada

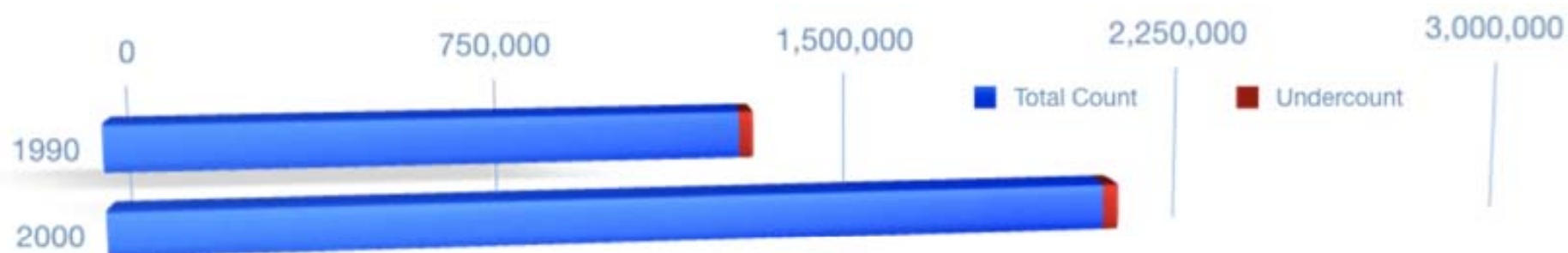
(Source: Price Waterhousecoopers Census Study, http://govinfo.library.unr.edu/cmb/reports/060601.pricewaterhouse/downloads/pwc_AppendixA.pdf)

A Successful Approach for Nevada

- ▶ Answer the Question: “What’s In It For Me?”
- ▶ Use Nevada Leaders, Nevada Imagery, and Respect Skepticism
- ▶ Recast Nevada’s Census Effort as a Grassroots Neighborhood Campaign



Doing the Math: The Impact of the Undercount



- Nevada's 1990 Census

- Total Population: 1,236,130

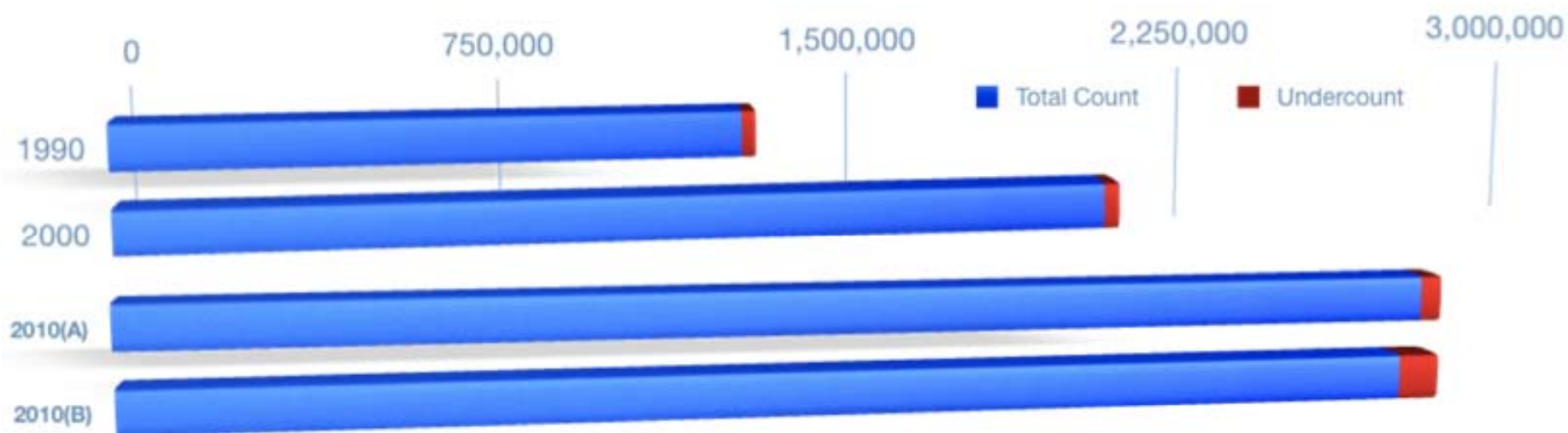
- Undercount: 2.30% =
28,431 Nevadans Missed

- Nevada's 2000 Census

- Total Population: 1,998,257

- Undercount: 1.68% =
33,570 Nevadans Missed

Doing the Math: The Impact of the Undercount



- **2010 Census: Scenario A**

- **Estimated Population: 2,801,551**

- **Undercount: 1.68%**
47,066 Nevadans Missed

- **Impact: \$43.2 Million Annually**

- **2010 Census: Scenario B**

- **Estimated Population: 2,801,551**

- **Undercount: 2.30%**
64,436 Nevadans Missed

- **Impact: \$59.1 Million Annually**

What We're Asking of You Today:

- ▶ **To Become Public Champions for Nevada's 2010 Census Campaign:**
Because \$15.9 Million in Annual Federal Funding Allocation is Part of the Solution to Our Fiscal Woes
- ▶ **To Pass a Resolution Supporting Regional Collaboration:**
Because a Regional and Collaborative Campaign is a Proven Strategy for Nevada



It's In Our Hands

More Information:

David A. Byerman ♦ david.a.byerman@census.gov

<http://2010.census.gov/2010census/>

<http://www.twitter.com/nvcensus>

