

Nevada's Census 2010 Campaign: *We All Count*

A Final Operations Update and Partner Recognition

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Census Process: Final Phases

- ▶ May 1 - June 30:
Non Response Follow Up
- ▶ July 1 - July 23:
Vacant Delete Check
- ▶ By September 24:
All Nevada Offices Close
- ▶ December 31:
Delivery of National Count to
President of the United States
- ▶ Spring 2011:
Delivery State Count to NV
Executive/Legislative Leadership



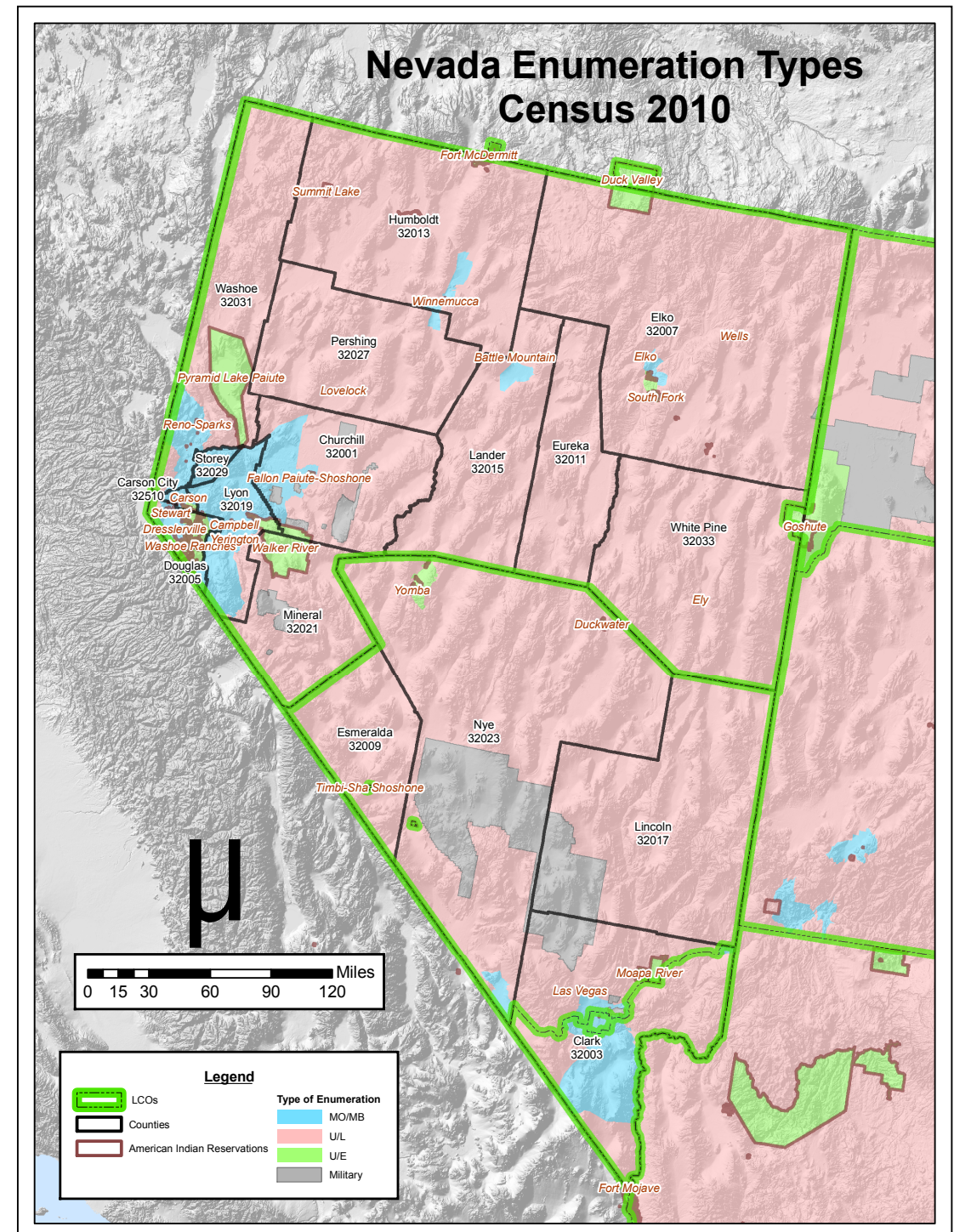
Major Accomplishments

- ▶ A Robust Advertising Campaign:
\$961,055 Secured Through Support of the SAGE Commission, Secretary of State, Governor's Office, and Nevada State Legislature
- ▶ Strong Community Partnerships:
Over 1,500 Partners Throughout Nevada, Many Focusing on "Hard to Enumerate" Populations
- ▶ Operational Support Statewide:
325 Questionnaire Assistance Centers
400 Be Counted Sites
\$3.5 Million in "In-Kind" Donations
Ubiquitous Media Coverage
Final "March to the Mailbox" Push



Types of Enumeration: Recap

- ▶ Types of Enumeration:
 - ▶ 90% **Mailout/Mailback**
 - ▶ 9% **Update Leave**
 - ▶ 1% **Update Enumerate**
- ▶ Four NV Local Census Offices:
 - ▶ Henderson
 - ▶ Las Vegas
 - ▶ North Las Vegas
 - ▶ Reno



Data Product Release Schedule:

2010 CENSUS DATA PRODUCTS:

February 2011 - March 2011

Census Redistricting Data (P.L. 94-171) Summary File For States:

- State population counts for race and Hispanic or Latino categories
- State housing unit counts by occupancy status (occupied units, vacant units)
- Lowest Level Geography: Blocks

March 2011 - February 2012

2010 Census Briefs:

- Analysis of topics including graphs and tables
- Topics based on 2010 Census questions
- Similar to the Census 2000 Briefs series
- Lowest Level Geography: Largest Places

April 2011

National Summary File of 2010 Census Redistricting Data (P.L. 94-171):

- Population and housing unit counts for the United States, regions, divisions, and American Indian, Alaska Native, and Native Hawaiian Areas

May 2011

Demographic Profile:

- Selected population and housing characteristics
- Includes Congressional Districts of the 111th Congress
- Lowest Level Geography: Places / Functioning Minor Civil Divisions

June 2011 - August 2011

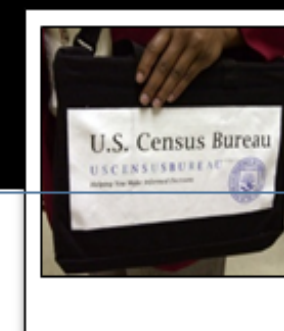
Summary File 1 (SF 1) for States:

- Population counts for 63 race categories and Hispanic or Latino
- Population counts for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes
- Selected population and housing characteristics
- Lowest Level Geography: Blocks

June 2011 - June 2013

2010 Census Special Reports:

- Detailed analysis of topics including graphs, tables, and maps
- Similar to the Census 2000 special Report series



November 2011

National Summary file 1 (SF1) Update:

- Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas

May 2012

National Summary File 2 (SF2) Update:

- Counts for the United States, regions, divisions, and geographic areas that cross state lines such as American Indian Areas and Core-Based Statistical Areas

May 2012 - December 2012

Summary Population and Housing Characteristics Report Series:

- Data Tables on age, sex, race, Hispanic origin, households, families, housing tenure and occupation population density, and area

Demographic Info: DP-1 (Example)

Table DP-1. Profile of General Demographic Characteristics: 2000

Geographic Area: Denver city, Colorado

[For information on confidentiality protection, nonsampling error, and definitions, see text]

Subject	Number	Percent	Subject	Number	Percent
Total population.....	554,636	100.0	HISPANIC OR LATINO AND RACE		
SEX AND AGE			Total population.....	554,636	100.0
Male.....	280,207	50.5	Hispanic or Latino (of any race).....	175,704	31.7
Female.....	274,429	49.5	Mexican.....	120,664	21.8
Under 5 years.....	37,769	6.8	Puerto Rican.....	1,632	0.3
5 to 9 years.....	34,473	6.2	Cuban.....	669	0.1
10 to 14 years.....	31,315	5.6	Other Hispanic or Latino.....	52,739	9.5
15 to 19 years.....	32,259	5.8	Not Hispanic or Latino.....	378,932	68.3
20 to 24 years.....	45,534	8.2	White alone.....	287,997	51.9
25 to 34 years.....	113,676	20.5	RELATIONSHIP		
35 to 44 years.....	86,420	15.6	Total population.....	554,636	100.0
45 to 54 years.....	71,000	12.8	In households.....	541,917	97.7
55 to 59 years.....	22,573	4.1	Householder.....	239,235	43.1
60 to 64 years.....	17,191	3.1	Spouse.....	83,016	15.0
65 to 74 years.....	30,643	5.5	Child.....	131,799	23.8
75 to 84 years.....	23,369	4.2	Own child under 18 years.....	103,404	18.6
85 years and over.....	8,414	1.5	Other relatives.....	40,288	7.3
Median age (years).....	33.1	(X)	Under 18 years.....	14,886	2.7
18 years and over.....	432,870	78.0	Nonrelatives.....	47,579	8.6
Male.....	217,604	39.2	Unmarried partner.....	15,737	2.8
Female.....	215,266	38.8	In group quarters.....	12,719	2.3
21 years and over.....	410,987	74.1	Institutionalized population.....	6,216	1.1
62 years and over.....	72,300	13.0	Noninstitutionalized population.....	6,503	1.2
65 years and over.....	62,426	11.3	HOUSEHOLD BY TYPE		
Male.....	24,695	4.5	Total households.....	239,235	100.0
Female.....	37,731	6.8	Family households (families).....	119,300	49.9
RACE			With own children under 18 years.....	55,598	23.2
One race.....	533,842	96.3	Married-couple family.....	83,016	34.7
White.....	362,180	65.3	With own children under 18 years.....	35,890	15.0
Black or African American.....	61,649	11.1	Female householder, no husband present.....	25,923	10.8
American Indian and Alaska Native.....	7,290	1.3	With own children under 18 years.....	15,212	6.4
Asian.....	15,611	2.8	Nonfamily households.....	119,935	50.1
			Householder living alone.....	94,044	39.3
			Householder 65 years and over.....	22,604	9.4

Thank You for Your Invaluable Support

Because of Your Support:

- ▶ We Maximized the Count for Nevada
Benefit: \$917/Person/Year, 10 Years
- ▶ We Built a Broad Coalition:
Over 1,500 Partners Statewide
- ▶ We Successfully Recruited 6,200
Nevadans to Work the Census:
Providing Short-Term Stimulus and
Extending Unemployment Benefits
for Thousands of Nevadans
- ▶ We Realized a High Response Rate:
Nevada One of Only Two States
in Denver Region to Equal Its
2000 Response Rate in 2010



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More Information:

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