

# CENSO 2010

Starting Steps

President of Brazil  
**Luiz Inácio Lula da Silva**

Planning, Budget and Administration Secretary  
**Paulo Bernardo Silva**

## **INSTITUTO BRASILEIRO DE GEOGRAFIA E ESTATÍSTICA - IBGE**

President  
**Eduardo Pereira Nunes**

Executive Director  
**Sérgio da Costa Côrtes**

### **SINGLE SPECIFIC COMMITTEES**

Research Director  
**Wasmália Socorro Barata Bivar**

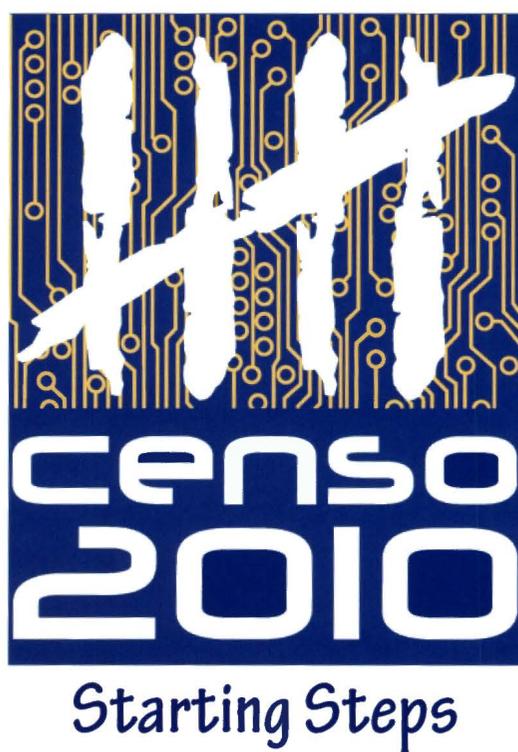
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**Luiz Paulo Souto Fortes**

Computer Science Director  
**Luiz Fernando Pinto Mariano**

Documentation and Dissemination of Information Center  
**David Wu Tai**

National School of Statistics  
**Sérgio da Costa Côrtes** (acting director)

Ministério do Planejamento, Orçamento e Gestão  
Instituto Brasileiro de Geografia e Estatística - IBGE



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# Table of contents

05	Introduction
06	What the survey will include
08	Improvements
10	Georeferenced information
12	Who works in the Census
13	Budget
14	Relationship network
15	Mobilization and publicity
16	Census 2010 in action
17	The dissemination of results
19	Information to the country and its citizens

# Introduction

**T**he Brazilian Institute of Geography and Statistics – IBGE – presents in this publication a summary of the preparation process of the 2010 Census, the major operation ever conducted by the Institution.

The importance of providing information about the activities involved in the 2010 Census to the different government levels and to all the organized society comes from the necessity of active cooperation and participation of these segments to ensure that everyone benefits the most from the Census results.

The Census preparation started in 2007 and the work became more intense in 2008. Data collection is expected to begin on August 1st, 2010 and the first release of results, in December of the same year.

In this publication, we will try to offer an overview of what is being done, of what is yet to come, of the logistics involved and of the methodology applied.



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## What the survey will include

The Brazilian Institute of Geography and Statistics will conduct, in 2010, the XII Population Census, which will consist of a big portrait, in both size and reach, of our population and of its socioeconomic features. At the same time, the Census will be the basis over which will lie the public and private planning for the next decade.

Planning the content of the questionnaire is, undoubtedly, the first step towards the composition of this portrait, but it must be done in a cooperative way, together with all those who are interested in the results. With this objective in mind we have been open to receive contributions, that is, suggestions which can add to the questionnaire being elaborated.

In order to facilitate this task, we have made available on the web site [www.ibge.gov.br/censo2010](http://www.ibge.gov.br/censo2010) a page containing the 2000 Census questionnaire, the methodology used, the International Recommendations for the 2010 Census, as well as a suggestion form.

Suggestions will be evaluated according to their relevance and applicability and then discussed in a meeting attended by all stakeholders. After all the items have been selected, they will be subject to pilot-tests.

As done in previous Censuses, two questionnaires will be used: a sample one, to be applied to a fraction of occupied households, and a simplified one, to the remaining households.



# The reach of the 2010 Census

## Chart 1

Universe covered by the Census: the whole National Territory

Number of municipalities: 5,565 municipalities

Number of households: about 58 million households

Number of census tracts: about 280 thousand census tracts

Personnel to be hired and trained: about 240 thousand persons  
(for collection, supervision, support and administration)

### Technology

hundreds of computers connected through a national network  
broad-band communication

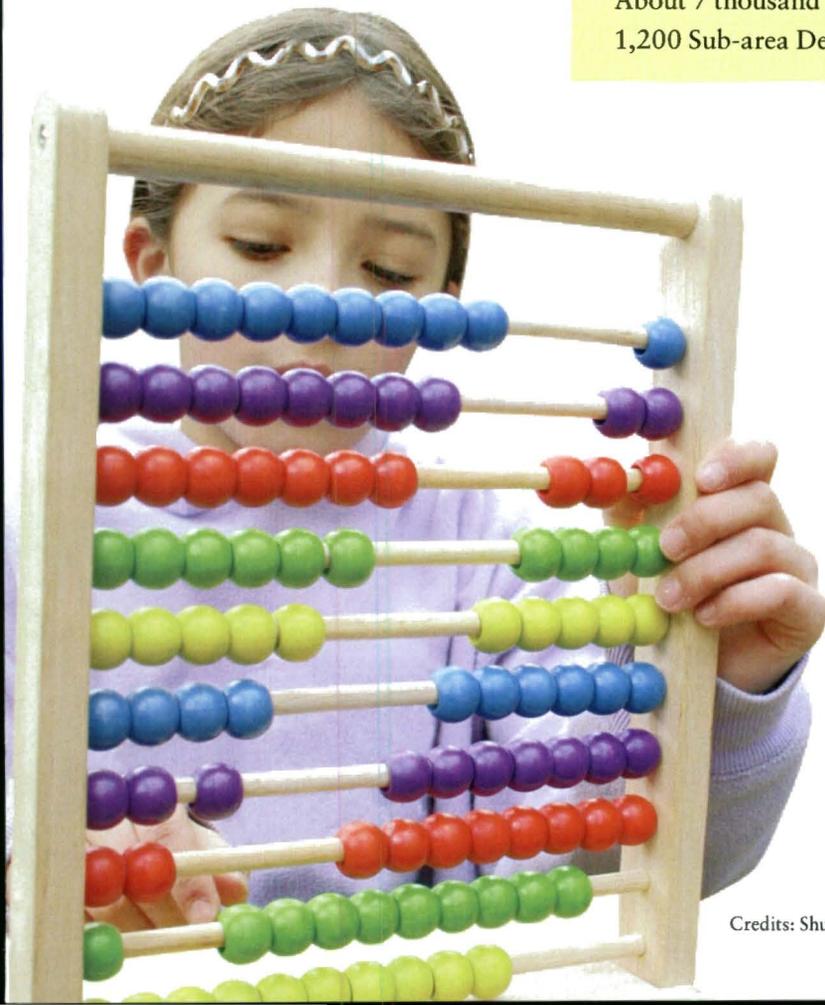
220 thousand handheld computers and netbooks equipped  
with GPS receivers

### Working units

27 State units

About 7 thousand computerized data collection units

1,200 Sub-area Departments



# Improvements

A major change in the methodology of work is now taking place at the Brazilian Institute of Geography and Statistics. The main benefit of this change, which is starting to be available to users, is the increase of the analytical potential of statistical information through data which are more and more interactive and space-related.

This change has occurred through the use of “windows of opportunity” offered by new technologies and their fast incorporation to the Institution’s projects. The latest and maybe most striking example is the 2007 Censuses, which produced not only results of Population Count and Census of Agriculture, but also left a big amount of georeferenced information and technological update in all the units of the institution and which, as in a system of connecting vessels, have been making changes. A recent example is PNAD – the National Household Sample Survey.

There is no doubt the main project of the institution is the 2010 CENSUS, and it is exactly the one to bring the greatest advances.

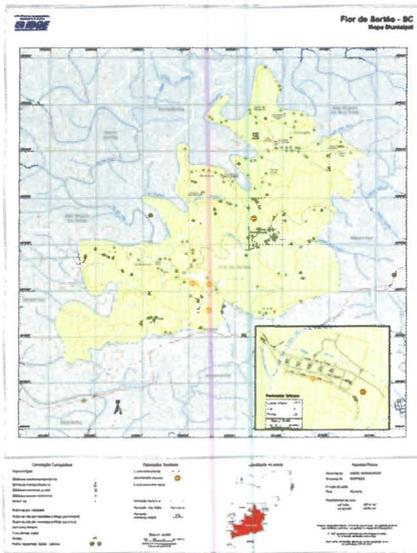
- A base map which will be changed from analog to digital mode, aggregating the urban base, the rural one, and the Address List.
- Thanks to the use of handheld computers and netbooks, there is more capacity to investigate new topics and to guarantee more quality.
- A handheld computer and netbooks allows the adaptation of the questionnaire to specific populations (indigenous peoples, for example)
- The concern with the size of samples at municipal level may vary according to the municipality size.



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- The incorporation of the Address List, which is now used in some sample surveys such as PNAD, POF and the project Integrated System of Household Surveys - SIPD1, will also allow the use of Internet to answer some surveys.

The base map for the 2010 Census will be a single one, integrating the urban and rural areas, and the country will be mapped and divided into census tracts. Each tract will be under the responsibility of an enumerator who will visit households and interview their members.

Among the improvements for the coming Census, IBGE will organize the Base Map and the Address List in a graphic environment structured on a geospatial database.

The National Address List for Statistical Purposes – CNEFE, based on the registers of units which have already been surveyed in 2000-2007, will encompass almost all urban tracts. After the inclusion of this previous list of addresses, which will be updated by several cadastral sources, in the handheld computer/netbook, the address data will be verified in major Brazilian cities. This stage is called Pre-Census and will begin in March 2010. The List will be linked to the digital mapping, allowing enumerators to better follow the path which they are supposed to cover during field work.

During the 2007 Census, the locational coordinates of schools and health establishments in the rural area were recorded by handheld computers/netbook equipped with GPS, generating a registry with information about these units which integrates and feeds information systems of several organizations. At a second stage, to happen between 2008 and 2009, the coordinates of these establishments in the urban zones of the country will also be recorded.



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<sup>1</sup> With the construction of a sample infrastructure, it will be possible to perform all the surveys of the system.

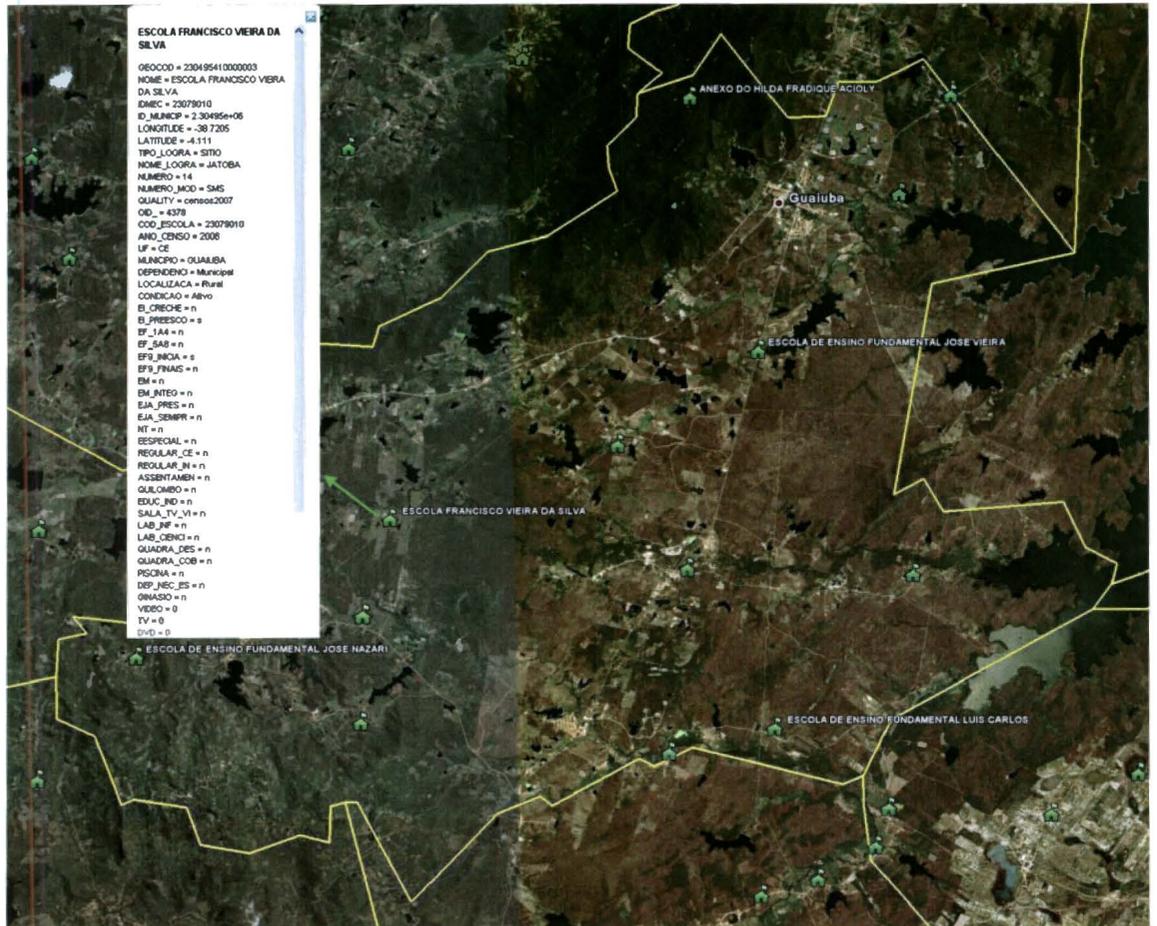
# Georeferenced information

The use of GPS in data collection equipment allows the georeferencing of several physical elements, thus increasing not only the possibilities concerning release of results, but also their later use by the government and by society.

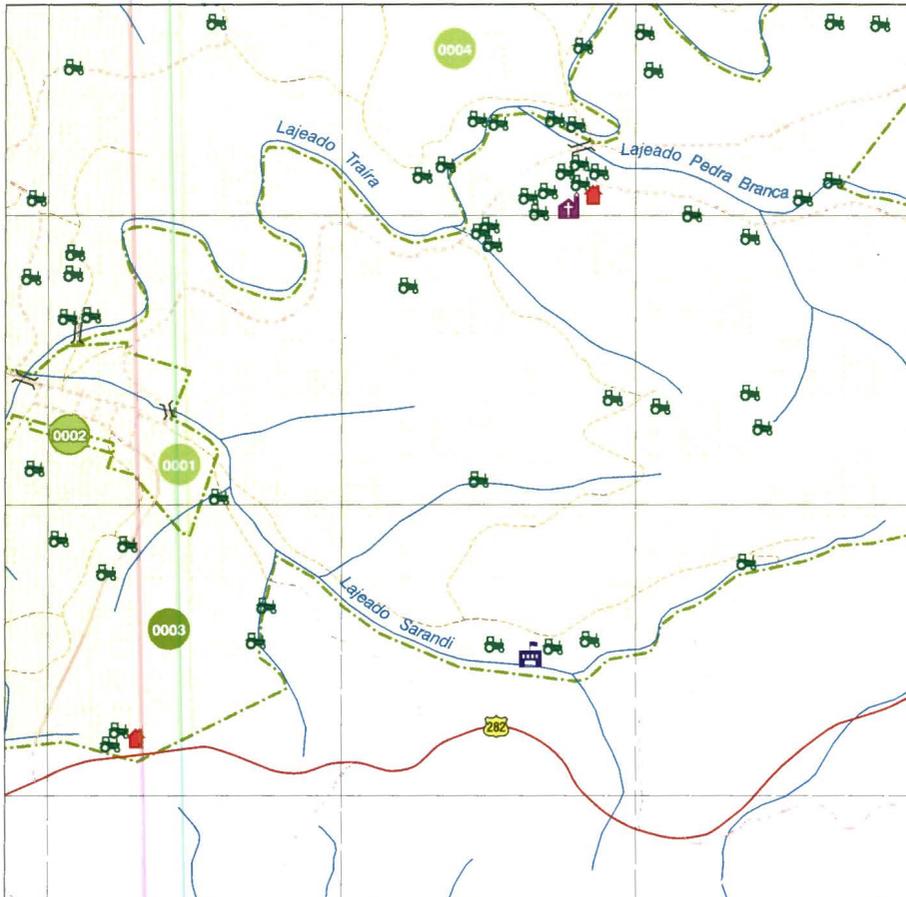
Similarly to what was done to schools and health establishments in the 2006 Census of Agriculture, in Census 2010 georeferenced elements will generate several layers of data and provide space-related information, leading to a better knowledge of the territory and its occupancy and, as a consequence, contributing to the creation of public policies.



Georeferenced schools in an urban area – neighborhood of Tijuca, in the municipality of Rio de Janeiro.



Georeferenced rural schools – municipality of Guaibuba, in Ceará.



Georeferenced agricultural establishments – municipality of Flor do Sertão, in Santa Catarina.

## Who works in the Census

**T**he census operation will employ about 240 thousand persons all over the country, including people hired through national entrance tests and civil servants who belong to the Institution staff.

The public entrance tests for enumerators will take place in the 5,564 municipalities of the country on the same day and at the same time. At least 1 million candidates are expected.

In order to train all the persons involved in the collection work, the system to be developed will alternate between distance and classroom learning courses (being expected to include self-instruction and distance online learning).

The program will use the best multimedia technologies available through the Internet such as: videoconferencing, video streaming and chat, besides paper versions of publications and other audiovisual material such as DVDs.

After all the process, over 200 thousand persons will have been trained in the concepts and in the use of handheld computers and netbooks so that, for four months, they will be visiting approximately 58 million households in the National Territory.



Photo by: IBGE/Alberto Jorge Cavalcanti Ferreira



Photo by: IBGE/Alberto Jorge Cavalcanti Ferreira

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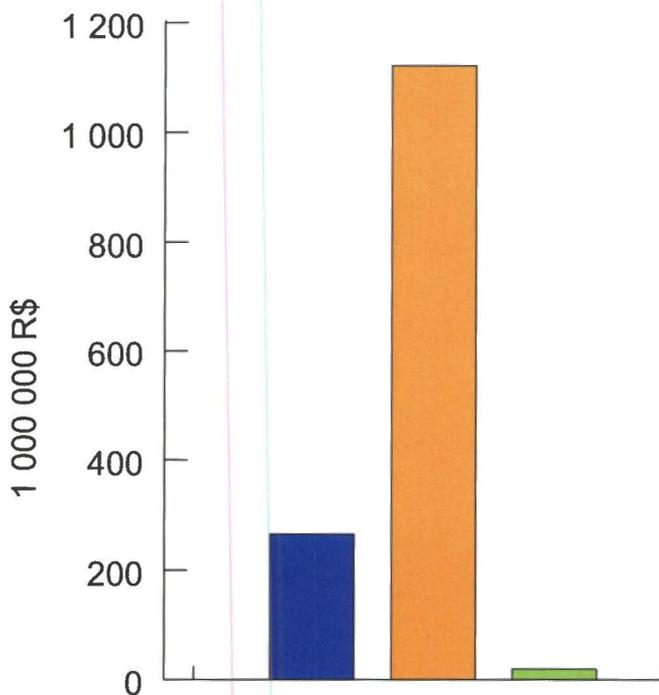


## Budget

A census is an enterprise that in any country demands a significant amount of resources, especially in a country of continental dimensions, such as Brazil, with approximately 8 million square kilometers of a heterogeneous territory which frequently is hard to reach.

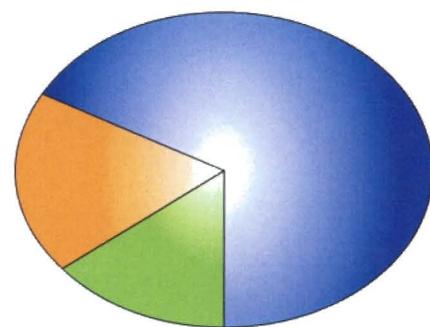
The expected budget for the 2010 Census is R\$ 1.4 billion. This figure encompasses the activities relative to the census operation in the period from 2009 to 2011. It is worth mentioning that regarding the budget distributed by activity throughout these four years, the most expensive activity is data collection, which represents 70% of the estimate of costs, and uses the biggest part of these resources in the item payment of personnel.

### Estimated expenses 2009-2011



	<b>2009</b>	R\$ 268 284 147
	<b>2010</b>	R\$ 1 124 896 255
	<b>2011</b>	R\$ 15 203 409
	<b>Total</b>	R\$ 1 408 383 811

### Estimated expenses by type



	<b>Personnel</b>	67 %
	<b>Other non-capital expenses</b>	19 %
	<b>Investment</b>	14 %

## Relationship network

An undertaking of the magnitude of a Census is impossible to be conducted without a solid network of partnerships in the public and private spheres.

Ministries are natural partners and, besides being users of Census information, they support the operation in several ways.

Another partnership which is worth mentioning is the municipal census commissions that used to be systematically summoned in censuses periods, and that IBGE will transform into permanent Municipal Commissions of Statistics and Geography. Similarly, we plan to create State Census Commissions.

These Commissions join efforts from different segments of the local societies in order to support and monitor the census operation. They are formed by members of IBGE; Executive, Legislative and Judiciary branches of the municipality; and local civil organizations. They try to cooperate in order that the local census operation may be successfully accomplished.

Among other external national partners, there are also the regional statistics agencies, state secretariats and metropolitan planning departments.

As international partners we count on the United Nations, through its specialized agencies such as Statistics Division, FAO and CEPAL, EUROSTAT, OECD, MERCOSUL and diverse official statistics agencies from other countries.



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## Mobilization and publicity

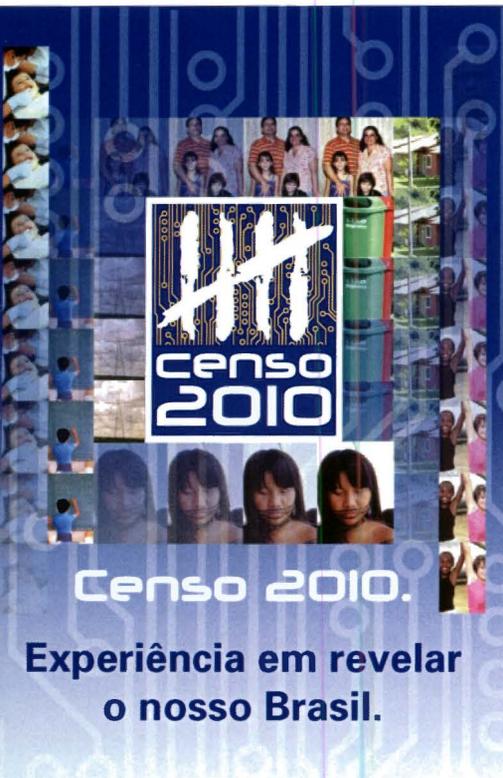
In order to conduct Census 2010, IBGE needs the support and participation of everyone. It is vital that the population understand the importance of welcoming the enumerator and answering the survey questionnaire.

Conducting the 2010 Census is a responsibility of IBGE and also of society, which fulfills its role of citizenship by cooperating with the census operation.

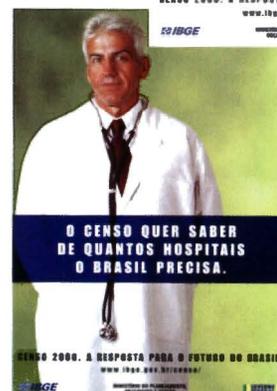
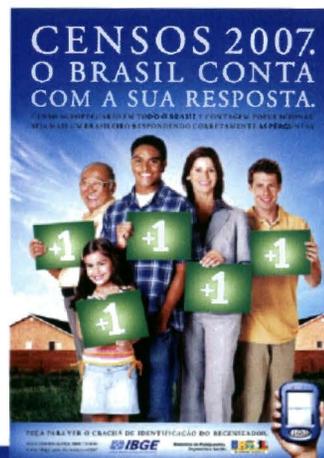
Therefore, even before the beginning of the data collection stage, the Institution has already started mobilization activities with the population, in order to inform and sensitize them about the census.

One of the publication channels of the 2010 Census is the web site (<http://www.ibge.gov.br/censo2010>), where it is possible to obtain the main information about the current survey.

As it has occurred in other Censuses, the publicity of Census 2010 will be conducted by an agency hired through public bidding to develop the marketing campaign.



[www.ibge.gov.br](http://www.ibge.gov.br) 0800-721-8181



## Census 2010 in action

**O**n August 1st, 2010, the data collection for the Census 2010 will begin. From Aylã to Chuí, from Ponta de Seixas to River Moa, from North to South, from East to West, all the regions of the country will be crossed by IBGE enumerators.

All the households of the country will be visited and any resident able to answer the questionnaire may answer the enumerator representing all the other residents of that household.

The enumerators, identified with a waistcoat, an identification card and a handheld computer or netbook, will collect data through a direct interview with questions listed in a questionnaire to be checked in the handheld computer/netbook.



Photo by: IBGE/ Alberto Jorge Cavalcanti Ferreira



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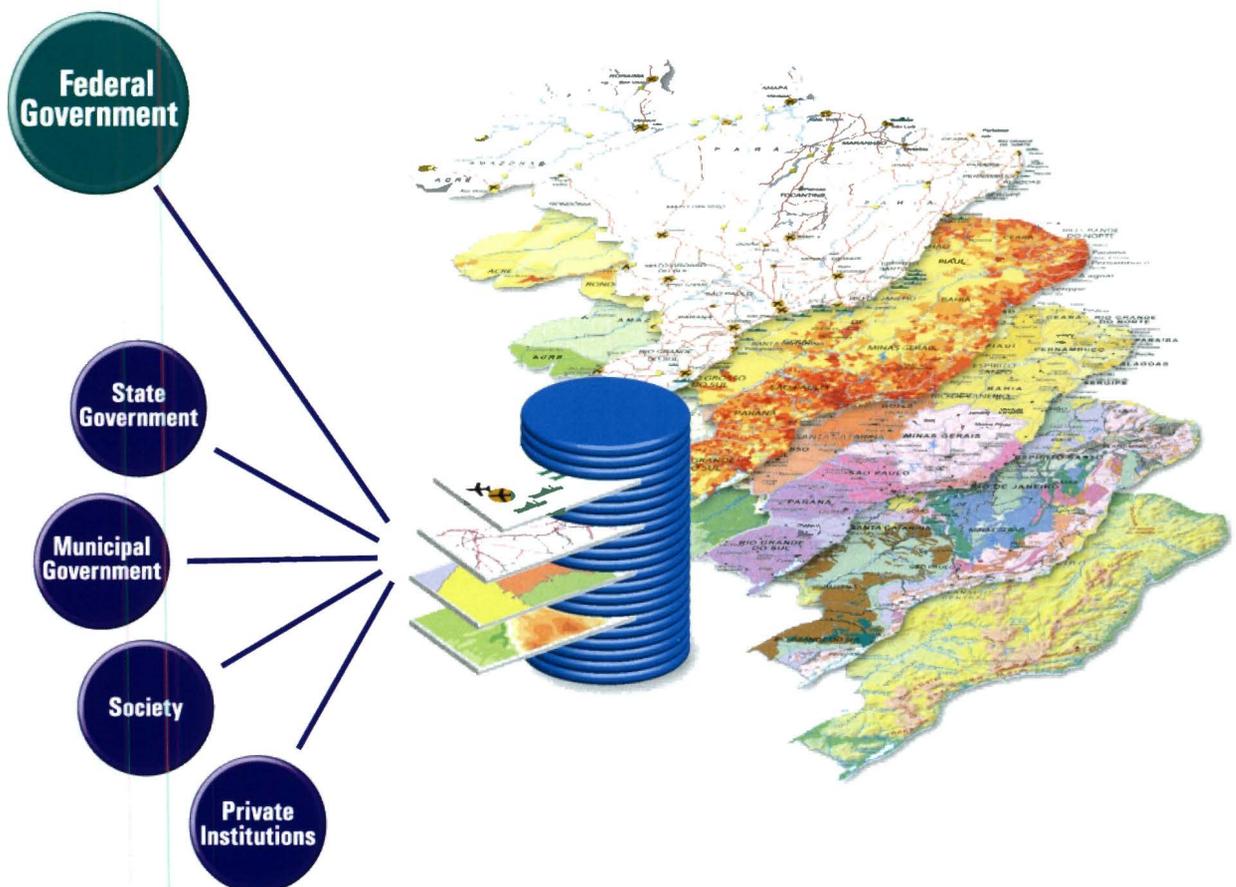
Photo by: IBGE/Marcio Flexa

## The dissemination of results

**A**ware of the new technological trends, the Institution is developing friendly applications accessed via browser which will allow the tabulation of results based on existing Databases (BME - Multidimensional Statistical Database and SIDRA - Aggregated Statistical Tables). Besides accessing the spatial display, it will be possible to edit, import and cross external data and display georeferenced information.

Also in course is the development of **SIG Brasil**, a component of the National Spatial Data Infrastructure (INDE) which will have several layers of information of the 2010 CENSUS. SIG Brasil will enable the association with other layers of information, thus becoming a powerful tool for data analysis.

Thematic publications in paper version will have the analytic contribution of respected specialized institutions and will lead the public to a better understanding of the results.



## Calendar of the main stages

### Chart 2

The following table shows a preliminary calendar of the main stages of Census 2010, from the preparatory stage until the release of the results.

2007: beginning of Census 2010 planning
August 2008: beginning of the transformation of the Territorial Base from analog to digital media.
July to November 2008: conduction of tests and pilot-tests of questionnaires and systems
2009: Rehearsal Census
August 2009 to February 2010: acquisition of complementary equipment for the Census data collection (handheld computers and netbooks) and other equipment
October 2009 to March 2010: recruitment and selection of temporary personnel
March to July 2010: training of the collection and supervision teams
August 1st, 2010: beginning of data collection (period of collection: 4 months)
December 2010: release of the first results



## Information to the country and its citizens

In December 2010, the first results of Census 2010 will be available and published in different media besides several locations in order to address the different public segments that demand this type of information.

The release of final and thematic results of the 2010 Census will take place in the course of the year 2011.

Remember that the data of IBGE, based on information provided by you, are essential to Brazil and to you as a citizen. It is through the results generated by the Population Census that governments, enterprises and scholars will plan their studies and activities in order to build the future.

So, when visited, please cooperate with the Census 2010. All this work is being done for you and for shaping a better country.



Photo by: Secretaria de Estado de Saúde de Goiás/Rodrigo Cabra



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