

censo 2010

The Ongoing Survey

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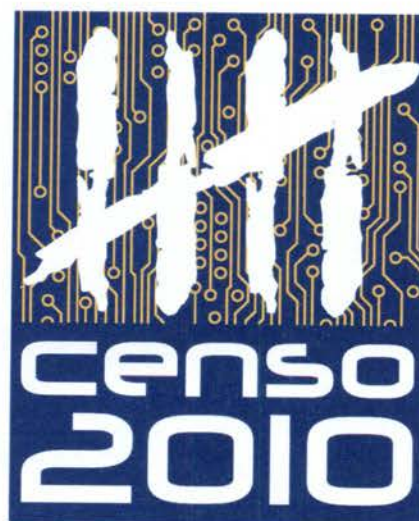
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The Ongoing Survey

Rio de Janeiro
September 2010

O CENSO JÁ COMEÇOU EM TODO O BRASIL.

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o Censo conhece as
condições de vida da
sua região. Receba
bem o recenseador
e responda corretamente
às perguntas.



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INTRODUCTION

The Brazilian Institute of Geography and Statistics (IBGE) presents in this publication a summary of the steps of the ongoing 2010 POPULATION CENSUS.

It is of the utmost importance that actions related to the 2010 CENSUS be widely known by different levels of government and by society as a whole, once the success of this enterprise and the benefits its results may bring greatly depend on the active cooperation and participation of the aforementioned segments.

The planning for the 2010 CENSUS started in 2007, but the pace of activities only really escalated in 2008 and 2009. Data collection started on August 1st, 2010, and the first results will be released at the end of November. More detailed information will be presented starting from 2011.

We deal with several topics throughout this summary: logistics, methodological preparation, innovations, training and collection, and the relevance of this survey to society. This way we intend to show what constitutes and how to conduct the CENSUS. This huge operation, which crosses the whole country in 2010, with the objective of finding out who, how many and where we are and also how we live, will provide a full-sized portrait of Brazil.

THE IMPORTANCE OF CENSUSES

Population censuses are the only source of information on people's life conditions in municipalities and localities. Local realities, in either urban or rural areas, depend on censuses to be known and updated.

A CENSUS produces essential information for the choice of national, state and municipal public policies and for the decision-making process concerning future investments by the private sector or by the government. Among the main applications of CENSUS results we can mention:

1. monitor the growth, the geographic distribution and the evolution of other characteristics of the Brazilian population in time;
2. identify areas for priority investments in health, education, housing, sanitation, transportation, energy, and children and elderly assistance programs, in order to revise and evaluate the allocation of public and private resources;
3. select places which need programs to stimulate economic growth and social development;

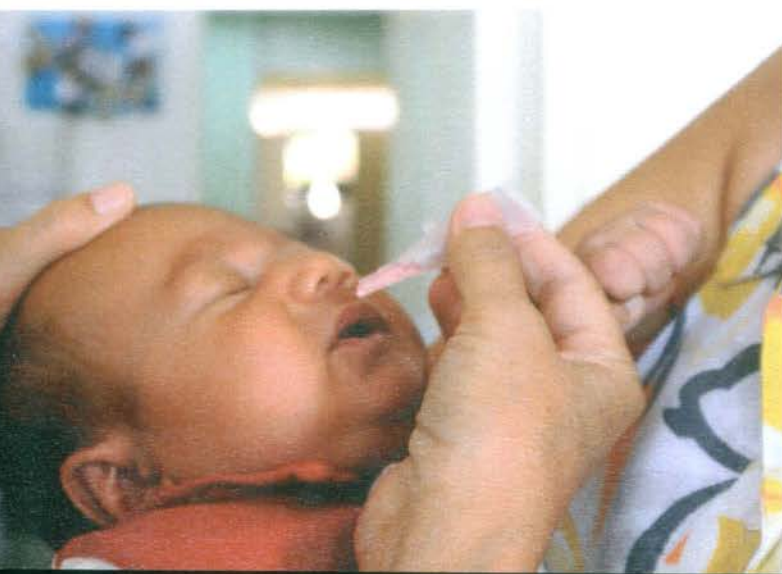
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CENSUS MAPPING

To reach the necessary level of quality of a CENSUS, it is essential to guarantee proper coverage of the whole territory. In this respect, the planning of a CENSUS operation starts with the improvement of maps and the data upload to the system of registered addresses, which, altogether, form the so-called CENSUS Mapping.

For the 2010 CENSUS a single digital CENSUS mapping was created, integrating rural and urban areas. The country was divided into 314.018 enumeration areas. For each area, an enumerator was designated to visit households and interview residents.

The enumeration area is the territorial unit delimited for the control of registered addresses. It has a continuous area and it is located in a single urban or rural block, with a specific dimension and number of households proper to be surveyed.

The improvements implemented in the 2010 CENSUS Mapping will enable IBGE to construct a geospatial database containing digital maps associated to the CNEFE.

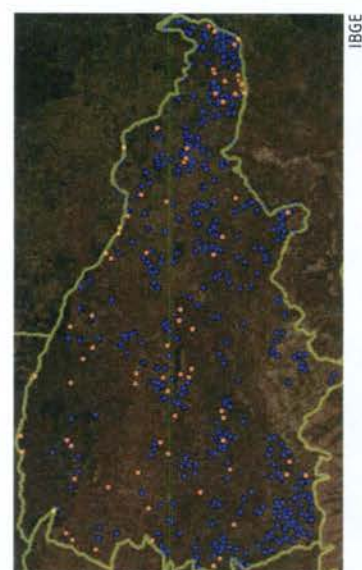
This work is conducted in a decentralized way and has the effective participation of State Units and of the national local-unit network in the execution of activities.

GEOREFERENCED INFORMATION

The use of GPS in Data collection equipment allows the georeferencing of several physical elements of the land, expanding not only the range of possible results, but also their later use by the government and by society.

Taking as an example what has occurred in teaching and health establishments in the 2006 CENSUS of Agriculture, in the 2010 CENSUS georeferenced elements will feed several layers of data and information, thus leading to better knowledge of the territory and its occupation.

All this set of data will be made available in the National Infrastructure of Spatial Data (INDE) and contribute to the planning of public policies.



NATIONAL ADDRESS LIST FOR STATISTICAL PURPOSES

CNEFE was developed to provide support to the statistical operation so as to improve Data collection in several surveys, thus leading to better levels of technical and operational quality of surveys and methodological advances.



The list elaboration started in 2005 with records of addresses of all Brazilian municipalities produced in the 2000 Population CENSUS, and it was updated during the 2007 CENSUS.

PRE-COLLECTION

During the pre-collection step, from April to June 2010, over 20 thousand supervisors listed addresses of residential and non-residential units of urban areas, and described the characteristics of CENSUS block faces, such as paving, lighting, existence of trees, etc.



Address lists were associated with maps of urban enumeration areas, allowing enumerators to know in advance the addresses they would have to visit. The lists are also an important tool for the verification of coverage quality, and their information can be crossed with that from external sources, such as the registers of electricity companies, for example.

Considering that part of the maps in the 2010 CENSUS are digital and georeferenced, the association with the List of Addresses leads to several advances in result dissemination products. Undoubtedly, restrictions aimed at protecting individual secrecy will be respected.

PERSONNEL WORKING IN THE 2010 CENSUS

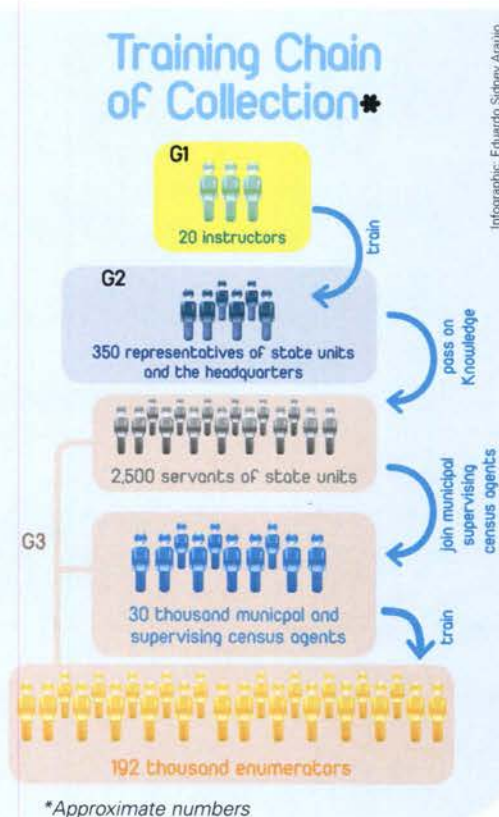
The CENSUS operation involves about 230 thousand persons all over the country, including those hired on a temporary basis by means of simplified selection processes, and servants from the permanent staff of IBGE. In order to fulfill this enormous demand, professionals who are taking part in the 2010 CENSUS participated in a specific training chain.

The training chain is based on a flow of information, that is, a small group of starting instructors (G1) passes on the training information to a larger group (G2) that, in turn, passes it on to an even larger group (G3) and so forth up to the edge: the enumerators. In the 2010 CENSUS, four training chains were formed: from pre-collection up to the supervisors; up to the administrative CENSUS agents; up to the computer CENSUS agents; and from collection that comprised IBGE technicians and hired personnel, going up to enumerators.

Advances aimed at the production of more effective results have been made in the 2010 CENSUS training methodology, and the main change was the inclusion of distance learning in addition to traditional methods adopted in such programs.

Among the several teaching resources available when it comes to in-class training, a highlight was the use of video classes, which guaranteed uniformity in the dissemination of concepts and procedures during the several steps of the training process.

Trainees made extensive use of handheld computers, being able to develop skills in the use of such equipment as a tool. Besides, all Data collection units in the 2010 CENSUS have digitized processing, which eventually contribute to the digital inclusion of thousands of enumerators and CENSUS agents, since all of them have access to microcomputers and handheld computers.



Infographic: Eduardo Sidney Araújo

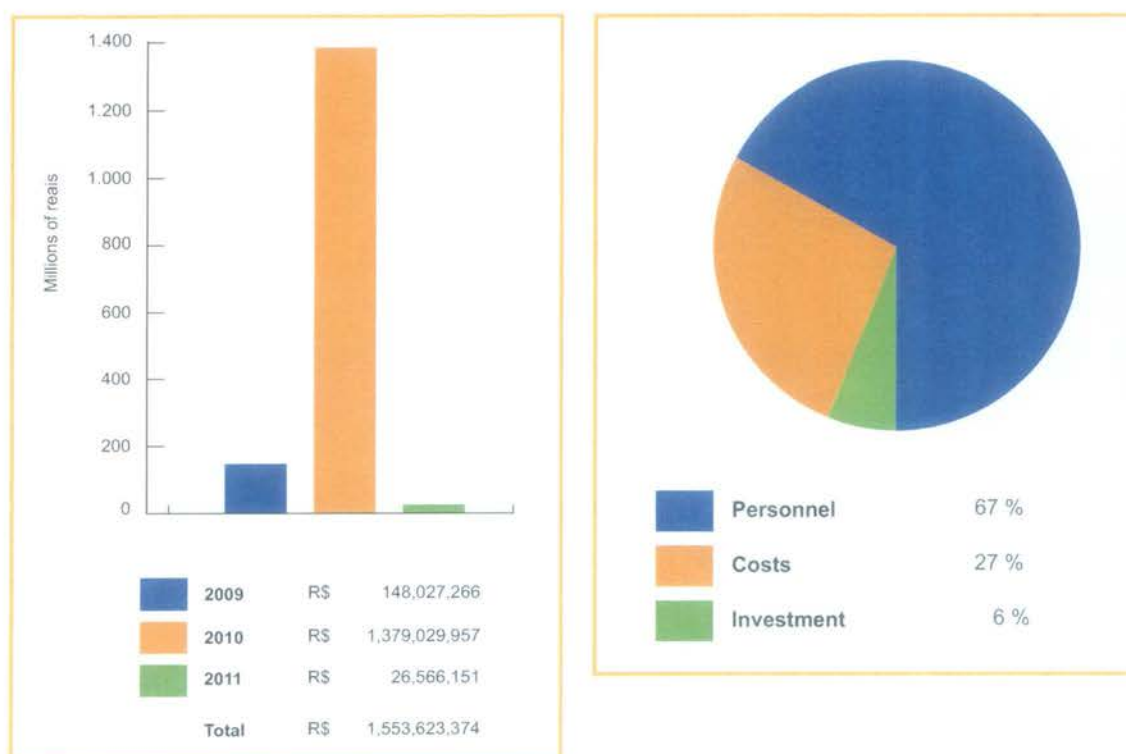


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BUDGET

A CENSUS is an enterprise that needs a significant amount of resources in any country, mainly in one of continental dimensions such as Brazil, with about 8 million km² of a heterogeneous and sometimes inaccessible territory.

The expected budget of the 2010 CENSUS is R\$ 1,553,623,374.00, a figure which refers to census-related activities in the period of 2009-2011. It is worth mentioning that the most expensive activity conducted in this three-year period is Data collection: it represents 70% of the estimated costs, most of which are directed to salaries.



PARTNERSHIPS

In order to conduct an operation of the magnitude of the Population CENSUS it is necessary to join efforts of external partners from private and public spheres. Among them are ministries, the Advisory Commission on the 2010 Population CENSUS, users of IBGE information, the State CENSUS Commissions and the Municipal Commissions of Geography and Statistics.

ADVISORY COMMISSION ON THE 2010 CENSUS

The commission is formed by 12 members, selected among renowned specialists with experience on the themes, methods and techniques discussed for the 2010 POPULATION CENSUS. The head of the Directorate of Surveys at IBGE presides over it.

This commission is expected to provide assistance on subjects related to the Population CENSUS, specifically on the definition of the questionnaire content, the strategy of the use of sampling in collection, the conduction and assessment of the CENSUS Rehearsal, the definition of data-processing methods, the development of a result dissemination plan, the monitoring of Data collection, and the assessment and analysis of results.

CONSULTATIONS WITH USERS

The preparation of a Population CENSUS traditionally involves consultations with expert communities, research centers and universities, and, especially, researchers in demography, education, health, work and income, and poverty. These experts are relevant users of CENSUS information, together with federal organizations and regional statistics offices in charge of state and municipal planning.

Given the dimension, the impact and the importance of the Population CENSUS, IBGE held a wide consultation with society, approximately 9 thousand users. By accessing a page on the Internet, through a specific keyword and login, users had the opportunity to analyze the 2000 Population CENSUS questionnaire and give suggestions for the 2010 CENSUS.





The consolidated result and the questionnaire of the first 2010 POPULATION CENSUS PILOT SURVEY were presented in the Meeting with Users of Population Censuses. Representatives of the diverse segments of society and of the users who answered the wide consultation participated in that event.

INTERNATIONAL PARTNERS

IBGE representatives have worked in the sphere of the United Nations Organization (UNO), the Statistical Office of the European Communities (Eurostat) and with the partners of the Southern Common Market (Mercosul) and representatives of official bureaus of statistics of several countries. All these efforts were aimed at the exchange and acquisition of experiences concerning new demands for information, methodologies and technologies.

Throughout the last decade, IBGE also participated in discussions and in the writing of the International Recommendations for Population and Housing Censuses of the United Nations (United Nations Statistics Division - UNSD) and Europe (United Nations Economic Commission for Europe - Unece). The objective of these events was to discuss the countries' experiences, and increase knowledge on questions related to CENSUS quality assurance, assessment, editing, imputation and validation of results, as well as to deal with themes that are difficult to measure.

INTERNATIONAL OBSERVERS SEMINAR

From October 20 to 22, 2009, a group of international observers followed the field works of the CENSUS Rehearsal conducted in the municipality of Rio Claro in São Paulo. The group was formed by experts from statistics institutes of Latin American and African countries. The purpose of the international mission was to know the technological methodologies and innovations IBGE has developed in the process of the 2010 CENSUS.

STATE CENSUS COMMISSIONS AND MUNICIPAL COMMISSIONS OF GEOGRAPHY AND STATISTICS

IBGE has been investing in the improvement and strengthening of State CENSUS Commissions (CCEs) and Municipal Commissions of Geography and Statistics (CMGEs). Their aim is to promote greater integration between the institution and local communities, so as to obtain cooperation and logistic support in the CENSUS and other works of the institution.

The commissions facilitate Data collection, taking part in the monitoring of the works and giving transparency to the operations, always with the purpose of attaining the correct territory coverage and the best quality of surveyed data.

In the State Commissions, IBGE counts on the support of offices and institutions that contribute to the government sphere and encourage municipal representations to offer support to Municipal Commissions.

The Commissions had as their priorities the monitoring of the CENSUS Mapping update, later contributing to the establishment of collection units, to the marketing of the selection process, to the monitoring of Data collection and to the offer of logistic support to the CENSUS operation. In the CENSUS Mapping updating phase, the Data collection maps were provided to the members of CMGEs, so that they could know the limits, villages, localities, among other things considered in Data collection.

CMGEs rely on the participation of IBGE representatives, executive, legislature and judiciary branches of municipalities, and other representatives of local civil organizations that may contribute to the full conduction of Censuses and other studies and surveys.

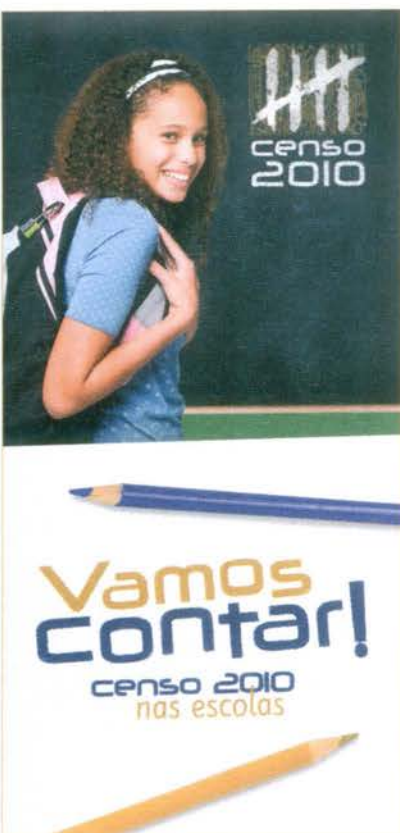
With great adherence of members, around 60 thousand persons have formed CMGEs in Brazil since May, 2009, when the first commission was created, proving that local communities are integrated with IBGE.



Meetings of the CMGEs in the states



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“LET’S COUNT!” PROJECT

The “Let’s Count! 2000 CENSUS at schools” educational project, initiated in the last CENSUS, is again implemented in 2010. The idea is to make teachers and students experience the whole CENSUS production process, thus understanding the importance and the use of survey results to the exercise and the strengthening of citizenship.

Conceived by educationalists, teachers and technicians of IBGE, “Let’s Count!” focuses on students of around 250 thousand public and private elementary and high schools throughout the country, reaching over 1 million classrooms. In a partnership with the Ministry of Education, State and Municipal Offices and schools of the whole country, the project will allow students to learn basic concepts used in censuses and to read maps, what will contribute to the comprehension and the use of statistical data and thematic maps.

It includes specific material such as teacher guides and population and political maps of Brazil to be explored in class or in homeworks.

The “Let’s Count!” Project, including its educational proposition and the teaching material, is available for consultation and download at www.ibge.gov.br/vamoscontar.



PUBLICITY

Making the whole Brazilian society aware of the importance of welcoming enumerators and correctly answering the questionnaire has been the greatest communication challenge of IBGE in the CENSUS.

Because of that, the institution started to mobilize society even before the Data collection phase.

One of the communication channels of the 2010 CENSUS is the website www.ibge.gov.br/censo2010, where it is possible to obtain major information on the survey progress.

Similarly to what happened in other censuses, the 2010 CENSUS publicity was conducted by a publicity agency contracted pursuant to a public tender. The agency Young & Rubicam was the winner, being responsible for the production and dissemination of the publicity campaign in the communication vehicles of the country.





PILOT SURVEYS, TESTS AND THE CENSUS REHEARSAL

In order to conduct the CENSUS it is necessary to prepare beforehand, plan and test procedures, so that in the actual operation everything works perfectly.

In the planning of the 2010 CENSUS, assessments and analyses of previous censuses were performed, besides cognitive tests and pilot surveys for specific themes, such as Disabled Persons, Internal and International Migration, Indigenous Populations, Literacy, and Sanitation, among others.

For example, IBGE has held several meetings with anthropologists and representatives of the Brazilian National Indian Foundation (Funai) and the Brazilian National Health Foundation (Funasa), to discuss the most appropriate way of investigating the Indigenous population in the 2010 CENSUS. IBGE has also conducted a pilot survey together with Paraguay about Indigenous peoples of the Avá Guarani ethnic group, in villages situated on both sides of the border.

The CENSUS Rehearsal, in its turn, was a general rehearsal for the 2010 POPULATION CENSUS. It was a crucial planning step that gave IBGE the opportunity to assess, improve, and correct, if necessary, the outlined procedures for the collection, such as personnel recruitment and team training; on-site handheld computer-based information collection or online collection; systems of collection monitoring and of enumerators' payment; system of supervision; editing; imputation; sample expansion and data tabulation.

The first CENSUS Rehearsal was conducted in the Municipality of Rio Claro (São Paulo); in the districts of Santo Antônio do Tauá (main district) in Pará; Bonfim da Feira (district of the municipality of Feira de Santana in Bahia); Guaporé (main district) in Rio Grande do Sul; and Fazenda Nova (main district) in Goiás; besides a sector of Indigenous land called Aldeia Velha, in Porto Seguro (Bahia). The reference date was the night from July 31, 2009, to August 1st, 2009, and the collection lasted for approximately three months.

In May, 2010, the municipality of Ipeúna (São Paulo) was the chosen location for the second CENSUS Rehearsal. The city, with 5,691 residents, was a model to test the changes identified in the CENSUS Rehearsal of Rio Claro. In this test, the collection questionnaires were applied in their final version.

DATA COLLECTION

On August 1st Data collection for the 2010 CENSUS began. From Ailã to Chuí, from Ponta do Seixas to River Moa, from North to South, from East to West, all regions of the country are being traversed by IBGE enumerators.

All households are being visited and any resident capable of answering the questionnaire may respond for all the dwellers of that household.

All persons that usually lived in the household up to the reference date – the night from July 31 to August 1st, 2009 – must be enumerated.

According to this criterion, persons who were born after July 31, 2010, will not be enumerated, and those persons who died after July 31, 2010, must be enumerated. They were household members on the reference date, and therefore must be included in the CENSUS.



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Enumerators are wearing a waistcoat, a badge and are carrying a handheld computer to collect information by means of a direct interview with questions listed in questionnaire form.

The investigation model of Brazilian Population Censuses has used two questionnaires since 1960:

- a lengthy questionnaire, administered to a sample of households (and each of its residents), called sample questionnaire; and
- a brief questionnaire, administered to households (and each of its residents) not selected for the sample, called basic questionnaire.



All the variables of the basic questionnaire are present in the sample questionnaire, so none of them are left aside in the CENSUS, that is, all households and persons are considered in their investigation. This allows the joining of records of both kinds of questionnaire into a Universe, i.e., a set that includes the basic information of the enumerated population.

In addition, the sample set is made of data on the most detailed characteristics of the population surveyed by the questionnaire. Those pieces of information will be properly weighed to supply estimates of population as a whole.

The survey by probability sampling in Data collection of Brazilian Population Censuses began in 1960 and has been performed since then in all decennial censuses.

In order to provide more precise information about small municipalities, the 2010 CENSUS applies five different sampling fractions in the households¹, according to the municipality size in terms of the population estimated for 2009.

The following table presents the fractions adopted in the 2010 Census:

¹ Private permanent occupied households or improvised households and lone persons or families living in collective households.

TABLE 1 – SAMPLING FRACTION AND NUMBER OF MUNICIPALITIES, BY MUNICIPALITY CLASSES CONSIDERING THE NUMBER OF RESIDENTS

POPULATION OF THE MUNICIPALITY, CONSIDERING THE NUMBER OF RESIDENTS	SAMPLING FRACTION OF HOUSEHOLDS	NUMBER OF MUNICIPALITIES
Up to 2,500	50%	260
More than 2,500 up to 8,000	33%	1 912
More than 8,000 up to 20,000	20%	1 749
More than 20,000 up to 500,000	10%	1 604
More than 500,000	5%	40
TOTAL	11%	5 565*

Source: IBGE. Municipal Estimates of Population 2009.

* Including Fernando de Noronha and Brasília.

As to the 40 municipalities with more than 500,000 residents, the possibility of applying different sampling fractions in each one of their intramunicipal administrative divisions (districts and subdistricts) was evaluated, in order to release estimates and micro data in these geographical levels. In 18 of these municipalities, it was necessary to enlarge the sampling fraction (see the table above) in at least one subdivision. In the other municipalities of this class (22 municipalities), the sampling fraction of 5% was kept, since for seven of those there is no administrative subdivision in the 2010 CENSUS Mapping. Moreover, for the remaining 15 municipalities, the expected size of the resulting sample in each subdivision already includes the minimum size established for the release of the estimates for all the existent subdivisions.

ONLINE DATA COLLECTION

IBGE has developed a complementary system to field work, the online Data collection, which is another option for gathering information, especially about households where it is difficult to contact the residents at a reasonable time, since many people work outside the house all day long.

The system of CENSUS reply via the Internet permits the 2010 CENSUS questionnaires, both the basic and the sample, to be answered through the web. In order to assess its feasibility, the method was previously tested in some areas of 15 Brazilian capitals, and also adopted in the CENSUS Rehearsal of Rio Claro (São Paulo).

In order to suit the resident's available time to complete the questionnaire, it may be answered in parts, because the system automatically saves the answers. Therefore, the resident may interrupt the completion whenever he desires to and recover it afterwards, at a more adequate moment within a pre-determined deadline.

The system developed for the internet is easy to be used, and transmission is safe as data are encrypted. The secrecy of the provided information will be preserved.

By offering the possibility of answering the questionnaires through the internet, IBGE increases collection alternatives, innovating the way of gathering information about Brazilians.

THEMATIC QUESTIONNAIRE CONTENT

The definition of the thematic content investigated in the 2010 CENSUS was proposed in the planning phase, after a wide consultation with several representative segments of society, by means of important forums, such as:

- meetings of the Advisory Commission on the 2010 Population Census;
- consultations with IBGE users;
- joint ministerial meetings;
- meeting with theme specialists;
- wide consultation with users of Population Censuses over the internet;
- meeting with users of POPULATION CENSUS.

Besides, international guidelines were assessed and several internal meetings and discussions were held with technicians and analysts of the institution – in the areas of statistics, economy, sociology, demography, geography – and specialists in issues of work, health, education, etc. Several studies, tests and two pilot surveys were conducted to outline the proposed questionnaires for the CENSUS Rehearsal, which were presented to the directive council of IBGE and to the Advisory Commission on the 2010 POPULATION CENSUS. Based on the collection operation in the CENSUS Rehearsal, some adjustments to questionnaire content were still necessary.

International guidelines aim at providing guidance and assistance to countries in the planning and conduction of population and housing censuses, in order to generate comparable data by selecting a basic set of CENSUS topics



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and to harmonize the corresponding definitions and classifications. In each country, the choice of themes to be approached is free, according to specific needs and existing data sources. However, international guidelines provide guidance about basic (core) topics, which are highly recommended for inclusion in the CENSUS, and about non basic topics, which are suggested and may be incorporated, according to the countries' interests.

The CENSUS operation is not compatible with lengthy questionnaires, difficult to administer

to respondents; it demands questionnaires with clear and objective questions for a complete understanding by both the enumerator and the interviewee, considering that the lowest schooling level required for the hired enumerators is elementary education. Also, an excessive number of questions demands a longer training period, and especially a longer interview time, what is not advisable for the quality of the answers.

On the other hand, the growing necessity for demographic and economic information, at detailed geographic levels, has considerably increased the demand for inclusion of new items in CENSUS questionnaires.

Therefore, for the selection of topics to be investigated in the 2010 CENSUS, several factors were considered: consultations with CENSUS users, review of traditionally investigated topics, reassessment of the need for keeping data series, evaluation of new data necessities, the existence of available alternatives for gathering data and also the international recommendations.

Fundamental criteria were also taken into consideration, such as relevance and applicability of the investigated variables. Priority was assigned to information useful for population estimates and projections; policies focused upon municipalities; sparse subpopulations of political interest (as long as it were effectively possible to ensure coverage); and structural information of public interest.

Considering the aforementioned considerations, the following items that were not present at the 2000 CENSUS were included in the 2010 CENSUS:

- for household characteristics: predominating material of the walls; energy supply from a distribution company and use of an exclusive energy meter; existence of cell phone, motorcycle, Internet access; international emigration (sex, age, year of departure and country of residence); shared responsibility for the household (one or more heads of the household); death of a resident in the last year (month and year of death, sex and age at death);
- for residents' characteristics: more detailed kinship relationships with the household responsible person (e.g.: spouse or partner of the same sex, child of the responsible person only); whether the resident has a living mother and whether she lives in the household; for the Indigenous population, the ethnic group or people they belong to and the language they speak; existence of birth record for residents up to 10 years old; last-move migration data; inclusion of higher level specialization course as the highest that is or was attended; identification, among residents, of women's spouse or partner to capture family nuclei; identification of income from social programs; separate questions for commuting to school and to work; usual commuting time; whether the person works in more than one municipality; daily return from work;
- possible detailed collective household identification (almshouses, hotel, prison, etc.) and features of the surroundings (surveyed at pre-collection: identification of public spaces – official street signs or another type –, existence of public lighting, paving, trees, storm drains, landfills, hazardous waste landfill, open sewers, curb; sidewalk, wheelchair ramp).

CONTENT OF CENSUS BASIC INFORMATION

The universe is made of information common to both questionnaires, the basic and the sample, and represents basic CENSUS information obtained for 100% of the population. This basic information was defined to address the following necessities and/or advantages:



- a. construction of a series of basic demographic and socio-economic indicators in highly detailed geographic levels, including for enumeration area, to make studies of intra municipal planning viable, as the sample is not enough to provide statistical significance in the geographic detail of the area;
- b. the commitment that the collection will take place within 3 months, because it must not be extended considering the reference date (night of July 31 to August 1st) and the fact that people move. Still, the time for administration of a basic questionnaire is around 15 minutes per household, depending on the family's size, whereas the time for administration of the sample questionnaire is around 45 minutes, what explains the reduced number and the simplicity required for items to be part of the basic questionnaire;
- c. information released to society in a shorter time, in relation to the sample questionnaire, because the release of universe final results is expected by 2011, whereas the release of sample results is expected by 2012;
- d. feeding of the estimation process of the CENSUS sample, so that expansion weights or factors fulfill the condition of calibrating sample estimates according to known figures of the universe. This must be done for a group of auxiliary variables common to the sample and to the universe of each estimate interest area;
- e. use of CENSUS information for planning samples of household surveys to be carried out between censuses; and
- f. production of information of sparse characteristics, which would not have the coverage and the representativeness ensured if investigated by sample surveys. Questions about international emigration and mortality are some examples.

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Considering these aspects, the 2010 CENSUS Basic Questionnaire comprises 37 items: eight about household characteristics, 11 about international migration and mortality in the household, four about household composition and 14 about each of the household dwellers.

HOUSING CHARACTERISTICS For occupied permanent private households questions are asked on: possession of the housing unit, number of bathrooms, existence of toilet, bathroom or toilet drain, water supply, waste type and destination, existence of energy supply from a distribution company, existence of an energy meter (of exclusive or common use) in the housing unit.

The number of bathrooms was considered a highly relevant variable due to the analyses of previous censuses results. Great correlation was shown between the number of bathrooms in the housing unit and household income. Therefore, this piece of information is potentially useful for socio-economic classification, and may be used in the planning of household survey samples.

INTERNATIONAL EMIGRATION Among the innovations of the 2010 CENSUS are questions about international emigration. The aim of this block of questions is to obtain the profile, by sex and age, of the Brazilians who moved to a foreign country, as well as to capture international migration flows. Moreover, from this information, it will be possible to know the family and socio-economic profile of those emigrants.



There are questions on the existence of a private household resident who left the country to live in another country, sex and age, year of departure and current country of residence.

HOUSEHOLD COMPOSITION There are questions about number of residents, shared responsibility, list of residents, identification of the responsible person, relationship with the responsible person.

Person responsible for the household: besides enumerating all the persons, the CENSUS also intends to learn about the relationships among residents of each household. To this end, it is necessary for residents to choose a responsible person for that household, and starting from this person these relationships begin to be identified.

This person, either a man or a woman, will be the first to be registered at the questionnaire. The term for this first person identified in the questionnaire varies among countries. In the case of Brazil, censuses and household surveys used, for a long time, “head of the household” and “head of the family”. These terms were always associated with authority and responsibility for the household’s business, and in most cases, with the most important source of livelihood.

For the 2010 CENSUS, the responsible person is that considered as such by the other residents. However, nowadays, this role may be played by more than one person. In many occasions the interviewee did not feel comfortable to indicate only one as the responsible person. For example: in those households where a couple lives and both are responsible for the household or where a group lives and shares expenses.

So, in the 2010 CENSUS an item was included to know whether responsibility for the household belongs to a sole resident or to more than one. But even when there is shared responsibility, it will be necessary to indicate one responsible person to describe the kinship relationship in the household.

Relationship with the responsible person for the household: in the 2000 CENSUS, the same kinship relationships adopted in previous censuses were kept: spouse or partner; child or stepchild; father; mother; father(mother)-in-law; grandson/granddaughter; great-grandson/great-granddaughter; sibling; other relative; non-paying unrelated residents; roomer; domestic worker; domestic worker’s relative.

The 2010 CENSUS went into detail to capture the existing relationship between each resident in the household (starting from the second person) and the responsible person in the private occupied households. In 2000, there were 10 categories, in 2010, there are 18, among which spouse or partner of the same sex.

GENERAL CHARACTERISTICS OF THE POPULATION (FOR EACH HOUSEHOLD MEMBER) These characteristics comprise sex, month and year of birth or age on 7/31/2010, color or race.







Sex and age: information about sex and age is requested from all, because they are vital to follow population growth, geographic distribution, and evolution in time. It is also invaluable for the planning and development of government policies and programs, such as those involving number of schools, number of vaccines, elderly assistance programs, etc.

Concerning age, the 2010 CENSUS asks the month and year of birth of each household resident. Age (in years or months for those aged under 1 year) will only be investigated when the person does not know or remember month or year of birth.

Color or race: this section has the objective of informing the Brazilian population composition by color or race, and of updating the studies on ethnic patterns and distribution. The survey of color or race in the CENSUS is based on the principle of self-identification, as spontaneously reported by the informant. The self-identification method is acknowledged worldwide and was ratified in the Durban Declaration (a statement from the III World Conference against Racism, Social Discrimination, Xenophobia and Related Intolerance, held in Durban, South Africa, from August 31 to September 7, 2001).

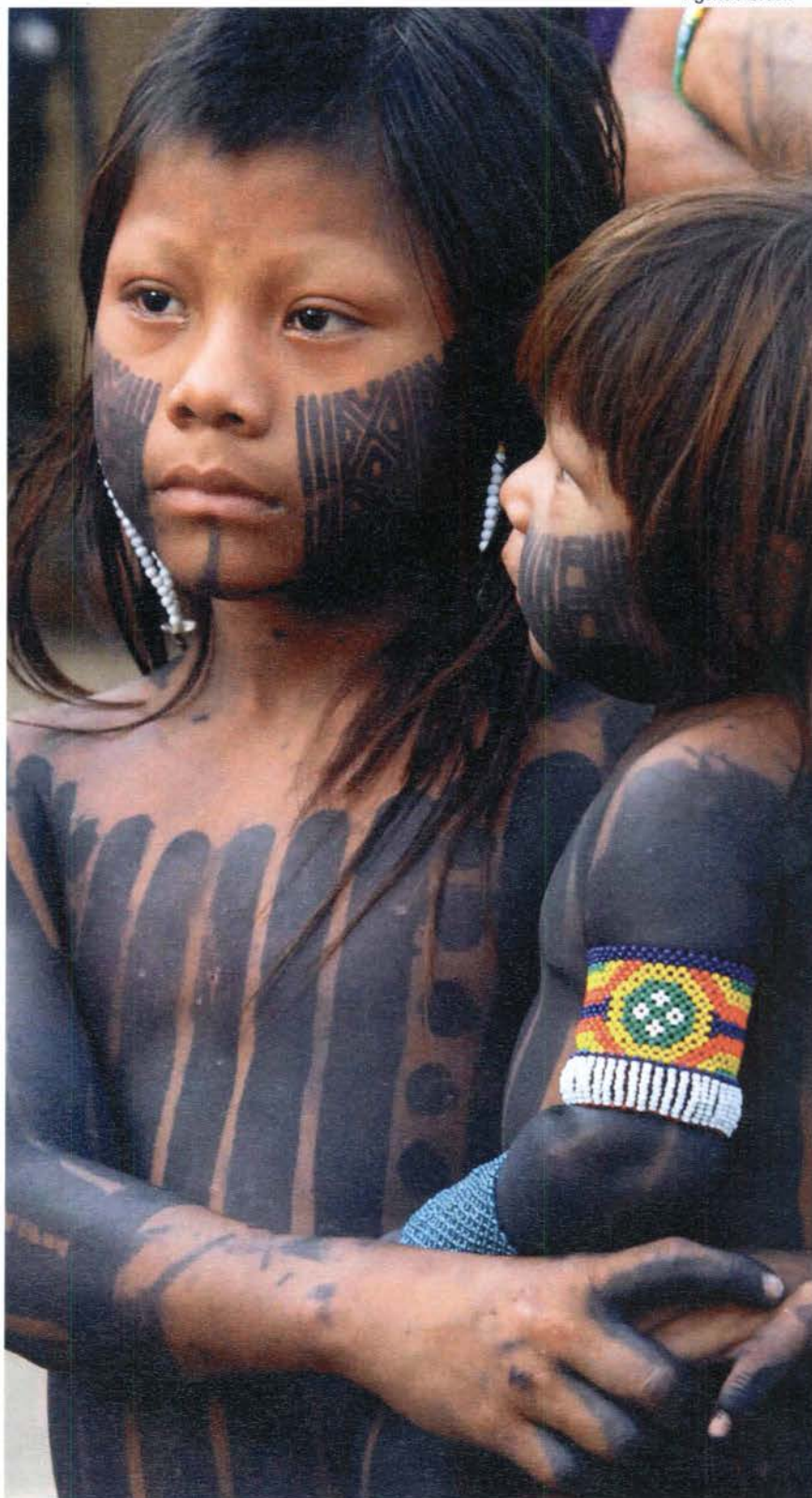
For the CENSUS 2010, after a debate with users and members of the Advisory Commission, it was recommended that IBGE keep in the questionnaire the question on “color or race” the way as it has been asked. For this reason, the Institute has decided to maintain the five classifications adopted in previous CENSUS editions and in IBGE household surveys: white, black, yellow, brown and indigenous.

It is worth mentioning that the item, which up to 2000 had been investigated only in the sample questionnaire, has become part of the basic questionnaire in the 2010 CENSUS, and now covers all the enumerated population.

Ethnic group and spoken language of indigenous populations: residents are asked their ethnic group² or people to which they belong, if they speak an indigenous language in the household, the specification of up to two indigenous languages and if they speak Portuguese in the household. Ethnic group and languages spoken are open items, subject to later codification.

The inquiry about ethnic group or people to which one belongs, for persons who declare to be or consider themselves to be indigenous, is aimed at the update of studies on patterns of evolution and ethnic distribution of indigenous populations. On the other hand, investigation of the language spoken is intended to inform what indigenous languages are present in Brazil, and, consequently, help in the planning of social and educational policies directed to these linguistic minorities.

² Human community defined by linguistic, cultural and social affinity. It also corresponds to a people or tribe as a group of persons characterized by a common cultural lifestyle.



Birth certificate for persons aged 10 years or under: for the first time, the CENSUS investigates the existence of a birth record for household members aged 10 years or under – the age group among which this document is least common. This item was mainly requested by governmental sectors that deal with social problems, given the relevance of a birth certificate in statistical terms and as an indicator of citizenship.

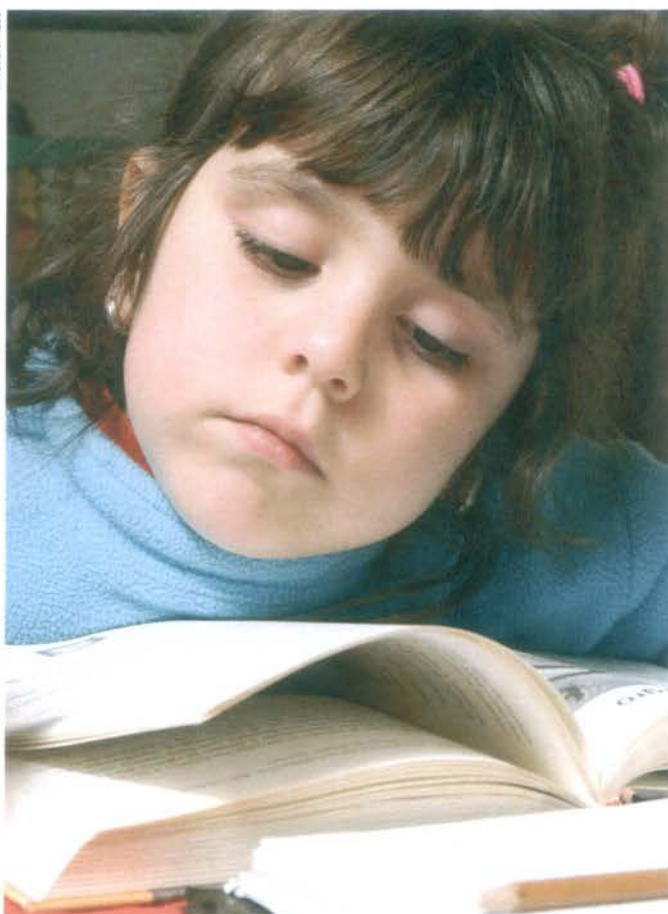


TRIBUNAL DE JUSTIÇA DO PIAUÍ (VANPBB)

Literacy: due to major regional differences among literacy rates in the country, the question which informs if “one can read and write” is asked to all persons aged 5 years or over, and represents essential information in a country that still has a considerable illiterate

population. It is important to know literacy rates in more detail and for each geographic level, so as to guide the implementation of effective illiteracy eradication policies.

PHOTOXPRESS



It is worth mentioning that within the theme “education”, only the item about literacy is investigated in the basic questionnaire of the 2010 CENSUS. In the CENSUS editions of 1991 and 2000, two other items (the highest level of schooling reached, the last school grade successfully-finished) were investigated in the Basic Questionnaire, and related questions were only asked to the person responsible for the household or to the individual resident of a collective household.

Total average income: for the 2010 CENSUS, with regard to the structural changes faced by Brazilian society, including the growing participation of women in the labor market and changes in the family structure, there has been a reevaluation of the section related to income in the Basic Questionnaire, previously directed only to the person responsible for the household. Because of that and of the strong demand from users, income is now investigated for all persons aged 10 years or over.

DEATH OF A HOUSEHOLD MEMBER IN THE LAST 12 MONTHS Questions on month and year of death, sex, and age at death are asked.

Items related to mortality were investigated in the 1980 CENSUS and are now back in the 2010 edition, in the question “Did any person who lived with you pass away in the last 12 months?”, asked to all private households. It is a difficult theme to approach in the interview, and the answers are not always reliable.

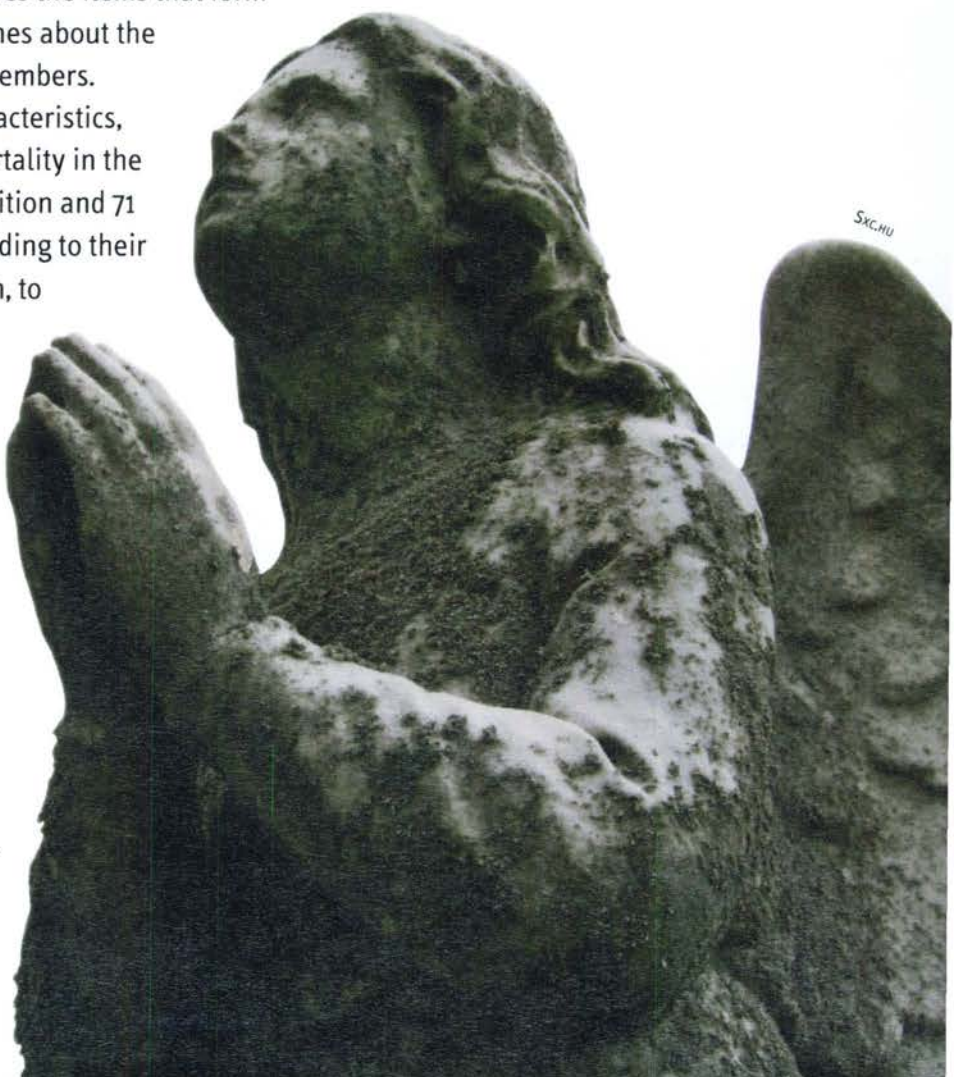
SAMPLE QUESTIONNAIRE CONTENT

The Sample Questionnaire includes, besides the items that form the Basic Questionnaire, other detailed ones about the characteristics of the household and its members.

It has 108 items: 22 about household characteristics, 11 about international emigration and mortality in the household, four about household composition and 71 directed to each household resident according to their sex and age – it is possible, for this reason, to skip some questions depending on the case. For example, questions relative to nuptiality, labor and income are only asked to persons aged 10 years or over, and questions about fertility, only to women in this same age group.

See below a detailed description of each section in the 2010 CENSUS Sample Questionnaire:

HOUSING CHARACTERISTICS For occupied permanent private households, questions are asked on possession



of the household, value of rent for rented households, predominant material on outside walls, number of rooms in the household, number of rooms used for sleeping, number of bathrooms, existence of a toilet, bathroom or toilet drain, form of water supply in the household, water piping, garbage disposal, existence of a company for the distribution of electricity, existence of electric energy meters (of exclusive or common use), existence of durable goods associated to: access to information, facilitation of household tasks, digital inclusion and commuting - radio, television, washing machines, refrigerators, mobile telephone, personal computer, personal computer with Internet access, motorcycle and automobile for personal use.

INTERNATIONAL EMIGRATION Questions are asked on the existence, in private households, of a resident that left the country in order to live in another one: sex and age, year of departure and current country of residence (the same items as in the Basic Questionnaire).

HOUSEHOLD COMPOSITION There are questions on the number of residents, shared responsibility, list of residents, identification of the person responsible for the household, relationship with the person responsible for the household (the same items as in the Basic Questionnaire).



COMMONS.WIKIMEDIA.ORG



COMMONS.WIKIMEDIA.ORG



GENERAL CHARACTERISTICS OF THE POPULATION (FOR EACH HOUSEHOLD MEMBER)

Residents are asked about sex, month and year of birth or age on 7/31/2010, color or race and religion or cult. The items about sex, age and color or race are the same as in the Basic Questionnaire.

Religion or cult: the objective of this topic is to know what religions are reported by the population and the number of followers of each one. The religion of cult is informed in an open item, subject to later codification. In the handheld computer system, there is a database developed according to information from previous Censuses and to the classifications used in this field (discussed with religion experts, including representatives of the Institute of Religious Studies – ISER) in order to help record information and facilitate the typing of answers. The enumerator records the information given by the informant and, if it is already in the database, typing time is saved; otherwise, the new text is recorded for later codification.

Maternal orphanhood: existence of a living mother, name of the mother in case she lives in the household. Besides studies on mortality, this investigation helps to identify family composition in the household.



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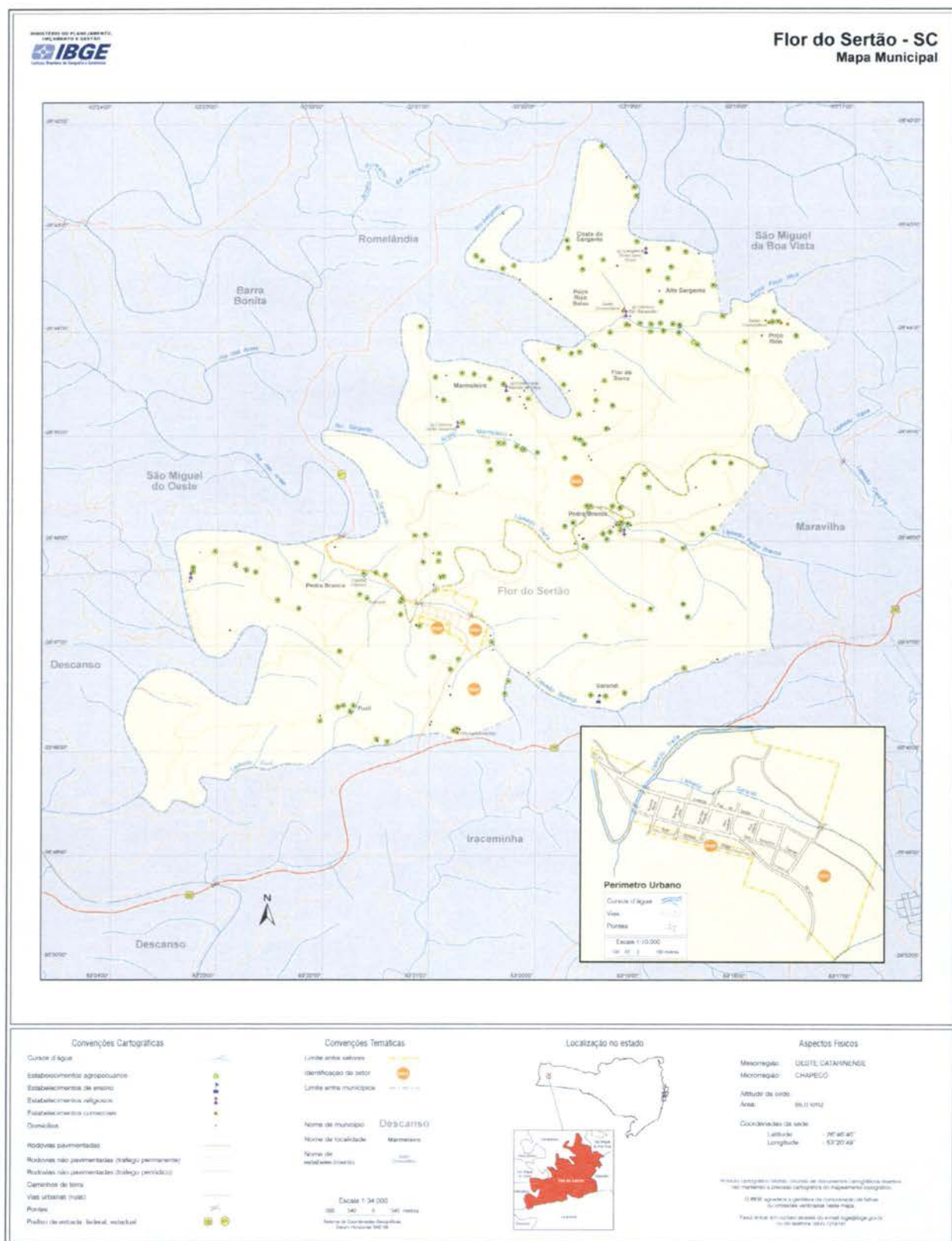


Migration Flow (1995-2000). Atlas do Censo Demográfico 2000, IBGE.

Ethnic group and languages spoken, in case of indigenous people: ethnic group or people one belongs to, whether one speaks an indigenous language in the household, specifying up to two languages, and whether one speaks Portuguese in the household (ethnic group and indigenous languages are open items, subject to later codification and are the same as in the Basic Questionnaire).

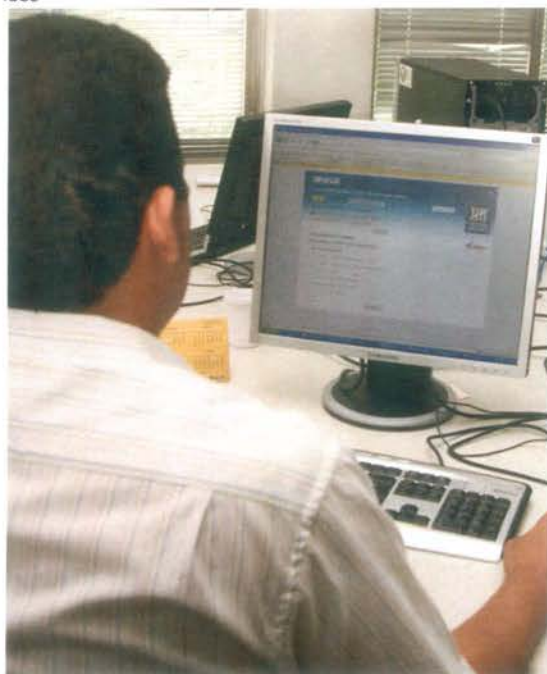
Birth certificate for persons aged 10 years or under: existence of birth certificate (the same item as in the Basic Questionnaire).

Disability: assessment of capacity to see, hear, walk/climb stairs; existence of permanent mental



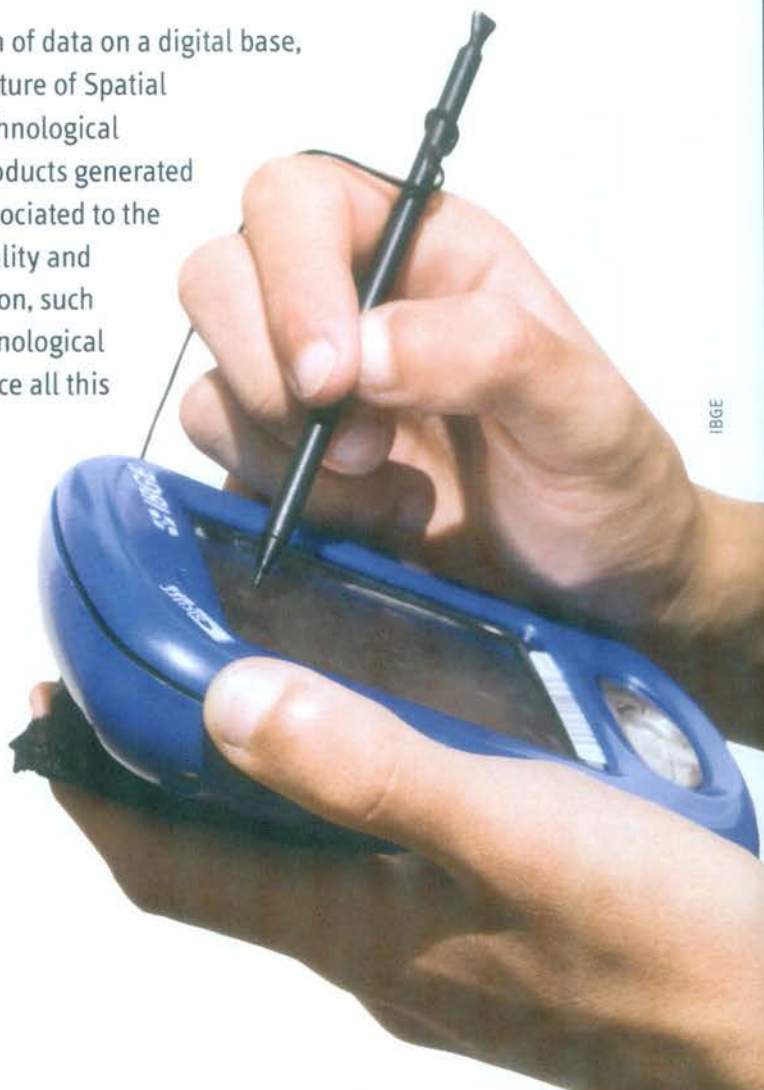
MUNICIPAL MAP OF FLOR DO SERTÃO, SANTA CATARINA

IBGE



- the use of GPS in handheld computers, which permits the referencing of physical elements, even for later use in public policy projects, as done in schools and health establishments in the rural area during the 2007 Census;
- the online answering of questionnaires in cities where broadband internet access is available and if respondents choose so. In this case, they receive an envelope containing access codes which will grant them access to a questionnaire on a site provided with a website security certificate, ensuring cryptography and secrecy of the information presented.

All these advances will culminate in the dissemination of data on a digital base, which is a fundamental part of the National Infrastructure of Spatial and Statistical Data. In the domestic scope, all the technological innovations, improvements in work processes and products generated – such as the CENSUS Mapping on a digital platform associated to the List of Addresses – will result in enormous gain of quality and efficiency in other surveys and projects of the Institution, such as the CONTINUOUS HOUSEHOLD SURVEY. Moreover, the technological innovations will lead to benefits to society as well, since all this will be available on a web platform.



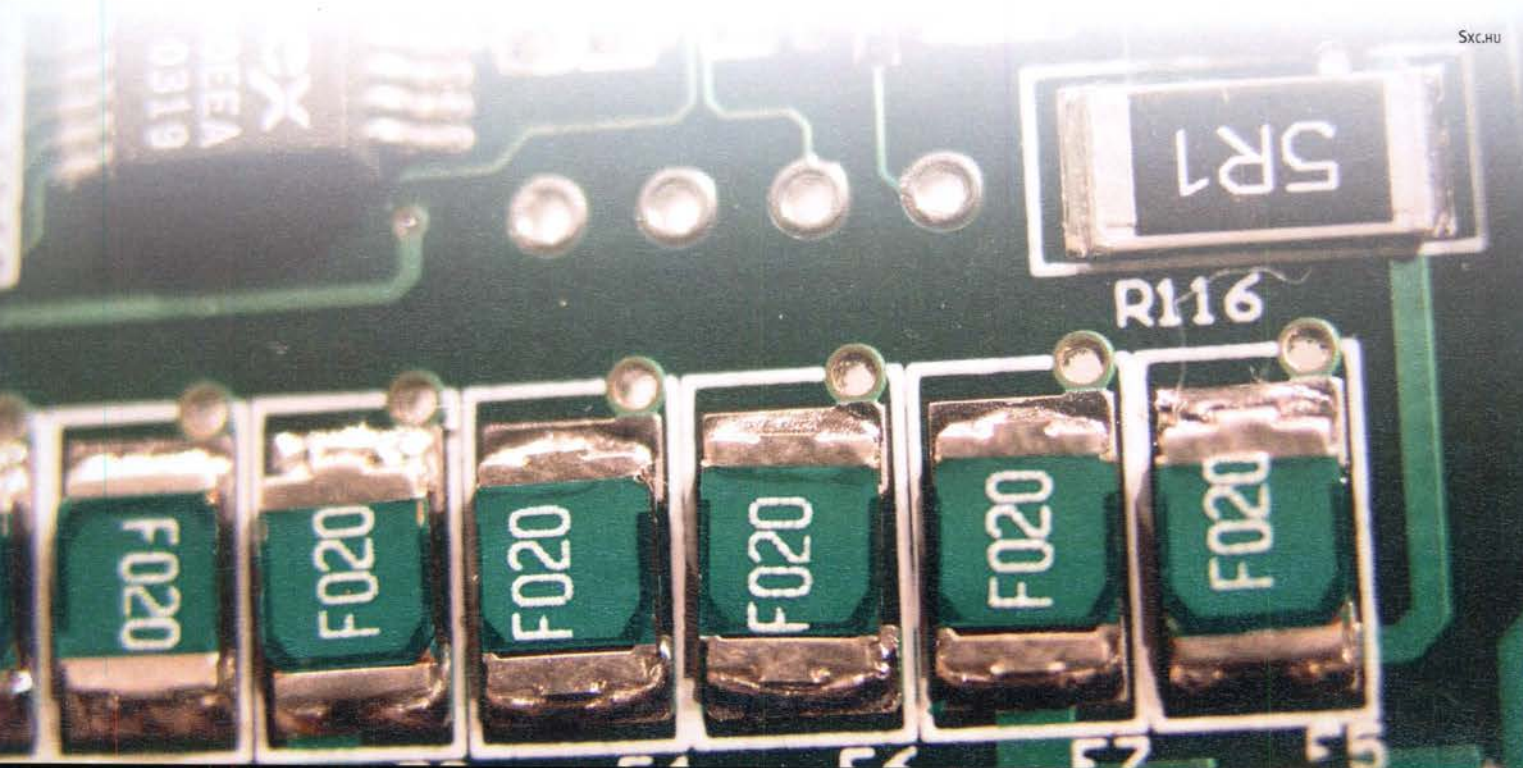
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INNOVATIONS

The 2010 CENSUS is the greatest project of the Institution in this decade. It brings important changes as to working methods that allow IBGE to provide users with more and more interactive and space-related descriptions.

The most relevant advances in this edition, some of which have already been made since the 2007 CENSUS, are:

- the construction of a CENSUS mapping which will be changed from analog to digital mode, integrating the urban base, the rural one, and the Address List for Statistical Purposes (CNEFE);
- the inclusion of the CNEFE, encompassing all Brazilian municipalities. This makes Data collection safer, besides allowing several other applications in other projects, such as the selection of samples and the use of mailing or Internet to answer some specific surveys;
- the utilization of handheld computers, which guarantees quality by reducing the possibility of errors during the activities of interview, automatic pre-editing and transmission to local computers, and principally by eliminating the phase of data acquisition through typing or questionnaire scanning;



UNDERSTANDING THE SURVEY

The 2010 CENSUS is the 12th POPULATION CENSUS conducted in Brazil. It represents a major picture of our people and its socio-economic characteristics in extension and detail. Moreover, it is the basis for all public and private planning in the next decade.

Conducting the CENSUS operation is a duty of IBGE, but also a responsibility of society as a whole. So, to carry out this task it was necessary to prepare for it in advance and participate in the elaboration process together with all those who are interested in its results. It was also necessary to mobilize partners who act before and during Data collection informing the population that they need to open the door to the CENSUS and answer the questionnaire. The chart below presents the 2010 CENSUS in figures and provides an overview of what is necessary to create a portrait of the country.

CHART 1 – THE 2010 CENSUS IN FIGURES

UNIVERSE TO BE ENUMERATED:

- the whole Brazilian territory

NUMBER OF MUNICIPALITIES:

- 5 565 municipalities*

NUMBER OF HOUSEHOLDS:

- approximately 58 million occupied households

NUMBER OF ENUMERATION AREAS:

- 314,018 enumeration areas

HIRED AND TRAINED PERSONNEL:

- more than 1 million persons enrolled in the simplified selection process
- about 230 thousand persons (for collection, supervision and administrative support)

TECHNOLOGY:

- hundreds of computers in a nationwide network
- broadband communication system
- 220 thousand handheld computers equipped with GPS receivers

CENSUS OPERATION UNITS:

- 27 state units
- 222 Area Coordinating Departments
- 1 281 Sub-area Coordinating Departments
- about 7 thousand digitized Data collection units

* INCLUDING FERNANDO DE NORONHA AND BRASÍLIA.



8. back up diagnoses and claims made by citizens demanding more state or municipal government assistance to solve specific local problems such as ineffective water supply or sewage treatment systems, inadequate medical and educational infrastructure, etc.;
9. provide conditions for the development of studies and projects in academic and technical/scientific communities.

If it is a fact that only societies which know themselves well can plan and build their future, one can say Brazil already belongs in or has been moving fast towards this group of countries. There has been a growing need for detailed and geographically disaggregated information, for censuses have increased in relevance since the political-administrative decentralization that took place after the 1988 Constitution and the re-democratization of Brazil.

Mayors and governors, municipal, state and federal planning authorities, holding more autonomy and new responsibilities, depend to a great extent on censuses to define policies which require updated information about the population in areas under their jurisdiction. Nevertheless, the demand for disaggregated information also comes from other segments, for example, the non-governmental and the private sectors, and the federal government.



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SXC/HU



REVISTA ECOTURISMO

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4. provide references for population projections based on which the BRAZILIAN COURT OF AUDIT sets up shares of the STATE GOVERNMENT FUND and MUNICIPAL GOVERNMENT FUND;
5. provide references for population projections which define political representation in Brazil: the number of federal and state deputies and aldermen of each state and municipality;
6. provide parameters which can be used to identify and analyze the profile of manpower at municipal level, generating valuable information to unions, professional organizations and others, and also to the decision-making process in the private segment;
7. provide parameters for the selection of places to set up factories, shopping malls, schools, daycare centers, movie theaters, restaurants, etc.;

impairment, limiting usual activities. The investigation of this theme is aimed at learning the number of people self-reported as disabled, as well as the level of their impairments. This is useful to adequately design policies that create equal opportunities for this part of the population.

Migration: internal migration: municipality of birth, time of residence, previous municipality of residence, municipality of residence five years before.

International migration: country, nationality and year of arrival in the country.

This theme is aimed at verifying population movements occurred within the national territory, considering that the Population CENSUS is the only source of data for the analysis of population mobility at municipal level, as well as allowing population projections.

Education:

literacy: whether one knows how to read or write (same item as the Basic Questionnaire).

Attendance at school: day care, pre-school education, literacy classes, youth and adult literacy class, regular elementary education, youth and adult elementary education, regular high school education, youth and adult high school education, higher education, graduate specialization, master's degree, doctorate.

School system: public and private.

Schooling level of the population (several items).

Complete higher education, master's degree or doctorate.

Besides learning the literacy level in the country, this theme aims at, for small areas: quantifying the populations attended at day care facilities and schools; building the population's educational profile; and identifying education courses (graduation, master's degree, doctorate).

Education is one of the basic patterns of social and economic development, which affects workforce productivity and labor market evolution, also influencing health, fertility and other social themes.

Nuptiality (for persons aged 10 years or over): conjugal status, type of union, marital status.

The objective of this section is to know the marital/conjugal status of the population, for the conduction of studies on family structure and nuptiality patterns. Besides, in order to form family nuclei, it is necessary to identify in the list of residents the woman's partner's or spouse' name, if it is the case.

Labor and income (for persons aged 10 years or over):

Activity status (in the reference week): employment or unemployment.

Number of jobs: one, two or more.

Enterprising activity or worker status (open items for later codification).

Position in the occupation: employee, employer, own-account worker, military or civil servant, non-paid worker.

Number of people employed at the job.

Contribution to social security.

Hours worked: at the main job.

Possession of an employment record card.

Work income: from the main job and the others.

Usual monthly income: retirement or pension from the official social security institute (federal, state or municipal); social program Family Grant or Child Labor Eradication Program (PETI); income from other income transfer program; other resources (savings interests, financial investments, rent, pension or retirement and private social security, etc.

The objectives of this section are: knowing the composition of workforce in the country, finding out the number of persons looking for a job and of persons who have one; identifying the main characteristics of labor, such as occupation and number of hours worked; and finding out about the population's level of income, by investigating the existence and value of income received from work and from other sources by persons aged 10 years or over.

Commuting: commute to study: municipality where one attends school.



Commute to work:

- work at the household;
- municipality where one works;
- daily commuting;
- usual commuting time.

The objectives of this section are to identify the connections between municipalities which form urban agglomerations, thus allowing the integrated planning of transportation; and to assess the supply of public transportation according to the variation of demand.

Such information will guide transportation policies and their impact on the population's life conditions. Time spent with commuting, associated with time spent with work, is an indicator for the time spent with families, personal care, leisure etc.

Fertility: number of live births (by sex), number of live children (by sex), sex and age of the latest live birth, if the latest child born alive remained alive, number of stillbirths, mother's age on the date of the last live birth.

The objective of this section is to assess the reproductive fertility history of women through the number of live births and the survival of these children, so that these data can be used in estimates about fertility and mortality patterns and levels. The information in this section provides the demographic parameters that are used in population projections.

DEATH OF A HOUSEHOLD MEMBER IN THE LAST 12 MONTHS Residents are asked about month and year of death, sex and age at death (the same item as in the Basic Questionnaire). In order to know more about the content of the 2010 CENSUS questionnaires, visit: <http://www.censo2010.ibge.gov.br/>.

COLLECTION MONITORING AND SUPERVISION

The 2010 CENSUS collection monitoring by IBGE is performed in real time. Field information is transmitted to a system of indicators, which permits the monitoring of field work evolution, generating reports and graphs that show:



- Data collection status in the enumeration areas – in progress, interrupted, concluded, etc. ; and
- the quantities of households and persons already enumerated. Thus, the system integrates the several information sets and approaches of different management levels of the CENSUS (municipal, regional, state and national); performs immediate editing; identifies possible coverage failures; and automates the collection closing in municipalities and the salary payment authorization, producing preliminary results as soon as the collection is finished in each municipality.

Based on the information conveyed by this system, the technical staff is able to analyze collection as the first data are made available. Real time analysis permits the identification and correction of possible problems detected in the collection.

Supervision in the Population CENSUS is aimed at monitoring quality and deadlines of enumerators' Data collection work. This task is performed by the Supervising CENSUS Agent, responsible for checking, during the collection period, possible inappropriate omissions or inclusions of persons, households and non-residential units, and also for assessing the correct application of concepts of CENSUS questionnaires by enumerators.

The introduction of new technologies into the Institution brought significant gains to the supervision step. For the 2010 CENSUS, an application software was developed to run in the supervisor's collection equipment with a set of automated procedures. This application software is periodically fed by collection-produced information.

Based on the management data and diverging results found, the supervisor assesses the work of the enumerators he manages and takes the due corrective measures, when necessary.

What is new about the 2010 CENSUS is the monitoring of the Data collection through the Internet, a contribution to the transparency of the CENSUS operation. The enumerated population in the country, by state and municipality, is daily updated at the 2010 CENSUS website: <http://www.censo2010.ibge.gov.br/resultados.php>.

TABLE 2 – COLLECTION STATUS ON SEPTEMBER 24, 2010

REGION	FEDERATION UNIT	ENUMERATED POPULATION (ABSOLUTE VALUE)	PERCENTAGE OF ENUMERATED PEOPLE	ENUMERATED OCCUPIED HOUSEHOLDS (ABSOLUTE VALUE)	PERCENTAGE OF ENUMERATED OCCUPIED HOUSEHOLDS
N	Rondônia	1,354,876	90%	397,587	87%
N	Acre	543,464	79%	141,648	68%
N	Amazonas	2,505,812	74%	565,142	55%
N	Roraima	340,275	81%	88,932	70%
N	Pará	5,828,910	78%	1,438,437	64%
N	Amapá	539,571	86%	124,846	66%
N	Tocantins	1,185,286	92%	340,876	87%
NE	Maranhão	5,405,580	85%	1,357,006	70%
NE	Piauí	2,644,524	84%	718,906	75%
NE	Ceará	7,053,585	83%	1,972,295	76%
NE	Rio Grande do Norte	2,633,936	84%	747,309	79%
NE	Paraíba	3,482,274	92%	996,487	87%
NE	Pernambuco	6,619,658	75%	1,911,847	72%
NE	Alagoas	2,562,636	81%	693,621	73%
NE	Sergipe	1,701,445	84%	484,070	79%
NE	Bahia	11,301,437	77%	3,281,328	74%
SE	Minas Gerais	16,379,554	82%	5,008,924	83%
SE	Espírito Santo	2,751,063	79%	858,667	81%
SE	Rio de Janeiro	12,575,541	79%	4,106,792	85%
SE	São Paulo	31,465,067	76%	9,729,005	78%
S	Paraná	8,643,037	81%	2,724,416	84%
S	Santa Catarina	4,834,418	79%	1,537,023	83%
S	Rio Grande do Sul	7,943,647	73%	2,660,000	80%
CW	Mato Grosso	2,383,416	79%	721,231	79%
CW	Mato Grosso do Sul	1,990,700	84%	617,097	86%
CW	Goiás	4,665,770	79%	1,456,164	81%
CW	Federal District	2,084,724	80%	622,885	79%
N	North	12,298,194	80%	3,097,468	66%
NE	Northeast	43,405,075	81%	12,162,869	75%
SE	Southeast	63,171,225	78%	19,703,388	80%
S	South	21,421,102	77%	6,921,439	82%
CO	Central Weast	11,124,610	80%	3,417,377	81%
BR	TOTAL BRAZIL	151,420,206	79%	45,302,541	78%

SOURCE: WWW.CENSO2010.IBGE.GOV.BR/RESULTADOS.PHP

POST ENUMERATION SURVEY FOR COVERAGE EVALUATION

The Post Enumeration Survey for Coverage Evaluation (PA) is a sample survey conducted in selected enumeration areas with the objective of evaluating Data collection coverage in the CENSUS operation.

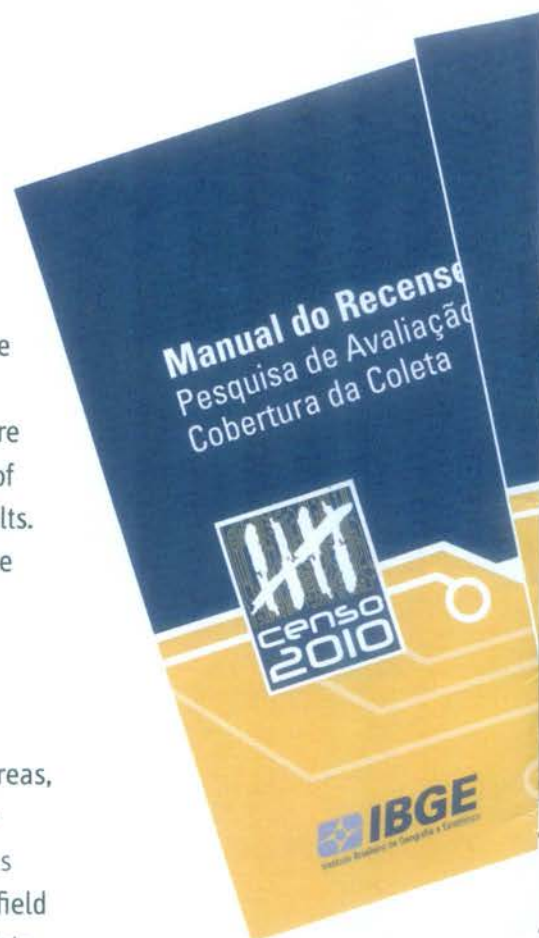
Failures in Data collection of Censuses are a common occurrence in all countries, because, due to the complexity of such an operation, mistakes can be made inadvertently. These failures are characterized by lack of or incorrect inclusion of households or of persons living in them, and may affect the quality of CENSUS results. It is important, therefore, to identify where and how failures take place, even though they do not make results invalid.

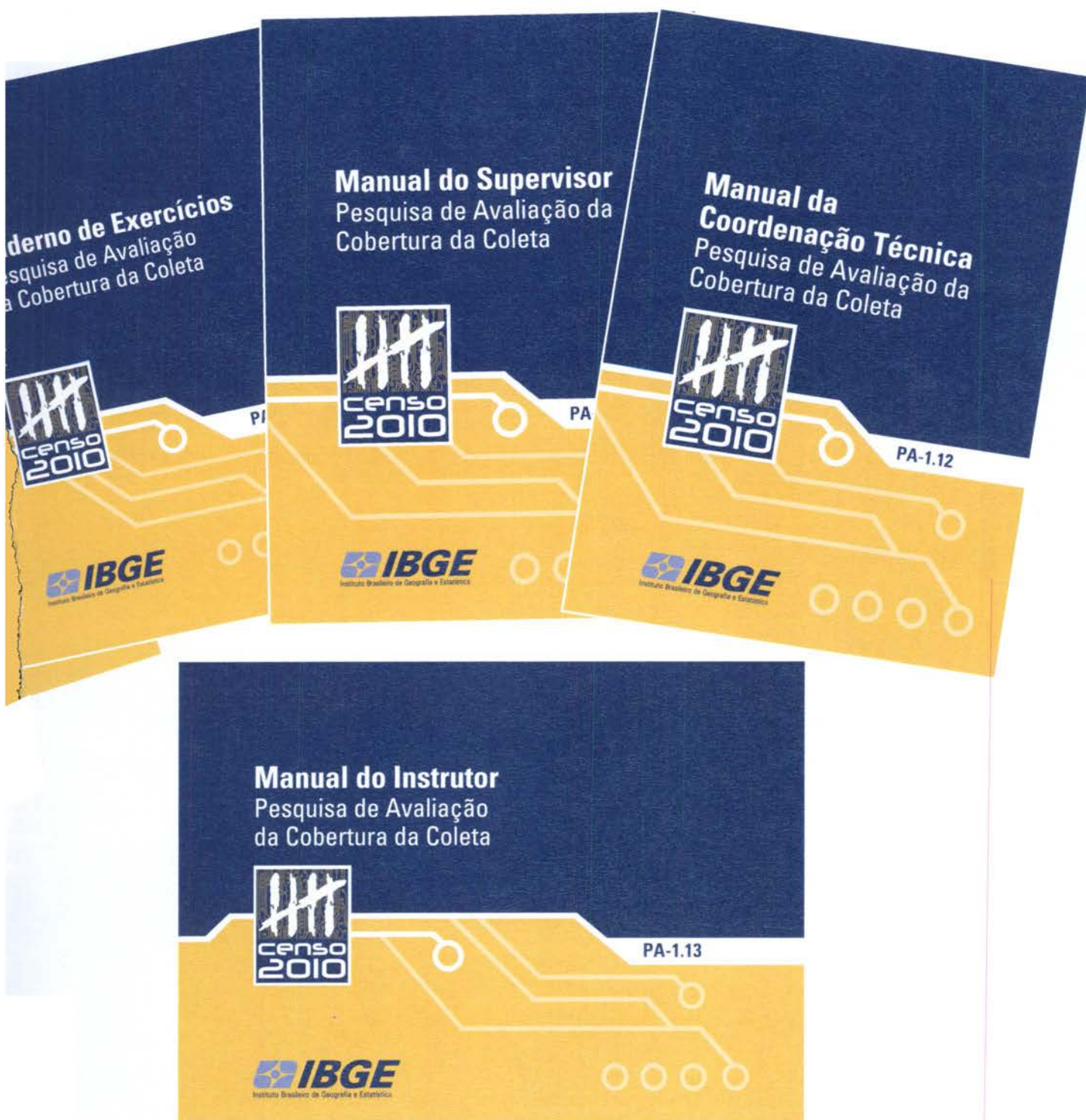
The PA has been a step of Brazilian censuses since 1970.

The work of PA begins with the collection of data in selected areas, conducted after the end of the Data collection for the CENSUS in this area. When both collection periods are over – of the CENSUS and of the PA – data are compared and, in case of divergence, field work is done once again so that the differences are checked (data confrontation).

PA in 2010 will be conducted in 4011 enumeration areas, of urban and rural areas of all Brazilian Federation Units, and will allow the estimation of coverage rates of the CENSUS Data collection, for Brazil, its Federation Units and also its urban and rural areas.

One of the main concerns of the CENSUS is to ensure that all the resident population will be enumerated; PA helps identify coverage failure, and, in case it exists, detect how serious it is.







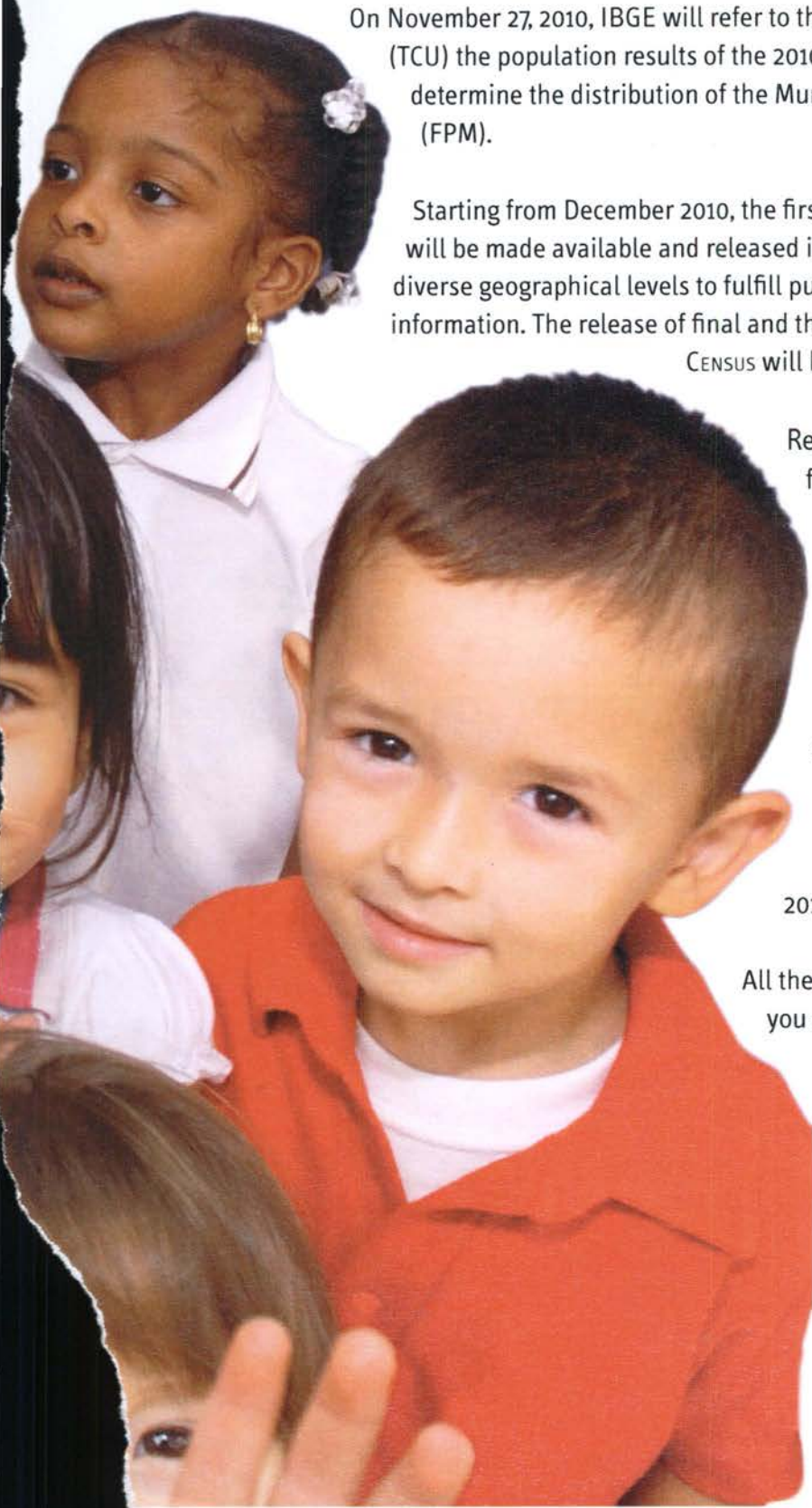
A WORD TO SOCIETY

On November 27, 2010, IBGE will refer to the Brazilian Court of Audit (TCU) the population results of the 2010 CENSUS, so that TCU may determine the distribution of the Municipal Participation Fund (FPM).

Starting from December 2010, the first results of the 2010 CENSUS will be made available and released in different medias and by diverse geographical levels to fulfill public demand for this kind of information. The release of final and thematic results of the 2010 CENSUS will begin in 2011.

Remember that information from IBGE, based on your information, is indispensable for Brazil and for you as a citizen. By means of the results provided by the population CENSUS, governments, companies and scholars will plan their studies and actions to project the future. Because of that, when visited, cooperate with the 2010 CENSUS.

All these efforts are being made for you and for a better country.



SCHEDULE OF THE MAIN S

STEPS

Updating of municipal and cadastral maps and joining of the Address List; planning of the 2010 CENSUS Mapping

Preparation of technological and operational infrastructure for Data collection, processing and release of results. Acquisition and installation of equipment, collection accessories, and production of administrative and instructional material, etc.

Development of systems and applications for Data collection and management of the operation

Development of processing systems

Establishment and functioning of State CENSUS Commissions and Municipal Commissions of Geography and Statistics

Conduction of the CENSUS Rehearsal

Selection processes for the temporary staff

Establishment of collection units

Effective training

Hiring of agents and assistants

Training and hiring of enumerators

Running of the advertising campaign for the collection

Data collection

Data processing

Release of results

EPS

2010

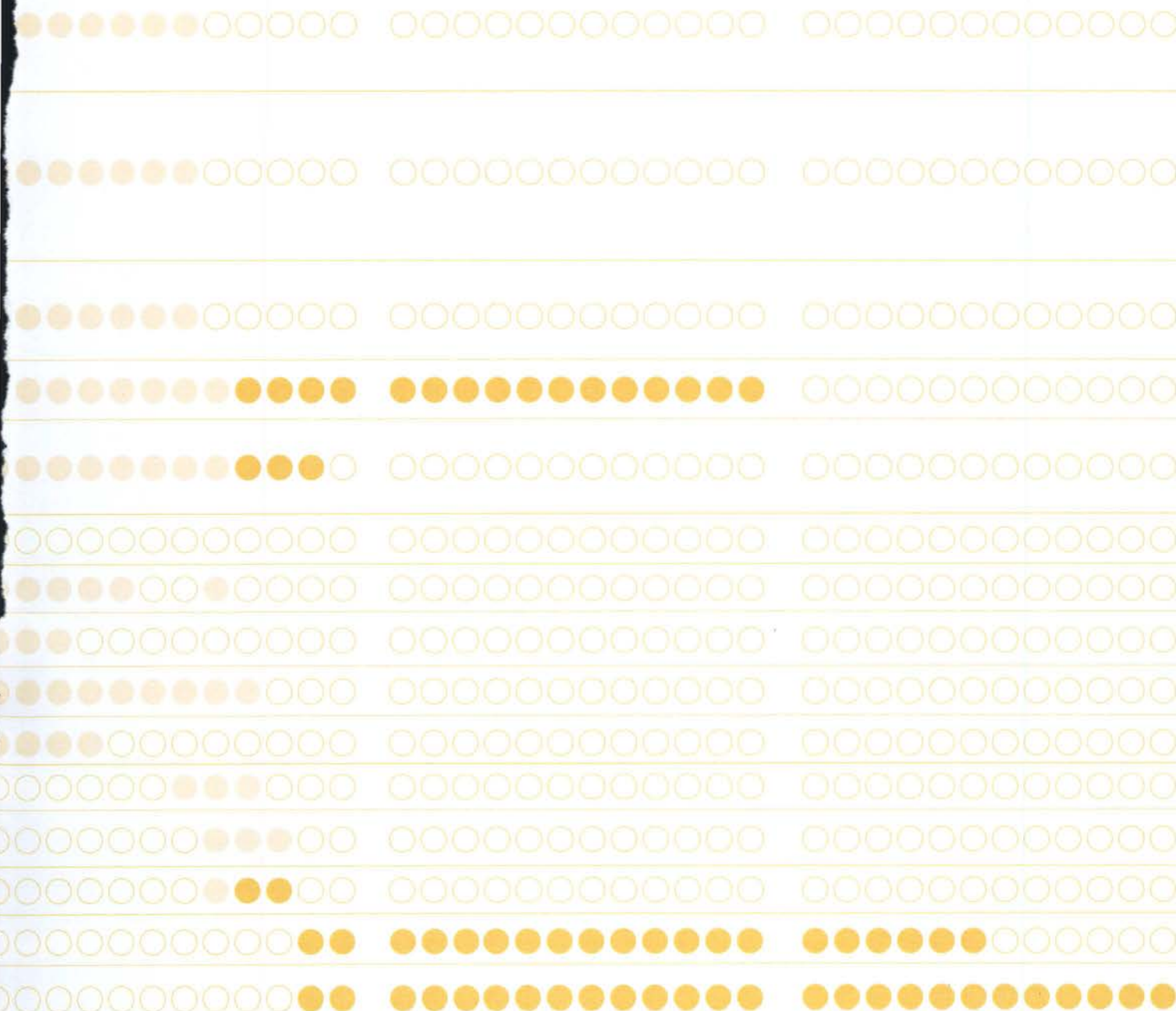
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