

CENSUS DAY
20 MAY
2010


**Because
People Count**
BERMUDA CENSUS 2010
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GOVERNMENT OF BERMUDA
Cabinet Office
Department of Statistics

**TODAY IS CENSUS
DAY!**

20 MAY
2010 For more information call 297-7761

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**A CENSUS
INTERVIEWER WILL
VISIT YOU SOON!**

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GOVERNMENT OF BERMUDA

CENSUS 2010 KICK OFF

Remarks

By:

The Premier

Dr. the Hon. Ewart F. Brown JP, MP

MAY 20, 2010

Good morning!

Today is a significant day for the Department of Statistics... for the Government... and for Bermuda as a whole.

Today is Census Day!

Ladies and gentlemen, starting tomorrow, May 21st and continuing for the next three months, close to 200 hundred Census workers will be fanning out across the Island to interview every resident in every household.

That's right, everyone... young and old... Bermudian, guest worker... every man, woman and child in every parish across this Island will be counted.

For those of you who may not be too familiar with what a Census is, and why we conduct one, here's a bit of background information for you.

Most countries including Bermuda conduct a Census every 10 years, as it is in keeping with a global initiative encouraged by the United Nations' Statistics Division (UNSD).

The last time we conducted one was back in 2000, and certainly by all accounts much has changed in our community in the span of ten years. Our objectives over the next three months are very simple.

First and foremost, we want to encourage everyone's full participation in the 2010 Census, so we are looking for your cooperation when the Census worker comes knocking at your door.

As an assurance, I think it's important to remind residents that all information and data gathered from you is protected as outlined in the Statistics Act, 2002. Therefore all information is collected and held in the strictest of confidence. All census workers are aware of this and have signed an oath of secrecy.

Secondly, this is a national event and every individual in the community must be counted. Undoubtedly, Bermuda is a very diverse and culturally vibrant society and our aim is to be as inclusive as possible of all groups of people in Bermuda. In fact the information and data we collect will provide the empirical evidence on how much we have changed in diversity.

Finally, it's important to understand what benefits can be derived from the Census undertaking.

Yes getting an accurate count of the population is a major aspect of this initiative.

I believe at the last Census, we counted roughly 62,000 people.

So it will be very interesting to see what growth if any has occurred in our population.

However it goes beyond just counting the numbers.

The information gathered from the Census, helps us – your Government – gain a better insight into the social trends that have developed in our community.

It will help us make specific and detailed policy decisions pertaining to health care, education, income, employment, housing, child care and technology use, just to name a few.

Ultimately it's about improving your quality of life, safeguarding our economy, promoting stronger families and ensuring safer communities. So you see each and every one of you has a unique opportunity to make a difference.

As a reminder, the Census interview period extends from May 20, to August 31, 2010. We need your help in shaping our

community's future and your participation in the 2010 Census is vital – Because People Count!

Now I'd like to turn it over to the Director of the Department of Statistics, Mrs. Valerie Robinson James to talk about the work that her team has done to get us to this point as well as highlight what residents can expect when the Census interviewer visits your homes.

Thank you.

2010 CENSUS OF POPULATION AND HOUSING

Press Statement

Remarks by the Director of Statistics

Thursday, May 20th 2010

Hon. Premier, members of the media and members of the viewing public, Census Day is finally here!

I reflect back on Friday, September 15th 2008 when the Census Planning Team held our first meeting to start the preparatory work needed to conduct the 2010 Census. At that time it seemed so far away, but today I am pleased to say that the detailed planning, organizing, preparation and collaborative work has led to the successful launch of the 2010 Census.

First of all I want to publicly let Bermuda know that the Census Planning Team comprises young professional Bermudians (of whom some are here with us today) who have actively displayed sustained commitment since 2008 to ensure that the Census is delivered in alignment with international standards and best practices, and, relevant to the needs of Bermuda.

Countries around the world are embarking on this major national exercise. Last week Monday, May 3rd, at the launch of the Bahamas Census of Population & Housing, the Director General of the United Nations Statistics Division stated that about 70 countries were conducting censuses this year, another 60

countries plan to conduct theirs in 2011, covering some three billion people.

He also said that by the year 2014, the majority of the world's population should be counted of which Bermuda will be included.

The Enumeration for Bermuda Begins Friday, 21st May

Interviewers will begin visiting homes on 21st May, and will continue knocking on doors until 31st August, and if needed until September 30th at the latest. The information that households will be asked refers to Census Day – May 20th.

If the interviewer visits at an inconvenient time, a more suitable time can be arranged for their return. Some households also will be visited by a Census supervisor who will perform spot checks on the work of the interviewers. Accuracy is of utmost importance.

If the interviewer visits at a time when you are not at home, they will leave a call-back card so a member of the household can contact the interviewer and arrange the best time to visit. Please honor the time you arrange to avoid the interviewer returning to your home.

Each interviewer and supervisor will have a picture identification card that household members should ask to see as verification that the person who knocks at the door is a census interviewer. It

has the name of the census worker, their title and signed by the Director of Statistics. On the back of the card is a holographic sticker to authenticate the ID as part of the census undertaking.

Census Pilot Test Enumeration

We will be making history in Bermuda and in the Caribbean in implementing a new data collection method called – Computer Assisted Telephone Interviewing (CATI). An electronic version of the census questionnaire will be administered over the telephone. The traditional data collection method that has always been used is referred to as PAPI or the Pencil and Paper Interview method.

Persons must note that the CATI or telephone interview method will be administered in Smith's Parish only. This is a pilot test. Smith's residents were given the opportunity to call our office or visit our website to schedule an appointment to be interviewed over the telephone. The last day for scheduling appointments ended on May 6th 2010 to facilitate preparing for both data collection methods.

Why Smiths Parish?

- The housing layout is less dense than in other parishes
- Higher frequency of cottages or private dwellings
- Dwellings have a high rate of telephone connectivity.

We anticipate this test being successful. Any issues that arise we can investigate and iron out before the next round of census. Then we hope to extend to other parishes in a strategic manner.

However, the PAPI method is a proven data collection method that the United Nations guidelines have encouraged countries to continue using in addition to other collection methods.

Census New Topics

The census questions cover a broad range of topics most of which have been asked on prior censuses. New topics that have been added this time around include:

- To measure the growth in use of computer technology a question will be asked on number of laptops used in the household
- In terms of sustainable development, a question will target other sources of electricity a household may use such as solar panels, wind turbine, etc
- A question will ask if households recycle, and whether they recycle tin, glass or aluminum
- In the health section we have asked questions in 1991 and 2000 on health conditions that prevent persons from carrying out everyday life activities. The options have been reviewed to include Autism, Sickle-cell anemia and Lupus.

- The question on type of health insurance coverage will ascertain whether a person has major medical, basic, HIP, Future care or no health insurance at all.

Confidentiality

The Census is conducted under the authority of the Statistics Act, 2002, which requires everyone to respond – Bermudian and non-Bermudian. The Statistics Act prohibits the release of information about individual persons. All census information will be published in aggregate format to maintain anonymity. Moreover, no names will be entered into the Census computer file. Any census worker who violates the rules of confidentiality under the Act, if proven, can be taken to court, fined and possibly imprisoned. However, interviewers have been trained in the importance of confidentiality and have taken an oath of secrecy.

How Everyone Can Help?

We are asking all households to do three things:

- First, make sure you keep your dog tied up until after your entire building has been enumerated.
- Second, remember the dates when an interviewer is likely to visit - anytime from 21st May to 31st August. However request a specific time if when they arrive you are busy.
- Third, remember that questions refer to 20th May, 2010. For example, how many people were staying in your

household on Census Day? Note the interviewer might not reach your home for several weeks therefore it is important that you keep this kind of information in respect of Census Day in mind.

How to Identify a Census Interviewer?

The census worker will be wearing a neon green sash, carrying a black stamped Department of Statistics canvass bag, possess a photo ID Card signed by the Director of Statistics and with a holographic sticker on the back; and the census worker will have a letter of authenticity stating they are working for the Department of Statistics.

In closing, I would like to thank everyone in advance for supporting the 2010 Census; it is an opportunity to be heard; to provide the critical data and information that is needed to help make good, effective decisions which will ultimately help shape a better Bermuda – Because People Count!

THANK YOU.