

# censo 2010

Summary of  
Survey Steps

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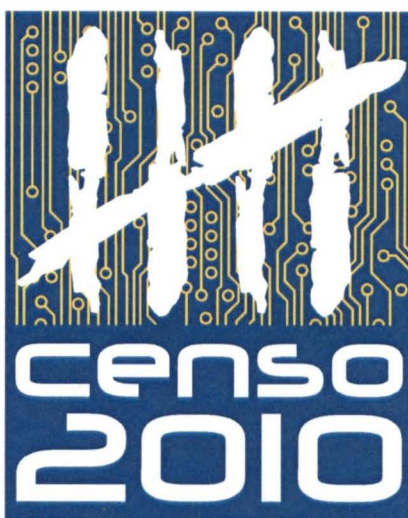
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Survey Steps

Rio de Janeiro  
2010

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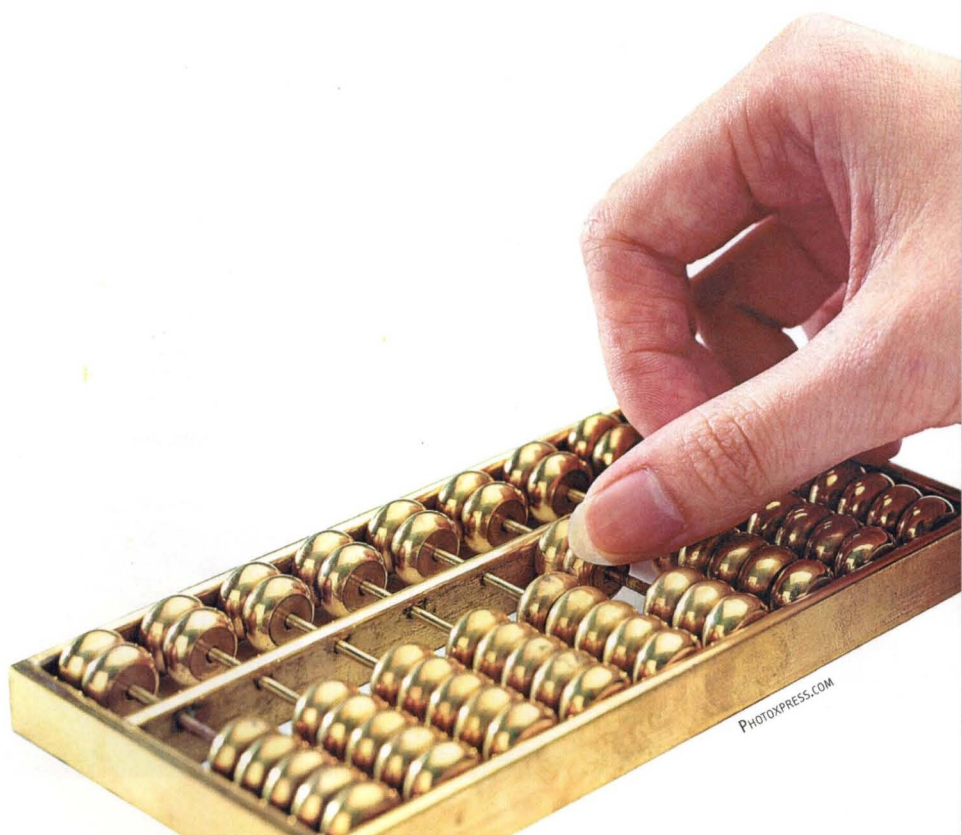
# INTRODUCTION

The Brazilian Institute of Geography and Statistics (IBGE) presents in this publication a summary of the 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 depend very much on the active cooperation and participation of the aforementioned segments.

Planning for the coming Census started in 2007, but the pace of activities only really escalated in 2008 and 2009. Data collection will start on August 1<sup>st</sup>, 2010, and the first results will be released by the end of the same year. More detailed information will be presented during the year 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 will take place all over the country in 2010, with the objective of finding out who, how many and where we are and also how we live, that is, it 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 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;
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 councilmen 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.;
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 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, with 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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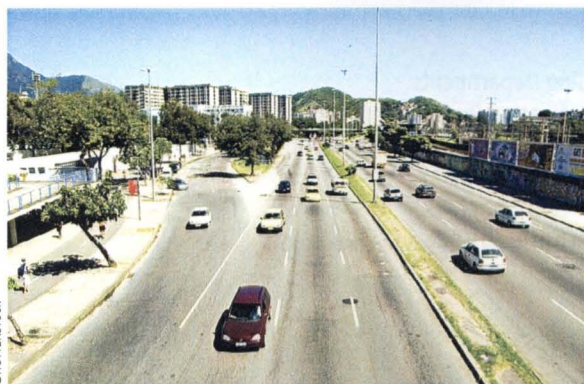
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PREFEITURA DE MANDAGUARI - PR



IBGE



SHUTTERSTOCK

# UNDERSTANDING THE SURVEY

The 2010 Census will be the twelfth Population Census conducted in Brazil. It will represent a major picture of our people and its socio-economic characteristics in extension and detail. Moreover, it will form the basis for all public and private planning in the next decade.

To conduct the Census operation is a duty of IBGE, but a responsibility of society as a whole. So, to carry out this task it is necessary to prepare for it in advance and participate in the elaboration process together with all those who are interested in its results. It is also necessary to mobilize partners who will act before and during data collection informing the population that they need to open doors 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

<p><b>Universe to be enumerated</b></p> <ul style="list-style-type: none"> <li>• the whole Brazilian territory</li> </ul>
<p><b>Number of municipalities</b></p> <ul style="list-style-type: none"> <li>• 5 565 municipalities *</li> </ul>
<p><b>Number of households</b></p> <ul style="list-style-type: none"> <li>• approximately 58 million households</li> </ul>
<p><b>Number of enumeration areas</b></p> <ul style="list-style-type: none"> <li>• about 280 thousand enumeration areas</li> </ul>
<p><b>Personnel to be hired and trained</b></p> <ul style="list-style-type: none"> <li>• about 230 thousand persons (for collection, supervision and administrative support)</li> </ul>
<p><b>Technology</b></p> <ul style="list-style-type: none"> <li>• hundreds of computers in a nationwide network</li> <li>• broadband communication system</li> <li>• 220 thousand handheld computers equipped with GPS receivers</li> </ul>
<p><b>Census operation units</b></p> <ul style="list-style-type: none"> <li>• 27 state units</li> <li>• 222 Area Coordinating Departments</li> <li>• 1 281 Sub-area Coordinating Departments</li> <li>• About 7 thousand digitized data collection units</li> </ul>

\* INCLUDING FERNANDO DE NORONHA AND BRASÍLIA.

For further information, visit: [www.ibge.gov.br/censo2010](http://www.ibge.gov.br/censo2010)



# INNOVATIONS

The 2010 Census is the major project of the Institution for this year and coming ones and it will bring changes to work methods, allowing 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 base map 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 National Address List for Statistical Purposes, encompassing all Brazilian municipalities. This will make 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;
- 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 when respondents choose this type of interview. In this case, they receive an envelope containing e-tickets (alphanumeric 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 Base Map 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, for example, the Continuous Household Survey.



## BASE MAP

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 creation of a system of registers which, together, will form the so-called base map.

A base map is being constructed for the 2010 Census. It will be divided into approximately 280 000 enumeration areas. Each area will be under the responsibility of an enumerator who will visit the households and interview dwellers.

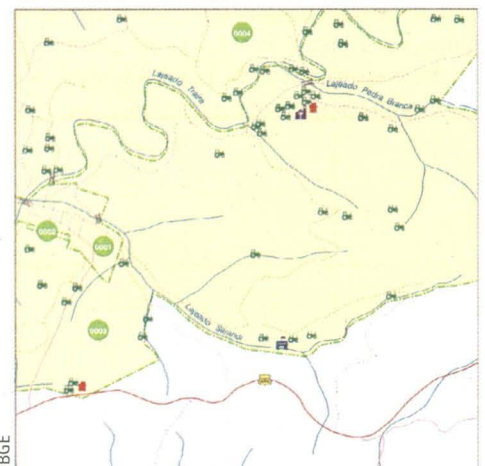
Among the improvements which have been implemented in the Base Map for the next Census is the construction of a geospatial database containing digital maps associated to the National Address List for Statistical Purposes. This work is conducted in a decentralized way, and has the effective participation of State Units and of the national local-unit network in the execution of activities.

## GEOREFERENCED INFORMATION

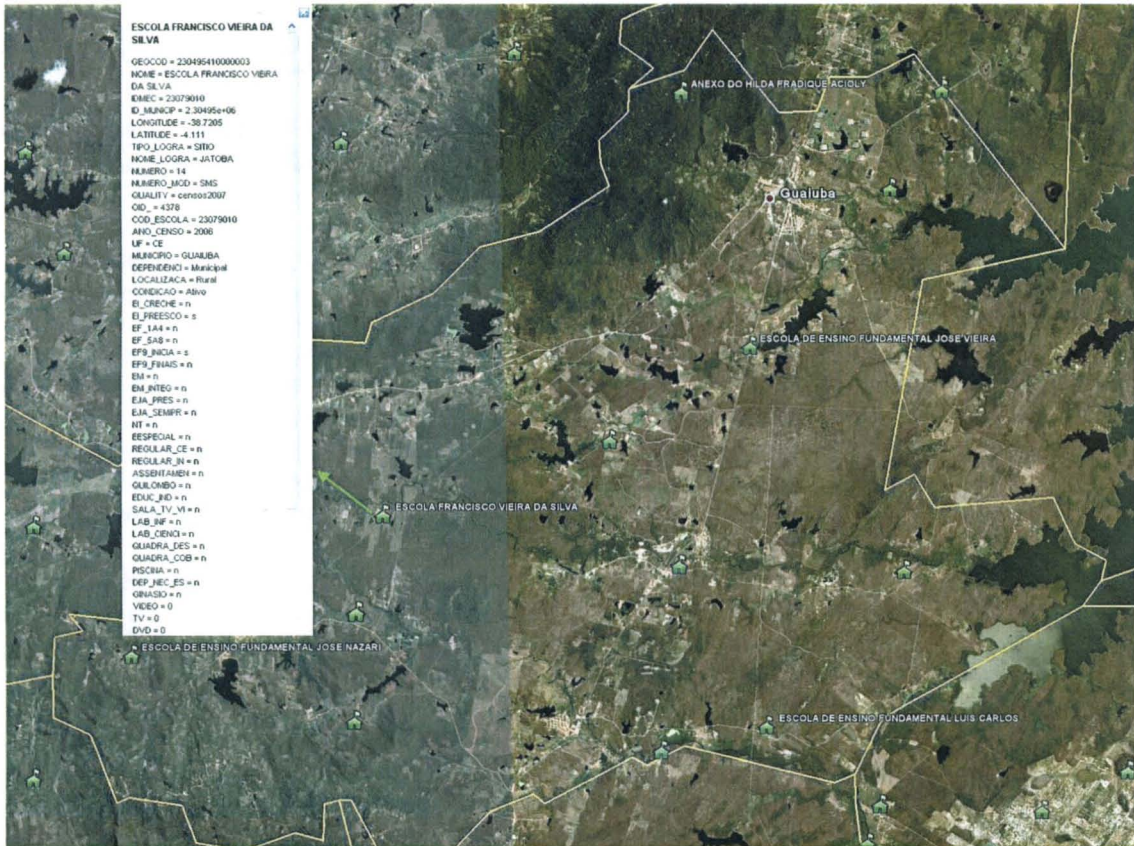
The use of GPS in data collection equipment allows the georeferencing of several physical elements of the land, expanding not only the range of possible results, but also their later use by the government and by society.

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.



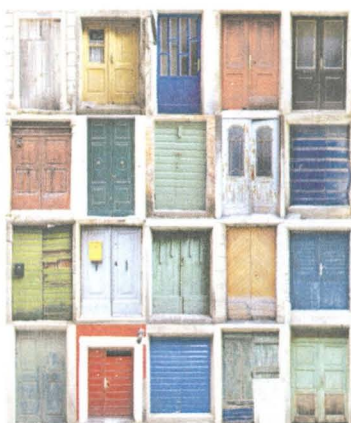
Georeferenced Agricultural Establishments  
Municipality of Flor do Sertão, in Santa Catarina



Georeferenced schools in the rural area – Municipality of Guaiuba, in Ceará



Detailed location of rural schools over Google image



# 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 started to be elaborated 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 over 20 thousand supervisors will list addresses of residential and non-residential units, and describe the characteristics of census block boundaries, such as paving, lighting, existence of trees, etc.

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

Considering that part of the maps in the 2010 Census will be digital and georeferenced, the association with the List of Addresses will lead 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 will involve 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 will take part in the 2010 Census will have specific training for each function.

Advances aimed at the production of more effective results have been made in the 2010 Census training methodology, and the main change is 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 is the use of video classes, which guarantees uniformity in the dissemination of concepts and procedures during the several steps of the training process.

Trainees will make 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 will have digitized processing, which will eventually contribute to the digital inclusion of thousands of enumerators and census agents.

By the end of the training program, approximately 190 000 enumerators will have been trained and must be apt to perform as uniform data collection as possible, covering about 58 million households all over the national territory.

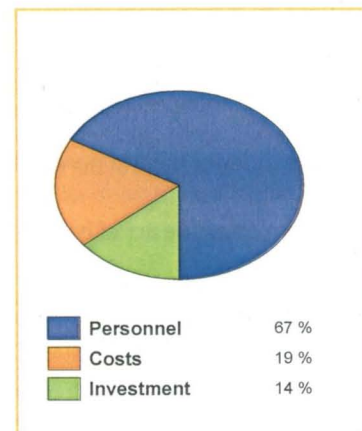
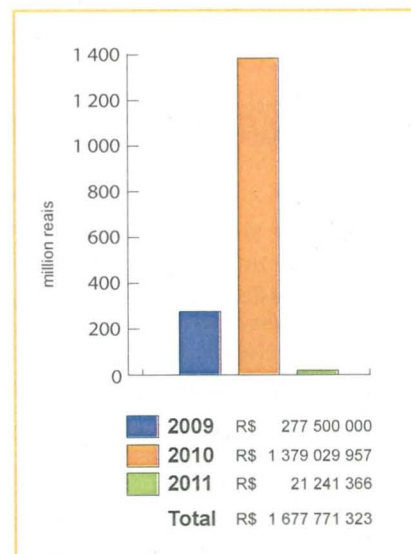


## BUDGET

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 km<sup>2</sup> of a heterogeneous and sometimes inaccessible territory.

The expected budget of the 2010 Census is R\$ 1 677 771 323, a figure which refers to census-related activities in the period 2009-2011.

It is worth mentioning that the most expensive activity to be 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 being discussed for the 2010 Population Census. The head of the Directorate of Surveys at IBGE presides over it.

This commission must provide assistance on subjects related to the Population Census, specifically on the definition of 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.

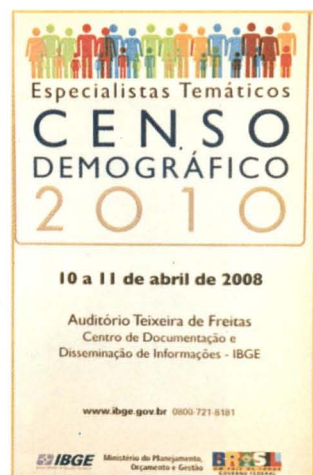
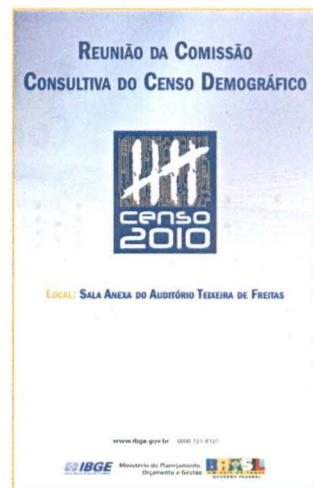
## CONSULTATIONS WITH USERS

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 has held a wide consultation with society, approximately 9,000 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 coming edition.

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.



Wasmália Bivar, director of surveys of IBGE, at the Meeting with Theme Experts, in April 2008





## INTERNATIONAL PARTNERS

IBGE representatives have worked in the sphere of the United Nations Organization (UNO), the Statistical Office of the European Communities (Eurostat) and the Organisation for Economic Co-operation and Development (OECD), with partners of the Southern Common Market (Mercosur) 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 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.

Another important partner for the 2010 Census is the Washington Group, of which IBGE is one of the Brazilian representatives. The Group was created by UNO to improve statistical methods related to the disabled, and to develop a standard methodology which takes into consideration language and culture differences among country members.

## 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 intend to make the conduction of censuses easier, 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.



Meetings for the establishment of CMGEs, with the presence of State governors



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

The Commissions have as their priorities, in a first stage, the monitoring of Base Mapping update, probably extending their contribution to the establishment of collection units and the monitoring of data collection, besides the offer of logistic support to the census operation.

Thus, the Commissions function as forums where everybody interested in the success of the survey combines efforts, so that possible difficulties are solved in due time not to hinder data collection or arouse doubts in its results.

During the Base Map updating, CMGEs examine the maps that will guide collection. By the end of this step of cooperative work between IBGE and municipal communities, the members will have set the boundaries of villages and localities, among others, for data collection.

In later phases, Commission members must act as articulators in the institutions they represent, to obtain the logistical support necessary to work development, such as: adequate facilities for local work teams, advertising on the selection process and the census operation, and monitoring and collaboration in the data collection step.

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.



PHOTO CREDITS: IBGE

## PROJECT “LET’S COUNT!”



The educational project “Let’s Count! 2000 Census at schools”, initiated in the last census, will be implemented again 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.

The specific teaching material presented by the Project consists of teachers’ guides and political and demographic maps of Brazil, which may be worked on in class or assigned as homework.

Elementary and high-school teachers will be given instructions on how to teach the use of maps and on how to interpret statistical data provided by IBGE.

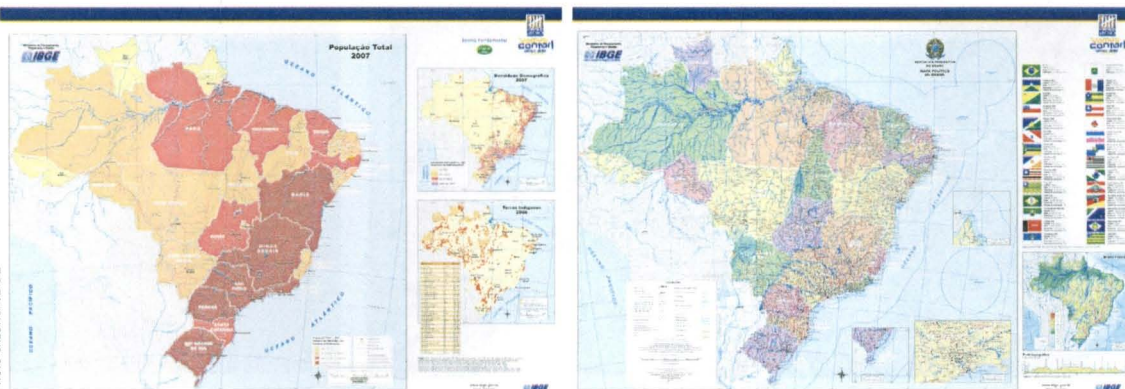
Conceived by educationalists, teachers and technicians of IBGE, “Let’s Count!” focuses on students of around 250 thousand public and private elementary and high schools throughout the country, reaching over 1 million classrooms.

After the project implementation, schools will receive letters addressed to teachers, maps, folders with basic information for directors and teachers, guides and evaluation record sheets for teachers, and posters to be stuck up at school.

Project “Let’s Count!”, including its educational proposition, the teaching material and received suggestions, will be available for consultation and download on the IBGE website.

In a partnership to be forged 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. This way, students will help mobilize society to play their role in the survey, welcoming the enumerator and answering the questionnaire correctly. At the same time, IBGE expects to be creating future users of statistical information: adults who will get to know their country better and therefore exercise their citizenship thoroughly.

PHOTO CREDITS: IBGE



# PUBLICITY

Making the whole Brazilian society aware of the importance of welcoming enumerators and correctly answering the questionnaire is one of the greatest challenges of IBGE in the Census. Because of that, the institution has started to mobilize the population even before the collection phase.

One of the communication channels of the 2010 Census is the website [www.ibge.gov.br/censo2010](http://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, including its advertising campaign, will be under the responsibility of an agency contracted pursuant to a public tender.

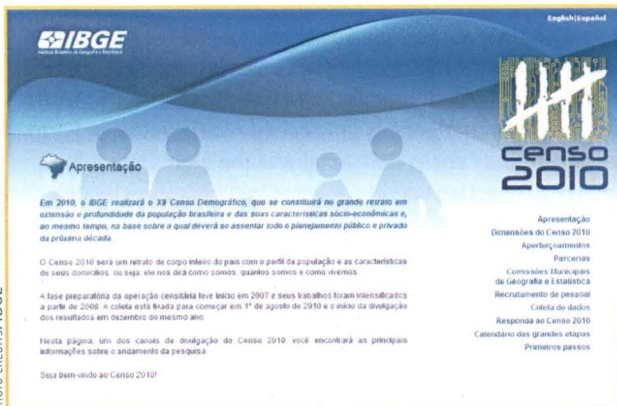


PHOTO CREDITS: IBGE

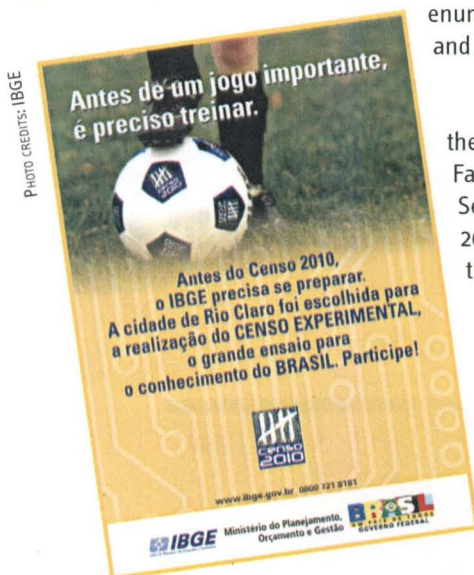
# PILOT SURVEYS, TESTS AND THE CENSUS REHEARSAL

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 of what will happen in the 2010 Population Census. It is a crucial planning step that gives IBGE the opportunity to assess, improve, and correct, if necessary, the outlined procedures for the next census, such as personnel recruitment and team training; on-site handheld computer-based information collection (netbooks proved not to be suitable for collection, so they will not be used in 2010) or online collection; system of collection monitoring and enumerators' payment; system of supervision; editing; imputation; sample expansion and data tabulation.

The Census Rehearsal was conducted in the Municipality of Rio Claro (SP), in the districts of Santo Antônio do Tauá (PA), Bonfim da Feira (BA), Guaporé (RS), and Fazenda Nova (GO), besides a sector of Indigenous land called Aldeia Velha, in Porto Seguro (BA). The reference date of the Census Rehearsal was the night from July 31, 2009, to August 1<sup>st</sup>, 2009, and the collection was expected to last for approximately three months.



# DATA COLLECTION

Data collection for the 2010 Census will begin on August 1<sup>st</sup>, 2010. From Ailã to Chuí, from Ponta do Seixas to River Moa, from North to South, from East to West, all regions of the country will be crossed by IBGE enumerators.

All households will be 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 1<sup>st</sup>, 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.

Enumerators will be wearing a waistcoat, a badge and will be 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, to be administered to a sample of households (and each of its residents), called **SAMPLE QUESTIONNAIRE**; and
- a brief questionnaire, to be administered to households (and each of its residents) not selected for the sample, called **BASIC QUESTIONNAIRE**.



PHOTO CREDITS: IBGE



All the variables of the basic questionnaire are present in the sample questionnaire, so they are investigated in census form, that is, for all households and persons. This allows the joining of records of both kinds of questionnaire into a universe, i.e., basic information for the set 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 will obtain five different sampling fractions<sup>1</sup>, according to the municipality size in terms of the population estimated for 2009.

In municipalities with up to 4,000 inhabitants, for example, the sampling fraction is 50%, that is, the sample questionnaire will be administered to half of the households in these municipalities.

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

**TABLE 1 – SAMPLING FRACTION AND NUMBER OF MUNICIPALITIES, BY POPULATION-SIZE GROUP**

POPULATION-SIZE GROUP	SAMPLING FRACTION	NUMBER OF MUNICIPALITIES
Up to 2,500	50%	260
From more than 2,500 up to 8,000	33%	1 912
From more than 8,000 up to 20,000	20%	1 749
From more than 20,000 up to 500,000	10%	1 604
More than 500,000 (*)	5%	40
<b>TOTAL</b>	<b>11%</b>	<b>5 565</b>

Source: IBGE, Municipal Estimates of Population 2009.

(\*) In these municipalities, sampling fractions larger than 5% will be defined for some districts and subdistricts, to allow each one to be a statistical planning area.

## 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 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.

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 it and recover it afterwards, at a more adequate moment.

The system developed for the internet is easy to be used and safety guaranteed in data transmission using cryptography. The secrecy of the supplied 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.

<sup>1</sup> Persons living alone and families dwelling in collective households..



## COLLECTION MONITORING AND SUPERVISION

The 2010 Census collection monitoring by IBGE will be performed in real time. Field information will be transmitted to a system of indicators, what 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 collection is finished in each municipality.

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

These simultaneous actions permit the detection of inconsistencies in Federation Units and municipalities with different characteristics from the majority.

Supervision in the Population Census is aimed at monitoring quality and deadlines of enumerators' data collection work. This task will be 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, also 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 will be periodically fed by collection-produced information. Based on the management data and diverging results found, the supervisor may assess the work of the enumerators he manages and take the due corrective measures, when necessary.

## THEMATIC CONTENT

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

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 and the existence of available alternatives for gathering data, according to international recommendations.



Enumerator visits resident in the Census Rehearsal at Rio Claro (SP)

Items that were not present in the 2000 Census were included in the Census Rehearsal:

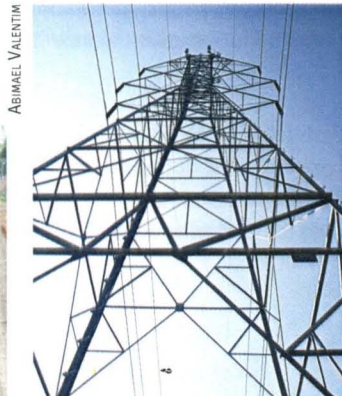
- household characteristics: predominating material of the walls; use of energy meter, and electricity availability; existence of cell phone, motorcycle, Internet access; international emigration; responsibility for the household (one or more heads of the household);
- residents' characteristics: whether 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 of income from social programs; whether the person works in a single place; and usual commuting time; and
- possible detailing of collective household identification (almshouses, hotel, prison, etc.) and features of the surroundings (existence of lighting, identification of public spaces, paving, etc.).

The item color or race, which up to 2000 used to be investigated just in the sample questionnaire, will start from the 2010 Census to be investigated in the basic questionnaire also, covering the whole enumerated population.

Another detail to be highlighted in the 2010 Census is the total monthly income of all persons aged 10 or over. In the 1991 and 2000 Census editions, the basic questionnaire just investigated the income the head of the household.



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# A WORD TO SOCIETY

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 STEPS

2009

## STAGES

JAN. FEB. MAR. APR. MAY. JUN. JUL. AUG. SEP. OCT. NOV. DEC.

Updating of municipal and cadastral maps and joining of the Address List; planning of the 2010 Base Map



Pre-collection: listing of residential and non-residential addresses and collection of block-boundary features



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



Data coding



Release of results





**2010**

**2011**

JAN. FEB. MAR. APR. MAY JUN. JUL. AUG. SEP. OCT. NOV. DEC.

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