

2010 CENSUS OPERATIONAL PRESS BRIEFING
May 3, 2010

STEPHEN BUCKNER: Good afternoon, welcome to the Press Club. My name is Stephen Buckner at the Public Information Office at the U.S. Census Bureau. I'd like to welcome everybody here in the room, and also joining us via the web and/or on the telephone. And appreciate your patience as we worked out the audio bridge. Hopefully, everybody can hear me.

For those of you here in the room, you have press kits with multiple different fact sheets about our non-response, our day to day campaign for the 2010 census, which kicked off this weekend. Online, there are several links to the information as well so please take a moment to look at and make sure you're familiar. If you have any questions, we can answer those after the press conference.

Today, we're going to be focusing on America's second opportunity. This is where we start our day to day campaign, and it started on Saturday. And Dr. Groves, Director of the Census Bureau, will be making about 15 to 20 minutes of remarks talking about this weekend's activities and what it means to be out there in the field. We have over 635,000 workers that began work. So, a daunting task and everything is going well at this point.

Following his remarks, we are going to be showing a couple of video presentations here in the room. There are also links online. We'll be showing a couple of the current advertisements that we have running across the country for households to open their doors to our census takers. We also have several public service announcements, some that were locally done by a group of high school students out of Crenshaw High school in Los Angeles, of which the director was on site actually last week and viewed and met the students. And then finally, a very special PSA by the King Family and some remarks they have about opening your doors to the 2010 census.

Following Dr. Groves' remarks and the video presentation, we will begin a brief Q&A period. We'll alternate between the room here and on the phone as we have in previous press conferences. With that, I'd like to turn it over to Dr. Groves. Thank you.

DR. ROBERT GROVES: Great to be here and see folks in the audience. It's only been a couple of days since we reported the participation rate at the end of the 2010 mail back portion of the census, so there's not a lot new on operations. This is really a press conference that's looking forward to what we're now launching. So the very first thing I need to ask you to report is that the census isn't over. Even though we've done this gigantic mail out/mail back operation, there is much to do. We have many miles to go before we sleep, as they say.

We have about 48 million households that we will, or addresses, that we will begin to visit. We actually began Friday or Saturday throughout the country. This is how we finish up the count of 100 percent of the population. We call this Operation Non-Response Follow-up. Some of us will slip into the acronym of NRFU, but I'll try not to do that to you today. We started that officially May 1. It will go through July 10th, but I need to remind all of us, or note, that the vast majority of the work, of non-response follow-up, will be finished in the month of May. We will continue the operation in those areas that require more work.

The way this is set up is that we have about 600,000 enumerators throughout the country. They'll be receiving workloads and assignment areas of about 40 cases. They'll visit each address, they'll verify that we have the correct address, interview respondents, take down the answers, complete those questionnaires and then go to the next assignment area until we finish the work. So the very first thing is who's going to get these visits? We will visit you through a census taker if we sent you a form but you didn't fill it out and mail it back. Or, if you submitted an incomplete form that didn't have sufficient information for us to move ahead on counting you.

If you submitted your form too late, if you mailed it back-- remember, we had an April 16th deadline. We're trying to eliminate as many of those as we can, but we can't promise that those who send it in after April 16th we'll be able to delete from our list. So you may get a call if you submitted it late. We'll also call you if you filled out a Be Counted form or you provided your information over the telephone if, in doing that, you gave us an address that we couldn't match to our address list. Then we're going to go out, make sure that we've counted you in the right location, we can find your house, and so on. This is really a quality thing.

And then finally, as everyone knows, some homes didn't get forms mailed to them. Those that get their mail through post office boxes, you'll indeed get a visit. At the same time, we are continuing a rather small operation on Indian reservations and in the colonias on the border of Texas and Mexico, and in parts of Alaska where we directly interview people as the first step. That will continue. And we are also finishing up the group quarters, the so-called group quarters enumerations. These are living situations like assisted living facilities, dormitories, and so on. These are almost finished, but those, too, involve other enumeration techniques.

When our interviewers go out, they will have a form that has exactly the same questions on it as the mail back form. It'll look a little different in order for them to fill it out efficiently, but it has the same content. It has records for only five people rather than six on the mail back and they're continuation forms for large households. For each person, we ask the same questions that we asked on the mail out/mail back form; name, age, sex, date of birth, race and whether they are Hispanic. We'll ask a few other questions to make sure we've got the right address and the right household composition.

Then our workers will record the date and time of that interview and they'll ask two follow-up coverage questions. We don't ask social security number, just like on the mail out/mail back. We don't ask income. We don't ask anything about your bank account or anything that's intrusive. It's the same questions that we've asked on the mail out form.

We have over 600,000 enumerators. If you think about that for a minute, this is the largest peacetime mobilization that this country does. We are now in the thick of it. Our recruiting has been successful. I'm proud to say we have about 2.5 qualified applicants for every job that we have to fill. In most of the local census offices, that 2.5 is really about 4. We have a wonderfully talented and large group of qualified applicants. Last week, we conducted training sessions in over 33,000 locations throughout the country, 400,000 employees were involved in those training activities.

There's a wonderful note here that I'd like to make. Those 33,000 sites were donated to us for our use from libraries, community centers, local organizations throughout the country. We figure this largesse, this altruistic behavior on the part of these organizations, saved the taxpayers about \$23 million. This is a wonderful note of civic participation, I think.

I think it's important that I spend a little time talking about how to recognize the census takers. People are worried these days about disclosing personal information to strangers. I understand that, we understand that. Everyone who applies for our positions go through an FBI background and fingerprint check. We are concerned deeply about the safety of the public in this endeavor. We want to make sure that everyone feels comfortable opening their door to a Census Bureau worker.

By law, as you know, every one of these people have taken an oath. They are bound by the confidentiality laws of the Census Bureau that gives a penalty of five years and \$250,000, five years of imprisonment if you reveal any of the answers outside of the Census Bureau. So this allows us to assure everyone that giving your answers to the Census Bureau assures you that no enforcement agency at the local, state or national level, can get a hold of your answers. That's our solemn oath.

It's probably good to say a few things about how you recognize a census taker. They will be wearing a badge that looks like this, it will be around their neck. They won't have a uniform, they'll be dressed in a manner that is similar to the neighborhoods they're working in. They'll look like a neighbor, and for most neighborhoods, they'll be one of

your neighbors. But they'll wear this badge and they'll be carrying a black briefcase that looks like this. It has a big Census Bureau logo on it. That'll be often around their shoulder. And then, their workload will be listed in a black notebook that looks like this. They'll have printed sheets for every address in the neighborhood they're working. This is how they keep track of their work. This is how they know which households to go to in the neighborhood.

So those will be the things to look for. If you have any doubt about a census taker, whether the person at your door is a legitimate census taker, we ask you to call the local census office or the regional census center. You can get these phone numbers on our website or for telephone information. There's also information on our website about how to contact the postal service or the Federal Trade Commission if you believe you're a victim of some sort of scam.

Let me comment a minute on the precautions we take to insure the safety of our staff. Part of the training procedures that we went through over the past few days is to help prepare people for different situations. We train people to be aware of their environment. It really helps that they're from the neighborhoods that they're working on that score already. We train them on how to deal with angry or hostile folks who answer the door. And basically, the lesson on those are always the same; to retreat, to not engage in a confrontation and then go back to your supervisor to figure out a better way to approach that household.

They're also given training on safe driving techniques and general guidelines on personal safety. Let me note that when you have 600,000 people traveling the highways and the streets of this country, all sorts of things happen. It saddens me that some of these things are tragedies. It is true already that six of our enumerators have been fatalities in auto accidents around the country. We try to keep that to a minimum through our training procedures. It grieves us when this happens, and our folks at various-- at these locales throughout the country are indeed grieving the loss of their coworkers. We ask that our

folks be careful out on the roads and highways, and we hope that there are few, if any, other incidents like this.

Sometimes, people ask about whether it would be good to have police protection for our census takers. We do not allow law enforcement offices to accompany our staff because we are so focused on the confidentiality guarantee that we give our respondents. And we don't want to even have a whiff of perception that we're not serious about that. Having said that, we have sent communications to the 30,000 law enforcement agencies around the country that merely announces that our census takers will be working throughout their areas over the next few weeks. We have found informing the police about our operations is a good thing, but they cannot follow us and they cannot accompany us.

This also is a good time to note that we have certain media restrictions during this period. We get a lot of media requests to actually follow our interviewers and videotape them as they're doing their work. As in every past census and this census, we won't allow that to happen. If a media team indeed shows up during an operation, our staff are trained to stop the operation and leave the scene. Again, all of this is about our pledge to every one of our respondents that their identity and their provision of data is kept confidential.

Having said that, there are a lot of B-roll and photographs on our website simulating field activities that are not real respondents, and are not real interviewers. We ask you to use those whenever they fit your needs. The electronic toolkit that Stephen mentioned has links to those video operations.

Let me say a few things about how the operation works. Over the last week, the offices have printed out a large number, 1.5 million, assignment areas that was actually a wonderful success of our paper-based operation control system. That part of the software really had to work last week, and it did work. We have the assignments ready, or already given out to interviewers. These are 40 addresses in each assignment area. The interviewers are supplied with those, they meet with crew leaders that supervise a small set of census takers and with whom each enumerator meets almost daily. Before any

interview, the census taker verifies the address, verifies that the address is located in the target area, given a map that they have at their disposal. They determine whether the unit was occupied or vacant on April 1. This is an attribute of this operation that you should understand. We are essentially trying to enumerate the houses that we go to over the next few weeks as to their April 1 residency. Who lived there on April 1?

So we'll also have to make sure that if someone is living in an address when they are visited for non-response follow-up, that they lived there on April 1, or whether the unit was vacant on April 1. They'll visit the address in person, they'll talk with a knowledgeable respondent. And generally, that's an adult or someone who is 15, aged 15 at least, or older. At some times, it could be a neighbor or a building manager if the household is on vacation or away during the period of the operation. We'll use informants of that sort. If there's no knowledgeable person at the occupied unit when someone visits, when an enumerator visits, they're going to drop off a little form that looks like this, that's called a Notice of Visit. It will be placed on the door sill or in the doorjamb. And this is a courtesy on our part to let you know that we've called, we called at a time that you weren't there and that we're calling back. The interviewer will actually write down a phone number where they can be reached. The resident could call the interviewer on that phone number and provide the data over the telephone if they so choose and that's a very efficient way to do things.

They'll make multiple calls over multiple days. Afternoon, nights and weekends are often the best time to find an occupied housing unit. They'll make six attempts to do this over the many weeks we're doing this. The fewer the trips, obviously, the less expensive this operation is and the more quickly we can move on to the next assignment. So part of it is making sure that our enumerators work at times that are efficient times to contact people when they're home.

When you answer the door, the enumerator will give you an information sheet, almost as the first act. And this information sheet reviews on the left side the confidentiality provisions of the 2010 census. It tells you how we keep your data confidential. And then

it also has some response categories for some of the questions in order that the respondent can pick those. If the household doesn't speak English and doesn't appear to be speaking a language that the interviewer knows, there's a language identification flashcard that will be given to the respondent to allow them to pick the language that they speak and we'll send someone back to that house with those language skills in order to complete the interview.

We do everything we can to keep track of this. The interviewer will meet with their crew leader reviewing the work for accuracy and timeliness of the production process. Then we have a variety of quality control procedures. About 5 percent of the interviews will be re-sampled and another person will go back and take the same data. We do this, this will start on May 7th, by the way, and go through July 17th. This is a quality check on the performance of our interviewers. Many of the cases will be randomly selected. That will happen from each interviewer's workload. And any cases that fail some of our processing edits at the back end will also be sampled. So overall, 5 percent will be sampled for re-interview. So if you are one of these respondents to a non-response follow-up, there's a small chance that, once again, someone will come to your house and ask you the same questions. We ask for your patience here because this allows us to make sure we're getting good data.

Let me say a few things about advertising and partnership activities during this period of non-response follow-up. The messages shift at this point. The messages are all about the importance of opening up your door to a census taker. The benefits that are derived from that, and the confidentiality with which we handle your answers. All of our analysis of the advertising so far shows that we have indeed succeeded in getting a very high level of awareness of the 2010 census. We are now targeting our advertising based on where the workload is for non-response follow-up. So it's heavily targeted. About 57 percent of the advertising will be for local buys. And we, once again, call on our over 200,000 partners throughout the country to help us in this task. Now, the message really is the census takers are coming to your doors. The same pledges of confidentiality, the same simple questions will be asked. And we ask that you open the door.

Let me conclude by noting that this operation that we're launching now is one of the most expensive and labor intensive operations that we conduct. We have set it up in a way that it will last as long as the workload lasts. We're hoping to finish this quickly. We are happy that the return rate on the mail back portion allows us in many areas to have smaller workloads than we thought we would have. And we're hopeful we'll end this operation in a successful way.

The message to the public is the same. In a way, this is a pretty easy task for asking everyone. It is very important, and it's safe. And I hope that all of us convey the notion that in this phase, we will essentially take these participation rates that are now in the 70s or 80s, depending on where you're looking, the entire country will go up to 100 percent response rate. For every household that we have on our master list, we will have a disposition at the end of this. We will either get an interview from those who live in the household, or we will get the reports of building managers or neighbors about how many people live in the household. We won't stop until that process is finished. So I thank you, and I think we're ready for questions. We're not ready for questions?

MR. BUCKNER: We're not ready for questions. As I indicated during my opening remarks, we're going to have a brief video presentation, a couple of different videos. The first are just a sampling of some of our most current ads that are running across the country now to get the population to cooperate as our census takers go to the door. That will be followed by a couple of public service announcements that were created locally by high school students in Los Angeles at Crenshaw High. It's a wonderful example of how some of our youth has gotten involved in the census to make a difference in their community.

And then followed by a very special public service announcement by the children of Dr. Martin Luther King, Jr., and Coretta Scott King. So we'll run those and then we'll come back to the question and answer period. For those joining online, there is a link that you can view these as well if you can't view them not the webcast.

[videos]

MR. BUCKNER: Okay, great. That concludes the video presentation. Just a few notes. You saw a couple of public service announcements, again, one by Crenshaw High School students, which we're trying to embody what the census meant to them and capture that on a video PSA that they're hoping to distribute locally there in Los Angeles to make a difference to where people open their doors. And then just over the last week, the King family came together to make a message about how important the census is, and that people should open their doors when the census taker-- and we're very proud of that. We have a lot of public service announcements that are on our website and other areas that you can go to download it and use it to get your community to open up their doors to the census takers.

There is a multimedia center on our 2010census.gov website, which you can go to. We also have all of our videos are on YouTube. You can pull them off of there, or link to them, perhaps, for your websites. And then we also have a spot source which is spotsource.census.gov, and that's broadcast quality downloads for any television media. You can pull those down and use those on broadcasts. So with that, we'll open up the question and answer period for credentialed media. We'll start here in the room. Yes, right here. If you could please state your name and organization first, and we'll trade off between in the room and on the telephone.

JENNIFER DEPAUL: Hi, my name is Jennifer DePaul. I'm with the *Fiscal Times*. And you were saying that this is the most expensive and labor intensive part of the census. Can you give us a cost estimate of how much this is?

DR. GROVES: Over the next couple of months, we will spend roughly about \$2.7 billion. We're spending about a billion dollars a month with that many people on the roads and calling on people's houses. That's the budgeted figure. How much we actually spend of that, if you think about it, depends on the cooperation of the American public.

We will call on those houses until we get information from them. If upon first contact someone opens the door and we do the interview, that will be a lot cheaper than if we have to make multiple calls. So we're not exactly sure how much we'll spend of that budget. I think it's going to be \$2.7 or less.

JENNIFER DEPAUL: Do you know how much it is per visit? You said they can up to six times for each?

DR. GROVES: One number we have calculated loosely is for every interview that we take at the household level, we'll spent about \$57 roughly, if you take it down to the household level. And there are about 2.3 people per household, we happen to have been calculating that. So another way of characterizing it is it's about \$25 per person. If you divide the 57 by 2.3, you get about 25.

MR. BUCKNER: We're going to try to see if we can take any questions from the telephone or any questions online, please?

OPERATOR: The first question comes from Olivia Winslow, *Newsday*.

OLIVIA WINSLOW: Good afternoon, can you hear me?

DR. GROVES: We can very well.

OLIVIA WINSLOW: Thank you. Three quick questions, I hope, you'll permit me. You said the entire country will go up to 100 percent response rate and you won't stop until the process is finished. But in reality, there is always an under count. Certainly here in my area, Long Island, New York, a couple of villages populated largely by minorities and immigrants, have complained already about the 2000 census. They're concerned with the Census Bureau population. So if you could tell me what the undercount was in 2000 and what you project it to be in 2010?

DR. GROVES: Okay. Great question. The number that's most often cited for the 2000, that undercount, is about 1.4 percent of the population. The nature of the undercount problem is both classically that you miss whole households. And then that in those households where you do get an interview, or a returned questionnaire, some people who live in the household haven't been reported. That's the nature of the undercount. We won't know the undercount for the 2010 census estimates, and we estimate this, by the way, by doing a very large sample survey after the census. We won't know that until about 2012. It will be completely publicly reported as soon as we know it.

OLIVIA WINSLOW: You said that the census takers will have about 40 addresses. Is that per day? Because I figured you can go through 40 addresses fairly quickly. It wouldn't be a long operation?

DR. GROVES: The way to think about this is we assign them in batches of 40. So if I'm an enumerator, I'll initially be given about 40 addresses. I'll go off and do those. And when I'm starting to run out of work, I'll be given another batch until we complete the entire workload of the area.

OLIVIA WINSLOW: And finally, you talked about your advertising being based on where the workload is. Can you enumerate the parts of the country or cities requiring the largest concentration of census takers?

DR. GROVES: It's very easy to figure that out. If you go to our map that we've been publishing daily and you look at participation rates, that's a good indicator. We are disproportionately working those areas with low participation rates. Now slightly more complicated, because the participation rate doesn't exactly reflect vacancies, we'll have to go to vacant homes as well. And so those areas that have both low participation rates and high vacancy rates, those are the biggest workload areas. But the best way to get a handle on it is just to go to that map and you'll see the areas where we need to work the most.

MR. BUCKNER: Okay, we'll go back into the room. We'll take you down here in the front row, please. Name and organization?

STAJ INDERUM: My name is Staj Inderum (?) from AHN Media Corporation and TBTN. Thank you for finally coming up in ratings since April 1st. I have a couple of questions. Just a follow-up on the question of the cost. The current paper system has raised the cost by \$3 billion. Any comments on that?

DR. GROVES: you're probably citing the report that occurred in a change of the design of the 2010 census in about 2008. So the original plan at this moment in time was to have enumerators with hand-held, small hand-held devices that had wireless communication. At that time, there was a decision that the software/hardware combination of those devices did not permit us to use them in this non-response follow-up operation. They are not being used. This is largely a paper operation, as I showed you, with these materials. To administer the paper operation a new set of software, a new software system had to be designed starting in 2008. We called this the paper based operation control system. And it is that plus the added hours that were estimated, because we're dealing with paper, that produced that \$3 billion estimate. Does this address your question?

STAJ INDERUM: Yes. Actually, you start up another question. The geo strategic issues director, just before the Congressional hearing, has said that this paper based may not, I will quote him, "may not be able to perform as needed under full operational loads. So far, it is not as stable as it needs to be." Would you like to comment on that?

DR. GROVES: I believe those might be my words, too. But it is indeed true. This is a set of software that is not performing at optimal levels right now. I said something in my opening remarks that are very important, though. The biggest load on this system was the load that we experienced over the past ten days. We got through this load. It wasn't pretty, but we have printed off all the assignments of all the 600,00 interviewers. The system is still shaky. We have a lot of workarounds around it. As I've said elsewhere, this is not the most loved software system at the Census Bureau. It's good enough to finish

the census. We will finish the census with this software system and we have been using it in production for some time. It's fulfilled the needs of the other operations we're doing, and we got over this big hump. But it isn't perfect. I don't want to portray it as an optimally performing system, it is not that.

I do say that we have the world's best talent watching this system and caring for it and trying to improve its activities day by day.

STAJ INDERUM: So you are confident that this will be taken care of, but you will implement something better?

DR. GROVES: I didn't say that. I'm not confident about anything. I'm not confident I'll make it through the day. But we will use the system. It has fulfilled its obligations to the field work so far, and I hope it gets better through the actions we're taking.

STAJ INDERUM: Just my last question. It's about, you said, 100 percent coverage. What about homeless? And the second question is a about the self identification. There are many minority groups, like for example Sikhs from India who have been asking for a code to be counted. So when that count will be addressed?

DR. GROVES: Two different questions. On the homeless, we completed on March 29th, March 30th and March 31st an effort to count the homeless through enumerating the provision of the clients, as it were, in soup kitchens and shelters, as well as enumerating in the evening outdoor locations for the homeless. This operation was completed successfully. We're evaluating it now. It is noteworthy that we go to-- we work with local officials to try to locate where there are clusters of homeless. We do the best we can on this operation. I think in all honesty, I also need to note that if there is a person who's not housed who wants to evade being enumerated or who is living in an isolated area, in the woods in a tent, we don't count them very well. But we attempt to count through these alliances with local officials as best we can.

And then your other question, I think, was about race, ethnicity measurement and different groups. We are seeing in the press, you may have written your own articles, about this, a commentary that arises every ten years. Every ten years, when the census measures race and ethnicity, we discuss the concept. With each new immigrant group, the discussion changes slightly because each new immigrant group brings their own perspectives on what could race mean in the United States. What do they think of us? How should I classify myself?

This is a good discussion for the country to have. And we have set up a question. If you noticed the question, we allow every person to self identify in whatever words they wish to use. And that is our way of allowing a more inclusive measurement. But race and ethnicity is a concept that we will discuss throughout the next decade as well, I'm sure.

MR. BUCKNER: Okay. With that, we'll go back to the telephones for a question.

OPERATOR: The next question is from Dave Berman, *Florida Today*.

DAVE BERMAN: Thank you. I want to talk a little more about the system of the handheld computers that you decided not to use for the current part of the census. Can you explain a little bit more why you were not comfortable with that system? And also, if you might go back to considering that system for the next census in 2020?

DR. GROVES: I'm not good on the first part of your question. I'm a rookie here, so I arrived in July of 2009, long after all these decisions were made. And I haven't delved into the details of that decision. I can, I think, talk about the future a little more. Computer assistance and data collection for the 2020 census will occur. It will be true that we will use the internet in some fashion to assist in collecting data. Having said that, none of us know what the internet of 2020 will look like. And so choosing the optimal use of the internet is a very tricky management decision that we talk about a lot; when to lock into a technology. And it's those discussions and our careful planning that hopefully will give the answer to what will the 2020 use be of computer assistance.

DAVE BERMAN: Okay. Could you go through a little bit more about what some of the other technical issues have been so far with the count, both the initial part of it and also the current system?

DR. GROVES: I'm sorry, could you repeat that? I missed the first sentence of that?

DAVE BERMAN: If you can go through a little more about the technical issues that you've experienced? You said you weren't that comfortable with the software that you've been using and there's been some glitches in it?

DR. GROVES: Yeah. I could say a little more. This is a pretty complicated system. It is the system in a way that is the brain of the 2020 census. It contains all of the address records that we are going out to. It's our way of checking in, making sure we've contacted every address and gotten a disposition on every address. It is the way that assignments are made to interviewers and reassignments are made, that crew leaders are kept track of, and so on.

It is used by multiple users in 500 different local census offices throughout the country. At any one point, there may be thousands of users on the system. When I visit local census offices, I get a similar set of comments about the system. Its performance, its functions when it's up are desirable. They like the functionality that's present. We are fighting sort of stability of keeping it up on a 24/7 period. That's the focus of all of our attention right now. But the functionality seems as desired. The performance, once it's up, when it is up, is adequate, not optimal, adequate. And then we need more system stability to make it work in a kind of really smooth way.

MR. BUCKNER: With that, we'll go back in the room. Right here?

EDWIN MORA: My question is does the accuracy of the census remain at risk because of the problems currently affecting the paper based control system?

DR. GROVES: I don't believe so. I think the risks that we face with this software is not the completion of the census, but it's real time management information on how we're doing. It won't stop us from doing the census, it will stop me from knowing at every minute where are we? How much work do we have left to do? Are we progressing at the productivity rates we expected, and so on. I think that's the challenge.

MR. BUCKNER: Okay, we'll go to the telephone and come back to Carol.

OPERATOR: The next question is from Hope Yen, the Associated Press.

HOPE YEN: Yes, hi there. I just wanted to clarify if I heard correctly. Did you mention that there have been six enumerator fatalities in the last few weeks of the census, or in previous censuses?

DR. GROVES: This is since April 27th, I believe, that there have been six auto accident fatalities. And this is a sad thing to report, but it is true.

MR. BUCKNER: Okay, we're going to go back into the room here.

CAROL MORELLO: Carol Morello, *The Washington Post*. To follow up on that, in what states did they happen, and how does that compare to the first few days to a similar period last census? And just taking it a step further, do you have any particular concerns about the safety of enumerators, especially in relation to the political climate?

DR. GROVES: This is a bunch of questions, and I'm sure I'm going to forget a couple of them. In the 2000 census, there were, our records show, 13 auto accident deaths. And there was also another death through a dog attack that was on an enumerator. There were deaths as well in address canvassing, I don't have the counts on that. You have to think about this relevant to the volume of activity that's going out there. We have hundreds of thousands of people who are disproportionately driving to their work assignments on

every road in this country. And when that happens, when you have 600,000 people out there all sorts of bad things happen. There will be, I guess we've had one heart attack death. There will be deaths from health, as well as accidental deaths. And we try through our training and our guidance to interviewers to minimize these. But with this volume of human activity using highway transportation, this happens, unfortunately. And then I did forget.

CAROL MORELLO: What larger concerns do you have about the safety of enumerators, especially considering the political climate?

DR. GROVES: Well, we are concerned both about the safety of the American public and of our enumerators. We have controls over those that are through both our screening of our applicants, but also the training of our enumerators. One of the wonderful things about using people who know the neighborhoods they work in is that they are aware of the character of their neighborhoods and different streets in their neighborhood. This is a wonderful protection with regard to the safety of our enumerators because they're not going to strange environments. They can read the signals of the neighborhoods.

And the other thing that we do is to train them over and over again to retreat upon the sign of any hostility. They do that very well. We know they do it because we do role playing on these sorts of events in the training. And we hear reports of their doing it. They go back to their supervisor, then, their crew leader the next day and said, "I went to this address. I knocked on the door. This happened. I don't know whether I handled it right, but I wasn't comfortable doing what I was doing. What should we do?" In those situations, we have a variety of tools. Sometimes, we send people in teams, sometimes we use other local facilitators who know the neighborhood even better than we do. And those have proven over time to be useful for the protection of our enumerators.

At the very last resort, we will take information from a building manager or a neighbor about who lives in those houses. The safety of our enumerators is something we think about every day, every hour. It's an awesome responsibility for all of us at headquarters,

to know that we have 600,000 colleagues out there doing this work. And we think about it a lot. You cannot drive these numbers to zero, though, I believe, simply because of the volume of human activity as part of this.

MR. BUCKNER: Due to time, we're going to take one more on the telephone. We'll come back here in the room, but I believe we may lose our webcast right at 1:00. So just two more questions. So if we can go to the telephone, then I'll come back into the room.

OPERATOR: The next question is from Jackie Cluse (?), *The National Journal*.

JACKIE CLUSE: Hi. I was wondering how you think this might affect the situation in Arizona with the immigration?

DR. GROVES: I'm not getting the focus of your question. I heard the Arizona situation, but what was your question again?

JACKIE CLUSE: I guess first of all, are illegal immigrants going to be included on this?

DR. GROVES: Yeah. As we've done in every census, this is the 23rd census this country has done. Every time, we've counted everyone, attempted to count everyone whether they're citizens or not. So we're doing that again, by law, this time. With regard to the Arizona situation, I think you have to take-- you have to look at the 2010 census in the context of history. We've done census in every environment you can imagine. We have done them during wars, during depressions. We've had to enumerate people in hurricane situations, in nearby volcanoes, everything has happened. We don't choose the characteristics of the country we measure at the moment we measure it. But we do the best we can in the environment we can. And that's really the only way we can react to the Arizona situation.

MR. BUCKNER: Okay, great. With that, we'll take one more question here in the room.

Just one quick second. Name and organization, please?

JESS MISING: Sure. Jess Mising (?), United Six. It's great that we're having these discussions and you guys are having open door policy. But what and how will you do more to increase the response rate for these new vibrant, ethnic communities such as Six and others? Are there any other plans monetarily or more media campaigns to get the response rate out for Six and other communities?

DR. GROVES: Yeah, I think the nature of the request has now changed. In the mail out/mail back phase for every group, but especially for immigrant groups and sub cultures, the message was we've tried to give a lot of language tools that if you're not comfortable reading English, we have language assistance guides. We ask you to fill out the form and mail it back. The message now shifts to opening your door to a census taker. We have found in past censuses that at this moment in time, in a census cycle, we need to redouble the message that this is a safe thing to do. That complying with the census request, providing answers about your family, your household, is a safe thing to do regardless of your concerns about any other agency of the federal government or the state government. And so that is the message we're trying to get out.

We've also found that at this moment in every cycle, partners, trusted voices in the neighborhoods, are even more important than in the mail out/mail back phase. Because if there are concerns about confidentiality in a group, they can be much more effectively addressed by a local leader saying, "This is a safe thing to do. Go ahead, I recommend that you do this. It's good for our group, it's good for our community." And when that happens, then it works a lot better.

MR. BUCKNER: All right. Well, thank you very much for joining us this afternoon. This concludes our operational press briefing on our door to door efforts, again, this weekend. If you have additional questions that we weren't able to get to either on the

phone or here in the room, please feel free to contact our public information office at the Census Bureau at 301-763-3691. We'll be happy to try to facilitate any answers to those questions you may have. We'll check back in in probably a couple of weeks or so. We'll get a date out in terms of our next operational press briefing. We'll see how things go here over the next several weeks and we'll try to remain consistent in getting the information out to the media. So thank you once again for joining. Have a nice day.

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