



Census 2010

How the Census Results Are Being Incorporated Into Arbitron Data

*By Dan Estersohn, Senior Demographer, Arbitron Inc.
Updated Fall 2011*

The 2010 Census was conducted in Spring 2010; it is a snapshot of the American population by age, sex, race, Hispanic origin, marital status, households and relationships within households. The first use of population estimates based on Census 2010 data has occurred with the release of the Fall 2011 Arbitron population estimates and market ranks.

Arbitron Metro population estimates are created by our population vendor Claritas, Inc., and are based on the most recent U.S. Census information. These estimates are updated annually using a variety of local, state and federal data (actual Census numbers are never visible in Arbitron data).

Because the Arbitron population estimates are updated annually, our customers probably will not experience the dramatic decade-to-decade population shifts portrayed in news stories about the 2010 Census. Using Cincinnati as an example, we updated the market's population estimates each year within the decade as shown, avoiding a one-time, 10-year increase. *(See Example, below.)*

Release of Census Counts

- The first sets of results were released in December 2010 and tallied the total population by state. This count was used to determine the number of

representatives each state will have in the 113th Congress that will be elected in November 2012. Neither Arbitron nor Claritas can use these data for local estimates.

- A second set of results appeared in February and March 2011. These data included population by race and Hispanic ethnicity for the total population (Persons 0+) and for Persons 18+, without any age or sex detail. The data were released on a state-by-state schedule and were available at a county level and specified down to the block level (city block or equivalent). These data are required by law for revising the boundaries of legislative and voting districts.
- Finally, complete age/sex counts are being released on a state-by-state basis, down to the block level, between the late spring and early summer of 2011. This last release also includes data on marital status and household relationships.

Creating Arbitron Universe Estimates

Typically, Arbitron's population estimates are prepared by Claritas in May and June of each year; these data are implemented with Arbitron's Fall survey period for Diary markets and October survey period for the PPM™ service. Arbitron uses these estimates to plan our sample by sampling unit and to weight the final sample to the Metro population.

Example: Decade-to-Decade Population Shift (Cincinnati)

2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
1,639,400	1,658,800	1,691,100	1,693,100	1,705,200	1,721,200	1,751,400	1,773,000	1,790,300	1,802,400

Our plans for transitioning to 2010 Census data are as follows:

2010

Census operations were conducted; no data were released. Claritas created 2011 estimates for Arbitron based on Census 2000 and updated the estimates to January 1, 2011. Arbitron will use these estimates through Summer 2011.

Fall 2011

2010 data became available for Persons aged 0+ and 18+, by race and Hispanic origin, for all Census geographies (not zip codes). Claritas used these data as the basis for the January 1, 2012, population estimates. This was the first use of 2010 data, but because the estimates were projected to 2012, the numbers will differ from the 2010 numbers.

- Because new counts by age and sex were not available in time to produce these estimates, updated 2000-based age/sex data will be used. The age/sex data will sum to the 2010-based total population by race and Hispanic origin estimates.
- **Arbitron will implement these estimates effective with the Fall 2011 survey period in our Diary markets and the October survey period in our PPM markets. A published list of the Fall 2011 market population estimates and rankings is available on Arbitron's Web sites.**
- Updated DMA[®] ranks based on the number of television households were received from Nielsen Market Research Inc. in August 2011. **Arbitron used these updated DMA ranks beginning with the Fall 2011 survey period for our services that report DMA estimates. These television household rankings have been published and are available on my.arbitron.com.**

Winter/Spring 2012

With the release of complete age/sex by race and Hispanic origin counts, Claritas will make a second update to the 2012 population estimates.

- Arbitron plans to implement these estimates effective with:
 - » The Winter 2012 survey period in our Continuous Measurement Diary markets
 - » The January 2012 survey period in our PPM markets
 - » The Spring 2012 survey period in our two-book-per-year Diary markets
 - » The Spring 2012 releases of Nationwide, National Regional Database (NRD) and DMA estimates for PPM markets
 - » The June 2012 release of RADAR[®] (RADAR 113)
- The April 2013 release of County Coverage will use the Claritas estimates based on the 2010 Census.

The updated data will sum to the same total population numbers for each county and Metro, for both the updated and original estimates. However, since there will be new age data, the 12+ and 6+ numbers may change slightly. In some cases, that could result in a small change in market rank between the two sets of estimates. Arbitron will publish updated market rankings completely based on 2010 Census data in early 2012.

Actual Census data are never visible in Arbitron data. The first use of population estimates and market ranks based on Census 2010 data will occur with the Fall 2011 Arbitron population estimates and market ranks.

Arbitron Census 2010 Transition Schedule*

Survey Period	What's New
Fall 2011 Diary October 2011 PPM March 2012 RADAR (RADAR 112)	2010-based total market populations 2010-based Black/Hispanic compositions 2010-based DMA market rankings
Winter 2012 Diary January 2012 PPM June 2012 RADAR (RADAR 113)	2010-based age/sex compositions

**Dates are approximate and subject to change.*

How Census Data Are Used

The U.S. Constitution specifies a Census every 10 years so that seats in the House of Representatives can be allocated by state populations. However, the data are also used by a wide spectrum of organizations, for the following reasons:

- States define legislative districts.
- The Justice Department enforces the Voting Rights Act of 1966.
- Federal programs distribute funds to local governments.
- Local governments plan everything from schools to parking regulations.

- Businesses identify where to find a workforce.
- Retailers plan new stores.
- Healthcare organizations find neighborhoods that need better access to medical care.
- Demographers use them as the starting point for updating population estimates.

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