

Census takers have already started the visits

(Published in the newspaper Gazeta Digital/MT on August 2, 2010)

Some 190 thousand census takers will visit 58 million households

The census takers of the Brazilian Institute of Geography and Statistics (IBGE) began yesterday to visit the 58 million households in the country to profile the Brazilian people and their living conditions. With that, Brazil is one of the 68 countries that will carry out censuses this year and will search in all, nearly half the world population.

In Brazilian territory, the approximately 190,000 census takers will travel more than 8.5 million square kilometers, wearing a blue cap, a vest and a badge with his/her personal data, and a little palm computer. For the first time, the census will be fully electronic, without the lengthy paper reports.

Another innovation of this edition is the possibility that the socioeconomic form be filled out online. In this case, the resident should expect a visit from the census taker to obtain the access code to the site of IBGE referring to his/her household and fill up data within five days.

Besides technological advances, the IBGE added questions to the census. Couples of the same sex, ethnicity and indigenous language, travel time to work, availability of electricity, internet access and cell phones will be researched in this edition. The form already contained questions about race, religion, work, income, as well as the number of children.

To encourage Brazilians to answer the questions, process that takes about 20 minutes, an advertising campaign begins today in newspapers, magazines and television, with information on the census takers. Residents and building administrators who are not certain about their identity can call to confirm their identification toll free to 0800 721 8181.

"The census will start the door-to-door operation on Sunday (yesterday) and the visits should be extended until October 31," informed the technical coordinator of the survey, Marco Antônio Alexandre. "Once the census taker finds the residents in the residence, he/she will make the questions in the form."

The 2010 Census will cost R\$1.6 billion and will begin to have the results released on November 27, when IBGE shall inform the Brazilian Court of Audit (TCU) the size of the Brazilian population, currently estimated in 191 million people. The data will be used to calculate the distribution of federal funding among municipalities, through the Municipal Participation Fund (FPM). The apportionment is made according to the number of inhabitants of each city.