

## Considerations for Planning the Philippines' 2010 Census

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### ABSTRACT

The 2010 Census of Population and Housing (2010 Census) will be the 13<sup>th</sup> census of population and the 5<sup>th</sup> census of housing since 1900. The 2010 Census operation entails the listing and recording of the characteristics of each individual and each living quarter as of specific time and within specific territory.

Critical decisions during census preparation phase with respect to timing and method of enumeration, scope and coverage and census advocacy, among others, are discussed in the paper.

Among the situations expected to influence the decisions on the census planning are the timing of the enumeration and the schedule of the local elections, use of the short and long forms vis-à-vis implementation of periodic sample surveys, with the census as frame, focused on specific sectors, design of a user-friendly self-administered questionnaire for use in urban areas and the need for community-based information done with stakeholders nationwide. It emphasizes the need to come-up with the items to be included in the census in time for the field testing in the pilot census in 2009.

Various media that maybe used to get extensive support and cooperation from the citizenry for the census taking are explored to provide ownership of the census by as many sectors and individuals as possible. The paper also discusses the practice of NSO officials and employees initiating communication with their village leaders to place them in awareness mode and to provide a supportive environment during the conduct of the census.