



Census Product Update

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U.S. Census Bureau**

26th Annual Nebraska Data Users Conference

Hosted by:

Center for Public Affairs Research, University of Nebraska at Omaha



Wednesday, August 19, 2015

Dodge Campus, CPACS Building, UNO, Omaha, NE

CENSUS HOMEPAGE/QUICK FACTS

- Census Homepage:
 - Smart Search:
Geography, topics, NAICS code
 - Quick Facts
 - 6 locations
 - Fully, interactive tables
 - Maps and graphs
 - Share & download



live

AMERICAN COMMUNITY SURVEY

- **American Community Survey**
 - **2014 Product Releases:**
 - Discontinuation of the American Community Survey 3-Yr. Statistical Product.
 - 2014 American Community Survey-September 17, 2015
 - 2010-2014 American Community Survey, December 10, 2015



AMERICAN COMMUNITY SURVEY- WEBSITE UPDATES

The screenshot displays the United States Census Bureau website. At the top, the header includes the U.S. Department of Commerce link, navigation links for Blogs, Index A-Z, Glossary, and FAQs, and a search bar. Below the header is a blue navigation bar with links for Topics (Population, Economy), Geography (Maps, Geographic Data), Library (Infographics, Publications), Data (Tools, Developers), About the Bureau (Research, Surveys), and Newsroom (News, Events, Blogs). The main content area features a map of California and Texas with a callout for the "2016 Census Test". The callout text states: "The U.S. Census Bureau announced that it plans to conduct census tests in selected areas within Harris County, Texas, and Los Angeles County, Calif., in 2016. The tests will refine new procedures and methods designed to improve census operations and save taxpayers money in the next census in 2020." Below the map and callout is a large orange arrow pointing to the "American Community Survey" link in the "PEOPLE & HOUSEHOLDS" section of the footer navigation menu. The footer navigation menu is organized into six columns: ABOUT US, FIND DATA, BUSINESS & INDUSTRY, PEOPLE & HOUSEHOLDS, SPECIAL TOPICS, and NEWSROOM. The "PEOPLE & HOUSEHOLDS" column includes links for 2020 Census, 2010 Census, American Community Survey, Income, Poverty, Population Estimates, Population Projections, Health Insurance, Housing, International, and Genealogy. The footer also includes a "CONNECT WITH US" section with social media icons and a URL: www.census.gov/programs-surveys/acs.html.

U.S. Department of Commerce | Blogs | Index A-Z | Glossary | FAQs

United States[™] Census Bureau

Search

Topics
Population, Economy

Geography
Maps, Geographic Data

Library
Infographics, Publications

Data
Tools, Developers

About the Bureau
Research, Surveys

Newsroom
News, Events, Blogs

2016 Census Test

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1 2

ABOUT US
Are You in a Survey?
FAQs
Director's Corner
Regional Offices
History
Research
Scientific Integrity
Census Careers
Diversity @ Census
Business Opportunities
Congressional and Intergovernmental
Contact Us

FIND DATA
QuickFacts
American FactFinder
Easy Stats
Population Finder
2010 Census
Economic Census
Interactive Maps
Training & Workshops
Data Tools
Developers
Catalogs
Publications

BUSINESS & INDUSTRY
Help With Your Forms
Export Codes
International Trade
NAICS
Governments
Local Employment Dynamics
Survey of Business Owners
Publications

PEOPLE & HOUSEHOLDS
2020 Census
2010 Census
American Community Survey
Income
Poverty
Population Estimates
Population Projections
Health Insurance
Housing
International
Genealogy

SPECIAL TOPICS
Advisors, Centers and Research Programs
Statistics in Schools
Tribal Resources (AIAN)
Emergency Preparedness
Statistical Abstract
Special Census Program
Fraudulent Activity & Scams
Recovery Act
USA.gov
BusinessUSA.gov

NEWSROOM
News Releases
Release Schedule
Facts for Features
Blogs

CONNECT WITH US

www.census.gov/programs-surveys/acs.html

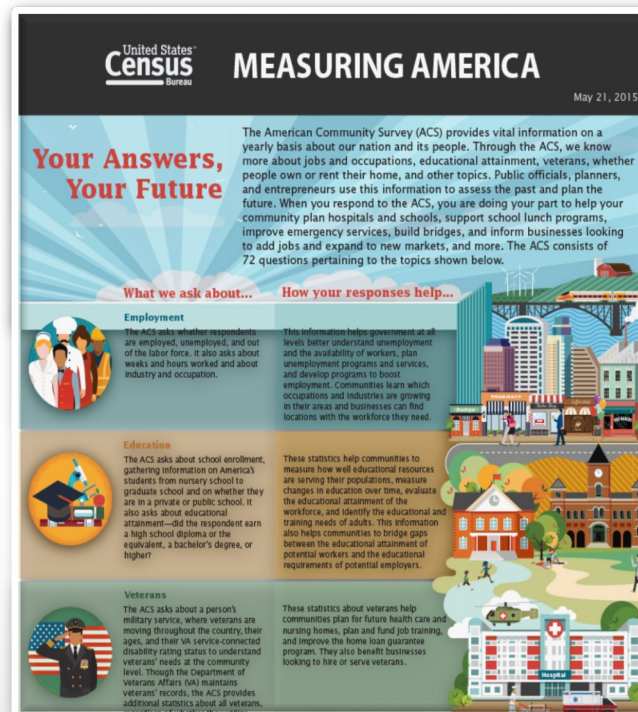
Accessibility | Information Quality | FOIA | Data Protection and Privacy Policy | U.S. Department of Commerce

live

ACS-INFOGRAPHICS/Reports

Who Drives to Work?

The report highlights differences in rates of automobile commuting by population characteristics such as age, race, ethnicity, place of birth and the types of communities in which workers live.



Other Infographics to come this month:
Languages Other than English Spoken at Home
Measuring Race & Ethnicity Across the
Decades: 1790-2010



- On the Map now updated with 2013 Longitudinal Employer-Household Dynamics Origin-Destination Employment Statistics (LODES) 8-2015



FUTURE ON 
Activating Change.

Where are we going?....



\$
Fewer Staff
Fewer Offices
+ Less Burden
Up to \$5 Billion
in Savings

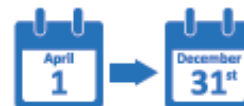
2020 Census



330+
million
people



120+
million
households



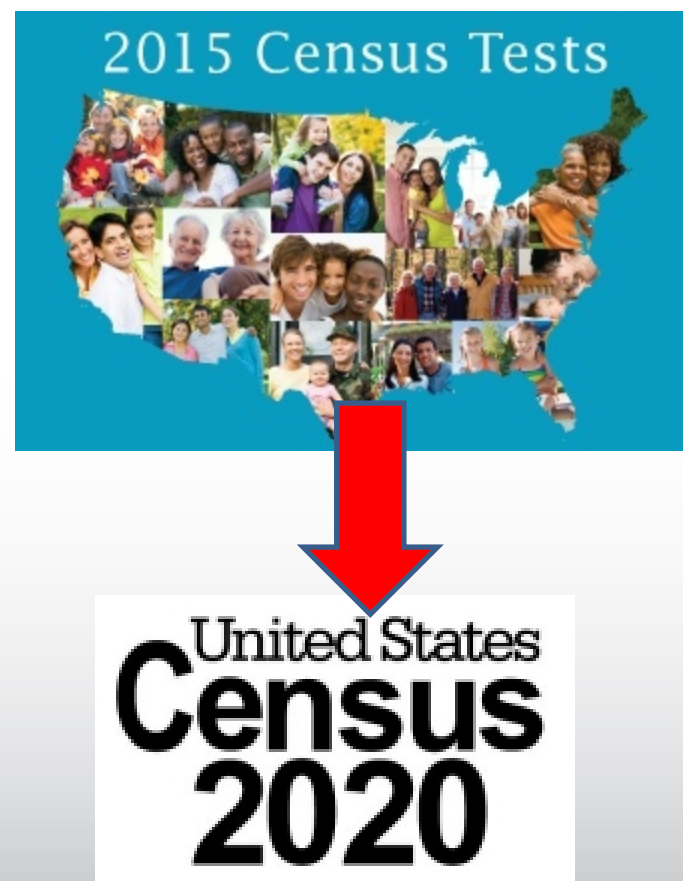
less than
9 months
to count every person,
tabulate data, and produce
the results



1 chance
to succeed

2015 Census Test in Maricopa County and Savannah

**Testing New Procedures
and Methods in 2015
to Significantly Improve the
upcoming Census 2020.**



Maricopa County 2015 Test

- Non Response Follow-up-improve the efficiency and Effectiveness
- Computer-based training
- Real-time caseload Management
- Smartphone data collection
- Bring Your Own Device
- New Field Management Structure
- Use of Existing Government Data





Savannah, Georgia 2015 Test

- Test reaching and engaging respondents to have them opt into our 'Notify Me' campaign for the Census Tests.
- Test advertising, including the use of targeted social media, to reach designated areas.
- Test promotion approaches, including partnership and an early engagement campaign to motivate respondents.
- Test how we measure participation and response rates, and how we can use targeted Internet advertising to reach hard-to-count areas.

2016 Test

Los Angeles/Houston



United States
Census
2020

Share your thoughts about Census surveys and statistics...

contact us | website feedback | email updates | site map

Connect With Us



**Tell us
what
YOU
think**