



**Product Update**  
**By Pauline Nunez, Data Dissemination Branch**  
**U.S. Census Bureau**

**Texas Demographic Data User Conference**



**Hosted by:**

**Texas State Data Center and Texas Business and Industry Data Center**

Wednesday, May 20, 2015  
Crown Plaza Hotel-Austin, TX

United States™  
**Census**  
Bureau

U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
census.gov

**FUTURE ON**  
Activating Change.

# Demographic



- **May 21**-Population Estimates: July 1-2014
  - Cities, Towns, townships villages since the 2010 Census and up to July 1, 2014
  - Housing Unit Estimates for nation, states and counties
- **June, 2015** Who Votes? Congressional Elections and the American Electorate: 1978-2014
- **2016 Budget YR:** 2014-1014 ACS 3 Yr. Estimates: Discontinuation of the American Community Survey 3-Yr. Statistical Product. 1 YR/5 YR will continue...

# Economic



## ■ April-May, 2015

- 2013 County Business Patterns 4-23
- 2013 ZIP Code Business Patterns 5-15
- 2013 NonEmployer Statistics-5-26

## ■ June, 2015

- Census Business Development Tool-June 12
- Women-Owned Business, 2012-June 30



# Economic



Release Date    Data

31-MAR-15      Construction: Geographic Area Series, 2012: Texas

27-JAN-15      Manufacturing: Geographic Area Series, 2012: Texas

# Where are we going?....



**\$**  
Fewer Staff  
Fewer Offices  
+ Less Burden  

---

Up to \$5 Billion  
in Savings

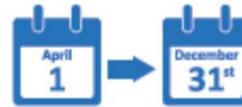
## 2020 Census



**330+**  
million  
people



**120+**  
million  
households



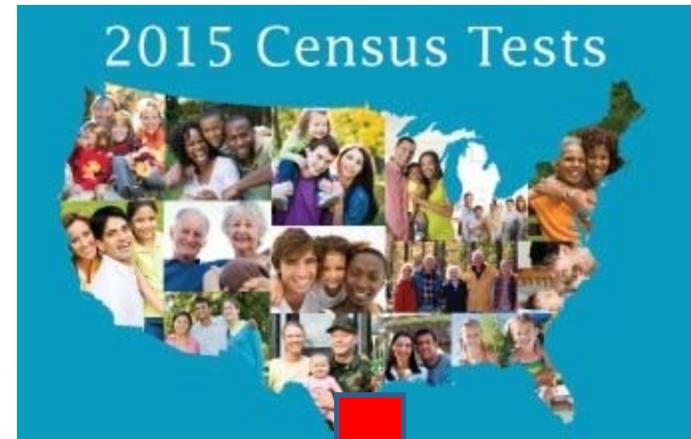
less than  
**9 months**  
to count every person,  
tabulate data, and produce  
the results



**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.**



United States  
**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.

# Share your thoughts about Census surveys and statistics...

Tell us  
what  
**YOU**  
think

Connect With Us



[Participate in the ACS Data Products Survey](#)

