
State Data Center Conference

October 14, 2010

Steven J. Jost

Associate Director for Communications

U S C E N S U S B U R E A U

Measuring America

In the next few months of 2010, we will release several different measures of the population:

1. The 2009 1-year ACS estimates for places of 65,000 or more
2. The demographic analysis estimates at the national level for 2010
3. The 2005-2009 5-year ACS estimates for census tracts
4. The 2010 Census population counts for states

A Key Table

Date	Release	Time Period Covered	Smallest Geographical Level	Based on 2010 Census
Sept. 28, 2010	ACS 2009 Estimates	1-year period, 2009	Places of 65,000 or more	NO
Dec. 6, 2010	2010 Demographic Analysis	2010	National	NO
Dec. 14, 2010	ACS 2005-2009	5-year period, 2005-2009	Census tracts	NO
Before Dec. 31, 2010	2010 Census	April 1, 2010	States	YES

NEW COMMUNICATIONS CHALLENGES AHEAD

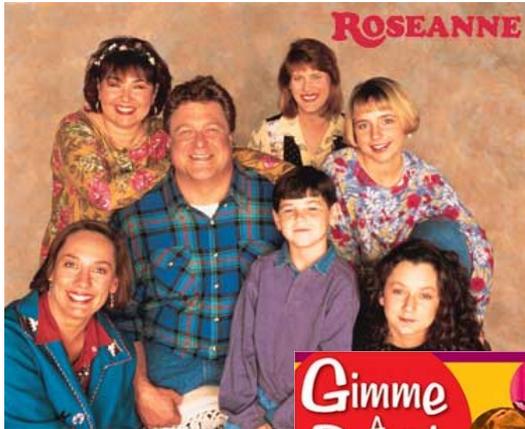
ADCOM: New Research Initiatives

2014 Research and Development Contracts

October 2010 – April 2011

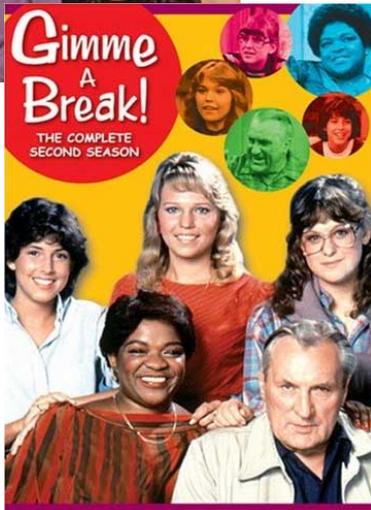
1. Second Iteration of the Census Barriers, Attitudes, and Motivators Survey (CBAMS II)
2. Census in Schools and Partnership Research
3. Web Discovery: Data Visualization and the Future of census.gov

Building on 2010 Success Despite New Challenges



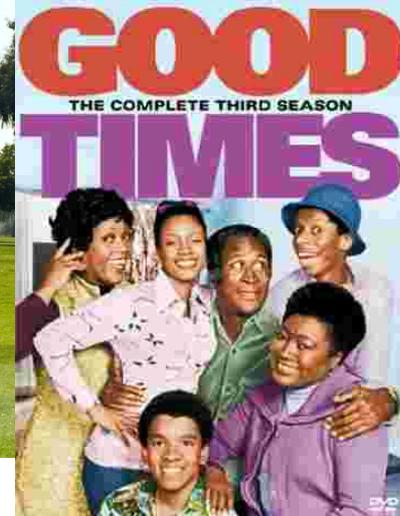
White Only

Nominal



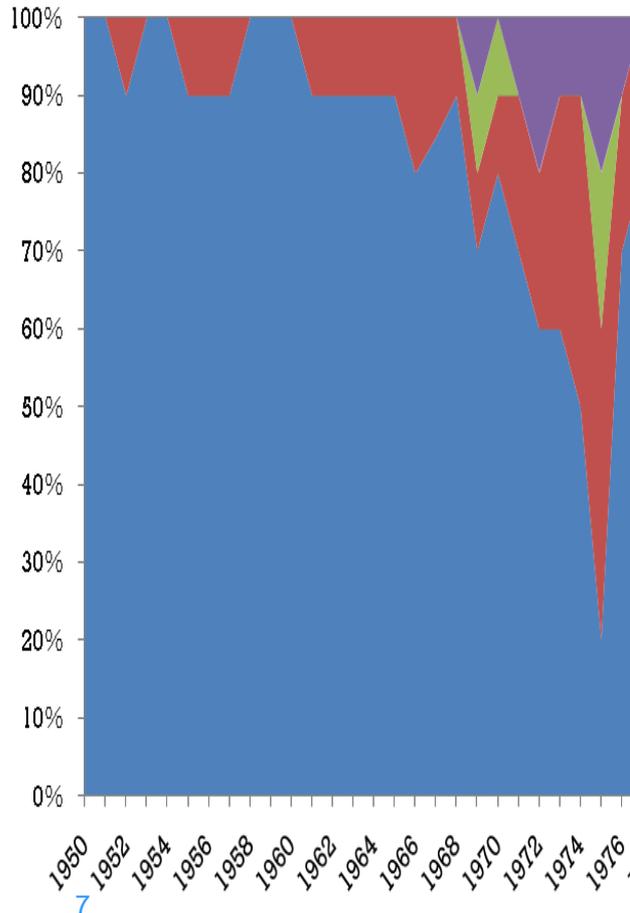
Cultural Mix

Minority only



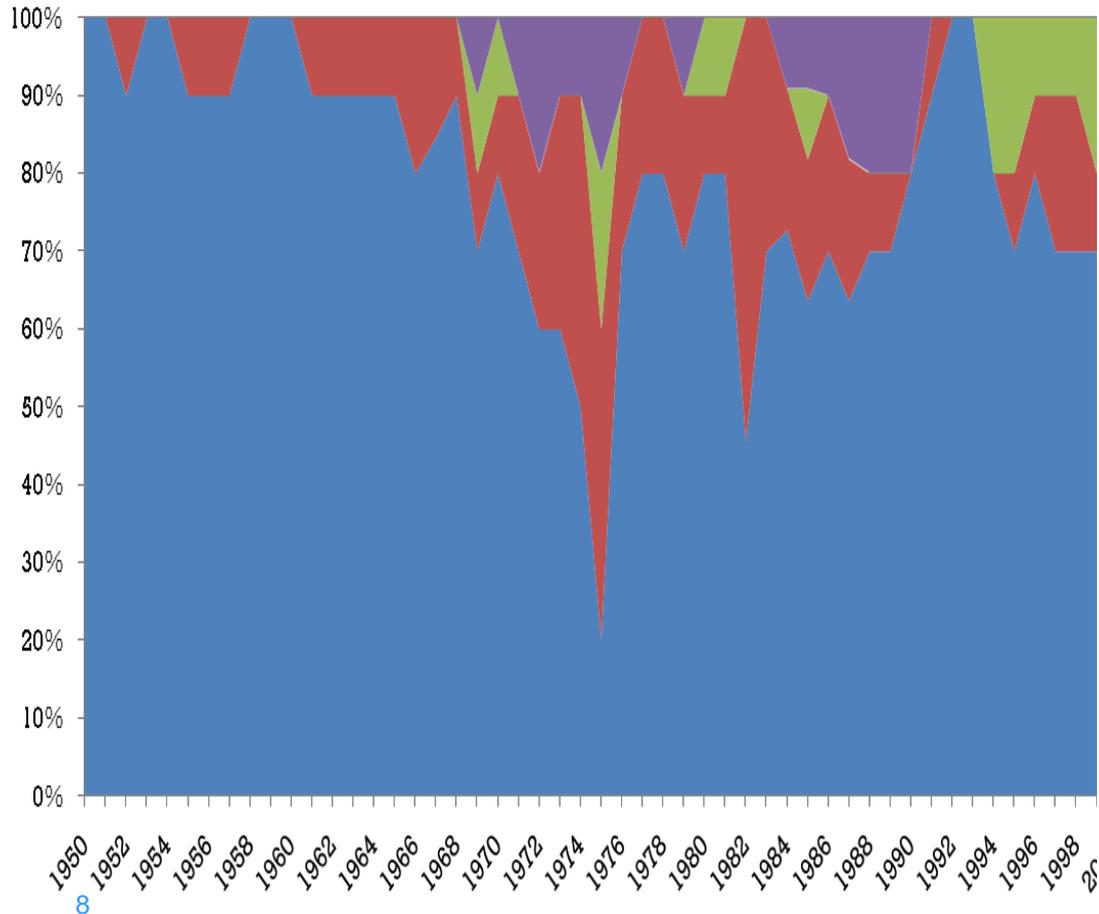
Changing Look of TV

Top 10 Rated TV Shows, 1950 - 2009



- Mixed Culture
- Minority Only
- Nominal Minority
- White Only

Top 10 Rated TV Shows, 1950 - 2009



Mixed Culture

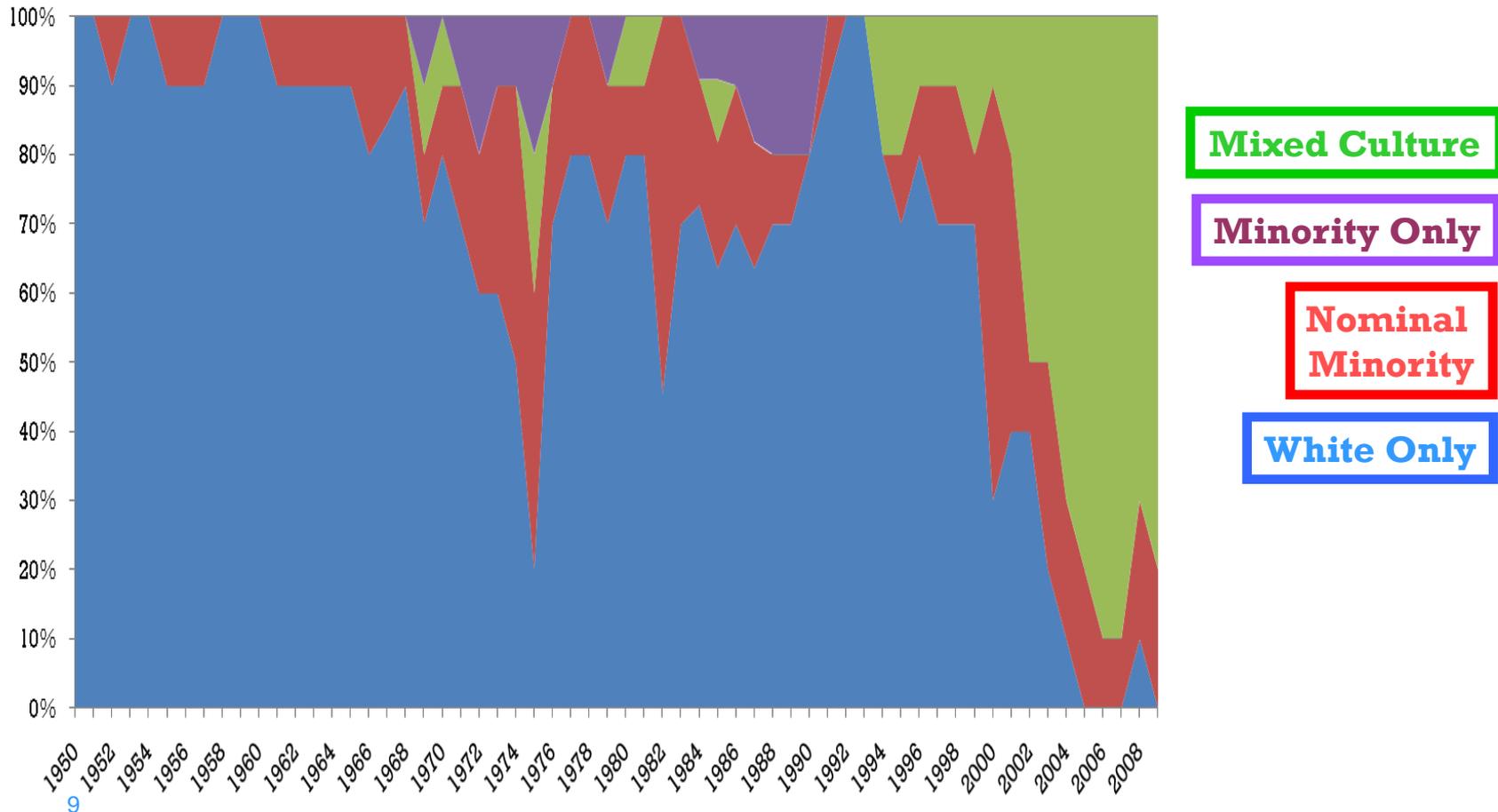
Minority Only

**Nominal
Minority**

White Only

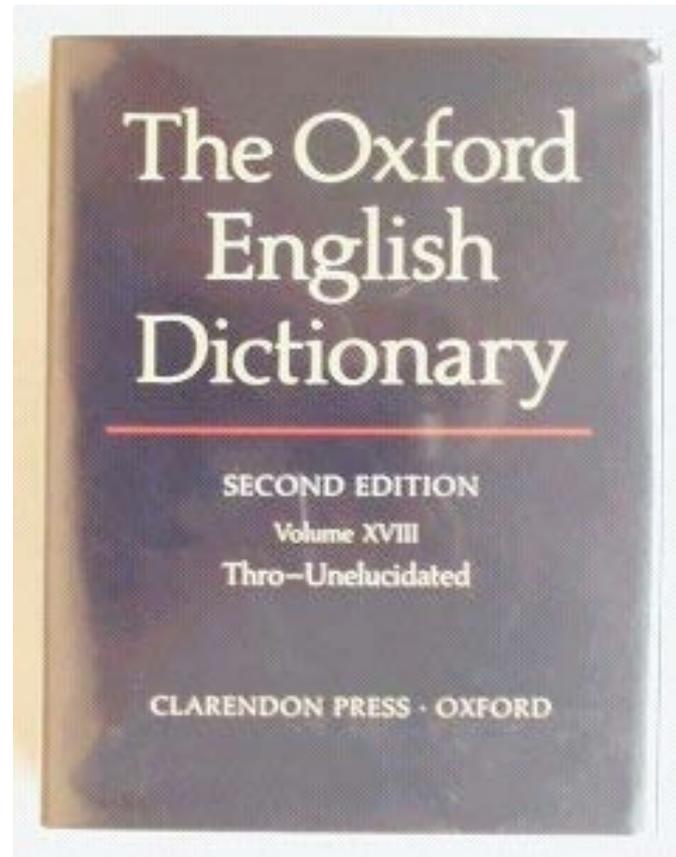
Challenge: Making the Census Relevant in a Multicultural World

Top 10 Rated TV Shows, 1950 - 2009



Challenge: Keeping Pace with a Changing World

2000



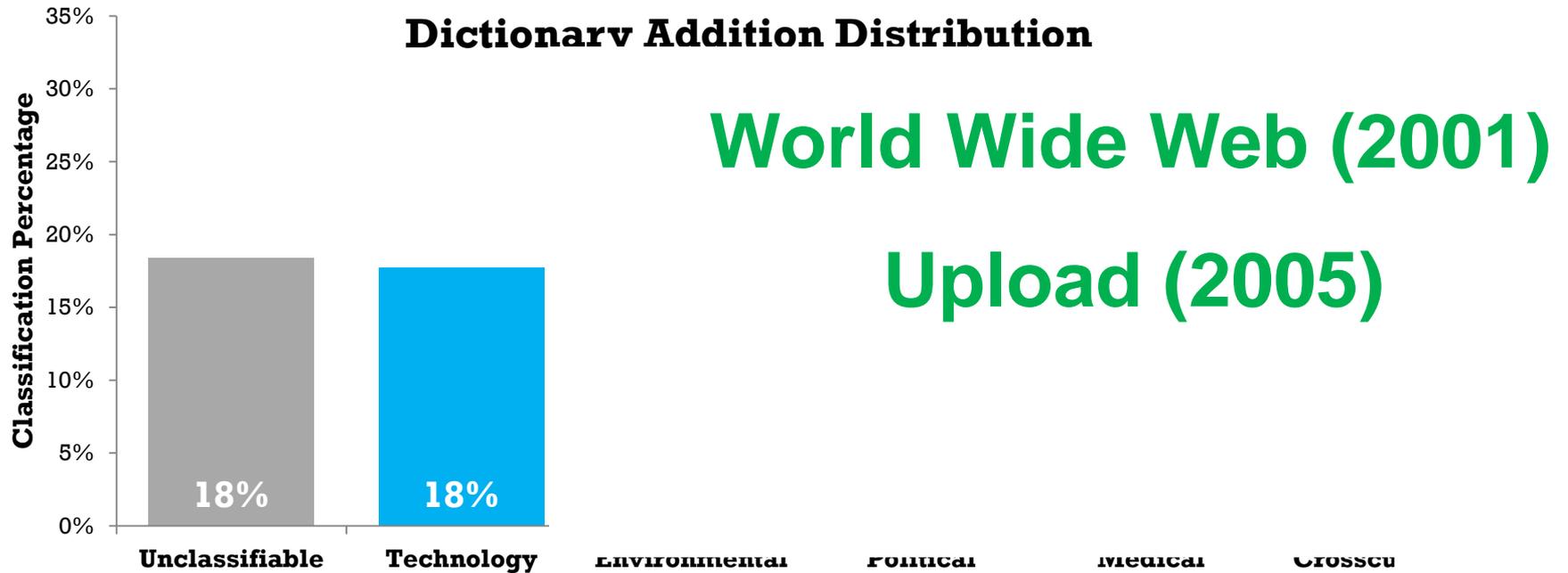
2010

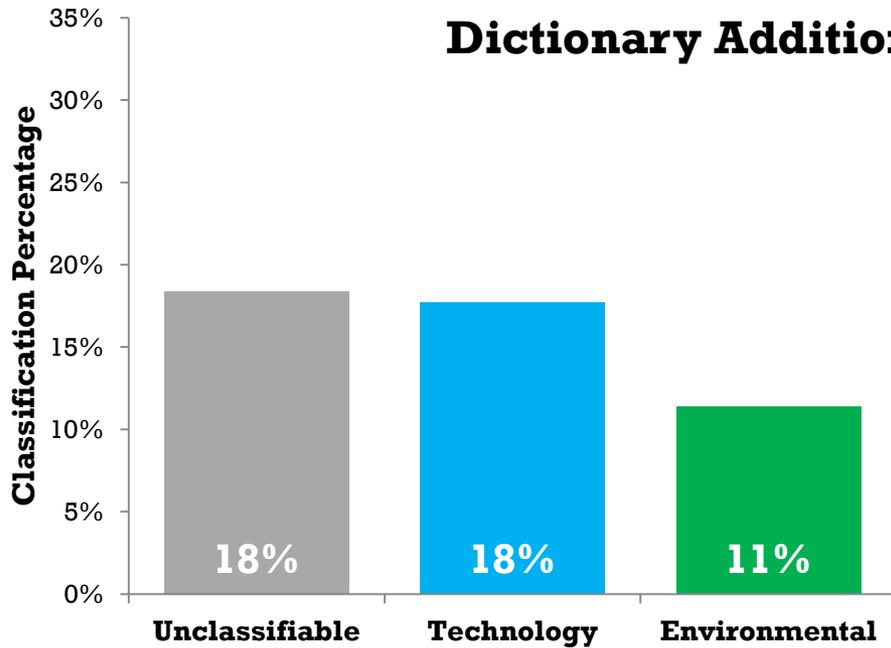
New Words Added in Last 10 Years

82% = five categories

- **Technological**
- **Environmental/Science**
- **Political**
- **Medical/Pharmaceutical**
- **“Ethnic”**

The Web is Transforming How We Speak





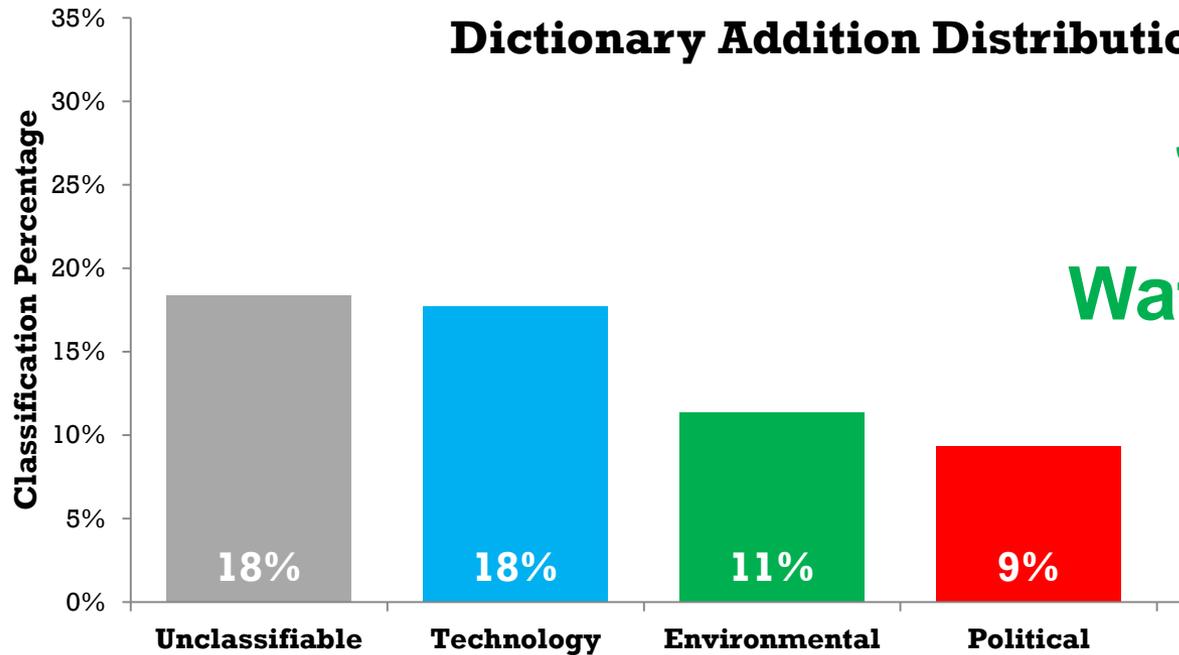
Ecotourism (2001)

Free-range (2008)

Dictionary Addition Distribution

Just war (2006)

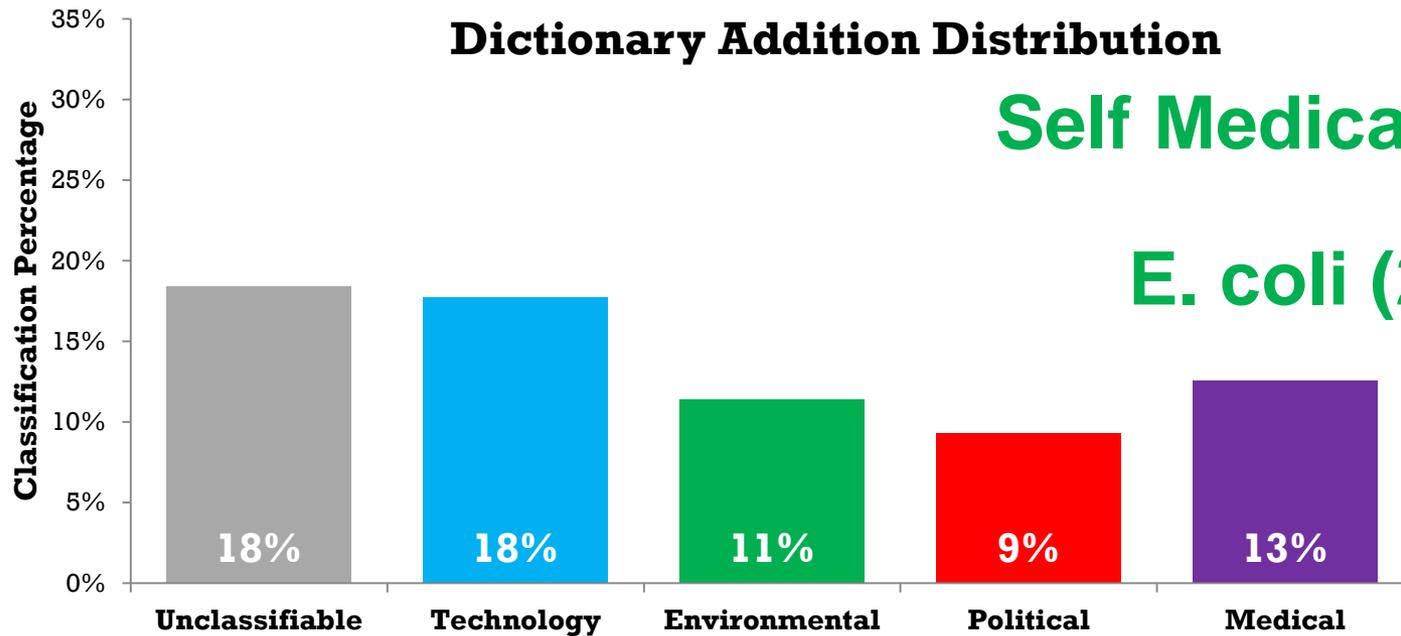
Waterboarding (2009)



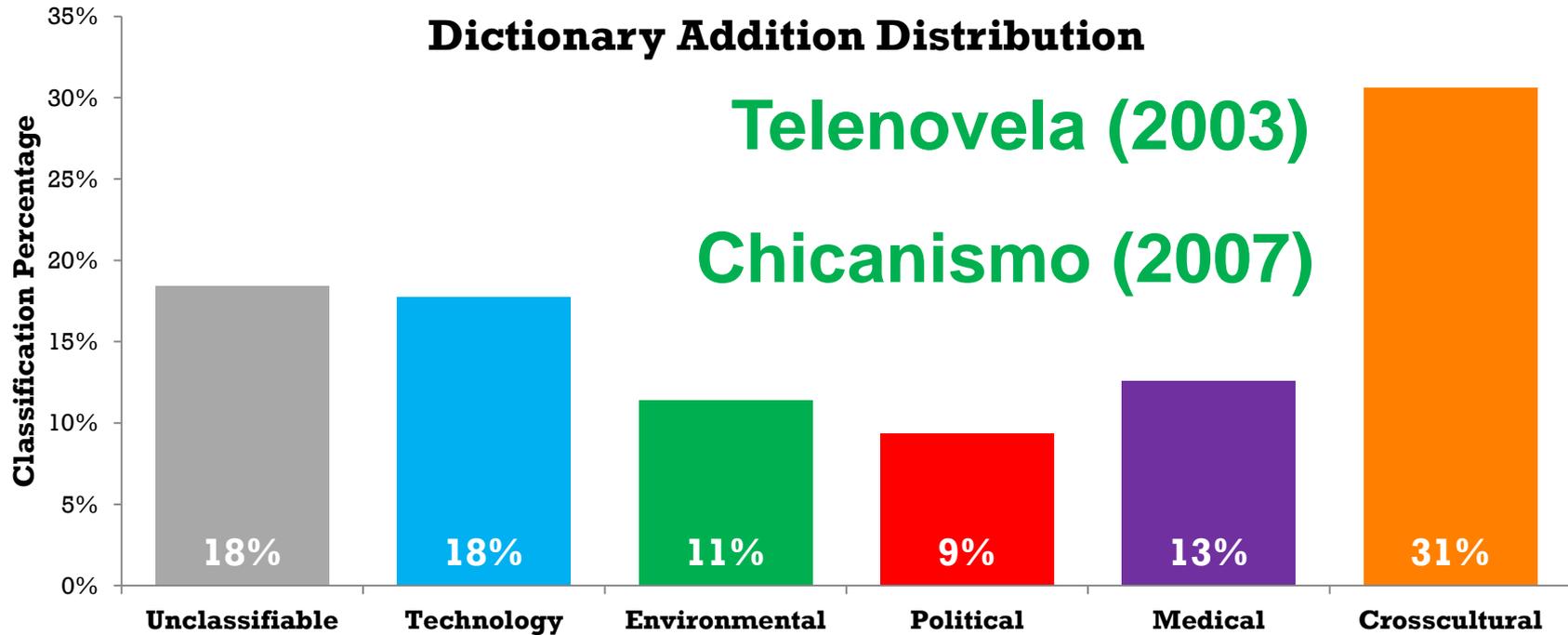
Dictionary Addition Distribution

Self Medicate (2004)

E. coli (2001)



How does Census stay relevant in this growing cross-cultural environment?



PREPARING ADCOM FOR THE FUTURE

The Other 9 Years

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

ED-61101 (revised)

2007 ECONOMIC CENSUS
Educational Services

DUE DATE
FEBRUARY 12, 2008

Mail your completed form to:
U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47134-0001

Please read the accompanying
instructions and return the questionnaire in the envelope provided.

Need help or have questions
about filling out the form?
Visit www.census.gov/2007census
or call 1-800-353-6198, between
8:00 a.m. and 5:00 p.m. Eastern
Time, Monday through Friday.
- ON -

When the address above
includes you, it is at the Census
Bureau's request and is used in its
mailing program.

YOUR RESPONSE IS REQUIRED BY LAW. This is a confidential questionnaire. It is used to determine the number of people in your household and to estimate the number of people in your household who are employed. Your response is confidential and will be used only for statistical purposes. Federal or state officials are prohibited from releasing your information to other government agencies.

POPULATION DIVISION

**INFORMATION COPY
DO NOT USE TO REPORT**

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

This booklet shows the content of the American Community Survey questionnaire.

Please complete this form and return it as soon as possible after receiving it in the mail.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call 1-800-353-6198. The telephone call is free.

U.S. BUREAU OF ECONOMIC ANALYSIS

Start Here

1. Fill in the date today's date.
Month Day Year
2. Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number
3. How many people are living or staying at this address?
- INCLUDE everyone who is living or staying here for more than 2 months.
- INCLUDE yourself if you are living here for more than 2 months.
- INCLUDE anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- DO NOT INCLUDE anyone who is living somewhere else for more than 2 months, such as a college student living away from home at the Armed Forces or employment.
4. Fill out page 2, 3, and 4 for everyone, including yourself, who lives or stays at this address for more than 2 months. Then complete the rest of the form.

U.S. BUREAU OF ECONOMIC ANALYSIS

Current Population Survey

CENSUS

by Edwin Dyerly

CURRENT POPULATION REPORTS
Population Estimates and Projections
Series P-25, No. 1063

State and Local Agencies Preparing Population and Housing Estimates

U.S. Department of Labor
BUREAU OF LABOR STATISTICS

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

TP63

Have We Reached the Top? Educational Attainment Projections of the U.S.

by Jennifer Cheeseman Day and Kurt J. Bauman

Working Paper Series No. 43

U.S. BUREAU OF ECONOMIC ANALYSIS

AC 5-1111PC1201 QRM

SLIPP

Survey of Income and Program Participation

by Martina Shea

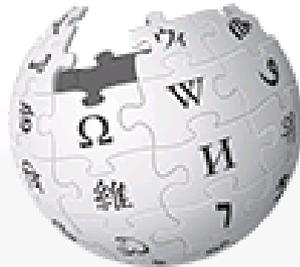
Preparing ADCOM for the Future

- **Expanding trust in the Census Bureau**
- **Redefining what we mean by “data user”**
- **Making data more accessible – across diverse cultures/ethnicities**
- **Leading innovation on data animation, visualization, and integration**
- **Exploiting new communication mediums such as social media – in a multicultural world**

What will be the “go to” destination in the information economy?

United States[®]
Census
Bureau

Google™



WIKIPEDIA
The Free Encyclopedia

bing™