

COUNTDOWN to CENSUS DAY!

April 1, 2000 is just eight months away. Each issue of the *Utah Data Guide* will include articles relating to Census 2000, and a calendar outlining activities that will take place prior to and following Census 2000.

1999

August-September

- Remaining local census offices open in Utah

October

- 1999 National State Data Center Meeting in Washington, D.C.

2000

January-March

- Recruiting
- Special population counts

March

- Questionnaires delivered (by mail or door-to-door)
- Enumeration in rural or remote areas
- Special place enumeration

**APRIL 1, 2000
CENSUS DAY!**

April-May 30

- Be counted campaign
- Non-response follow-up
- Quality check survey conducted

December 31, 2000

- Count of U.S. by states delivered to the President with reapportionment counts

2001

April 1, 2001

- All states receive redistricting counts

CENSUS 2000: A Top Priority in Utah

On May 26, 1999, Governor Leavitt signed a proclamation declaring Census 2000 a top priority in Utah and encouraging all Utahns to support the U.S. Census Bureau in this effort. Accompanying the Governor in the signing were: Kenneth Prewitt, Director of the Census Bureau; Susan Lavin, Regional Director of the Denver Census Office; local Census Bureau representatives; the directors of the Utah Ethnic Offices; and State Data Center staff.

Recognizing that Census 2000 data will not only be the basis for billions of dollars in federal funds that will be distributed to Utah each year, but that it will also provide the base data for planning efforts to preserve and enhance Utah's enviable quality of life, Governor Leavitt urged all Utahns to return the census questionnaires promptly and accurately so that Census 2000 will be the most accurate census in our state's history.

Governor Leavitt also indicated that the state is committed to a full and accurate count, with special emphasis on members of population groups traditionally undercounted in Utah. The Governor's Office of Planning and Budget is coordinating the formation of several complete count committees to plan and implement locally-based promotion to publicize the importance of Census 2000. Utah's complete count committees will target populations that have been undercounted in previous censuses.

In addition to the formation of state complete count committees, the Governor's Office will conduct an outreach campaign, with the goal of increasing public awareness of the value of the census and increasing the response rate to mail surveys. Promotional materials (such as fliers, handouts, and web pages) and a speaker's bureau will be used to convey this message.

For more information on the Governor's proclamation or Census 2000 activities in Utah, contact Lisa Hillman, the Governor's Liaison for Census 2000, in the Governor's Office of Planning and Budget at 537-9013, or visit our web site at www.governor.state.ut.us/dea ■

DEMOGRAPHICS for DATA USERS WORKSHOP SCHEDULED in AUGUST: LEARN MORE ABOUT THE ECONOMIC CENSUS and CENSUS 2000!

Representatives from the U.S. Census Bureau will be in Salt Lake City to conduct a user's conference on the 1997 Economic Census and to give an update on Census 2000 plans and activities. The conference will prepare participants to utilize new products from the Bureau of the Census.



Morning Session: 1997 Economic Census

- Economic Trends and Data Uses
- North American Industry Classification System
- Products from the 1997 Economic Census
- Accessing and Working with Census Bureau Economic Data

Afternoon Session: Census 2000

- Data Products and Dissemination Plans
- Demonstration of the American Fact Finder Internet Access
- Geography and Geographic Products
- Census 2000 and the State of Utah



Registrants may attend either or both sessions for a fee of \$5. The workshop will be held on Friday, August 20th in the State Office Building Auditorium (450 North 100 East, directly north of the State Capitol). Demographics for Data Users is a series of demographic data and analysis workshops that are sponsored by the Population Research Laboratory at Utah State University and the Utah State Data Center in the Governor's Office of Planning and Budget. For more information on the workshop or to register, contact Lisa Hillman in the Governor's Office of Planning and Budget at (801) 537-9013 or via email at lhillman@gov.state.ut.us ■