

1The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

The Census Bureau's Customer Liaison & Marketing Services Office is planning a survey to capture feedback for a web-based data tool application called Alteryx that is currently under an internal Census Bureau review. The feedback from this survey for external users will provide the Census Bureau with additional insight towards market research of this data tool application. Previously, feedback from external users was only solicited after the data tool applications were launched.

Briefly, Alteryx is the developer of a data application called the 2010 Census Data Engine (Windows application with Census data packaged in a DVD format). Sensitive to the on-demand and 24/7 nature of data users, Alteryx developed the online (web-based) equivalent of the DVD data tool tool/application called DemographicsNow. This commercially available application provides users with access to all geographic levels of data and all of the individual data variables and tables contained in the Summary File data. This application is also fully compatible with existing Census 2000 datasets (i.e., Summary File 1, Summary File 3, and Congressional Districts Summary File). Future scheduled releases include the following Census data sets: American Indian and Alaska Native, 113th Congressional Districts, State Legislative Districts, Public Use Microdata Sample (PUMS).

The 1,800-strong State Data Center network have been using the Census 2000 DVDs and look forward to the Census 2010 DVD for their use. They are also familiar with the Alteryx DemographicsNow application, and have requested, and endorsed the Census Bureau's research and testing of the online Alteryx application.

A webinar demoing the data tool application was provided to help the members/participants better understand the application prior to the online survey.

In January 2013, we will post a survey on the web, to approximately 400 members of various Census Partner groups to include the State Data Center, Census Information Center, Federal State Cooperative on Population Estimates, and other related Partner groups or affiliates. These members will have the opportunity to complete the survey.

Data Access and Dissemination Systems staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. We estimate respondent burden at 90 minutes per questionnaire for a total respondent burden of 600 hours.

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