Data Dissemination in a new Era: A Customer-centric approach
Dissemination is core to the Census Bureau Mission

Ever since the U.S. Marshalls posted the 1790 Census results in the public square....

“The Census Bureau serves as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly. We are guided on this mission by our strong and capable workforce, our readiness to innovate, and our abiding commitment to our customers.”
• **Use new technologies to improve services and products.** As technological capabilities increase, customers will expect easier access, quicker turnaround, and greater comparability among different datasets.

• **Make information readily available to everyone, from the least to the most experienced data user...** The challenge is to develop cost-effective strategies for the continued delivery of useful information to this diverse customer base.
White House Executive Order No. 13571

“Streamlining Service Delivery and Improving Customer Service”

...with advances in technology and service delivery systems in other sectors, the public’s expectations of the Government have continued to rise.

Agencies must

• improve the customer experience by adopting proven customer service best practices and coordinating across service channels such as online, phone, in-person, and mail services;
• streamline agency processes to reduce costs and accelerate delivery, while reducing the need for customer calls and inquiries; and
• identify ways to use innovative technologies to accomplish the customer service activities above, thereby lowering costs, decreasing service delivery times, and improving the customer experience.
Data Dissemination should align with the Digital Government Strategy that orchestrates several initiatives aimed at improving government services and efficiencies including Executive Order 13571 and others.

• **Enabling citizens** and an increasingly mobile federal workforce an “anywhere, anytime, on any device” approach

• **Building the modern infrastructure needed to support digital government to reduce costs**

• **Improve how government connects with, and provides services to, the American people.**
Former Methods for Dissemination

1160. Online News Consumption by Selected Characteristics: 2000 to 2010

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>2000</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Total adult internet users</td>
<td>60</td>
<td>72</td>
<td>76</td>
<td>73</td>
<td>63</td>
</tr>
<tr>
<td>Age (18 to 29 years old)</td>
<td>56</td>
<td>74</td>
<td>72</td>
<td>77</td>
<td>75</td>
</tr>
<tr>
<td>30 to 49 years old</td>
<td>62</td>
<td>76</td>
<td>75</td>
<td>78</td>
<td>73</td>
</tr>
<tr>
<td>50 to 64 years old</td>
<td>57</td>
<td>71</td>
<td>77</td>
<td>80</td>
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<tr>
<td>65 years old and over</td>
<td>53</td>
<td>56</td>
<td>62</td>
<td>68</td>
<td>75</td>
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<tr>
<td>Sex</td>
<td>66</td>
<td>73</td>
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<td>82</td>
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<td>Race and Hispanicity</td>
<td>60</td>
<td>72</td>
<td>75</td>
<td>80</td>
<td>82</td>
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<td>White, non-Hispanic</td>
<td>63</td>
<td>72</td>
<td>75</td>
<td>80</td>
<td>82</td>
</tr>
<tr>
<td>Black, non-Hispanic</td>
<td>63</td>
<td>72</td>
<td>75</td>
<td>80</td>
<td>82</td>
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<tr>
<td>English-speaking Hispanic</td>
<td>57</td>
<td>67</td>
<td>75</td>
<td>80</td>
<td>85</td>
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<td>Annual household income</td>
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<td>59</td>
<td>64</td>
<td>69</td>
<td>74</td>
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<tr>
<td>Less than $30,000</td>
<td>55</td>
<td>59</td>
<td>64</td>
<td>69</td>
<td>74</td>
</tr>
<tr>
<td>$30,000 to $40,999</td>
<td>57</td>
<td>62</td>
<td>67</td>
<td>73</td>
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<td>78</td>
<td>83</td>
<td>87</td>
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<td>More than $74,999</td>
<td>69</td>
<td>84</td>
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<td>Frequency of internet use</td>
<td>66</td>
<td>81</td>
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<tr>
<td>Daily</td>
<td>59</td>
<td>60</td>
<td>65</td>
<td>67</td>
<td>72</td>
</tr>
<tr>
<td>Several times per week</td>
<td>63</td>
<td>68</td>
<td>71</td>
<td>75</td>
<td>78</td>
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<tr>
<td>Less than 1 time per week</td>
<td>60</td>
<td>66</td>
<td>70</td>
<td>74</td>
<td>78</td>
</tr>
</tbody>
</table>

Rapidly Changing Customer Expectations and Dissemination Tools
Digital Products for the 21st Century

Digital products have replaced traditional publications.
21st Century Expectation: Anywhere, Anytime Access

Meet users’ expectations:

- 24/7 access to data
- Easily Found
- Accessible
- Timely
- Relevant
APIs provide new methods of data access and dissemination

Web Applications API enabled

Mobile Applications

Open Government

API Serve the Data

Advanced Search
Meeting Customer Demands

Population Clock

QuickFacts

United States Population on July 1, 2012 was: 313,932,840

Annual Population Estimates

United States Population Growth by Region

United States Population by Age and Sex

Census Bureau

September 2012 Report

Released 10:00 AM EDT, 11/2/12

New Orders

Change: 4.8%

Construction Spending

September 2012 Report

Released 10:00 AM EDT, 11/1/12

Change: 0.6%

Homeownership Rate

3rd Quarter 2012 Report

Released 10:00 AM EDT, 10/30/12

Change: No Change

Advance Report Durable Goods

September 2012 Report

Released 8:30 AM EDT, 10/25/12

Change: 9.9%

* change not statistically significant

Economic Indicators
Theme-based navigation

- Matches some of the most frequently searched terms and accessed statistics on census.gov.
  - Population
  - Economy
  - Business
  - Education
  - Employment
  - Energy & Environment
  - Families & Living Arrangements
  - Foreign Trade
  - Government
  - Health
  - Housing
  - Income & Poverty
  - Transportation
Data Dissemination Capabilities Team

PROJECT TITLE
Data Dissemination Capabilities and Road Map: 2013

PROJECT DESCRIPTION
Assess and recommend capabilities that the Census Bureau needs to acquire and maintain to disseminate its vast data collection to its broad range of external users. Emphasizing the future needs of outside users, the Dissemination Capabilities Team (Team) will identify the capabilities and functions that define an optimal and streamlined business process for achieving this outcome.

With user needs as a driving force, the Team will assess the completeness of the Census Bureau’s Dissemination products and process portfolio and provide recommendations and a roadmap for Census to move forward to modernize, optimize, and streamline an adaptive dissemination activities and operations system. All recommendations will be consistent with Direction of Future Census Bureau Operations (February 2013).
Engaging Staff to Change

More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.

Census.gov/Clarity
America’s data resources are now more illuminating.

Mission: DATA CLARITY is making our information easier than ever to use and understand, illuminating the future of American innovation.

More Shareable, Embeddable, Customizable and Downloadable. Secure as ever. Census.gov/Clarity
Making America’s data resources easier to consume.
Step 1

Step 2

We’re making America’s data resources this easy to crunch.

Mission Data Clarity is making our information easier than ever to use and understand, illuminating the future of American innovation.

More Sharable, Embeddable, Customizable and Downloadable. Secure as ever.  

Census.gov/Clarity
Census.gov 2.0 Beta

The redesign of Census.gov is underway and now in Beta. Extensive research was conducted to identify areas of improvement and develop the new website with new navigation. Take a look and tell us what you think...

Latest Future On: Blogs

- Mission Data Clarity - Making America's Data Resources Easier to Understand
- Data Management System Provides Easier Access to Data Sets
- Third Census Codeathon Produces New App for Entrepreneurs by Day’s End

Highlights

- Blog: The Future is Now for Open Data
- View the latest on Easy Stats and QuickFacts
- Customer Feedback & Web Analytics Dashboard

Mobile, Apps, Widgets & More...

- America’s Economy
- Population Clock
- My Congressional District

Submit Questions/Suggestions Here

Digital Innovation

Lisa Wolfisch
Chief
Web and Social Media Branch, CNMP

Web and Mobile Apps
There is a great deal of variation between the categories of search phrases that are used, in terms of download rates. Income & Poverty and Health and Family & Living Arrangements had the highest download rates. The lowest belonged to Foreign Trade (contains NAICS) and "Other." These are searches that are difficult to categorize. "More" contains less common searches, including Construction, Crime, Economic Census, Brand Phrase, QuickFacts, Statistical Abstract, Veterans and Genealogy.
Goal #1: Increase Customer Satisfaction

Content Download Rates and Volumes
Top Downloads, Current and Previous Month

Most content download rates for December were at parity with November, with the exception of Residential Sales and Construction Reports. Their release was postponed, explaining why December downloads exceed their November numbers. **NOTE:** Next month there will be a surge in downloads from International Programs pages due to implementation of new download monitoring capabilities on the pages.

Source: SiteCatalyst
Goal #2: Grow Our Audience

Social Media Mentions
Mentions of "Census Bureau" in Social Media

The largest spike, on the 30th, was caused by the release of population estimates. The Twitter and News items correspond with a spike in traditional new media that day. Other high News days were on the 12th, when 2012 SAIPE estimates, and an infographic about households receiving government benefits, were released, and on the 18th, for the release date of the Census Explorer Tool.

Source: Sysomos
Goal #3: Increase Awareness of Census Statistics

Growth in visits from mobile sites increased by 36% from a year ago. Validated API key requests also grew by 208%. Although no apparent from the graphic above, each of the Web Apps took a dip in total page views this month compared to November of 2013.
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Questions, Feedback